



Appleton Area Hockey Association (AAHA)

Board of Directors – Statement of Intent FORM

Approved by: Elections Committee

Posted: Monday the 22nd of January, 2018

Due: February 15th, 2018

Sara A. Janssen

Full name

Sjanssen5@yahoo.com

Email Address

920-309-0999

Phone Number

- 1) Please provide a brief summary of the qualifications and/or strengths you feel you would bring to the organization.
- 2) Please share why you are interested in being part of the Board of Directors.

Hello! My name is Sara Janssen and I am submitting this summary as a statement of intent to be considered for one of the open board positions. I am a mother of two AAHA skaters (with a potential 3rd in the wings). My family has been a part of AAHA since 2012. I also come from a 'hockey family,' with my brother and many cousins and uncles playing/coaching. Hockey is always a topic of discussion at family gatherings and I enjoy learning what their organizations are doing to develop skaters and increase their association membership.

Outside of shuttling my kids to and from practices and activities, I teach 5th grade in Kaukauna. I have always had a passion for kids and how they develop. Education is an ever-changing field and throughout my 12 years of teaching I have been involved in many pilot programs to address areas in which our district/school can improve instruction and student success. I enjoy collecting multiple viewpoints to brainstorm possible solutions to problems and acting on them. I am the lead person on our school-wide Positive Behavior Intervention System's (PBIS) acknowledgement team. My job is to come up with activities to acknowledge good/positive behavior for staff and students. Within this role I solicit donations from area businesses for our school store, come up with fun fundraising ideas so that we can have funds to spend on acknowledgements and field trips, and work with our PBIS team to create a school environment that helps students feel successful and safe. Kids are amazing and are capable of extraordinary things, even more so when they have adults in their lives who support them and support the organizations and institutions that they are a part of. I am excited to funnel my drive and excitement for kids into the Appleton Area Hockey Association.

Within AAHA, I have been a member of the Hoist the Cup team for the past three years. Each year we have been building this event into something that not only brings in funds for AAHA, but also is a place where association and community members can go to and have a great time while supporting youth hockey. New this year, I have taken on a role of fundraising co-chair. Within the first few weeks of being on the job we were approached by the Green Bay Gamblers to host an exhibition game at AFIC. Despite the fact that we only had a 3-woman crew and that we hadn't done anything like this for the organization, the Gambler's game was a success! We had great attendance, community involvement, and best of all, the Gamblers have asked us to do it again next year. Fundraising is key to our organization. Hockey is seen as a costly sport, I would like to help our community and AAHA members see that through meaningful fundraising, we can take the cost stigma away and focus on what really matters – what an amazing sport hockey is! Fundraising is something that I am very passionate about and I look forward to continue serving AAHA in this capacity and wherever else there is a need.

I am interested in becoming a board member because I want to be able to help the organization make key decisions that will result in improvements for every age group and level as well as to help build our AAHA brand within and outside of the hockey community. My family is from Fond du Lac and I was able to witness the decisions, fundraising, and hard work that went in to the building and operation of the Blue Line Ice Center. I know we don't own our own rink, however, I think that building our relationship with AFIC and the surrounding communities will open doors for our members and players. We have amazing members and players and we have the drive to take our organization, build upon what has been done in the past, and make AAHA an organization that others look to for guidance. As stated previously, fundraising and sponsorships are topics that I am very passionate about and I think that having a fundraising representative within the board of directors will help fundraising integrate into the organization at a deeper level than ever before. To sustainably grow, an organization needs the shared vision and active engagement from its board, members, volunteers, and community. I would like to be a part of our efforts to create, build, and maintain effective board, volunteer, and community relations to propel AAHA forward.

Thank you for considering this letter of intent.

Sincerely,

Sara Janssen