

SHEBOYGAN LAKERS

2024 - 2025 Season Kick-off Meeting



Thank You from your Board of Directors

We are excited to welcome you back to the 2024-2025 season. You can just feel the positive energy when you walk in the building. Some updates at the rink the past few months; inside of the building new paint, updated bathrooms, deep cleaning, and more. Outside a new brat fry hut being installed in connection with an Eagle Scout project from one of our Lakers families.

We have fun new programming and the return of some fan favorites. We just completed our inaugural year of the Summer Root Beer league and the feedback has been phenomenal. The Summer Swiftie Skate was a huge success again. Our marketing team is hard at work making all of those wonderful communications that you have been seeing and putting on these fun events.

***We want the Lakers Ice Rink to be a place that you can be proud to call home.
Thank you to all the members that work with us to continue to make it happen!!!
We cannot do what we do without ALL OF YOU!!! Let's Go Lakers!!!!***

SBLA Board of Directors

Erin Lindow - President

Brian Allen - Vice President

Nels Quackenbush - Treasurer

Salena Russell - Secretary

Paul Avery

Eric Hawkinson

Josh Holte

Mark McCurdy

Kayla Ostermann

Jared Roe

Sam Schroeder

Kathy Scott (Figure Skating)

Staff:

Tom Cagle

Kasey Schroeder

Foundation (SBLCF)

The Sheboygan Blue Line Charitable Foundation (SBLCF) had their semi-annual meeting at the beginning of summer. The Foundation was formed to hold funds that are to be used for catastrophic situations and capital improvements.

- We currently hold just over \$500,000 in a combination of checking accounts and CD's. The CD market is aggressive at this time and half the liquid money will be invested in CD's to capitalize on potential gains.
- In the past year the Foundation has approved funds for the unit above locker room 4 and the purchase of practice jerseys.
- The Foundation hosts Ice Bowling Fundraiser and it was another successful year with a profit of almost \$20,000.

SBLA Communications

It is my goal to continue to improve the communication between the organization and the families and make sure everyone is aware of what is going on, without getting bombarded with information.

This year I am doing MONTHLY NEWSLETTERS: They will be communicated in several different spots, and it is the *responsibility of every family to read them*. I get current season emails from the registration list, so if your email was not included on this season's registration please contact me and I will get it added to my mailing list.

How to Find:

- 1.) Paper copy at the rink to the right of the main doors
- 2.) Website under – About SBLA – Lakers parent news ([Shortcut on main page!](#))
- 3.) posted on the Parent Facebook page (can get to them under the “Files” tab ([Scan Code!](#)))
- 4.) Email.

Once the season starts, all of your day-to-day communication will come from your team managers, coaches and age directors!

The newsletter preview includes several sections: 'REGISTRATION' with details for the 2024-25 Hockey Season; 'DATES' listing various events like the B102 All Youth Skaters Meeting and B102-29 Skate Swap; '2024 Skate Swap' information for September; 'SWIFTE Skate' event details for August 24th; and 'JERSEYS' information for the 2024-25 season.

The update includes a 'Laker Fact!' about the 4th of July parade, a 'REGISTRATION' section for the 2024-25 season, and a 'STARTING AUGUST' section regarding rink safety and equipment. It also mentions a 'SWIFTE Skate' event and 'JERSEYS' for the upcoming season.

Newsletter include a quick overview and detailed page



On Main Homepage - Click and it will take you directly to Lakers Parent News (#2)



Scan to Join Facebook Parent Group!

Work Hours (Dibs)

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

Mitey Mite - Must complete 12 hours for the season (June 1st – May 31st) These hours can be done in concessions, Public Skating, and/or Tournaments. Ice bowling hours are not required.

Mite - Must complete 25 hours for the season (June 1st – May 31st). 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 1st – May 31st) 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!!

Figure Skating

- Learn to Skate Classes- Monday Nights
- 70+ Figure Skating Club Members
- 3 Synchronized Skating Teams
- Theater on Ice Team
- Individual Skaters/Competitors
- 40+ USFS Test Passed this season
- Basic Skills Competition hosted 2/18/24
- Annual Ice Show March 9 and 10
- USFS Test Sessions held in Sept & Feb



SBLA Committees

There are (6) SBLA Committees that you can join to help the Association and earn your required hours. There are is a sign-up with a display a brief summary for each committee. If you are interested in participating or knowing more, please sign-up and the Committee Head will get back to you or sign-up on the sheets located on the Committees display table. It is an exciting committee and a fun way to complete some of your work hours!

SBLA Committee:

- Facilities Maintenance
- Fundraising*
- Marketing
- Strategic Planning and Projects
- Tournament
- Youth Hockey

*Ice Bowling run by SBLCF



Building and Grounds

2024 Offseason Upgrades

- New partitions in primary rink restrooms
- Brat Fry Hut- Eagle Scout Project
 - Related cement pad & walkway
- Carpentry repairs to trophy case & scorer's box
- Fresh Paint
 - Primary restrooms
 - Locker rooms & stick racks
 - Some interior doors
 - Social Hall
 - Concession area floor
 - South wall steel pillars
- ...More to come

Fundraising


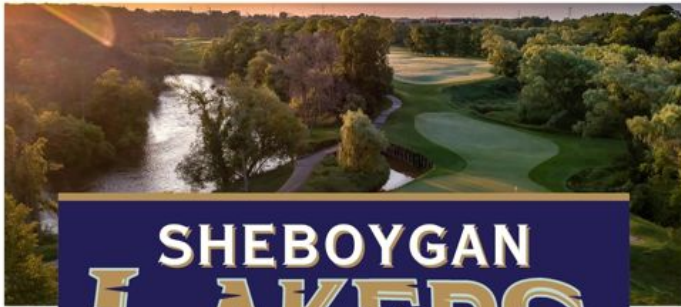
Sheboygan Lakers Golf Outing

September 15th, 2024 all proceeds benefiting Sheboygan Lakers Youth Hockey and Scholarships.

Lakers Raffle Calendar Sales

Each skater family with a Mites 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.

You may sell more than 25 calendars. Special prize for each family that sells 40 or more calendars – 2 free volunteer hours. Sold in November.




**SHEBOYGAN
LAKERS
GOLF
OUTING**

09.15.2024

MEADOW VALLEY AT BLACKWOLF RUN
COST: \$600* PER FOURSOME
*PLUS ONLINE PROCESSING FEE
32 FOURSOME LIMIT

SHOTGUN START AT 10AM | REGISTRATION OPENS AT 9AM
3PM LUNCH INCLUDED

 REGISTER AT [SHEBOYGANLAKERSHOCKEY.COM](https://sheboyganlakershockey.com)
ALL PROCEEDS BENEFITING SHEBOYGAN LAKERS YOUTH HOCKEY

Scrip & Rink/Rafter Boards

Every member has the opportunity to reduce their skating fees by participating!!!

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.

For the 2024-25 season, SBLA families earned \$8,856.80 with the highest earning family getting \$474.75! This was the largest scrip amount distributed in 10 years

*2024-25 Season Scrip earnings are accumulated July 1st, 2024 to June 30th 2025. On July 1st, 2025 scrip earnings will be applied to your account and can be used for the 2025-26 season.

Rink or Rafter Boards

To sell a rink/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. A list of current sponsorship is on the website under About SBLA - Sponsors. Call the office at 458-3111 or visit the website for more information and to get the contracts.



Scan Code to start earning today!

Order Forms with in-stock cards can be picked up in the office

Ice Bowling

This season's Ice Bowling event will take place on March 15th and 16th, 2025.



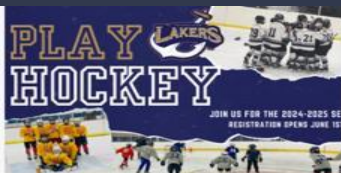
*Ice Bowling is organized by SBLCF

Marketing



MARKETING COMMITTEE

Our goal is to promote and grow our youth programs and association while having fun and making all families feel included!



Promotion

Market + promote youth programs + rink events
Maintaining FB + Website + Rink TVs
Create marketing graphics
Support other committees with graphic + marketing needs

Events

Themed Skates: Swiftie, Disney, Halloween, Football/Tailgate
Parades: 4th of July + a holiday parade (stay tuned!)
Try Hockey for Free + Girls Try Hockey for Free

PR/Community Outreach

Sponsor at PATH golf outing
Touch a Truck Night at the As
Information tables at local Back to School Nights
Entered in Scarecrow Festival Competition (1st place last year!)
Laker Raffle Baskets donated to local organizations

GEAR UP – Lakers & Sirens

We are proud to welcome “Gear Up” as the new official vendor for Lakers and Sirens apparel.

Stop by the Gear Up table to view some unique apparel and hockey items for sell.



Gear Up
With Custom Merch

Have a custom design idea?
Let's make it happen!
Connect using the "Contact Us" feature on the website.

Get all your Hoodies, Tees, and Swag customized to fit your needs.

You name it - we can make it with your name, number, or your customized design.

Delivery to the rink within 2-3 weeks.

SCAN TO ORDER



Strategic Planning

Sheboygan Lakers Ice Center 2024-2027 Strategic Plan

Mission – To guide, grow and support a positive hockey experience for skaters of all ages and abilities. We strive to develop the physical, mental, and emotional well-being of our skaters by providing a safe, fun, equitable and inclusive environment.

Strategy (3-year)

Strategic priority #1: Participation Growth

- Continue low barrier ways for youth to be introduced to hockey – Try Hockey for Free
- Formalize Community Outreach around hockey programs and roadmap
- Educate community on cost of hockey – sheet with marketing on cost of hockey vs other local sports/activities (baseball, soccer, dance)

Strategic priority #2: Financial Stability

- Broader use of Scrip program to offset inflation cost increases
- Engagement of Lakers Endowment Corporation for additional fund-raising efforts
- Growth of Camps and other skating activities – retain next level camp and root beer league

Strategic priority #3: Skater Development

- Continue growth of off-season skating opportunities – Root beer league, Fall hockey and spring hockey
- Creation of skating and technical skills coaching
- Stronger off-ice training areas (updated shooting room) video room

Strategic priority #4: Current Facility

- Updated Locker Rooms (2027)
- Refreshed Concessions and common areas (2026 – Committee)
- Updated Bathrooms with new rubber matting (2025)

Strategic priority #5: Facility Expansion

- New small sheet off of existing facility (start build 2027)
- Creation of shooting and off-ice training area
- Storage area for Ice bowling equipment

Goals (1-year)

- Retain 95% of skaters in youth hockey
- Retain 95% of figure skating participants
- Grow hockey participation by 15 families
- Grow figure skating participation by 10 families

- Net positive cash flow in 2024
- Increased fund raising activity
- Establish Annual Golf Outing
- Maintain market competitive fee structure for 2025-2026 Season

- Root Beer League Participation
- Next Level Camp Participation
- Skating Coach
- 3 State Qualifying Teams

- New partitions in women's bathroom - completed
- Painting of locker rooms - completed
- Facility cleanliness
- Functioning flushers on urinals in locker room bathrooms

- Engage with city to establish commitment to growth at current location
- Work with Abacus Architects on design plan
- Formalize Steering Committee and Fundraising Committee

Tournaments

We will be hosting (3) Tournaments this season and (1) Jamboree. We cannot do what we do without all of your help. We will need workers, donations, baked goods, and more! Each team will be required to provide (2) volunteers for the Tournament Committee.

If you would be interested, please sign-up “SBLA Committees” display table or let your Team Manager know or as soon as Teams have been announced. It is an exciting committee and a fun way to complete some of your work hours!

We will be hosting:

December 13 - 15, 2024 - U12 PeeWee B/U10 Squirt C tournament.

January 10 - 12, 2025 - U12 PeeWee C/U10 Squirt B tournament.

February 15th, 2025 - U6 Mitey Lakers Fest Jamboree.

March 1 - 2, 2025 - U10 Squirt C WAHA State tournament.

Youth Hockey

*Root Beer League - in July/August was a success with great numbers

*Power Ups - September

*Tryout Dates - September 26th, 29th, October 1st, 2nd (Goalies only), 3rd. Players must attend 2 of the first 3 dates.

*Number of Teams for the upcoming season:

Co-ed Teams: 4 to 6 - Mite teams, 3 - 10U teams, 3 - 12U teams, and 2 -14U teams

1- Sirens 10U (Girls only) team

*Hosting 10U 2C WAHA State Tournament

*Received WAHA Mite Equipment Grant and also The WAHA Grass Roots Grant which will be used for Neck Laceration Guards for our rental program

Thank You

We are happy you are part of our Sheboygan Lakers Hockey family. We hope that you all have an amazing season full of great hockey and life long memories with your hockey friends & family!!! GO LAKERS!

