

# SHEBOYGAN LAKERS

2023-24 Season Fall Welcome Meeting



# Thank You from the Association President

Thank you everyone for choosing to join us for another great year. We are very excited all the the programs and ice opportunities coming our way in the next year.

Please let your family and friends know that we are always looking for more skaters at every age. Have a great season and stay safe and healthy. We look forward to a great 2023-2024 season.

Thank you,  
Chase Longmiller  
Board President

# Board of Directors

Brian Allen  
Paul Avery  
Jennifer Cardarelle  
Tammy Dehne  
Josh Holte  
Erin Lindow  
Chase Longmiller  
Jared Roe  
Salena Russell  
Sam Schroeder  
Kathy Scott  
Nathan Taylor

Staff:  
Tom Cagle  
Kasey Schroeder

# Finance

- Strong Balance Sheet
  - No Debts
  - Last year total net income was \$58,388.
- Open Skate, Tournaments, and Concessions
  - \$104,418 (in 2022-23)
- Next Level Camp income was \$11,387.21
- Fiscal Year 2022-23
  - Budget this year is at a projected lose of \$55,121 due to capital improvements listed on later slide.

# Building and Grounds

## PROJECTS

- Parking Lot resurfaced
- Office area revamped and a meeting room created
- Continued work on bathrooms (Anticipated finish prior to games beginning)
- New security system is in the process for purchase
- Digital signage will be installed for Locker room assignments and concessions
- Locker Room 3 bench installed
- New storage and shelving in concessions
- If you are in the trades or handy, let Tom know and get hours helping to fix the rink.

# Youth Hockey

## Events

- Successful Next level camp for participants and the SBLA
- Youth Hockey Night at the Admirals, October 21st. More info soon.
- Sheboygan Lakers Night at the Hockey Holiday Face-Off College Hockey Tournament. December 29, 2023. More info soon.

## Youth Hockey Schedules

- We are hoping to have an Open House/Scrimmage weekend for Oct 21&22, 2023. Stay tuned for more info.
- U14 games will start Oct 28&29, 2023. U12 and U10 games will start Nov 4&5, 2023

# Tournaments

- We will be hosting three tournaments this season.
  - December 8 - 10 we will be hosting a Squirt C & Pee Wee B tournament.
  - January 12 - 14 we will be hosting a Squirt B & Pee Wee C tournament.
  - March 2 - 3 we will be hosting the Squirt A STATE tournament.
- We require 2 parent volunteers from every team to join the tournament committee. Please let your team manager know as soon as teams are assigned if you are interested. Our first meeting will be on Thursday, October 19th at 6:30pm.
- If you are able to donate or have a contact at a specific business, please let us know. We are always looking for raffle donations, food/drink donations, and monetary donations.
- We will be having a bake sale at each tournament as well. The bake sale and the raffle table are pure profit for the organization so we appreciate all of your help to make these successful!!

# Work Hours

**First Ice** - No hours are required, but feel free to help if you would like to.

**Mitey Mite** - Must complete 3 hours per session or 12 hours for the season.

**Mite** - Must complete 25 hours for the season (June 1<sup>st</sup> – May 31<sup>st</sup>). These hours can be done in concessions, Public Skating and/or Tournaments. Ice Bowling hours are not required.

## **Traveling Teams (U8 Squirts thru High School)**

Must complete 45 hours for the season (June 1<sup>st</sup> – May 31<sup>st</sup>) broken down as follows:

- 8 General Hours (includes equipment room, etc.)
- 16 Concessions Hours
- 7 Public Skate Hours (includes admissions, skate rental, ice guard and concessions during public skate.)
- 8 Tournament Hours (brat frying, food sales, etc.)
- 6 Ice Bowling Hours - REQUIRED

All hours **EXCEPT** for Ice Bowling (6 hours required) can be bought out for \$975.

**MAKE SURE YOU FILL OUT A WORK HOURS SLIP AFTER COMPLETING YOUR HOURS IN ORDER TO GET CREDIT!!**

# Marketing & Fundraising (New Committee)

## **MISSION:**

The SBLA Marketing and Fundraising Committee is chartered to further the SBLA mission by promoting all SBLA pillars to include instructional & youth hockey, figure skating and SLIC rink activities. Guidance from the Board of Directors to ensure SBLA grows and evolves as determined in the organization's strategic vision and goals.

## **GOALS:**

- Maintain brand integrity
- Assist in maintaining group cohesion among all SBLA groups
- Positive public relations and create awareness in the Community

# Marketing Promotions

## PROMOTIONS:

Advertisements for SLIC and Lakers Youth Hockey programs were at these activities to create awareness of our organization and attract new skaters.

July - Hole Sponsor PATH (Providing Access to Healing) for golf outing

August - Tables at Open House for County Elementary Schools.

October - Entry in the YMCA Camp Y-Koda Scarecrow Events at Christopher Farms.

November - Walk in a Plymouth Holiday Parade



# Lakers Communications

The Sheboygan Lakers Website has a **NEW look**. To assist in communication with users we have created shortcuts on the “Home” page. Don’t forget to become a member of Facebook Laker Parent group.

- “Lakers News” give the latest in News for Sign-up, dead-lines, and Skater events.



- “Member” page give you the Dibs hours available and Committee information



**Stay Connected** by become a member of Facebook Sheboygan Laker Parent group or adding Sheboygan Lakers Ice Center pages as your favorites.

# Fundraising – Raffle Calendar

## FUNDRAISING RAFFLE CALENDAR SALES RULES

- Each skater family with a 8U to High School will have to sell 25 calendars, which equals \$250.00 (per family/not skater) in order to get your \$125 fundraising fee back.
  - Each calendar will sell for \$10.00 and a free Public Skate admission coupon.
- **November 29th, 2023** - all 25 ticket stubs & money must be handed into the office and no more calendars can be sold. **All unsold calendars MUST** be turned into the rink or you will be charged for each missing calendar.
- Winners will be posted on our website & a check mailed to the address on the stub.

**Every winning ticket drawn will be put back into drawing for more chances to win!**

# Raffle Calendar Contest

## Individual Contest:

Top family that sells the most tickets (in case of tie it will be the first family who turn in all ticket stubs and money) - Wins: \$125 and Designated Parking in Rink Lot

2nd most ticket sales - Wins: \$100

3rd most ticket sales - Wins: \$75

4th most ticket sales - Wins: \$50

Each family selling over 40 calendars will get 2 free volunteer hours (not including ice bowling or tournaments required hours)

# Scrip & Rafter Boards

Every member has the opportunity to **reduce their skating fees** by participating in the SCRIP program and/or by selling rafter boards.

## SCRIP

By purchasing SCRIP gift cards, the association is given a percentage of the purchase and 75% is given to the family to help pay for their skating fees. Imagine how much you could save using SCRIP for all your basic needs like Gas and Food!! Families can order directly from the Raiseright App and some organizations have e-cards that can be added directly to your wallet for instant use.

2023-2024 Season Scrip earnings are accumulated July 1st 2023 to June 30th 2024.

On July 1st, 2024 scrip earnings will be applied to your account and can be used for the 2024-2025 season.

Order “**Kwik Trip - Local**” is giving a 10% rebate (normally 5%) now through September 30th

## Rafter Boards

To sell a rafter board you must find a company willing to sign a 4 year sponsorship/advertising commitment contract. You can earn between \$100 - \$300 in skating fee vouchers for each board you sell. Call the office at 458-3111 for more information and to get the contracts. A list of current sponsorship is on the website under About SBLA - Sponsors.

# Ice Bowling

- This season's Ice Bowling event will take place on March 15th & 16th, 2024!!



# Figure Skating

- Learn to Skate Classes- Monday Nights
- 60+ Figure Skating Club Members
- 3 Synchronized Skating Teams - 34 skaters (up 1 from 2021 and up 2 from 2022)
- Theater on Ice Team
- Individual Skaters/Competitors
- 80 + USFS Test Passed last season
- Basic Skills Competition Planned 2/19/2024
- Annual Ice Show March 9 and 10
- USFS Test Sessions



# What Next?

- Strategic planning
  - 3 & 5 year plans and goals for SBLA
- Facilities
  - Continue to update current facility when necessary and continue study the possibility of a new facility
- Youth Hockey
  - 2024 Camps
  - Early summer hockey opportunities
- Marketing and Fundraising
  - Continue to Promote the Lakers Brand and Fundraise for Strategic Goals

# Thank You

Thank you again for a great year. We are glad you are part of our Sheboygan Laker Hockey family.

