



# FACE OFF

OFFICIAL NEWSLETTER OF THE  
ASSOCIATION OF AMERICAN HOCKEY LEAGUE BOOSTER CLUBS

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## MMBC Volunteers for NH Public Television Auction

For the eighth straight year, the Manchester Monarchs Booster Club have sent volunteers to work the Channel 11 New Hampshire Public Television Auction.

Monday night (May 10th), over a dozen people volunteered to work a three hour shift. Many worked several nights of this 10 day television auction. Phone people, bid runners, answer people and board markers were some of the many positions MMBC members worked. Some were lucky enough to be chosen as models, whether they held a stuffed animal or an umbrella, wore a specialty jacket and more. They would end up on live television for their few minutes of fame.

The theme (on May 10th) was "sports night," so everyone wore Monarchs jerseys or other sports gear. Prior to taking to the airwaves, each person was assigned their task and received a quick training session. Then it was go time! MMBC members who worked sports night were Bill Walch, Marlene Lein, Pat Kisselburg, Noelle & Gerry Clark, Mary-Lynn & Steve Belforti, Mike & Laura Messer, Mandi Koodin and Todd & Veronica Hannemann.

Over the course of the 10 day auction, members continued to show up at the NHPTV studios and work the nights away. This is always a fun time.

The auction raised over \$440,000. The money helps to fund quality programs that entertain, educate and enrich all year long.



Members are already looking forward to volunteering for this event next year.

In the Fall, NHPTV will hold its November auction. This auction is done online. At one time, both the Spring & Fall auctions were live.

## Rochester Boosters Lose Shining Star



The Rochester Americans Booster Club lost a long time active member of their club on May 5, 2010. Members were saddened to learn of Kay Bell's passing.

Kay was a hard worker for the Club, selling 50/50, jersey & lottery tickets, and helped with the Christmas & Easter Families. Kay went on many of the RABC trips, plus to the AAHLBC Conventions. Kay always had a smile on her face and a friendly word for everyone. She will be missed by all.

The RABC officers & members extend our Sympathy to her daughters, Debi Bowles & Donna Redding and their families. Kay was 86 years of age.



## Board of Directors

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**Melinda Harty**  
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## Mission Statement

The purpose of this organization will be:

- a. To promote better understanding between Booster Clubs and the American Hockey League Organization.
- b. To Compare and attempt to alleviate problems confronting each individual Booster Club.
- c. To act as a social organization for Booster Club members.

## Submitting an Article

To submit an article to this newsletter, please email it to [lighthouseman2@yahoo.com](mailto:lighthouseman2@yahoo.com) with "AAHLBC Newsletter" in the subject line.

**Please note: Your club must be a member of the AAHLBC in order to submit an article to this newsletter.**

Editor: Bill Walch

## AHL News & Notes

Dave Andrews will lead the AHL for at least the next five seasons...The AHL's Board of Governors announced David Andrews has agreed to terms on a contract extension. He will continue to serve as President & Chief Executive Officer of the AHL through June 2015.

Congratulations to the following award winners...

Howard Dolgon, owner, president and chief executive officer of the Syracuse Crunch, has been named the winner of the James C. Hendy Memorial Award as the outstanding executive in the American Hockey League for 2009-10.

Tom Mitchell, Binghamton Senators part-owner & executive vice president of operations, has been named the winner of the Thomas Ebright Award in recognition of career contributions to the AHL.

David Butova, an AHL linesman since 1978, has been named the recipient of the Michael Condon Memorial Award for outstanding contributions by an on-ice official.

The Chicago Wolves & P.K. Subban of the Hamilton Bulldogs were named the 2009-10 winners of the President's Awards, which are given to an AHL organization for excellence in all areas off the ice, and to an AHL player in recognition of his outstanding accomplishments in the past year.

As part of its Team Business Services program, the AHL honored one club from each conference for top revenue growth in four areas during this past season: season-ticket sales, group -ticket sales, overall ticket sales and corporate sales.

The season-ticket sales winners were the Manitoba Moose (W) and

the Hershey Bears (E).

Winners for group-ticket sales were the Chicago Wolves (W) and the Hartford Wolf Pack (E).

The Chicago Wolves (W) and the Hershey Bears (E) earned the awards for overall ticket sales growth.

The Chicago Wolves (W) and Syracuse Crunch (E) were recognized for their corporate sales growth.

Additionally, teams from each conference were selected for excellence in the areas of community service and fan experience.

The Lake Erie Monsters (W) and Wilkes-Barre/Scranton Penguins (E) earned the nods for their exceptional community service efforts.

The Grand Rapids Griffins (W) and Manchester Monarchs (E) were rewarded for their outstanding fan experience at home games.

The AHL also recognized several teams and individuals for their efforts during the 2009-10 season at the league's Marketing Meeting in Chicago last month, including the Chicago Wolves as the sponsorship sales department of the year, the Lake Erie Monsters as the ticket sales department of the year, and the Syracuse Crunch for the most unique promotion or theme night, the Mirabito Outdoor Classic.

In operation since 1936 and celebrating its 75th anniversary season beginning this fall. To keep up on AHL happenings, visit the league's website at [www.theahl.com](http://www.theahl.com).

Congratulations to all award winners!!! Well deserved!