



**JACKSON AREA HOCKEY ASSOCIATION**

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September 29, 2022

Greeting from your JAHA President and Board Members,

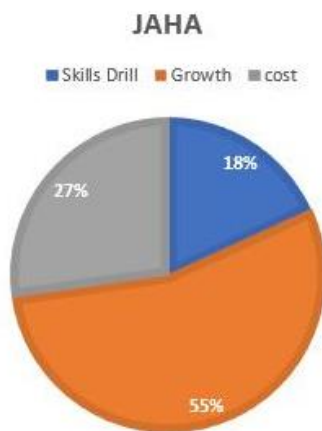
Welcome to the 2022-2023 hockey season!

We are gearing up for another successful year by bringing back skills and drills and goalie instruction. We are keeping our additional ice that we added for our teams and with the help of sponsorships we were able to keep ice costs at a minimal increase. The second sheet of ice will be ready to use on October 8<sup>th</sup>!

We are welcoming back a Turkey Time Jamboree in November. We have hopes of adding some more events and tournaments – if events are something you like to help with, please reach out!

I would like to take some time to reference the end of the year survey from last year and the feedback that we received. This graph shows where you wanted us to focus.

A main concern for everyone was growth. I wanted to take a moment to share the growth that we have seen!



- **Skater Count 21-22 Season:** 125
- **Skater Count 22-23 Season:** 154

I would like to thank Tyler Griswold (our 6u coach) and all the 6u/8u families for helping support our Try Hockey for Frees. Along with anyone who likes and shares our marketing for any growth events.

- **Sponsorship 21-22:** \$36,100
- **Sponsorship 22-23:** \$49,500 – This does not include the sponsorship money that individual teams have obtained. Some of the ways this money is used is to offset cost of ice fees for the organization (our ice bill alone is approx. \$300,000 for the season), pay for skills and drills and goalie coaching, support marketing for growth, etc. Thank you to

everyone for your efforts in sponsorship. Please when you see Kyle Field give him a fist bump!

- We created an initiative with the Joe Walters Fund as well as the Referee in Chief (Jason Pennewill & Jeff Kinney) to obtain new referees. We are happy to announce that the clinic that was held in August was the largest in 7 years with a total of 50-55! When you see our new referees at your games, please tell them thank you.

We want to extend a thank you to Optimist Ice Arena for the addition of the dressing room in the North Rink to support our Girls hockey program.

This year we are excited to support Girls Hockey Weekend by hosting a Girls Try Hockey for Free on 10/8/22 – Sponsored by CNB - [Register Here](#)

Along with this we have jerseys for all the girls in the association! We will be holding a monthly girl only skate. Please spread the word and share with your friends as we would love to add more female skaters to our organization. Between our 6u and 8u girls we can send them to some of our jamborees as their own team.

These are just some of the things that we accomplished together in a year!

Please take time to learn the names of those serving on the board. Their roles are listed on the website. Please feel free to contact any board member, at any time to verbalize concerns you may be having.

On behalf of the JAHA Board, we welcome those families who are new and welcome back our past players. We are looking forward to an exciting year of hockey!!

Sincerely,

Jamie Ziebell  
2022-2023 JAHA Board President