

Letter of Intent

Vail Mountaineer Hockey Club – Board of Director's Elections

March 29, 2020

Up until 3 years ago, hockey was merely one of the many sports that my husband played. When our son, Max, decided that he wanted to give it a go as a second year Squirt though, let's just say that I earned the right to wear my "Hockey Mom" hat. I became his biggest (and possibly loudest...sorry, not sorry!) cheerleader, as well as the team's manager. When 3 board seats were up that year, I decided that more hockey had to be a good idea (right?!) and ended up getting elected to the board and proudly volunteering my time for the past 2 years. I knew VERY little about hockey, but knew that it was my son's passion so I've given it my all. When you're a perfectionist, it's not an easy task to take it easy and even at my family's expense, I have dedicated myself to event planning, fundraising, and being present for any and all related BOD responsibilities (even calling in to a board meeting the night of my ankle surgery!). I've learned a lot about how to be efficient with my time while still doing my part, and I would love the opportunity to continue to do so. As the appointed Fundraising Director, I have:

- Increased net income for Casino Night/Avalanche Alumni Weekend by \$20,000. (a 55% increase over the initial event in 2017)
- Worked closely with Dobson and EPIR to organize rink board advertising and increase sales by 30%, leaving only 4 available spaces at Dobson
- Helped earn more than \$51,000 in grant funding compared to the \$21,500 that was received prior to my appointment to Fundraising Director
- Brought in over \$25,000 in Avalanche Alumni Weekend Cash and In-Kind Sponsorships
- Created ongoing partnership opportunity with Alpine Bank in support of our Scholarship Program
- Started designing hockey hats and have so far raised \$2000

When first elected, I went in hoping to be a voice for fellow hockey moms and dads. Two years later, that's still my hope. Though I am proud of my contributions as Fundraising director, I believe the strength of the board is in the collective efforts made as a group. We've come a long way in our endeavor to support and grow the Mountaineer program but there is still a lot of work to be done. I am eager to be a part of the challenges ahead and believe I'll be a valuable asset to the Board if given the opportunity. Thank you for your time and consideration and Go Mountaineers!

Best, Trista Sutter