



All Stars Figure Skating Club

www.allstars-skating.org

Email: lereid@pacific.net.sg

Where every skater is a star!

President's Report for the fiscal year ended August 31, 2006

November 1, 2006

Dear Members of the All Stars Figure Skating Club

Slightly less than a year ago, the executive committee of the All Stars Figure Skating Club set a rather ambitious target for our small club: raise our profile with our members and raise the profile of ice skating in Singapore. Given that we are a small club with limited financial resources, we were aiming high. I am happy to report that your club made significant headway in the past year towards achieving these goals:

- a) We launched a website www.allstars-skating.org to promote the youth, activities and spirit of our membership
- b) We dramatically increased our direct communication with members through email updates with news about skaters in Singapore, regionally & internationally
- c) We did video & power point presentations on skating to three local schools
- d) We hosted a video party with our sister club Tropical Blades Ice Skating Club to help promote unity between the clubs and to broaden the exposure of our members to true competitive skating
- e) We convinced Holiday on Ice to hold a workshop for 20 of our All Stars with 10 of their professional skaters and to donate 6 show tickets for a lucky draw and 8 minutes of precious performance time at the opening night of Holiday on Ice—Hollywood. We also generated more than \$90,000 in publicity, thanks to 2 newspaper articles, a radio interview and a spot on Channel NewsAsia.

As ASFSC president, I want to thank my fellow board members for their contributions to our successes, and on behalf of the executive committee, I want to thank *you* for your support during an exciting year. Judging from the encouraging emails we have received from the general membership in the past year, it's safe to say that we are on the right path.

Kindly permit me to quote, with gratitude, from a few emails that you sent to your Club executive committee:

"I've seen the website - the first time I saw it was when it was something like 4am here and I was just incredibly moved because all the young skaters on the website had such big dreams."

"U really keep us updated! Appreciate all your hard work."

"I wish to extend our Heartfelt Thanks... You have given our skaters an experience above all dreams possible and way beyond their thoughts...It's not been an easy journey and wish to let you know, you are not alone...thanks for hanging out there for us. "

"Thank you for organising this video jam. I can see that the kids and parents had a constructive 2 hours, fostering camaraderie amongst skaters and parents and also, getting constructive comments /skating tips from coaches. It is definitely a different scenario, watching alone at home and with a crowd of people sharing the same passion for the sport."

"Once again, you manage to send motivating and heartfelt words to inspire our young skaters. Thank you for that, and all that you do. As I said before, this is the best managed and informative skating club we've ever belonged to!!!"

The Club Identity. This year, we wanted people to understand what it means to be an All Star. Our motto still says it best: "where every skater is a star." Being a champion is never just about medals, so being an All Star isn't just about winning. Our club philosophy is about *staying the course*. We have been pleased that members have been willing to share their experiences, good and bad, about competitive skating. Of course, we all know that winning is more fun. But sharing experiences about trying their best and failing to achieve their goals is really one of the bravest things our young members can do. We want to thank the members who have been willing to be profiled for the website. *You have helped us immeasurably in telling the public what it means to be a figure skater in Singapore.*

With such involvement from our members, it's not surprising that interest in our sport is growing. We received an increasing number of queries from members and nonmembers alike in the past year. We like to believe that our website has helped nurture this interest by helping to spread the news about ice skating. On the home page of the website is the heading "Email to Members". Clicking on this icon leads to a list of emails that were sent to members of the All Stars Figure Skating Club during the year ended August 31st, 2006.

As a group, you received more than 140 emails from ASFSC, which were then posted on the website. However, the Club also participated in more than 700 email exchanges with members, providing encouragement and information on everything from website links to overseas competitions. If we couldn't answer the question ourselves, we did our best to point you in the right direction. Our community and resources are small, but we believe that where there is a will, there will be a way to make a difference. We believe that the sharing of information is one of the best services we can provide.

Our ability to carry out programs or events depends solely on the efforts, fees and contributions of members. This past year, we were able to introduce a new club pin, free of charge to our members, thanks to the careful accumulation of funds in previous years. The total cost for the pins was \$1,070. The pin made its debut at the Skateathon held by the Singapore Ice Skating Association in November 2005. (Many thanks to Tabitha Lin and Priscilla Chan for distributing pins to members.) The pin was an amalgamation of designs submitted last year by members Gwentyth Har, Tan Jing Koon and Alexandria Wong. The Club was fortunate to have such creative members to help with the branding of our club. Each new member receives one free pin, and additional pins can be purchased for \$5 each.

This past year, the All Stars Club also introduced a fun way to recognize an important achievement by our members: the "I Landed My Axel" pin. The axel jump has challenged skaters from the moment it was first landed by Axel Paulsen in 1909. Skaters in Singapore

All Stars Figure Skating Club, 3 Ardmore Park #03-01, Singapore 259950

today are no different from skaters in the US, Russia or Japan when it comes to the axel. This pin is our way of saying "Well done" to our skaters. If you have begun landing a clean, consistent axel, please have your coach contact the club secretary.

www.allstars-skating.org The reception given to our website has far exceeded our expectations. In less than a year of being online, our website received over 21,000 hits, compared with our original 'guesstimate' of about 10,000. Our goal was to create a site that reflected the youth and optimism of our skaters while providing information, inspiration and a sense of identity for all our members. We wanted greater Singapore to see *the real people* in our sport. We wanted to illustrate that our members meet the benchmark requirements of being competitive athletes. The All Stars are smart, hard-working and engaging. In terms of content, it's inspiring to see more of young members contributing to the website, despite their busy schedules of school, training and extra-curricular activities. I encourage you all to take a look at the contributions made by our members.

At the same time, our club's honorary secretary Laura Reid has tried to keep our members up to date on local, regional and international news relevant to our membership. We continue to encourage members to act as ambassadors for our sport and our club by being profiled on the website. So far, 27 members have been profiled and more are in the works. General committee member Isabelle Tan has created both trivia quizzes and crosswords, designed to test your knowledge of skating. Some members took the quiz 10 times, which is a tribute to our members' determination to keep trying until they succeed.

If you have an idea that you would like to see included on the website, please talk to any of the exco members. We'd also like to hear from you if you are doing well in other activities because we plan to keep emphasizing the fact that figure skaters are well-rounded in their interests and capabilities. We believe that our junior members have much to contribute to the development of the club. We also would like to thank our website provider, Host Creation, for their creative but always reliable approach to service.

School Presentations. In January 2005, ASFSC vice president Tan Jing Koon suggested that the club could be instrumental in educating schools on the merits of ice skating. We hoped that the schools would be willing to award CCA points to our members even if the school principals and CCA heads were unwilling to nominate ice skating as an official CCA. ASFSC board member Tan Jing Koon produced a three-minute video that highlighted the appeal and challenges of skating in a humorous way while Laura Reid produced a 47-power point slide presentation that could be customized to a given school.

In December 2005, we received an invitation from a parent to introduce ice skating to CHIJ—Kellock. The presentation was done by board members Lim Su Yin and Laura Reid in February. The CHIJ-Kellock school principal was kind enough to allocate two hours to hear our presentation about ice skating in Singapore. Later in February, we received another invitation to present to the Head of CCA for Methodist Girls School. Even though the sport has not been designated as a CCA at the school, MGS is clearly proud of the achievements of the school's ice skaters, including Alexandria Wong and Meghan Low. We also did a presentation to the vice principal of Raffles Girls Secondary School with Mrs. Carmie Lim, who is a former principal of the RGS and the ex-president of the Singapore Gymnastics Association. Once again, it was encouraging to discover that the school shared our pride in members Casatrina Lee and Heidi Chang.

All three presentations were well-received, and we hope to do more in the future. If your school hasn't been convinced about the merits of the sport as a CCA, please let us see if we

can do a presentation. Our goal is to help our members achieve the CCA recognition they deserve for their progress in the sport.

Video Jam. In February, the All Stars Figure Skating Club approached Tropical Blades Ice Skating Club about holding a video party to preview skating programs for our members ahead of the National Figure Skating Championships. Christened 'Video Jam' by TBISC board member Elaine Toh, the event was quickly put together at the club house at Clementi Park. Coaches Jonnansical Boo, Lee Chow Ying, Sally Ong, Elaine Toh and myself reviewed hours of skating video from the ISU Grand Prix circuit, US Nationals & Canadian Nationals, supplied by Lee Chow Ying, Laura Reid and Isabelle Tan, before choosing the programs that we thought would be of most value to our young skaters. About 30 skaters attended the Saturday morning session, with the coaches having a quick exchange with the skaters about each program before moving onto the next clip. I want to thank the parents who organized drinks and snacks for everyone: Novrita Basuki, Helen Foo, David Johnson, Lim Su Yin, Beth Mehaffey and especially Jackie Nyberg and Liza Wang. Special thanks should also go to All Stars board member Isabelle Tan, who stayed up into the early hours of the morning to tape the Olympic Winter Games so that our members could see the action, almost live, from Turino, Italy. The cost of booking the room was covered by an All Stars board member.

The SISA Seminar. Most recently, the All Stars board voted to support the August seminar held by SISA by fully funding our member coaches who list ASFSC as their home club. Well-trained coaches are essential to the development of well-trained skaters, and we applaud SISA's efforts to provide professional upgrading for coaches in Singapore. While we discussed the merits of funding skaters as well, we concluded that it would be better value to fund our coaches. Jonnansical Boo, Sally Ong and myself were reimbursed \$300 each by the All Stars club for the cost of the seminar. The cost to the club will be reflected in next year's financial statements due to the delay in processing.

Holiday on Ice. In late November 2005, the All Stars club via honorary secretary Laura Reid approached the promoter of Holiday on Ice, Quest Vacation International, with a request for three pairs of tickets for a lucky draw for our members. The discussion with QVI rapidly evolved into three pairs of tickets, a workshop for 20 of our members and 8 minutes of performance time on opening night of the new Holiday on Ice—Hollywood show.

For Singapore's young ice skaters, it was an unparalleled opportunity to perform in front of thousands of people in a professional environment. For the All Stars, it was a race against time to get our programs choreographed and our skaters ready for the big night. Our priorities for the performance time were:

- a) promote ice skating's potential as a CCA, reasoning that if greater Singapore saw the performances, then more schools would be made aware that ice skating could be a successful, popular CCA;
- b) demonstrate that figure skating wasn't simply for girls, by showcasing boys in a duet. Our goal was to encourage more participation by boys in figure skating
- c) feature our highest level skaters living and training in Singapore to illustrate that the country can produce fine figure skaters with elite potential.

As head coach for the event, I was very pleased to see the hard work put in by all the skaters and their coaches, Jonnansical Boo and Sunny Man. We had extremely little preparation time, even as the skaters were gearing up for Skate Singapore. The club owes a huge thank you to the parents who also organized off ice rehearsals and extra lessons to

ensure that the kids were in tip-top shape before they made their debut. Sabrina Wong was an impromptu compere, and it was breathtaking to hear the audience's roar of approval when she announced the All Stars. Everyone pulled together to make the night a fantastic success. The Singapore Sports Council, who had front row seats thanks to the promoter Quest Vacation International, saw first-hand that our skaters could win over a crowd.

Given the high profile of the night, we determined that our skaters had to make the best impression possible. To achieve this end, the All Stars club sponsored \$1,653 in ice time and lessons for the performers at Holiday on Ice. Although it is a significant amount of money, the publicity generated on the Holiday on Ice performances was valued, by a third party public relations consultant, at about 54 times our original investment. With our tight budget, our club would not have been able to purchase comparable advertising space in the media. Using a standard public relations formula for measuring campaign results, the HOI performances resulted in publicity worth \$92,000.

The Straits Times and *the New Paper* both wrote stories about our skaters, with the Straits Times focusing heavily on the CCA angle in its first story and then on Saki Jimbo in the second story. (The story on Saki was tied into Mao Asada's win at the ISU Grand Prix Final.) The Straits Times has estimated readership of 1.3 million while the New Paper has about 471,000 readers.

Radio 938 Live interviewed two of our skaters and also focused on the CCA angle.

Channel NewsAsia also sent a reporter and cameraman down to cover the workshop with 20 of our skaters and 10 of the professionals from Holiday on Ice. The workshop was oversubscribed by our members, with priority given to members of the SISA National team. The cast of Holiday gave glowing reviews of the Singapore skaters, and our members in turn said they appreciated the personal attention and advice on individual elements.

The media exposure from Holiday on Ice helped generate coverage of another of our members, Sarah Rodgers, during the National Figure Skating Championships. This article had a publicity value of \$40,000. We continue to believe that more publicity will spark interest in all of our skaters, too.

Membership. Every year, we see some contraction as members withdraw from competitive skating or leave Singapore. This year, we also lost some members as a result of the formation of two other clubs within the Singapore Ice Skating Association umbrella. However, we continued to see growth in our overall membership, thanks to the continued support from coaches who continue to recommend the club as well as the increasing presence of parents. At the end of August 2005, our membership stood at 95 people, including 70 skaters. A year later in 2006, we had 116 members, including 70 skaters. As we had hoped, our associate membership of nonskating adults grew as a result of the executive committee's decision to waive adult fees for joining the club alone.

Last November, the All Stars Club had approached SISA about lowering or waiving fees for adult members. Although we were turned down by SISA, the club proceeded to waive its fees for adult members for the membership year ending March 31st 2007. If an adult member wished to join SISA as a voting member, the member paid \$15; if the member wished to join All Stars alone as a voting member, there was no charge for membership.

Subsequently, SISA lowered its fee for Junior Ordinary (nonvoting) members to \$5 per skater while All Stars lowered its fees to \$15, bringing the total cost of membership for existing Junior Ordinary members to \$20. (New members paid a one-time \$5 registration fee for a total cost of \$25.) I would like to thank honorary secretary Laura Reid for her maintenance of the database, her welcome letters to new members and her liaison with SISA's director of membership and treasurer whenever new members have joined the club.

Finances. We remain a financially strong club, despite a busy year of activities. At yearend August 31st, the Club had cash in the bank of \$4162.43 as well as a petty cash balance of \$125 for a total of \$4287.63. This figure represents a year on year decline in net equity of about 27%, which results from our higher spending, lower sales income due to fewer donations of merchandise and lower membership income due to the decline in fees. Other costs included a \$250 half-page ad in the program for the Figure Skating Championships; the actual cost of the ad was split, with the club paying \$60 and two board members covering the remainder. I would like to thank Treasurer Christine Vogel for her hard work on the accounts. The role of treasurer is an important one for the club, and Christine assumed the post when Rita Toole-Stott stepped down in 2005. I also want to thank internal auditors Stephanie Wong and Shirley Lim for reviewing the financial statements.

Sources of revenue for the most recent fiscal year included \$340 in donations from members and \$152 from the sale of skating gloves, donated by a member. Made available by a board member for the Club's use were: 60 pairs of skating gloves, 50 ice skating pencils, 20 skating lanyards, 20 2-minute cassettes and 48 skating angel pins, which were packaged into 'welcome' gifts for new members joining in the second half of membership year, which ended March 31st 2006. We plan to introduce a similar welcome package for the second half of the current membership year, which ends March 31st 2007.

What lies ahead? Singapore's figure skaters have always coped with difficult circumstances. It is this tenacity that will see our members through to the day that Singapore has its own Olympic size rink and ISU membership. In the past six months, the Club began working with a small group of adult members to develop a bursary program for funding athletes to go overseas for training. The members of this subcommittee have been diligent at putting aside self-interest to come up with a policy that should be effective for the majority of our club members. The work is not fully completed, but we hope to have the program completed by January 2007. As you know, we will be holding our annual general meeting on November 18th at 7:30 pm at Cairnhill Community Club on Anthony Rd, opposite Newton Hawker Market. If you would like to sit on the committee for the financial year ending August 31st, 2007, please send your details to our honorary secretary. We are always happy to have new volunteers.

Your club is only as active as its members. If you have ideas you would like to see put into action, please send them through. We try to respond promptly to every email we receive.

Respectfully submitted

Raymond Cheah
President
All Stars Figure Skating Club

All Stars Figure Skating Club

Annual Accounts for Financial Year Ending August 31, 2006

The accounts of the All Stars Figure Skating Club have been duly audited and found to be in accordance with the income and expense statement and balance sheet attached herewith:

Internal auditors

Name: Stephanie Wong Sook Han

Name: Shirley Lim

IC number: S7105389Z

IC number: S1737931/C

Signed:

Signed:

Date:

Date:

Statement of Income/Expenses

For period 2005-09-01 to 2006-08-31

Income

| | |
|------------------------|---------------|
| Member fees | 2515.0 |
| Sales to members | 152.0 |
| Donations from members | 340.0 |
| Total Income | 3007.0 |

Expenses

| | |
|----------------------------------|----------------|
| Admin | 1605.75 |
| Bank Service Charges | 180.0 |
| Member fees to SISA | 1040.0 |
| Promotions | 1788.5 |
| Reimbursement of payment expense | -0.20 |
| Total Expenses | 4614.05 |

Net Income -1607.05

Balance Brought Forward 5,894.68

Net Income + Bank reserves
As of August 31, 2006 **4,287.63**

Honorary Treasurer

Internal auditors

Name: Christine Vogel

Name: Stephanie Wong Sook Han

Name: Shirley Lim

IC number: G5574537

IC number: S7105389Z

IC number: S1737931/C

Signed:

Signed:

Signed:

Date:

Date:

Date:

Balance Sheet

As of 2006-08-31

Assets

Cash & deposits \$4,287.63

Equity

Balance Brought Forward \$5,894.68

From 2005-08-31

Net Income -1607.05

Total Equity \$4,287.63

Honorary Treasurer

Internal auditors

Name: Christine Vogel

Name: Stephanie Wong Sook Han

Name: Shirley Lim

IC number: G5574537

IC number: S7105389Z

IC number: S1737931/C

Signed:

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Date:

Date: