

# Shawano Hockey League Newsletter

September 2011

## 2011 Season

The 2011 Season is just about to start. We take possession of the Crawford Center on 9/15/11, and will be having a big push that first weekend (9/17 and 9/18/11) to get the boards up, mats installed, glass cleaned, etc. Start time will be 8am on both Saturday and Sunday.

Please email or call Mike Johnson if you are available to work either (or both) of those days. We will need a LOT of help, and this is a great way to get in some of your volunteer hours in at a time that we so desperately need you! (Or, if the weekend doesn't work for you, even some time during that next week after work would help a lot.)

Supplies you could bring with you would be: 1/2", 9/16", and 7/16" wrenches, power drills, gloves, and tool belts. We'll also need several teams for installing rubber mats and cleaning.



Contact Mike at [Mike.johnson@shawanohockey.org](mailto:Mike.johnson@shawanohockey.org)



## Our New look!

Our new home/away jerseys and socks have been ordered for all the Squirts, Pee Wees and Bantams, and should be here in plenty of time before our first practices. They are very similar in colors to the Shawano High School jerseys, but with a "Lightning" kind of twist in the color blocking of the red/black/white. We are also going to be supplementing our Mite jerseys with (2) additional colors.

Things to keep in mind, if you are partial to the old Teal/Purple/White jerseys... You could buy them for personal use for a modest fee; and help offset the cost of the new jerseys for our league. More info to follow on that.

Those new jersey colors will also be affecting the offerings of the spirit wear area as well. We won't be doing an online store like we had last year, but should have some nice offerings at our onsite store. And if you fall in love with the new jerseys so much that you'd like to buy one for other people in the family to show their team spirit, that will likely also be an option. So, as soon as we can share some info on that, we'll be forwarding that on as well.

## Programming Update:

- Power skate dates/times will be available in the coming weeks before practices start. Watch your emails for more info.
- With all the currently scheduled games, tournaments, and activities this year, the rink will be used more than ever before.
- Any persons willing to coach, assistant coach, or referee this year, please contact Travis for more info. (Coaches must be certified and classes are occurring very soon.) [travis.olson@shawanohockey.org](mailto:travis.olson@shawanohockey.org)

# Fundraising update:

We'll still be doing the 12-days of Christmas Raffle tickets. But this year we are also going to try selling advertising in the game brochures, in conjunction with the WIAA efforts for the High School team.

Per Diane Carlson's prior emails to you, this is going to be a very QUICK effort on our part, as the ads must be sold and money turned in by Wed. Oct 19 at the SCHS commons area from 6:00-8:00pm. Please contact Diane Carlson for more info at: [dianec@mtclinic.net](mailto:dianec@mtclinic.net)

## Registration/Back to Hockey Nights:

- Reminder, registration can now be all done online this year. Payment in full must be received on or before 9/30/11 though, or additional fees will apply.
- In person registration will be 9/30/11 from 5-8pm at the Crawford Center.
- The additional ad sales will also be explained at Registration, so please come and pick up some information and help us make the game / tournament program ad sales a huge success!
- October 4<sup>th</sup> and 6<sup>th</sup> will be the Back to Hockey nights this year. Please watch your emails for more info on times/dates for the various teams.

## *We need your help!*

Recently we have had some vacancies occur in our Board of Directors. For this reason, we would like to know if any of you would like to help us fill the gaps? You can find out more about the various board positions and tasks by looking at the Board of Directors page on our website at [www.shawanohockey.org](http://www.shawanohockey.org)

If you do not desire to actually fill one of the positions, that's not a problem; but we'd still love to know if you would be willing to help out any of our committee members. Sometimes the required tasks just get to be a bit much, so it would be nice to have someone to help them periodically.

So, please take this survey, and let us know what you think. Thank you so much!

- [Board of Directors Survey](#)

## *Website Updates:*

1. We have added some additional information on the Board of Director's page, so that you can see Bio's of the Members, as well as descriptions of the tasks of each position, general board tasks, and meeting guidelines.
2. Tournament information has been posted, and will be expounded upon once we know the teams that will be coming, dates/times for play/etc.
3. Typical practice times for each week are noted on the Schedule page, as well as the currently scheduled game times and other activities at the Crawford Center for each month.
4. Code of Conduct info has been added to our FAQ's page.

# Your Opinion Counts!

At the end of last season we sent out a survey to the league to gain input. Thank you to the (28) of you who took time to complete the survey. Lots of thoughts were shared and the results were reviewed in detail by board members.

Here is a summary of feedback that was received that we are taking action on this season:

- Scheduling games to avoid Sunday morning whenever possible
- More economical/faster service for spirit wear
- Set times for when skate sharpening will be available
- Signs posted for all available items in concessions
- Confirm changes to game times are communicated to scheduled concessions workers
- Communication is critical to the success of the league and that continues to be an area of focus
- Help new league members learn the ropes and know how they can help out while at the rink during practices
- Improve relationship with WIAA high school team

Some quotes directly from the survey:

- "The league has come a long way since my player was a first year mite."
- "We have a great club and we have great kids, we just need to show people that it isn't as costly as people think."
- "We have a beautiful facility and great coaching staff."

## Marketing Efforts this summer:



Remember to double check your volunteer totals at some point, to ensure you were credited the hours if you worked any of these events:

- Road side clean-up
- Parades
- Fair Parking
- School open houses

For any questions about volunteer hours, please contact [jerad.marsh@shawanohockey.org](mailto:jerad.marsh@shawanohockey.org)

## Upcoming Events:

### SEPTEMBER-2011

- 17<sup>th</sup>-18<sup>th</sup>: Set up the Hockey Rink/Ice/Boards
- 30<sup>th</sup>: Registration 5-8pm

### OCTOBER-2011

- 19<sup>th</sup>: Hand in Tournament Program Ad Sales/Money
- Weekend of 28<sup>th</sup> = first Hockey Games

### NOVEMBER-2011

- 5<sup>th</sup>: Try Hockey for Free date, sanctioned by USA Hockey
- 17<sup>th</sup>: Team Photo day with JD Photography

### DECEMBER-2011

- 10<sup>th</sup>: Skate with Santa night