



ORONO HOCKEY BOOSTERS, INC. BOOSTER BOARD APPLICATION 2025

The Orono Youth Hockey Association (OYHA) is a volunteer-led organization that is governed by a 15-member Booster Board. Each member serves a three-year term, with approximately three of the 15 positions up for general election this year. When applying to serve on the OYHA Booster Board, it's important to understand that the role typically involves overseeing and supporting the hockey program by fundraising, organizing events, providing financial oversight, and ensuring the overall success and well-being of the players.

Please complete the following application and submit to secretary@oronohockey.org by April 4, 2025.

Personal Information:

Name: Joslin Shannon

Email and Phone Number: Joslin.A.Shannon@gmail.com; 612-716-9521

Player Affiliation: Parent of Orono Squirt (Crew Shannon)

What is your Professional Experience?

I have over 18 years of corporate experience at Fortune 100 companies, spanning across both business and marketing roles. I was with Best Buy for 14 years where I spent the first half of my career managing product assortments and negotiating supplier funding, and the second half leading marketing teams across Financial Services, Brand marketing, and Sports Sponsorships. It was my responsibility to negotiate funding and partner with local MN sports teams including the Vikings, Twins, Wild, and MN United on brand campaigns to build community awareness and support for the Best Buy Foundation (charity that supports youth in underserved communities). I was also responsible for managing large cross-functional projects, vendor partners and multiple creative agencies (20+ employees), with a marketing budget of over \$70 million/year.

Do you have any hockey experience or a hockey background?

I am from Fargo, ND and grew up in a hockey family. While I didn't excel at skating, I was a cheerleader on the sidelines for my brothers' games and never missed a North Stars or MN Wild game. Presently, I'm cheering for a second-year squirt player, and I'm also the wife of an Orono hockey coach. 😊

Do you have previous involvement with Booster Clubs or Non-Profits?

Pre-covid, I was the Marketing Board Member responsible for building awareness and driving donations for a local MN non-profit (My Very Own Bed). led all of the marketing (design, communications, advertising, etc) for Orono's Fun Fest Event in 2023.

What skills do you bring to the role such as communication, fundraising, organizational abilities, etc?

In addition to my career experience, I am an extreme activator (give me a goal and I'll want to exceed it), detail oriented, seek to create efficiencies, and enjoy copywriting/editing/general communications.

Why do you want to serve on the OYHA Boosters Board?

I know it's cheesy, but I simply want to be more involved with the organizations that help my kids grow and thrive. I'm at a point in my career where I finally have the time to dedicate myself to something bigger, and what better way to leverage what I've learned throughout my professional life than to help support an organization that's so meaningful in my personal life. I recognize and appreciate how amazing the Orono hockey program is, what it does for the local community and how it has positively impacted so many families, including mine. I want to help make that impact even bigger this year, and the years to follow.

What level of play will your child(ren) be playing in the 2025-2026 season? Crew will be a second year Squirt.