

Ravens Prepare to Soar

On behalf of the Richmond Girls Ice Hockey Board I am pleased to welcome all new and returning players to the 2010-2011 Season. The Board has been very busy working this past few months to ensure that all our players experience an enjoyable and rewarding new season of hockey. We will be implementing some significant changes this year and they are highlighted here along with some general information for all participants.

- We have adopted an association wide name – the Richmond Ravens.
- With professional assistance we have designed a new logo and jersey (please see the attachment).
- We have secured additional corporate sponsorship that will assist us in providing our players with new jerseys this year.
- We have expanded and enhanced our skill development program this season. All players, from Tyke up to and including Midget, will receive professional skill development approximately every second week. The program instructors will include Derek Popke, Milan Dragicevic, Rob Fuchs, Michelle Pepin, and Sheryl Dragicevic.
- This will be a record year for registrations. For the first time in our history, we expect to exceed 200 player registrations!
- We are being more creative with ice allocations, which will result in more ice time for all players. Tyke and Novice players will now have 3 ice times each week, up from 2 in prior seasons.
- All our teams will be led by experienced and highly qualified head coaches. We have many returning coaches and some very good new coaches who will provide excellent support for our girls.
- We are busy planning an exciting Pub Night fundraiser that we want to encourage all parents to attend in order to meet and mingle with other parents and Board Members on November 6, 2010. Details from our social committee will follow shortly.
- We will be implementing an Association wide awards program. Details to follow.

We are fortunate to have a very committed and qualified Board that will provide outstanding stewardship as our Association continues to grow. We all wish to continue to expand and enhance the program for all of our players and are confident that our girls will all be provided with an exceptional playing experience. Our united goal is to work towards the Richmond Ravens being viewed as the number one Female Hockey Association in BC.

In anticipation of any questions you may have about our new name and/or the purchase of new jerseys, we have provided a Q&A section. Please feel free to contact me or any Board member should you have any further questions or concerns.

1. Why are we adopting a single Association Name?

As a Board, we felt very strongly that we want to foster a much stronger connection to the Association. We want all the girls and their families to feel like we are all part of the same organization, irrespective of what team they play on. We also want to enhance the level of mentorship and cooperation amongst the coaches and teams. We believe adopting an Association wide name is an important step towards accomplishing these goals. We also believe it makes more economic sense for parents - jackets, hockey bags, uniform bags, etc. can be used year after year, instead of being replaced each season.

As well, the single name creates numerous branding and marketing opportunities that have simply not been available to us in the past. This will help us to achieve our growth goals and also help us to increase our corporate and other sponsorships. When people hear the name Ravens, we want them to instantly think "Richmond Ravens Female Hockey".

2. Why Ravens?

In selecting a name, we had a number of criteria, including:

- Appropriateness and acceptability for each of our age groups and members.
- Flexibility in coming up with logos, jackets, etc.
- Connection to our local area.
- Has attributes that we desire.
- Sounds great.

We are confident the name Ravens meets all these criteria and more. Ravens are known as quick learners and are magnificent flyers. They are intelligent, resourceful and tenacious. They are known to fly together and demonstrate considerable devotion to their families. Ravens are also revered as a spiritual figure by our Coast First Nations. The name Ravens also provides us with lots of flexibility in coming up with logos for uniforms, letterhead, clothing, hockey bags, etc. Finally, the Board all loved how "Richmond Ravens" sounds!

3. Why are we replacing all the jerseys this season?

There are a number of reasons for this. First, our current jerseys are getting quite old and all need to be replaced over the next three seasons. Secondly, there is a significant cost savings in purchasing such a large number of jerseys at one time (we are receiving a large volume discount that would otherwise not be available). We have been working diligently to secure corporate sponsorship that is specifically to acquire new jerseys which will help us with the cost. Any help members can provide with additional sponsorship is welcome and please contact Joelle Sucke our sponsorship coordinator if you have any more suggestions or ideas in that area. In the end, the choice was between all now or to phase it in over three years. After reviewing the options, the decision to replace them all now was considered the most economical and prudent.

4. What will happen to the old jerseys?

Once the new jerseys are received, the old jerseys will be available for purchase by members at a significantly reduced price. We will provide more details shortly.

On behalf of the Board we wish everyone an outstanding season of Raven's Hockey.

Patti Martin Perkins