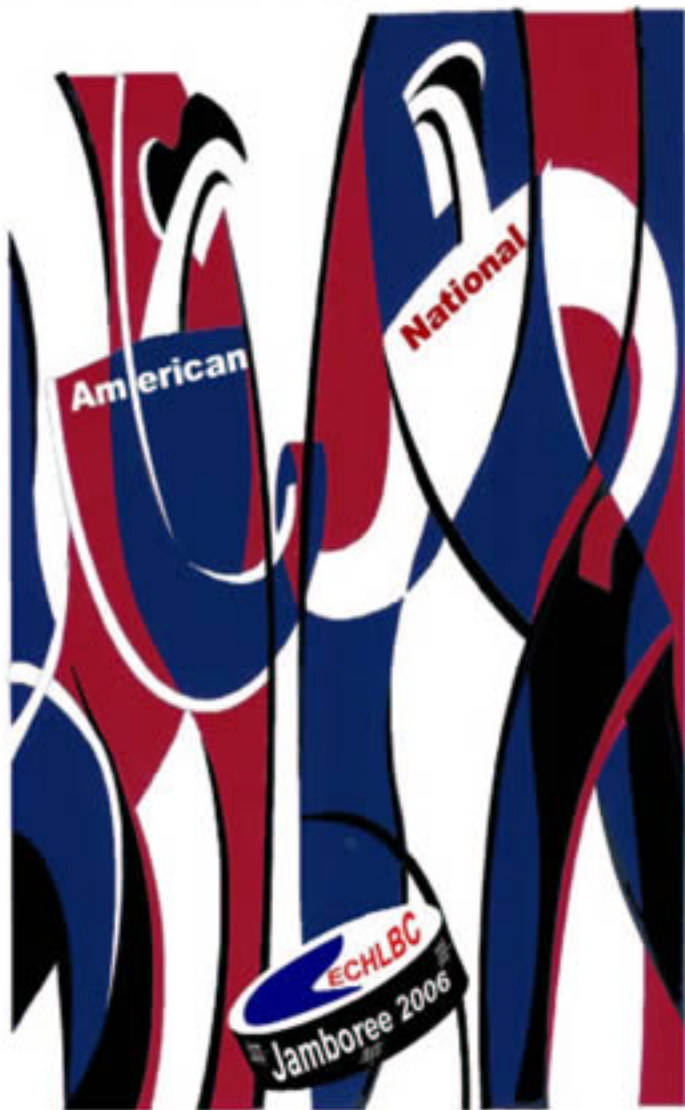


ECHLBC Helping Hands



From Coast to Coast

Jamboree Notes

Attendee: Tammy Christoph - Reading Royals Booster Club
ECHL Booster Club Jamboree
July 21-23 2006
Augusta, Georgia

Breakout Session # 1 - Newsletters & Webpages presented by Natalie Smith

- Requests from Dayton and Columbia clubs to send them our newsletter
- Clubs like our site for the info and the way most of the time it is up to date
- Bright ideas
 - Column from broadcaster
 - Email Mark to see if he would do a bimonthly one
 - Coach's corner
 - Monthly
 - Maybe just questions
 - Get kids to write articles
 - Alicia - booster buddies
 - Jason - season outlook
 - Deibler girls - hockey camp with Larry
 - Emiley - interviews with Mikko/MacIver
 - Meet the members
 - start it again
 - * use board members for first few
 - * short interview
 - + no more than 5 or 6 questions
 - Merchandise list
 - * New things at Fan Attic?
 - * Things members are selling?
 - Appearances
 - * Not a good idea as an upcoming event
 - * Better maybe for a 'report' on the event w/pix & details
 - Countdown to start of season
 - Submit questions to the editor
 - * use formmail as I do with voting
 - ECHL booster club ring
 - * Follow link from Columbia website
 - Pop up interactive calendar - <http://www.calendars.net>
 - Market calendar on website?
 - * does hybeam do ecom?
 - Blog for roadtrips
 - Anagrams in newsletter
 - Ongoing stats and callups for each player as the season progresses
 - * use Mark's weekly email for that
 - * would be handy for yearbooks at EOS

Breakout session #3 - Fundraising: "The Big Ticket Items" presented by Dave Goetz & Dave McKinney

- Bright Ideas
 - Flea market stand
 - use Slappy there to sell pix w/him
 - players stop by for 30 minutes or so
 - Booster club table
 - have Slappy come by
 - use an IR'd player to sign autographs/ calendars (when they come out)

- Calendar
 - action shot for month featuring the business or businesses “sponsoring” that month
 - shots can be used to create player trading cards
- Zambonis
 - metal die cast that can be ordered directly from Zamboni
<http://www.zamboni.com>
 - sold \$10.00 ea - parent club or customization avail - cost?
- Martin Lapointe Day - most ever pts in a Lynx jersey
 - key to city
 - special t-shirts
 - viable candidate?
- Purple things
 - purple mums
 - purple tulips
 - purple crayons
 - purple Sharpies
 - purple pencils
 - purple rulers
 - purple beanie bears/lions
 - purple M&Ms
- Booster club meetings - no reason can't make \$\$\$ at them so have available
 - 50/50
 - raffle
 - merchandise
- Golf tourney
 - Already planned by team
 - What about mini golf - freeze out theme?
- Bowling
 - glow bowl
 - sponsors for special pins
 - door prizes for attendees/players
- Silent auction for members
 - # of points earned during years = # of chances you get to put towards something
- Goalie Mask
 - <http://donsimmons.com>
 - Morris 809-285-2569
 - buy 2 masks
 - * goalie wears one for a game or two and then people can buy chances on it through the season
 - * 2nd mask goes to goalie to use the entire rest of the season
 - * can let him wear longer too
 - * \$5 per ticket- 3 winners ea game to go into big pot from which ultimate winner is picked
- Christmas party
 - each apt give mini christmas tree and some decorating supplies before party
 - decorated tree is auctioned off at the party by the players
 - donated funds from this to Toys for Tots?
- Pucks
 - Take action shot and have it put on a puck
 - player signs it and it is raffled off
- Steelhead for a night
 - Worked like the goalie mask
 - personalized jersey, lockerroom, sat on bench

- \$100/ticket
- EOY banquet
 - each player special t-shirt wears for party
 - * Name and Number embroidered on it
 - * Auctioned off to highest bidder at event
 - * Have equipment manager give you sizes
- Off his back jersey
 - booster club sponsors jerseys for a special night - auction after game
 - booster club sponsors a jersey each game so that there is always someone on the ice with a booster club jersey on that will be raffled next home game

Breakout Session #4 - Player Favorites presented by Dave Goetz and Dave McKinney

- Top Three Things they like best - world renowned scientific fact
 - Events with food
 - Events with beer
 - Events with s...
- Bright ideas
 - Training Camp event
 - Meal
 - Mini golf (no members ... boys play each other - team building)
 - Trick or treat at arena for kids
 - Tailgate in lot after the game to feed the players (like before a road trip)
 - tent corresponds to player
 - do in conjunction w/another booster club
 - * Trenton?
 - * Dayton?
 - After Meet & Greet?
 - Bowling
 - buy time for them to bowl each other - team building
 - Kids Club EOS awards
 - Dart board for locker room
 - Christmas party
 - Decorated tree with numbered ornaments
 - * player picks ornament and that determines
 - + eating order
 - + table he sits at
 - + gift exchange/give & take
 - Dessert contest with players voting on best dessert (they get to take all leftovers too)
 - Prize to winner - gc to local restaurant
 - idea - add picture of winner with the players who voted for winner or just all those there
 - Christmas fund or tip bucket idea
 - spare change for the booster club kitty
 - can be done at the table or at the meetings probably too
 - Team building baseball game
 - rrbc members to attend
 - players play each other
 - rrbc provides equipment and food
 - Awards Banquet
 - RRBC sponsors an award?
 - "Rabble Rouser of the Year"
 - Faces
 - put 4 together from mug shots from meet and greet and run contest to see who can guess what part belongs to who -
 - * include clues

- Meal for Canadian and American Thanksgiving
 - somewhere between the two
 - get fave recipes
- Community appearances
 - More advanced notice to RRBC so we can make more of an impact

Closing Session Notes

- 2007 Jamboree
 - Charleston SC
- 2008 Jamboree
 - Presentations by Reading and Florida
 - Vote to Reading
- ECHLBC (booster clubs council)
 - President: Carol Greenlee of South Carolina
 - Vice President: Rich Shortman of Columbia
 - Secretary: Rich Christoph of Reading
 - Tammy Christoph to create and manage website
- Awards
 - Game Night (most \$ won)
 - Roy Greenlee
 - First to register
 - Bobby Woolwine
 - Farthest travelled
 - Boise
 - Most Spirit
 - Dayton Bombardiers
 - Most registered
 - Dayton Bombardiers
- Check presented to Charleston by Augusta and Columbia clubs to jumpstart the kitty for 2007
- Some other highlights
 - Quote of the weekend: "There is a difference between thinking and knowing, especially in Augusta."
 - The South Carolina booster club will be forever known in Augusta as the Stinkrats

2006 Jamboree notes - from Rich

One change in CBA – players assigned to ECHL have to report – no other league has that
?change in consideration – puck out of play = no change, but no penalty, or maybe refs discretion
ECHL moving toward NHL levels of enforcement

Vet = 280 games

New goalie pads are much stiffer than old ones -= more rebounds

Idea – use ECHLBCC or jamboree to give fans a voice with league regarding rules refinement – or at least a conduit for info to pass to fans

Autographed photo of player for junior members with good report cards (kids club?)

Greenschoolproject.com – recycle print cartridges and cell phones – get companies involved – put in programs

Adopt a highway

Kids club player awards – kids make posters – frame them

Kids club = no parents allowed

Mini golf tournament

Bday cards to members – ecard or like cards Lydia made

Autographed calendars for sponsors

Signed 8x10s for sponsors – esp w/ their product (i.e. clover farms)

Check with Groggs – stimmachine for team?

Post game tailgates – for fans and players, home and away

Let members set up own tents with decorations and food – Prizes?

Golf passes for players (instead of or along with best buy)

Team building events for players – check with KT or capt – we pay

Theif's Christmas for player gifts at party

Dessert contest for members at events with players as judges

End of year award voted on by players

Continuous loop dvd with photos from year at banquet

Skills competition

Send newsletter to players

Locker room de-smelly-er – Florida bought one for their team – reportedly made a big diff – dehum/air filter – industrial size unit

2007 jam at Charlotte – maybe take some vans?

2008 jam in Reading!!

Baby gifts (items for apt from BC ok – i.e. crib, etc) – or shower from all fans (at or after radio show) make sure it goes to the wife

Personal gifts away from booster events

Should get permission from team to use photos for buttons and calendar, and team logos in writing

Budgeting – we are really on the right track – suggestion to put 5% of income aside each year in 'rainy day' fund – possibly in interest bearing account – once built up consider using for capitol purchase for team

Ideas for our jamboree

Awards (furthest travel, biggest group, biggest winner casino night, spirit, etc)

Thank you's to local people and thanks to other clubs who sent \$\$ - then we donate to next club – at last get together

Need to come up with eight breakout sessions (topics and speakers), plus ideas for Friday and Saturday dinner – plus keynote speaker – possibly consider a couple of really special breakout sessions with big name speaker and combine into one session (i.e. get officials from league)

Schedule – must have time for council meeting earlier in the weekend and not at 6am- or maybe have breakfast meeting or lunch meeting.

Also need time for jamboree bids to be presented to entire group (Sat lunch) and time for voting (Sunday)

ECHL Booster Club Jamboree
Attendee: Robin Shilling – Reading Royals Booster Club

General Information:

Flip charts
t-shirts with sponsor contact information on the back
Speaker gifts
Centerpieces on table in event colors, carnations in pots with ribbon to coordinate

Speakers:

Larry Courville
Gordon Kaye
Karl Taylor
Chris Bala

Keynote Speaker:

Starting a Kids Club in Your Organization – Deb Shortman

Approach Organization

- be prepared with ideas and meet with General Manager and Coach
- discuss advantages
- discuss expectations
- get ideas from office about
- how to utilize club, ie. chuck a puck cleaners, program handout, runners

Set up Club Structure

- decide on age group, 12 and under works best
- establish a price to join/budget, ie. \$5 for booster club members, \$15 for non-members
- membership gifts, t-shirt, ID cards, newsletter, other cast offs, tattoos
- come up with events, major and minor, meet and greet, ice cream social, putt putt tournament
- Halloween Trick or Treat, after game, kids go to guys to get candy (provided)
- Monthly contests and Promotions, lunch with player, interview a layer, good report card, restaurant sponsors, signed photo for kids

Establish Sponsor

- ask office for leads, be careful of non-sponsors
- fast food/restaurants, arcades, movie theaters, coordinate contests/promotions
- community service, get involved, letters from the kids to hospital patients, letters and/or packages to soldiers, environmental projects, adopt-a-highway, book drives, back to school items, canned food drives, recycling ink cartridges
- exchange kids clubs at games with other booster club kids' groups
- signed birthday cards for each member from the players
- waiver for on the ice, signed at registration, information at BC table
- look to AHL sites for ideas

Fundraising – The Big Ticket Items, Dave Goetz and Dave McKinney

Goalie Mask – club buys one in the beginning of the season and team buys one, both are worn during games, chances are sold at \$5 per ticket with three chosen at the end of each game to go to the final drawing, after last home game goalie pulls winner and presents mask on the ice (donsimmons.com for painted masks)

Flea Markets – buy excess runs of materials, member donations, team leftovers, take mascot pictures with kids and sell for \$5, player appearance, two weekds, lots of help, made \$700

Calendar – photos were different – instead of individual pictures, they were taken in groups of two – ideas were on Harley's, as bare-chested carpenters, cowboys on hay bale with horses, hot tub, OUT BY THANKSGIVING

Player Cards – sponsor names on front, info about business on back

Zambonis – mini Zambonis, called and got them for \$3 online cost to purchase is \$8 plus shipping and handling, sold at arena for \$10

Martin Lapointe Day – skated most days as a Lynx, got key to the city during a game, BC sold shirts outside the arena for that night and people used to get autograph

Booster Club Meetings – sell stuff at meetings that aren't allowed at arena, publicize to general public and set up tables at other events to sell BC merchandise

Bus Trips – auctioneer on busses to sell stuff en route, found hockey night light at dollar store and they went for \$5-\$8 on the bus

Bowling – tournament, guys go, raffle items, stuff not allowed at arena, silent auction, best held on Sunday from 2-5, closed bowling alley to general public, food out all day, signed pictures, rookies have to dress up

Christmas Party – players decorate tree, give them the tree and a starter pack of decorations, then trees are auctioned off, cost for tree and pack was about \$8-\$10 and trees went for a minimum of \$20 (opening bid), could also do with stockings, ornaments, or hats – for seating use “reserved” sign for players so members don't know who they'll be sitting with – mixes up group and stops “stalkers” from monopolizing players, can also have the players pick an ornament off a tree for their seating assignment and use that for the order to eat

Silent Auction – family packs, beach bags, travel agency, all donated materials

End of Year Banquet – “border cup” local pretend cup between teams (local rivals), pucks, booster club deal on price

Shirt off your back – booster club buys jerseys and team wears them on a certain night, then auctioned off after the game to benefit club (Jamboree??)

Harley Raffle – donated bike signed by team, \$100 ticket selling 250 of them, can be sold at Rallies too – dealership may allow booster club to set up table

T-shirts for each player has information and photo of player on it – at end of year banquet, team goes out and puts on shirts for auction

Pasta and Pucks – players were servers, guests paid to come and guys got “awards” for highest money collected – tips and special service money (see next page for more details)

Note – stuff that needs to be signed can be given to coach to take along on road trips

Pasta and Pucks – Tracy Vincent, Columbia

- use church for event
- hold on a Sunday evening from 5-8, early in February worked well
- stress money goes to charity
- use ladies auxiliary for food and drinks
- booster club members donate dessert
- pre sell tickets

- give players a specific time to report – about an hour before guests arrive so they can sign aprons and shirt, eat, and get ready
- guys get aprons to decorate and wear – then they are auctioned off
- prices suggested \$10 for adults \$8 for kids or do a break for BC members, charging general public \$12 and \$10 with BC break at \$10 and \$8
- start advertising about 4-6 weeks before, put on back of player list in programs, have booster club people at doors handing out flyers at doors
- put flyers on brightly colored paper
- radio stations to announce (charity event)
- newspaper info into calendar, email to them directly
- sponsors buy tickets for charity members to attend
- game announcements
- other sports teams invited, reciprocate event
- email invitations to other groups
- dance with players – one slow song and dance is auctioned
- secure volunteer helpers, one for the door, one to collect tickets, one to track tips, auction assistant to write guy's name on and bid winner for apron and dance auctions
- be sure to specify AYCE or is group counting heads or plates
- merchandise table – sold calendars and donated a portion of the sale to the charity
- keep guys around to help clean up, offer dessert as reward
- player awards for the top three tip earners (dinner at Freymoyer's?)
- Host/Hostess – table numbers by players, people who get there first get to pick their player/server, track number of people at each table to ease seating guests
- For tips decorate box with each players name and number on it – have them sign it and then it can be raffled off later, with a box the player can swing by and drop off tips from his pocket
- Dance with player – also part of auction, looked for a short song, found “The Dance” by Garth Brooks to be shortest – CAN ALSO DO AS SILENT AUCTION with minimum bid of \$20
- Organizer to meet with players before event, don't count on coach to communicate with players, get coach to reinforce participation, be specific with the guys as to what the charity IS
- Tell them what to wear – dark clothes (sauce stains), no jeans with holes
- Ticket money goes to booster club, tips and auction money to charity
- Food from 5-6:30, clear tables 6:30-7, auction at 7
- line up guys at door and have them seat the first guests to their table
- suggestion sheet in their pocket, dinner included and what the menu is, free drinks VS donated alcohol they can purchase
- player name tags
- key personnel – give them shirts to make them easily identifiable
- take photos for publicity
- invite mascot
- control coach – keep him away from guys so they can be themselves
- BOOM BOX for music during dinner and dance auction
- Have lots of change – at least \$200 in ones
- Booster Club bartender to collect money

Player Talents

- juggler
- shoulder massage
- sing happy birthday
- sing Canadian national anthem
- tell jokes
- read book to kids
- table challenge to player to do... cartwheels
- chicken dance with kids
- electric slide with guys
- Macarena