

THA ANNUAL MEETING

Sunday, April 23, 2023



AGENDA

- Introductions
- Organizational Structure
- Financial Overview
- Fundraisers
- Corporate Sponsorships
- Survey Results from this past season
- Season Recap
- Travel Program Structure
- 2023-24 Black Team Travel Head Coaches
- New CAHA Policies
- Ice Rink Feasibility Study
- Q&A



INTRODUCTIONS

BOARD

Jason Burkhart, *President*

Jeremy Pero, *Vice President*

Connie Murphy, *Treasurer*

Chuck Craven

Nate Nichols

Chris Pallavicini

John Quakenbush

Rick Rye

OPERATIONS

Jeff Markham, *Hockey Operations Director*

Sally Anglin, *Administrative Director*

Robert Emms, *Finance Director*

Dani Bekdache, *Equipment Coordinator*

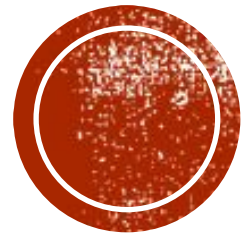
Kelly Curl, *Goalie Skills Coach*

Jed Firestone, *Webmaster*

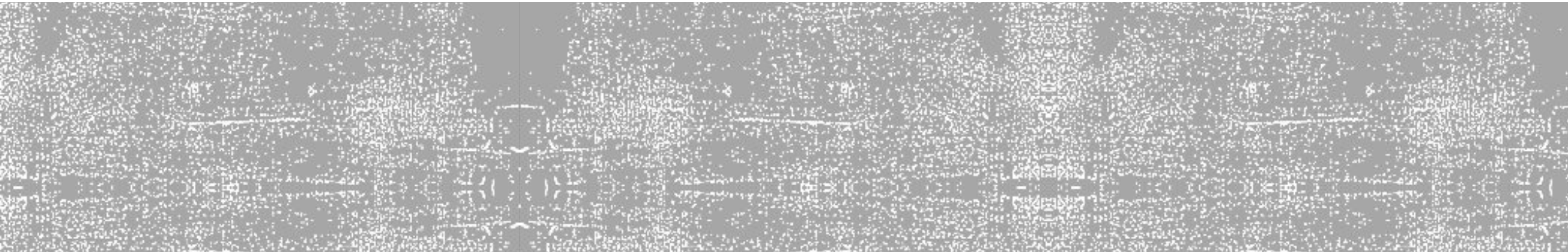
Chris Gustafsson, *Registrar/SafeSport Coordinator*

Andy Kyser, *Scheduler*



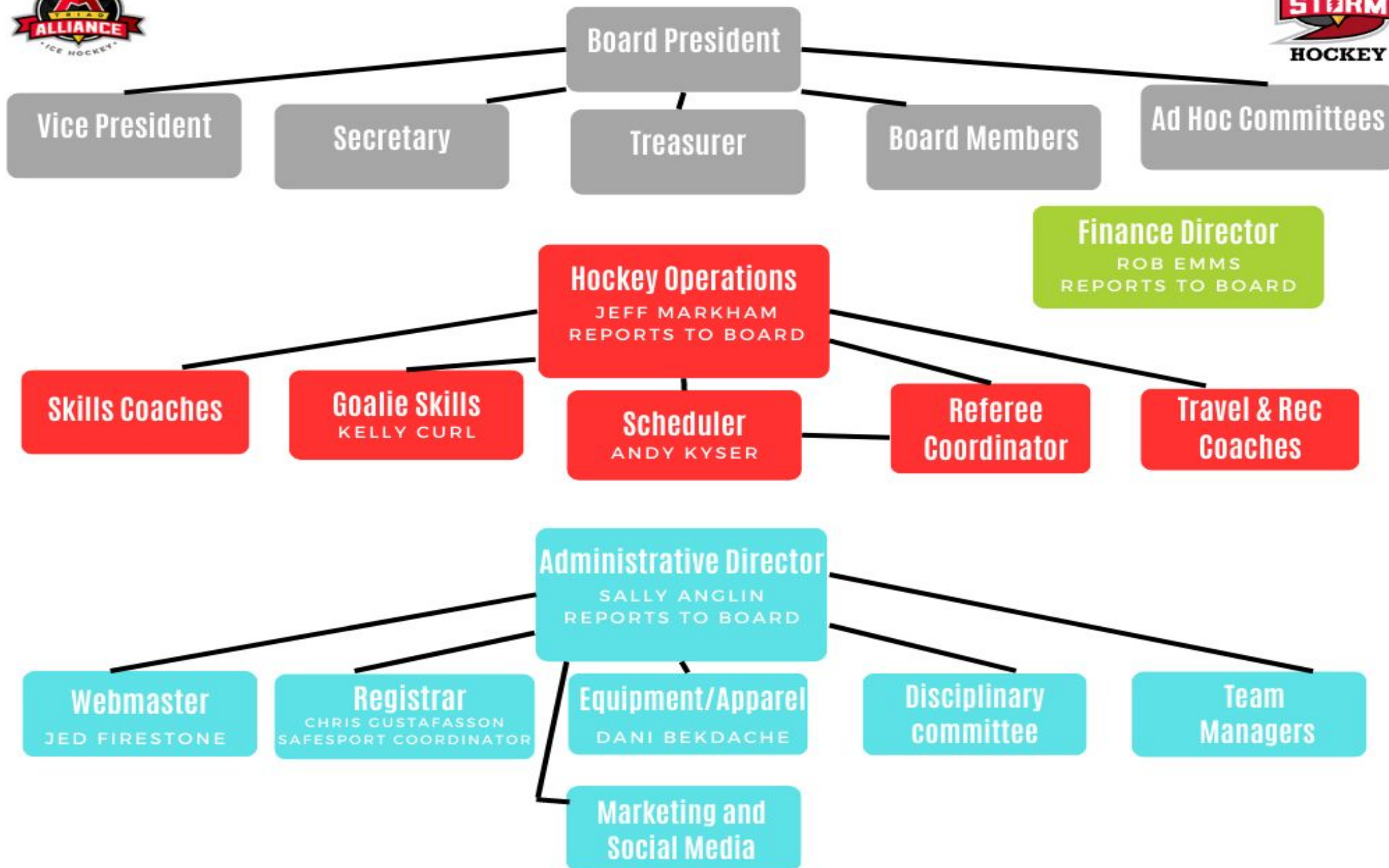


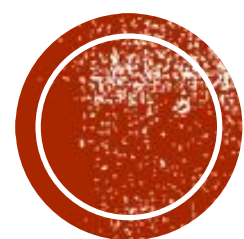
Organizational Structure



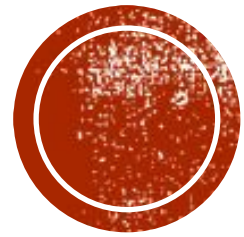


THA CURRENT ORGANIZATIONAL CHART

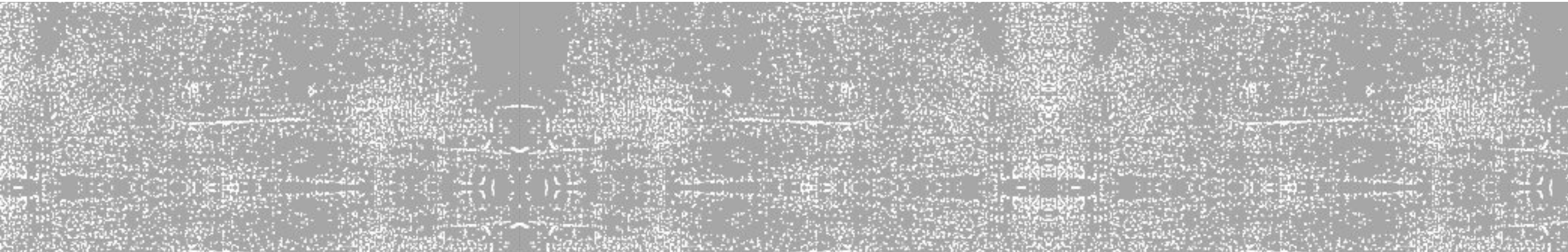




Fundraisers



Financial Breakdown

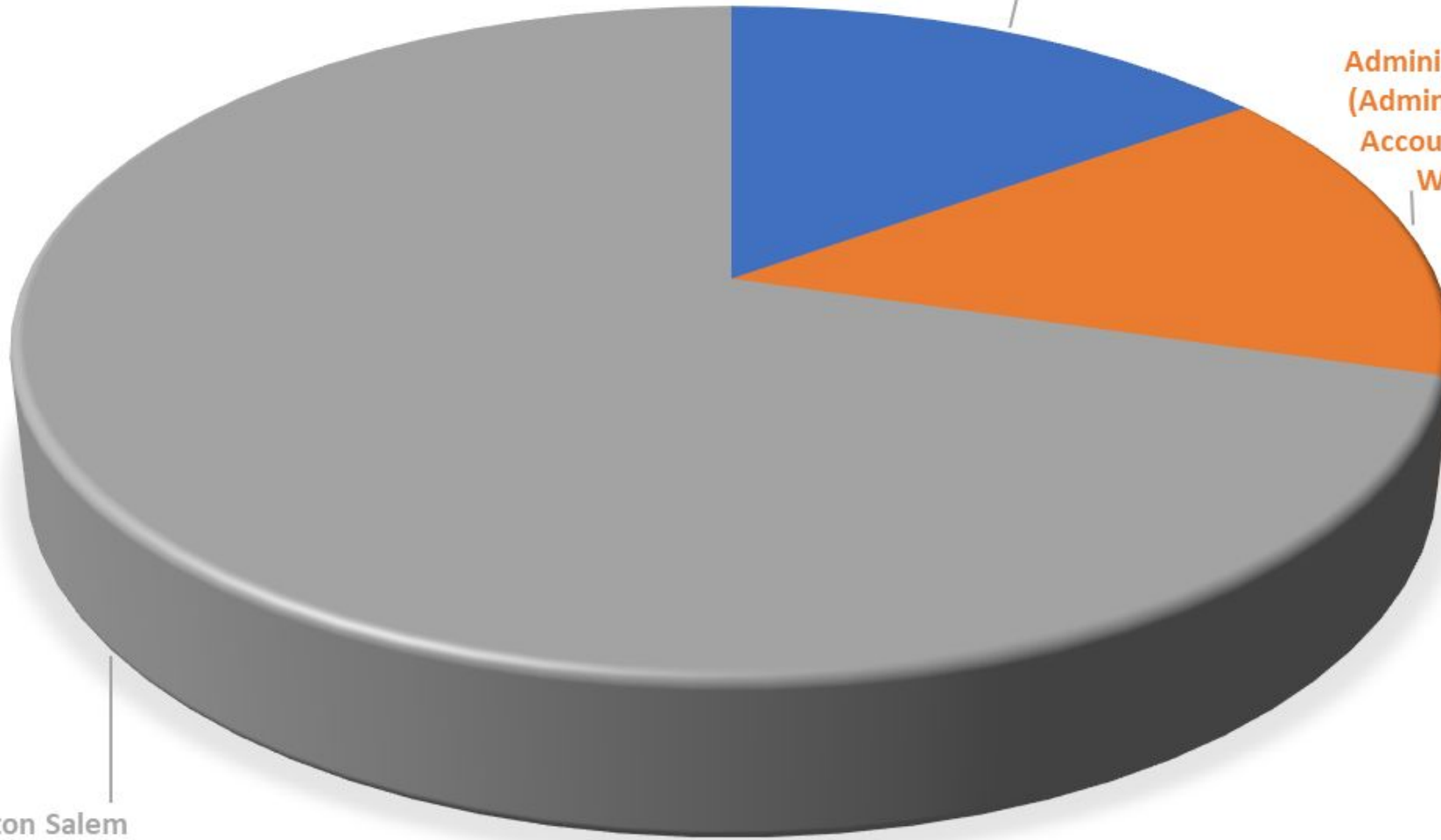


THA 2022/2023 EXPENSES

Operational Expenses
(Operational Salaries,
Coaches, Skills Instructors,
Referees, etc.)
15%

Administrative Expenses
(Administrative Salaries,
Accountant, Software,
Website, etc.)
15%

Ice Costs (Winston Salem
Annex, Greensboro Ice
house)
70%



WHY?



League Fees
per Player



Inflation:
increasing ice
time, ref fees,
basically
everything we
do





2022 – 2023 Fundraising Opportunities

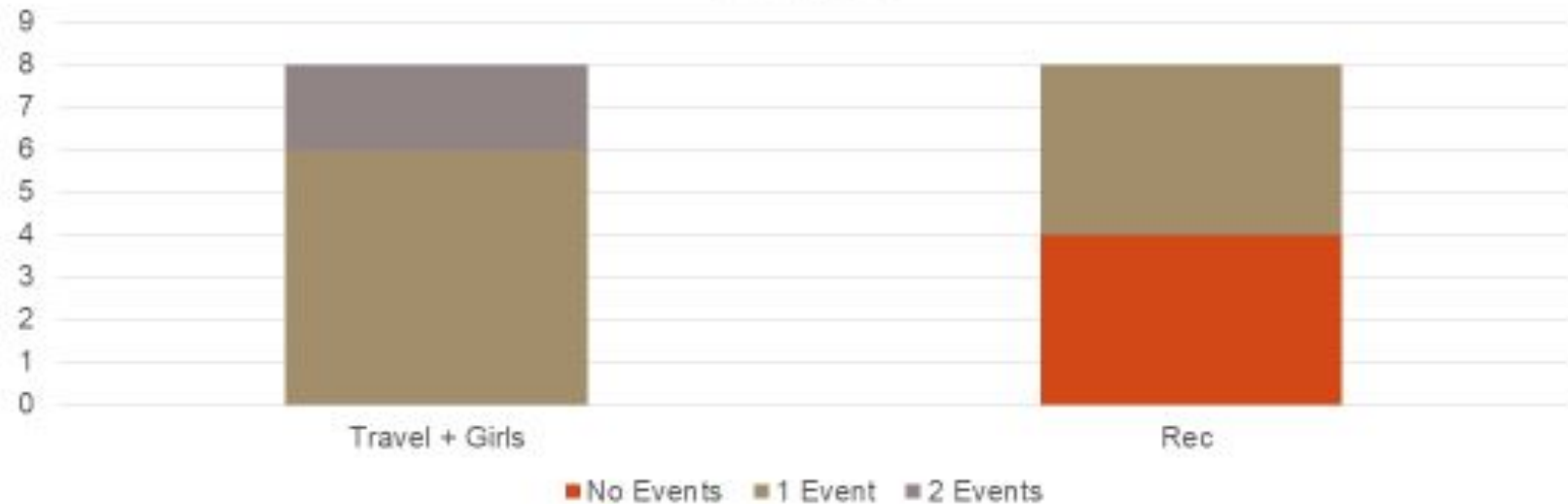
Thunderbird Volunteering Snack Bar = \$9.8K

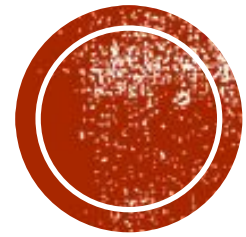
14 Events = \$700 per event

Possibility of 23 Events = \$16.1K



Participation



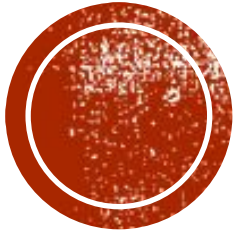


CORPORATE SPONSORSHIP OPPORTUNITIES

Schedule and plan to come

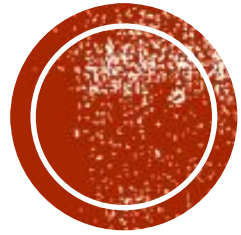
Corporate Sponsorships Now Available!

- THA is finalizing the plans of our new corporate sponsorships coming soon!
- Spots available at several giving levels
- Unlimited spots available



Provide your company with visibility, recognition, and valuable benefits in exchange for your generous support

MORE DETAILS TO COME SOON!



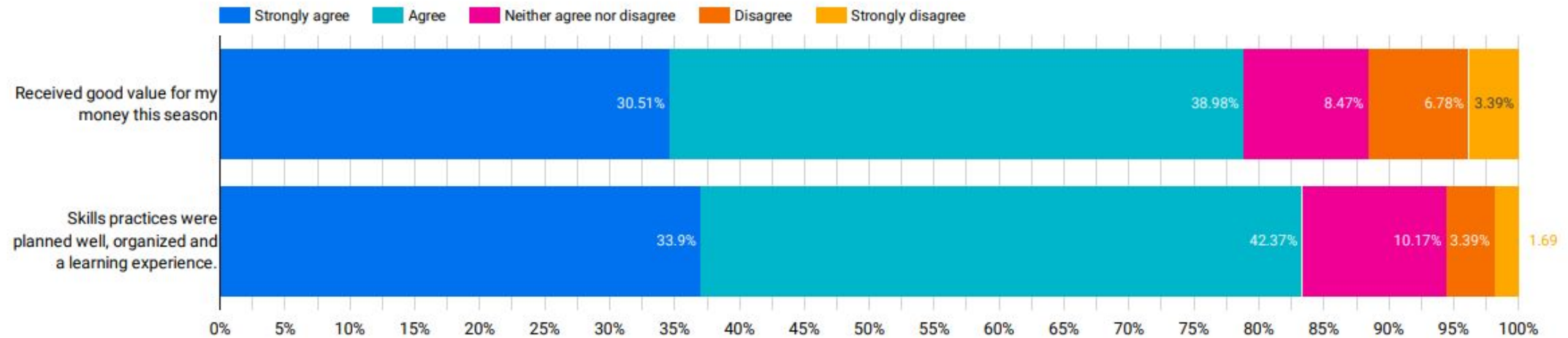
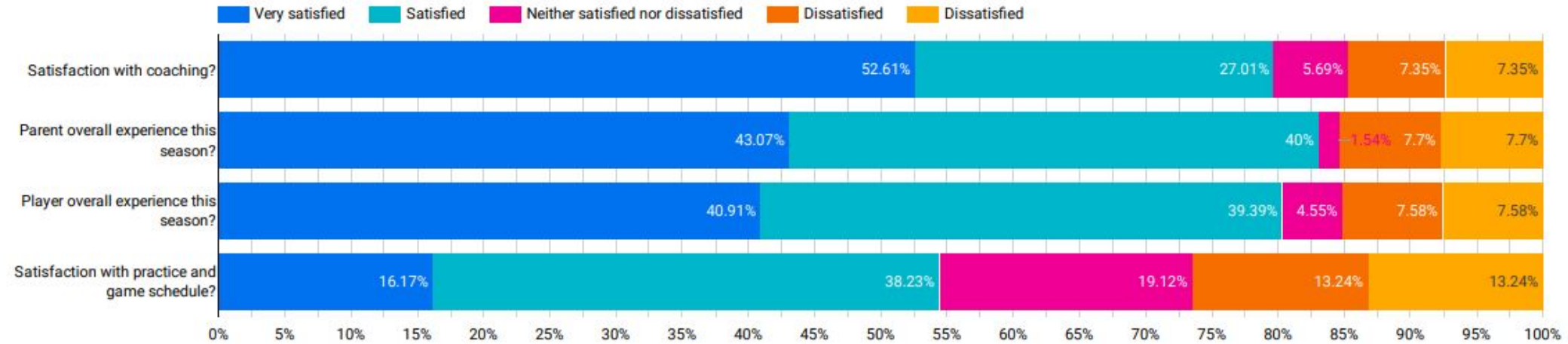
WE HEAR YOU

organization
continues tournaments
staff satisfied travel
my coaches managers
growth unlearned own Good
games team great
parents fun year son seasons one player
locker play coaching rules
good ice habits compared child
happy experience family
exhibition hard season hockey
home positive
leadership

THA Survey Results from the 2022-2023 Season

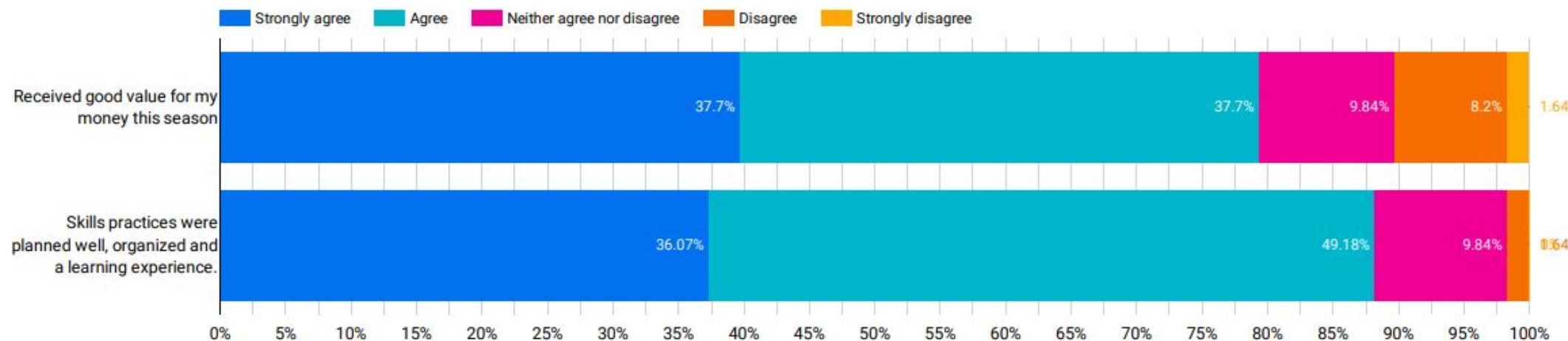
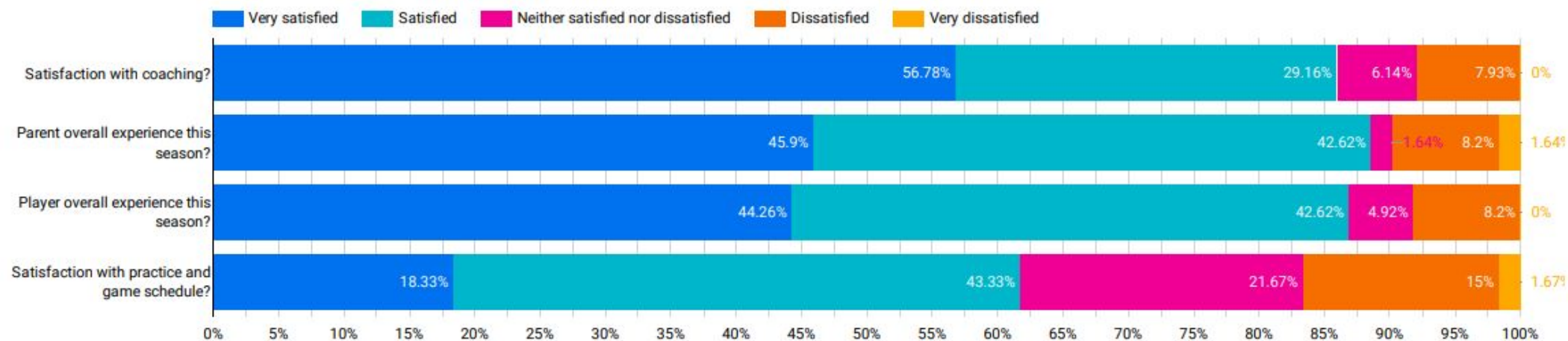


2022-2023 Travel Survey Summary





2022-2023 Recreational Survey Summary





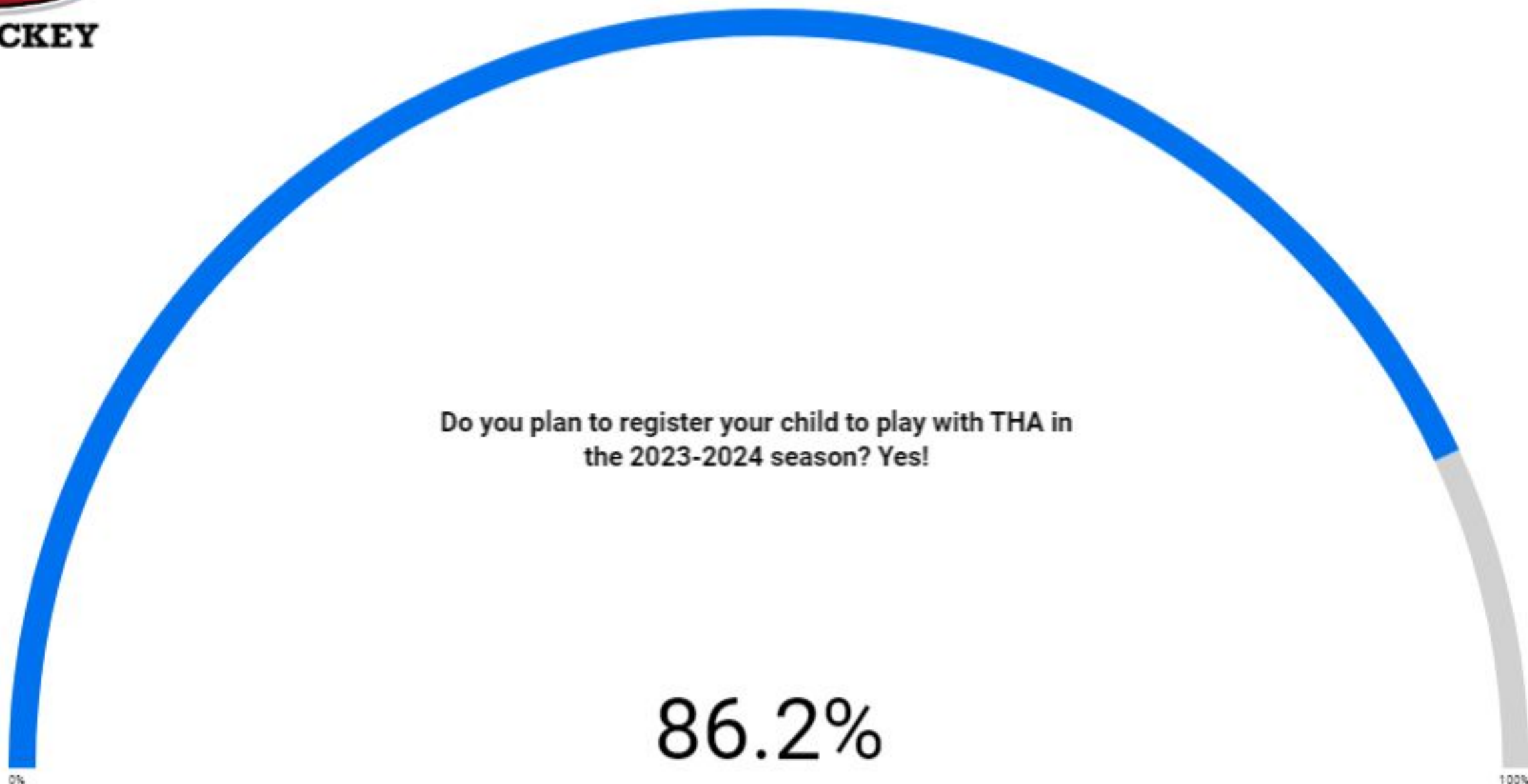
2022-2023 Survey Summary Continued

Do you plan to register your child to play with THA in
the 2023-2024 season? Yes!

86.2%

0%

100%



Adjustments this season:

Communication

- More frequent and timely communication and utilization of social media
- Earlier release of programming details

Leadership

- Board of Directors moved from an advisory board to a working board
- Non-Profit Designation - *We can grow and fundraise!*

Programs

- Utilize Team Genius software for player evaluations (mid and end season)
- Season kickoff parties for house and travel
- Teams participated in fundraiser activities
- Full time apparel store in the works year round
- Team and individual pictures
- Complimentary body contact clinic



Great times on and off the ice!



6 Tournament Champions
2 CHL Champions
Lady Thunderbirds Undefeated at
Home and only 1 loss all season!



Great times on and off the ice!



Great times on and off the ice!



Great times on and off the ice!



AT THE END OF THE DAY

*It's about the fun, the friendships,
and the love of the game*

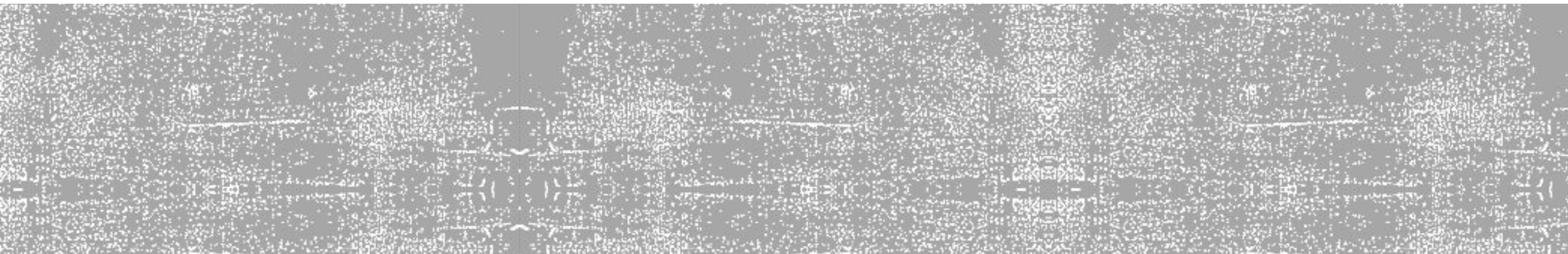


Let's make it a great year in 2023-24!





LOOKING AHEAD TO 2023-24



Travel Team Program Structure

Black Teams					18U - TBD
Age	10U	12U	14U	16U	
League	CHL	CHL	EJEPL	CHL	TOURNAMENT TEAM
Season	Labor Day (Sept.) - 1st Weekend in March	Labor Day (Sept.) - 1st Weekend in March	August 1 - Presidents Day (Feb.)	Labor Day (Sept.) - 1st Weekend in March	TBD
League Games	12-16 (6-8 Home)	12-16 (6-8 Home)	6-10 (2-4 Home) (2) 5 Game Showcases (Penn. or Del.)	12-16 (6-8 Home)	TBD
Exhibition Games	12-18 (6-9 Home)	12-18 (6-9 Home)	12-18 (6-9 Home)	12-18 (6-9 Home)	TBD
Tournaments	4 @ 4 Games	4 @ 4 Games	3 @ 4 Games	4 @ 4 Games	TBD
Total Games	40-50 (12-17 Home)	40-50 (12-17 Home)	40-50 (8-13 Home)	40-50 (12-17 Home)	TBD
Practices / Skills	50-60 Hours	50-60 Hours	50-60 Hours	50-60 Hours	TBD
22/23 Rates	\$2,850	\$2,850	\$2,950	\$2,950	
23/24 Price Range	\$2,900 - \$3,500	\$2,900 - \$3,500	\$3,000 - \$3,600	\$3,000 - \$3,600	TBD
White Teams					Lady Thunderbirds
Age	10U	12U	14U	16U	
League	CHL	CHL	CHL	CHL	CHL - TBD
Season	Labor Day (Sept.) - 1st Weekend in March	Labor Day (Sept.) - 1st Weekend in March	Labor Day (Sept.) - 1st Weekend in March	Labor Day (Sept.) - 1st Weekend in March	Labor Day (Sept.) - March
League Games	12-16 (6-8 Home)	12-16 (6-8 Home)	12-16 (6-8 Home)	12-16 (6-8 Home)	12-16 (6-8 Home)
Exhibition Games	6-12 (3-6 Home)	6-12 (3-6 Home)	6-12 (3-6 Home)	6-12 (3-6 Home)	2-4 (0-2 Home)
Tournaments	2 @ 4 Games	2 @ 4 Games	2 @ 4 Games	2 @ 4 Games	5 @ 4 Games
Total Games	26-36 (9-14 Home)	26-36 (9-14 Home)	26-36 (9-14 Home)	26-36 (9-14 Home)	34-40 (6-10 Home)
Practices / Skills	50-60 Hours	50-60 Hours	50-60 Hours	50-60 Hours	30-40 Hours
22/23 Rates	\$2,290	\$2,290	\$2,290	N/A	\$1,500
23/24 Price Range	\$2,500 - \$3,000	\$2,500 - \$3,000	\$2,600 - \$3,100	\$2,600 - \$3,100	~\$2,000 - \$2,250
*** ALL END OF SEASON LEAGUE TOURNAMENTS ARE IN ADDITION TO THE ABOVE PENDING QUALIFICATION***					

Apparel/Jerseys: All players are required to have a Storm wind suit (jacket and pants), home/away jerseys and socks, and a pant shell. *Returning* Storm players may use their apparel from last season, or can order any items a la carte, if needed. *New* Storm players will be required to order the full apparel package which is \$359.50 for youth sizes and \$367 for adults sizes. All apparel orders must be placed during the committee/tuition registration which will be sent within one week of tryouts. Sizers will be available at the Icehouse during tryouts.



BLACK TEAM HEAD COACHES

- 10U Black - Mike Fierschnaller
- 12U Black - Alex Trestman
- 14U Black - Jeff Markham
- 16U Black - Chris Holleran
- Lady Thunderbirds - Josh Zavitz

*White team head coaches will be announced after tryouts



CAHA Spectator Discipline Policy

New Policies for the 2023-2024 Season

CAROLINA AMATEUR HOCKEY ASSOCIATION - Spectator Discipline Policy:

Any participant attending a sanctioned USA Hockey event removed from the venue by a USA Hockey official who reports the expulsion through a USA Hockey Incident Report over a period of two consecutive seasons will be subject to mandatory suspension from ALL USA Hockey events for the following periods:

- 1st offense automatic 30-day suspension and may be subject to additional supplemental discipline review as determined by the association/CAHA based on the event.
- 2nd offense, automatic 60-day suspension, and required hearing with the CAHA Discipline committee subject to additional supplemental discipline up to and including permanent lifetime suspension from all USA Hockey events.

Any Association that does not reasonably cooperate in the identification of the parent involved or reasonable attempt to enforcement of the above will be subject to referral to the CAHA Discipline Committee, which may include discipline up to and including suspension from all USA Hockey events for the Head Coach and the President of the Association.

New THA Codes of Conduct for Players, Parents, and Coaches will be released after tryouts!



CAHA Locker Room Monitoring Policy

If no locker room monitors are provided for any USA Hockey event (game, practice, off-ice):

First Offence:

Automatic \$250 fine payable by the Association to CAHA and automatic 2-game suspension of Head Coach

Second Offence within the same season:

Automatic \$500 fine payable by the Association to CAHA and a mandatory discipline hearing that may include discipline up to and including permanent suspension from all USA Hockey events for the Head Coach and the President of the Association.

Who can be a Locker Room Monitor? Most any parent can be a monitor by first speaking with their head coach, then completing a background check and obtain safesport certification.



Ice Rink Feasibility Study

- HTG Architects
- Ballard King & Associates LTD
- 100% Targeted Donations (will not impact General Fund)
- 1st Phase Approved and Funded



Q&A

Open Forum

