



Advertising at Sheboygan Lakers' Ice Center

The following is a brief outline of Events and total participation by groups and individuals.

Program Participation

Instructional	167
Competitive	153
Adult	<u>101</u>
TOTAL:	421

Facility Usage

142 Youth Games/yr - 11 teams
 42 Adult Games/yr - 4 teams
 96 Tournament Games—72 teams
 11 hrs/wk for instructional programs
 21.5 hrs/wk youth hockey practice
 19 hrs/wk open skating
 3 hrs/wk senior skate
 11 hrs/wk adult hockey

Other Events

Ice Bowling—Birthday Parties
 Home Show—Circus
 Private Parties—Auctions
 Community Craft Sale

Board Members—2009/10 Season

Mark Sheldon —President / Communications
 Joe Reinhart—Vice President / Registration
 Mark Hicks—Treasurer
 Paul Rutledge—Secretary / Soccer Addition
 Steve Falconer—Capital Drive
 Jay Seiler—Buildings & Grounds
 Jenny Carew—Recruitment
 Steve Feinberg—Equipment Room
 Rick Thyges—Equipment Room
 Frank Drake—Tournament Director
 Marla Olsen—SLFSC Representative
 Brenda Getz
 Julie Schroeder
 Ric Schoneman

Other Contacts

Tom Cagle—Rink Manager
 Karen Ingels—Office Manager
 Jack McKinch—A.C.E. Coordinator
 Kelly Wood—Webmaster
 Pam Behnke—SCRIP Coordinator

Sheboygan Lakers' Ice Center is a non-profit organization with no owners. The goal of our organization is to promote skating in the community while keeping the cost as low as possible. The sale of signboard advertising is a significant portion of our operating budget. We budget each year with the intent to break even on operating expenses and put a small amount in reserve for emergencies.

Our members are volunteers and participants in our program. This structure is very unique in that the association is the owner and manager of its own facility. While this creates unique challenges and demands on the volunteers, there are many advantages. The association can establish programs and schedules without a landlord creating restrictions. The association can plan for the future. Equity in the facility will continue to grow that can be used to fund future expansion. The continued success of the Sheboygan Laker Ice Center will be determined by the dedication of its volunteers to maintain and improve the facility. A foundation was established in 2001 to ensure that fund raising activities for capital improvements would be separate from the regular operations of the Association. This foundation (Sheboygan Blue Line Charitable Foundation, Inc. 501©, (3) public charity) will continue to assist in the long-term efforts of the success in providing a professional and quality ice rink for the community of Sheboygan.



Over **150** Hockey Players
 On (11) teams Playing &
 Practicing Each Week



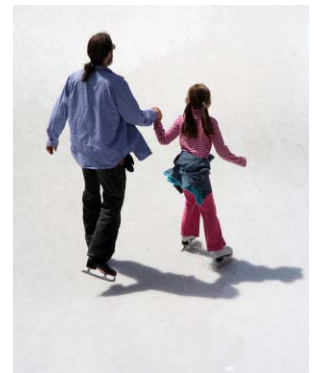
Tournaments Bring in
1,008 families to
 Sheboygan for (3) days



Captive audience in the stands
 for hours on end.



Annual Shamrock Invitational
 Figure Skating Competition



Over **4,500** People Annually
 Enjoy Public Skate