

Craig King

1) Please provide a brief summary of the qualifications and/or strengths you feel you would bring to the organization:

A crucial role in the success of the Appleton Area Hockey Association is its ability to operate with fiscal responsibility. I will bring over 20 years of experience working in finance to the board. Having a background in analysis and budgeting I can help ensure the association maintains a healthy financial position. It's also important the association will be in compliance with the general accepted accounting principles of a 501c-3. I have direct non-profit accounting experience volunteering as the Treasurer for the Appleton Family Ice Center between 2004-2010. I also have a long working relationship (10+ years) with the tax accountants of the Appleton Area Hockey Association. I will continue to rely on their expertise for best practice results within our association.

Sound financial practices will allow us to continue to move forward. As we evolve I can help guide some of the decisions with accurate and complete financial information. It's important when we look at areas such as setting our membership dues, allocating funds for player development, tournaments, capital expenditures and fundraising that we have accurate and timely information. This is vital to how we plan for the future.

I feel a key personal strength lies within a commitment towards serving the community. I have volunteered on various positions within Rotary, Wisconsin Family Business Forum, Neenah-Menasha Best Friends, Appleton Downtown Inc., Fox Cities Chamber of Commerce, Cub Scouts, and currently serve on the United Way's Strengthening Families Impact Area.

Having been a member of the community the last 15 years I have developed many business relationships within the area. I feel this is an important element as we continue to look at new ways of growth and increasing AAHA's awareness within the community.

2) Please share why you are interested in being part of the Board of Directors.

I have been around the game most of my life as both a player and a coach. I've seen first-hand how hockey can have an effect on a community. The obvious benefits of physical activity are very important. A little less obvious are how hockey shapes our youth with its life lessons. I can't think of a sport that teaches, discipline, teamwork, handling failure, rewarding hard work quite like hockey. I would be honored to serve as representative of our members to promote the values hockey teaches to our children. Our families make a huge commitment with time, money, sacrificing other activities, to be a part of this association and I want every member proud to be a part of it.