

2025-2026 ANDERSON BOYS LACROSSE

BOARD OF DIRECTORS AND COMMITTEES

Officer	Term	Responsibilities	Current
President (Voting)	1 year	Overall execution of program vision, direction, and coordination for ABL program; develops and adjusts governance as needed; communications to boys vertical lacrosse community regarding state of program and program happenings; coordinates and chairs vertical board meetings; represents ABL on the TLI board in some capacity when available; escalation point for parent programming concerns and/or issues.	Chad Jowers (2nd)
Vice President Marketing (Voting)	2 years	Responsible for leading the ABL marketing strategy, initiatives, and execution focusing on recruiting new players, enhancing brand visibility, and expanding community engagement; develops and implements marketing plans that attract new participants to the sport of lacrosse, elevates the organization's presence in the community, and creates a strong, lasting relationship with families and players; leads respective committees and collaborates closely with coaches, and board members to achieve organizational growth goals. Committees: Fundraising, Social Media/Comms, Merch & Apparel	Rhonda Bly (1st)
Vice President High School (Voting)	2 years	Liaison to Anderson HS, McCallum HS and other applicable HS's in the area; works with Executive Program Director for player recruitment planning and execution; engages parents in HS to enlist volunteers for team parent and game day operations; maintains knowledge and proactively communicates with the player/parent base for the HS group; escalation point for HS program concerns and/or issues; represents ABL as the HS VP on the TLI Board every other fiscal year Committees: Social Media/Comms, Merch & Apparel, Field Ops, Events & Social	Karen Case (2nd)
Vice President 5-8 (Voting)	2 years	Liaison to Murchison Middle Schools; works with Youth Program Director for player recruitment planning and execution; engages parents in 5th-8th grade to enlist volunteers for team parent and game day operations; maintains knowledge and proactively communicates with the player/parent base for the age group; escalation point for 5th-8th program concerns and/or issues; represents ABL as the Youth VP on the TLI Board every other fiscal year Committees: Social Media/Comms, Field Ops, Events & Social	Carolyn Lucas (2nd)
Vice President K-4 (Voting)	2 years	Liaison to AHS vertical elementary schools; works with Youth Program Director for player recruitment planning and execution; engages parents in K-4th grade to enlist volunteers for team parent and game day operations; collaborates with Field Operations Committee for game day and practice communication; escalation point for K-4th program concerns and/or issues; maintains knowledge and proactively communicates with the player/parent base for the age group; represents ABL as the Youth VP on the TLI Board every other fiscal year Committees: Social Media/Comms, Events & Social	Juli Rivers (1st)
Secretary (Voting)	1 year	Schedules all ABL Board meetings and parent meetings as applicable; coordinates with President on meeting agendas; keeps accurate and detailed meeting minutes; distributes and posts all meeting minutes to website; maintains Google Drive for all pertinent data/documents for BOD and volunteer access; maintains records of the membership of the organization	Kelly Bremer (1st)
Treasurer (Voting)	2 years	ABL budget preparation and management; provides support to the TLI Treasurer with respect to compiling information	Melinda

		relevant to tax returns for TLI; perform timely review of Boys Vertical Financials to ensure proper accounting entries have been made by TLI Treasurer; present financial updates (total income, total expenses, transactions, balance sheets) at each board meeting; represents ABL as the Treasurer on the TLI Board every other fiscal year	Anderson (1st)
Executive Program Director	Contract	Develops and aligns overall program vision; AHS Varsity Head Coach; ABL Executive Director; hires coaching staff for all levels; implements overall lacrosse curriculum; all game, practice and tournament scheduling; attends THSLL and CTYLA meetings	Brian Donovan
Youth Director	Contract	Develops age appropriate curriculum for K-8th grade; attends PE and on campus events at elementary schools and middle schools; serves as Director of ABL Summer Youth Camp; coaches middle school team; attends CTYLA meetings; recruits new players into the program	Aaron Hightower

Committee Chairs (Non-Voting)	Term	Responsibilities	Current
Fundraising and Sponsorships	Renews yearly	<p>Develops and executes plans for securing financial support through fundraising events, sponsorships and community partnerships. Involves developing sponsorship opportunities, organizing fundraising initiatives and maintaining relationships with sponsors and donors. Collaborates with ABL board members, volunteers, and oversees promo efforts to maximize revenue for the program.</p> <p>Reports to: VP of Marketing Works closely with program VPs, Social Media and Treasurer.</p>	Iser Cukierman
Webmaster/Sports Engine	Renews yearly	Manages online registration platform; Work with Executive Program Director to update player CRM; Collaborates with Merch and Social Media Committee Chairs for online store and social media content; Centralizes practice/game schedule for all boys teams and ensures all schedules and calendars across program platforms (Web, SE, SY, etc.) are in sync	OPEN
Social Media & Communication	Renews yearly	<p>Collaborates with VP of Marketing to develop and execute social media plan for increasing program visibility and player promotion to lacrosse families and community at large; identifies options for photography and video for games and team; develops social media plan for Fall, Spring and Summer seasons including game day and practice announcements and promotion for all levels of the program; plans and procures player/team banners for Calhoon display</p> <p>Collaborates with program VPs to develop yearly communication plan and executes through SportsEngine, SportsYou and/or other program social media as applicable</p> <p>Reports to: VP HS and VP of Marketing Works closely with Youth VPs to deliver content, messaging, comms by program area</p>	Karen Case (HS) Carolyn Lucas (5-8) Juli Rivers (k-4)
Merchandise & Apparel	Renews yearly	<p>Collaborates with EPD and VPs on the design, purchase and selling of player and fan merchandise; collaborates with webmaster and VP of Marketing to develop online merch store and execution of marketing strategy; works directly with EPD for planning/procurement of team uniforms, practice apparel needs</p> <p>Reports to: VP of Marketing</p>	Betsy Fredrickson/ Jen Marlowe

		Works closely with program VPs, Program Directors	
Event and Social	Renews yearly	<p>Coordinates team events, game day happy hours/tailgates, halftime contests, homecomingHS/JV end of season banquet, playoff events and coordination</p> <p>Team Bonding: Coordinate team dinners for coaches and V/JV players with parent hosting volunteers through the Spring season</p> <p>Reports to: Program VPs</p>	OPEN
Field Operations & Volunteer Coordination	Renews yearly	<p>Responsible for overall game day operations and volunteer management:</p> <p>Logistics - oversees field setup, maintenance and volunteer participation for games; ensures fields are ready for use including goals, scoreboard, shot clocks; recruits, schedules and manages volunteers for game-day roles - shot clocks, scoreboard, sound system, scorebook, setup/ teardown, concessions, ticket sales; ensures fields meet safety standards/THSLL requirements; works closely with coaches, referees, trainers (home games) and ABL program VPs to ensure smooth operations across all divisions. .</p> <p>Equipment: Manages and maintains equipment inventory and storage; manages repair and replacement for nets, game day equipment; ensures storage of all ABL equipment is secure and protected; assesses needs for new equipment, power needs, lighting;</p> <p>Reports to: VP HS/VP 5-8</p>	Bill Kelly