

## **CYHA Leadership Re-Organization FY 2010 – Q & A**

*The CYHA board of directors has recently made some changes. Some of you are aware of a portion, or even all of these changes, however, we know many of you are not. We have received many questions over the last several months and thought it a great time to send out some of these to our membership. Membership should also know that the board is currently comprised of a great group of people, coming from vast and diverse backgrounds both personally and professionally. The great news is that we are also coming together like never before and creating momentum in the association at an unprecedented rate. Please feel free to join us the second Monday of every month as we continue to work towards our goals and the betterment of the association. Your presence, insight, opinions, and thoughts are always welcome. Below is a summary of some questions we have received and answered. We know some of you will be surprised at what you read.*

### ***Why change?***

After our last round of elections, the CYHA board took on the topic of re-organization. This plan was developed based upon the recognition that our association has evolved beyond a youth sports organization into much more of a business organization, considering the full time management and operation of a two-rink facility. Our plan sharpens the focus of the board towards the development of this association and the long term functionality, sustainability, and growth of our programs.

### ***What actually changed?***

The board still operates as a decision making and voting entity, however each board member now serves an additional role in the management of the association. We have created 4 groups based upon functions within the association. Board members have been split up based upon their abilities or interests to lead these four groups. The groups, and respective Board Member assignments are as follows:

Finance – Bob Normand, Sara Bowe

Facility and Grounds – Jason Dresel, Kris Johnson, Mike Armstrong

Skating – Coley Murphy, Rod Elkin, Don Loew, Jon Ippel

Marketing – Ron Renaud, Nikki Bowe, Craig Frenette, Steve Gibbs

### ***So, you all just wanted more control?***

Not at all. Actually, we have signed up for more work. Since the board makes the general decisions, it now functions much more cohesively since the conveyance of those topics to the board and decisions from the board is now actively done by board members instead of handing it off to others. It also allows others to be involved, but not necessarily need to be constantly coming to board meetings to gain approval for things.

Group members now simply go to their respective group “supervisors” and proceed. The board is kept fully aware of movement and decisions by its membership. In other words, we have removed much of the “red tape” and streamlined activity.

### ***What does each group do?***

Each group has defined goals that they are working towards:

Finance – Sustainability, fiscal planning and responsibility, plus creating new income from the funding side.

Building – maintaining the cleanliness, upkeep, and operation of our entire facility.

Skating – oversight and development of ALL skating related programs and team activity, both in season and out.

Marketing – develop new income through fundraising, sales, and advertising as well as improve communication within and outside of the association.

We have isolated specific areas for each group to oversee, direct, and develop for our future. Each group also solicits association membership to fill positions relative to their group, with the hope of increasing the overall involvement of our membership in the future development of the association. The specific breakdown of each groups’ functions are attached.

### ***How is this different?***

Each group, through its board leadership, is well represented at our monthly meetings and quick, concise direction can then be passed throughout group members increasing the effectiveness of its functions. Instead of having multiple committees looking for direction, the leadership of each group maintains constant and consistent communication with the full board, allowing for a much better development of solutions and operations. While we are not yet fully to this point, we are definitely on our way.

### ***Is this change working?***

Absolutely! As with all change, it takes time. And it comes with some bumps in the road. As we continue to develop roles and identify needs, we are seeing indications which show that our direction is correct, and our change is creating positive reaction as well as success for our association. While we, as a board, would love to tell everyone that it has been easy, that there have been no problems, and we are 100% up to speed and fully functional – that would be an outright lie. This is going to take a couple of years to really get squared away, but our commitment is sound and we will see this through.

### ***What have the board and change done so far?***

**For Starters, let’s talk about the fact that the rink is even open right now.**

Our FY 2009 (ending April 30, 2009) was the first year under our new financial plan and annual budget. As such, it was a difficult year and unprecedented in terms of the financial choices the board was required to make each month to preserve the association's future.

10 months ago, our association faced an anticipated budget shortfall of nearly \$60,000.00. In layman's terms, we did not have nearly enough money to make it through our current year, let alone plan next year.

So sweeping were the initiatives put in place by this board, through the recommendations from the finance committee, that not only did we erase that shortfall, we were able to include in our FY 2010 plan two things that we could only dream of a year ago:

1. The provision of funding which will go directly towards debt reduction this year
2. Initializing a fund into which money will annually be placed for long term Capital items like a new Zamboni, a larger or additional dehumidification system, or other very expensive future needs.

**Additionally, the entire net proceeds from Ice Bowl 2009 – roughly \$25,000.00 has been appropriated for debt reduction.**

This may seem like a drop in the bucket; however, these results are extraordinary in light of where we have come from in such a short period of time. Thank you, for the effort and time of our finance committee members – Roger Hunt, Mike Jordan, and Randy Reeg. Your involvement is very much appreciated, and a great example, in the case of Mike and Randy, of our members bringing their time and professional expertise to benefit the greater good of this association.

Through this re-organization, we have also placed leadership personnel in key areas of our association, allowing for some fantastic creative direction in each area along with the development of many new things for our future.

Specifically:

**Tournaments** – In 2008/09 we struggled filling many tournaments, having to discount entry fees just to hold some of them. Under some great leadership and very hard work from Dan Liddell, we are looking at many of this seasons' home tournaments being either completely filled or near capacity – some overflowing with entries – already at the beginning of November. Many of these tournaments will utilize both sheets of ice in solid play from Friday evening through Sunday evening. These are fantastic sources of revenue, for the association as well as the community, and we cannot overlook the fantastic job Dan has done this year. Thank you Dan!

**Marketing Items** – the development of several new programs, including Gordy’s Beer Fest as a great fundraising opportunity (Thank you to the off season use committee for their groundbreaking work on this). Creating new positions directed at getting information out better, collecting it better, and communicating with the community and media in an unprecedented manner. Additionally, we have new programs in place for communicating within the association as well.

**Outdoor Rink** – Last winter, with the help of many association members and the tireless work of Jason Dresel, we opened again, and continue to maintain the only outdoor rink in Chippewa Falls, and the only sheet of ice on which people in CF can skate free of charge. Look for new hours this year and the expansion of hockey hours out there as well. In fact, this year much work has been done to the outdoor rink thanks in no small part to the donation of materials, and work of our association members.

**Skating programs** – We again had Steve Carlson run a clinic for many levels of skaters, began a Women’s program for Hockey moms, increased attendance in our 3 on 3 leagues and spring tournament, improved dryland areas and equipment, added a shooting practice area, and fully funded a beginners program, thanks in part to receiving grant money to help accomplish it – For those that did not know, that’s correct, we offer beginners their first 8 week program at no cost to the skater! Once again, what a great opportunity for kids in our area.

**Fundraising/Donations** – We can never do what we do without great local partners and we again have to thank them for what they do for us. This past year we have had more local partners step up their involvement as well as develop more programs of which our members can take advantage –

One example is our Pizza fundraiser –

We understand that there were complaints about this program last year. So what did our supplier, Bellatoria, do about it – **they fully funded our program!**

Translated, *Bellatoria did not charge us for our portion of the pizzas.*

This created an additional **\$2700.00** in net revenue for the association.

In terms of registrations numbers – that would be the equivalent of an additional 18 Squirt skaters registering or 54 Mighty Mites.

This year, Bellatoria made it even better, by offering families who sell more than the required number of pizza coupons bonus gifts for their sales.

If we fully took advantage of this, there are \$10,000.00 in prizes that the kids could possibly win!

That is a great partner – Thank You Bellatoria!!

Additionally, we have had more sponsors step up in terms of under rink graphics as well as sign sponsors on the dasher boards. Each of these represent great commitments at a time when businesses are in general not seeing the greatest of economic return. WE remain an important investment to our local partners. That is great partnership.

**Website** - Many of you have also noted that we upgraded our website over the summer. Hopefully all of you have checked it out because the changes there have been great! Thank you to our webmaster – Randy Reeg for your efforts in making full use of this new tool. Thank you also to Craig Frenette who has been adding advertisers to our site. While we are still making additions, visiting teams will be able to see lodging options, local attractions and events, and restaurant options all prior to their visit to Chippewa Falls.

**Building** – Hopefully, you all have noticed the painted additions to our new rink. Our Chippewa Thunder colors now adorn the locker room hallways and hallways in the concession area. Thank you to Jason for your lead and all of the volunteers who painted this summer and fall. Much more intimidating to opposing players, don't you think? Also, we are in the process of moving our Equipment room from upstairs in the north rink to upstairs in the south rink. This will include the skate sharpening equipment as well. Finally, coaches offices were added in the north rink (for the youth programs) and in the south rink for the high schools. We have also looked at proposals for a new dehumidification system, and while this is still considered under long term planning, it does bring with it the possibility of multiple sheets of ice in play year round! What a great thing to think about for the future, exactly where our sights are focused for the association.

Much has taken place, with much more to follow! We are just scratching the surface on the things we want to do, and we need you to get it done. Please join us in the continued effort to improve and create a model organization for not only our community and the hockey community, but for our region as well.

***If you are looking for additional involvement, how do I get involved?***

The best thing that you can do would be to contact one of the board members and find out where help is needed. There are still many positions needed throughout the 4 groups, and there are still subcommittees that need people to fill roles. Our biggest initiative right now is getting through this season making the vital changes that need to be made, doing as much right as we can, and trying to get the word out that change, and positive change is happening. All we can say is check it out and get involved. Every additional person that gets involved gets us one step closer to our goal.

***What exactly do you need help with?***

A variety of things, and they are constantly changing. Simple things like some cleaning, maintenance, and construction jobs, to year-round positions in one of the four groups. The constant change comes from the fact that as we develop these groups, we are continually coming up with both more things to do, and different ways to do things. Take marketing for example – The marketing group has added 7 positions since original plans were made back in July. Contact any board member – emails and phone numbers are listed under admin on the website

***Do I get work assessment hours for my involvement?***

Absolutely! Please remember, hours are not levied because we just want your money. We NEED YOU. We have a tremendous number of association members with expertise in areas where we need help. We know though that this can make it tough if you are say and electrician and you do this already 50 hours plus each week, now we want your help too. Same goes if you are a statistician, tired at the end of your week and now the hockey association needs your help to. All we can say, is you are welcome to assist either in your area of expertise or simply choose another one if it is something that will interest you. Get involved – your kids are here several hours each week anyway, most of the things we need help with can be done during these hours. We can promise you that once you decide to get involved, you will enjoy yourself – and you will really enjoy being a part of the positive change which is building around you.

***What is the association's Goal with all of this?***

Simply said, to be a model association within WAHA for what is good, right, and wonderful about youth hockey, as well as become a financially and structurally sound business that will sustain itself – through its membership so that all of the current players have the opportunity to become parents in the association, just as many current parents were once players. Remember what we leave for tomorrow is what we make of it today. Get involved and Stay involved!

**Thank you for your questions, ideas, time, investment, and above all, your support!**

**Your CYHA Board of Directors:**

**Bob Normand – President**  
**Don Loew – Vice President**  
**Sara Bowe – Treasurer**  
**Nikki Bowe – Secretary**  
**Jason Dresel**  
**Mike Armstrong**  
**Steve Gibbs**  
**Jon Ippel**

**Kris Johnson**  
**Craig Frenette**  
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