

Dear Shaw families,

My name is Jon Brackett and I currently have two sons, a bantam and a squirt, that spend their winters at the Shaw Ice Palace. This upcoming season will be the 7th season of Shaw Hockey for my family. I have been a high school teacher for the past 6 years and before that I worked in Real Estate (broker/owner) and professional baseball. I have extensive experience as a coach, manager and educator. I am writing this letter to announce my candidacy for the position of President of Shaw Hockey.

My platform is as follows:

- 1) Focus on the players and their development. Which means continuing the off-season opportunities that are being offered; continue to search for and recruit high quality head coaches along with specialty coaches (goalie, fitness, etc.). Create the SHAW Way where there is a collaboration among the coaches and a sharing of ideas as well as ice time. So, for example a Squirt 'C' player will have the same experience as a Bantam 'A' player in regards to practice drills and offensive philosophy. This is a main goal is for a more uniform on-ice experience no matter the coaches involved.
- 2) To continue to work with the Park District in bringing improvements to the Palace; cleaner glass for the boards, improvement of the sound system, locker rooms, and an off-ice shooting area.
- 3) Evaluate different revenue sources such as hosting more tournaments, exploring different fund raising opportunities, and continue to improve upon our recruitment practices.
- 4) Create a panel to explore marketing opportunities with local business and major chain hotels to increase revenue streams and defray travel costs.

Overall, I think the we have made major strides the past two years in bringing SHAW up to a Division I program and I would build upon these strengths while spearheading the push to make SHAW the best organization possible both on and off the ice. The only way this can be done is by checking egos at the door and filtering all decisions based off not what an individual thinks but what is best for the kids and SHAW Hockey overall.

Thank you for your time.

Sincerely

Jon Brackett