



DIVISION 2

# CHAMPION

WHITEFISH BAY



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# 09/08/26 WFB Jr. Dukes Boys Basketball Parent Meeting



**Travis Wilson**  @TravisBOUND · 1h



**Whitefish Bay** becomes the 9th school to win boys & girls basketball state titles in the same year:

1978 - Neenah

1982 - Portage

1982 - Kohler

1985 - Fall Creek

1990 - Milwaukee Washington

1991 - Cuba City

2018 - Bangor

2022 - Randolph

2026 - **Whitefish Bay**

## Tonight's Agenda

-  Acknowledgments and Governance
-  Program Ambition
-  Recent History
-  Recap of 2025-2026 Season
-  Parent & Player Expectations
-  Tryout Process
-  2026-2027 Coaching Assignments
-  What to Expect this Season
-  Question and Answer

# Acknowledgments of our amazing, talented leaders

**A special thank you to our committed board members!**

| Board Member            | Connection                                                | Primary Role                                             |
|-------------------------|-----------------------------------------------------------|----------------------------------------------------------|
| Jon Currie* (new)       | 4th grade daughter, 7 <sup>th</sup> grade son             | Shot club, Treasurer – currently in Mexico for 18 months |
| Chris Miskel* President | 6th grade son                                             | Player skill development                                 |
| Steve Novak             | 3 <sup>rd</sup> grade son                                 | Training and community outreach, 2sfreesandthrees        |
| Janaki Shah             | 5 <sup>th</sup> grade daughter, 7 <sup>th</sup> grade son | Uniforms, communications, social media                   |

**Girls Board: John Burkemper\* (President), Nicole Miskel, Rob Valcq**

**From a fiduciary standpoint, we combined the boys and girls Jr. Dukes basketball programs and consolidated the board accordingly**

**Day-to-day decision-making still occurs in the individual programs; joint decision making for larger scale issues**

**Operating committee members throughout the year as a way to execute on key initiatives and as a potential board pipeline**

**WFB tournament planning ownership – open to new participants**

**Nicole Miskel and Amanda Yang (weekly cleaning at The Warehouse); and Ryan Fiet and staff (Spring Academy)**

\*Officers of the combined board

**Whitefish Bay Jr. Dukes – Building Better Basketball in The Bay**

# Program Ambition – holistic development with competitive edge

*Championship mindset driving championship results: Physically fit, mentally tough, exceptional teammates that execute consistently and strive to improve everyday while competing at the highest level*



- ❖ Develop a pipeline of skilled, tough-minded players **for the high school program**
  - ❖ Offseason Development (Shot club, AAU, HS Academy, personal training, pick-up games)
  - ❖ In-season Development (commit to practice as well as time outside of practice)
  - ❖ Our program is open only to 3<sup>rd</sup>-8<sup>th</sup> grade players that attend a Whitefish Bay public school or live in Whitefish Bay
- ❖ Maintain and enhance connection to the high school program/players
- ❖ Perform as a competitive program that is distinct on the continuum between rec basketball and AAU basketball
  - ❖ **Playing time is not equal, but is fair given player ability, level of commitment, and competitiveness of a given game. Grade level is a factor, too**
- ❖ Raise the profile of basketball in the community
- ❖ Start younger (3<sup>rd</sup> grade – this is our 6th year fielding 3<sup>rd</sup> grade teams) – it's working!
- ❖ Maintain focus on character, work ethic, and the journey

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# Access to facilities is a constraint, and Covid-19 forced creative thinking



- W The generosity of our **Whitefish Bay community** allowed the creation of this differentiated experience for our players
- W The Brodersen Family generously made the lead gift
- W We raised over \$125,000 to renovate this facility

**Starting Year 7 in our Jr. Dukes Home,  
year five post significant renovations**

Why did we create our own training facility? In a word, **Predictability**

- W Access to gym space throughout the year
- W Access to gym space on days when school facilities are closed (weekends, holiday, two-week Christmas break, summer, concerts/assemblies, gymnastics unit, etc., etc., etc.)
- W An earlier start to the season
- W Earlier practice start times (we cannot begin practice in WFB school facilities until 5:30pm or 6:00pm), which also means fewer late night practice start times
- W More consistent practice schedules
- W We can offer revenue-generating programming (Rentals, player development experiences, etc.)

**Whitefish Bay Jr. Dukes – Building Better Basketball in The Bay**

# A significant increase in lease expense requires careful stewardship

- 🏀 Our lease for the 2020-2021 season was at favorable terms – the main court was cement and still had four structural pillars!
  - 🏀 We wrapped them with cushions for safety, guarded them during practice to protect our players, and made it work
- 🏀 After that season, we signed a five-year agreement that ran from August 1<sup>st</sup>, 2021, to July 31<sup>st</sup>, 2026
- 🏀 During the spring and summer of 2021, we made the upgrades to the structure of the building and purchased the flooring, baskets, etc., thanks to the generosity of the Whitefish Bay community
- 🏀 During the time of our lease, there was a change in ownership of the building
- 🏀 At renewal, our new lease – which runs from August 1, 2026, to July 31<sup>st</sup>, 2031, took a ~ 67% annual increase, adding approximately \$40,000/year to our annual rent expense

So how do we make the math ‘math’?

- 🏀 In year one, we will leverage some of our reserves built up over the years
- 🏀 We will increase fees for 3<sup>rd</sup>-6<sup>th</sup> grades to match 7<sup>th</sup> and 8<sup>th</sup> grade fees
- 🏀 We will seek more sponsors
- 🏀 We will increase what we charge for rentals (e.g., the volleyball program is a nice diversification during August, September, and October)
- 🏀 We will evaluate the pricing structure of all other cash flows to ensure long-term viability

🏀 **If you are interested in a corporate or individual sponsorship, please contact [cmiskel@gmail.com](mailto:cmiskel@gmail.com)**

# We have already landed a sponsorship with a former Blue Duke!



- 🏆 Jimmy Sherburne, CFA, CFP, Private Wealth Service Advisor for MHF Wealth Partners
  - 🏆 Whitefish Bay Class of 2009, inducted into the Hall of Fame in 2024
  - 🏆 Graduated from Princeton University with a degree in Economics, where he was a four-year letterwinner on the Men's Basketball team
  - 🏆 Played basketball professionally in Germany

**MHF Wealth partners will proudly sponsor Jr. Dukes uniforms for both the girls and boys' teams for the 2026-2027, 2027-2028, and 2028-2029 season!**



**Whitefish Bay Jr. Dukes – Building Better Basketball in The Bay**

# 2025-2026 Recap – most of our top teams are in the WYBL A Division

| 2025-2026 Grade Level | WYBL Record | 2026-2027 Placement Request to WYBL* |
|-----------------------|-------------|--------------------------------------|
| 2nd grade             | n/a         | 4C (WFB 3A)                          |
| 2 <sup>nd</sup> grade | n/a         | 4CC or 4CD (WFB 3B)                  |
| 3A                    | 12-4 (4C)   | 4th grade A                          |
| 3B                    | 10-6 (4CE)  | 4 <sup>th</sup> grade B              |
| 4A                    | 13-3 (A)    | 5 <sup>th</sup> grade A              |
| 4B                    | 8-6 (B)     | 5 <sup>th</sup> grade B              |
| 5A                    | 14-0 (A)    | 6 <sup>th</sup> grade A              |
| 5B                    | 8-6 (YY)    | 6 <sup>th</sup> grade Y              |
| 6A                    | 8-8 (A)     | 7 <sup>th</sup> grade A              |
| 6B                    | 7-7 (Y)     | 7 <sup>th</sup> grade Y              |
| 7A                    | 6-10 (A)    | 8 <sup>th</sup> grade A              |
| 7B                    | 11-5 (B)    | 8 <sup>th</sup> grade B              |
| 8A                    | 5-11 (Z)    | Freshmen, N/A                        |
| 8B                    | 4-10 (B)    | Freshmen, N/A                        |

- W 12 teams went 106-76 (58%-win rate), solid given we are a Division 2 high school (enrollment)
- W 5 of our 6 top teams played in the top WYBL division (A), and went 58 -36 (62%)
- W Our B teams went 48-40 (55%), an improvement over 40% in the prior year

## Focus Areas to Increase Team Competitiveness

- W As a program, we need **skill development** across teams – last year, in general our teams were not scoring at the level of the championship level competitors
  - W Handle the ball under pressure, get to where you want to go
  - W Put the ball in the basket; finishing touch around the basket, shooting
  - W Customize additional workouts for the grade level, and create options that don't conflict with allotted practice times
- W Increase practice intensity and competitiveness
- W Eliminate players missing practice (ski club, other teams, other sports, etc.)
- W Eliminate players prioritizing other basketball teams for games on Sunday (condition of accepting our offer)

\*Request does not guarantee placement

- W Pending tryouts, could make adjustments
- W In general, WYBL has 5 Levels in order of competitiveness (A, Z, Y, B, C)
- W Exception is 4<sup>th</sup> grade, that has more levels (add CC , CD, etc. for 3<sup>rd</sup> grade teams)



Whitefish Bay Jr. Ducks – Building Better Basketball in The Bay

# 2025-2026 Wisconsin Youth Basketball League Top Scoring Teams

We are focused on developing more players that can score the basketball in a variety of ways and embrace the need for work on their own, in addition to team practice

| WYBL League | WFB Team | Record | Points Scored | WFB Avg Points Scored | Regular Season Top WYBL Team Points/Game | Regular Season Top Scoring Team |
|-------------|----------|--------|---------------|-----------------------|------------------------------------------|---------------------------------|
| 8Z          | 8A       | 5-11   | 468           | 29.3                  | 56.8                                     | Martin Luther                   |
| 8B          | 8B       | 4-10   | 387           | 27.6                  | 43.6                                     | Muskego - Black                 |
| 7A          | 7A       | 6-10   | 594           | 37.1                  | 48.6                                     | Martin Luther                   |
| 7B          | 7B       | 11-5   | 499           | 31.2                  | 36.5                                     | Waukesha South -Blk             |
| 6A          | 6A       | 8-8    | 468           | 29.3                  | 54.0                                     | Homestead - Red                 |
| 6Y          | 6B       | 7-7    | 435           | 31.1                  | 46.7                                     | Brown Deer                      |
| 5A          | 5A       | 14-0   | 792           | 56.6                  | 56.6                                     | Whitefish Bay                   |
| 5YY         | 5B       | 8-6    | 389           | 27.8                  | 34.7                                     | Holy Redeemer                   |
| 4A          | 4A       | 13-3   | 548           | 34.3                  | 37.3                                     | Arrowhead - Red                 |
| 4B          | 4B       | 8-6    | 370           | 26.4                  | 36.1                                     | Sheboygan South                 |
| 4C          | 3A       | 12-4   | 517           | 32.3                  | 43.6                                     | CMH - Blue                      |
| 4CE         | 3B       | 10-6   | 420           | 26.3                  | 35.4                                     | Sussex - Black                  |

**Whitefish Bay Jr. Dukes – Building Better Basketball in The Bay**

# Player and Parent Conduct Policy

## PLAYER POLICY

1. I understand that I am representing Jr. Dukes Basketball, and I will always do my best to positively represent the organization
2. I will attend every practice and game; and inform the coach or manager in advance if I am unable to attend
3. I will always be prepared to work hard at every practice and game and listen to my coach
4. I will always comply with the decisions of officials and never question them during or after a game
5. I will always treat my teammates and opponents with respect
6. I will always demonstrate good sportsmanship
7. I will always follow all building rules and regulations during practices and games



## PARENT POLICY

1. I understand that I am representing Jr. Dukes Basketball, and I will always do my best to positively represent the organization
2. I will let the coaches instruct and will not coach my child or child's team from the bleachers during practices or games
3. I will let the referees officiate and will not address them or yell at them during or after the games
4. I will notify my child's coach as soon as possible of any issues or concerns which need to be addressed. **I will wait 24 hours to approach my child's coach if in-game strategy or practice approach is a concern; and will seek to do this away from others. I will escalate to the Board only after making a good faith effort to resolve the concern with the coach**
5. I understand that my son may be disciplined up to and including suspension or expulsion from the team if conduct detrimental to the team becomes an issue. This includes his treatment of coaches
6. I will never speak negatively about any coach or player, but rather positively encourage and support my child, my child's teammates, and coaches



A violation of these policies can result in action by the club, including loss of playing time, removal from practice and/or games and termination from the program

**Whitefish Bay Jr. Dukes – Building Better Basketball in The Bay**

# 2026-2027 Whitefish Bay Junior Dukes Basketball Tryouts (Boys)

| Schedule              | Tryout 1 (9/13)<br>Tryout 2 (9/27) |
|-----------------------|------------------------------------|
| 3 <sup>rd</sup> Grade | 8:30-9:45am                        |
| 4 <sup>th</sup> Grade | 10:00-11:15am                      |
| 5 <sup>th</sup> Grade | 11:30-12:45pm                      |
| 6 <sup>th</sup> Grade | 3:00-4:15pm                        |
| 7 <sup>th</sup> Grade | 4:30-5:45pm                        |
| 8 <sup>th</sup> Grade | 6:00-7:15pm                        |

**Advice to players. Listen intently, stay focused and positive, avoid being disruptive, compete. At the younger ages, the margin between players can be narrow. Stand out for the right reasons, not the wrong ones.**

## Tryout Logistics

- 🏀 **Two closed** tryouts: Sunday September 13th, and Sunday September 27th
  - 🏀 Parents register player(s) and drop them off in the film room. Players will then enter the gym alone – but no parents beyond the film room. \$20 tryout fee covers both tryout dates
  - 🏀 Location: The Warehouse, home of Jr. Dukes Basketball; 6619 North Sydney Place, Glendale
  - 🏀 Players will receive a numbered t-shirt to wear to maintain anonymity to evaluators
- 🏀 Avoid Saturdays (Junior Dukes Football games, in-season sport)
- 🏀 Evaluator availability better on weekends over weeknights
- 🏀 Unable to accommodate conflicts with all other sports (e.g., Fall baseball, soccer, etc.)
- 🏀 Roster decisions communicated to families by 9/29, with target date of 9/28 (will need acceptance/decline decisions quickly to order uniforms for new players and 3<sup>rd</sup> graders)

# 2026-2027 Whitefish Bay Junior Dukes Basketball Tryouts (Boys)

## Frequently Asked Questions

**1. My son has a conflict (e.g., fall baseball, soccer, personal travel). Does he need to attend both tryouts? What happens if he misses?**

 Our strong recommendation is that your son attend both tryouts. With that said, there are no absolutes. For players with demonstrated, differentiated ability, one tryout could be enough. For others, for a variety of reasons, missing a tryout could make a roster placement difference. It is a family decision

**2. My son is injured. How will you make a roster placement decision?**

 If he is new to the program, it is unlikely that we can place him on a roster. If he was in the program previously, we will consider his performance last year based upon feedback from the head coach with any other data points that would be helpful

**3. Can my son preference the B team over the A team?**

 If your son would like to tryout for the B team, he (or you) must let me (Chris Miskel) know directly prior to day one of tryouts. Otherwise, we will assume everyone would accept an A offer if subsequently granted. We would not at that point allow a player to instead play on the B team or try to 'swap'

**4. Would Jr. Dukes consider a third team at a given age group?**

 We will have an A & B team at each grade. For a variety of reasons, including capacity for practice space, we will not add a 3rd team at any grade

**5. My son is new to Whitefish Bay, or this is his first year. Does he have a realistic chance?**

 Yes! Every year, the tryout is the most important data point. We expect players to improve. Each year, we tend to see some roster movement between A and B, as well as B and cut. Prior performance breaks ties/close races, but we expect players to bring it in tryouts

# 2026-2027 Coaches

| Level | Coaching Plan                                    |
|-------|--------------------------------------------------|
| 3A    | Parent, pending tryouts                          |
| 3B    | Parent, pending tryouts and more player sign-ups |
| 4A    | Parent, pending tryouts                          |
| 4B    | Parent, pending tryouts                          |
| 5A    | Parent, pending tryouts                          |
| 5B    | Parent, pending tryouts                          |
| 6A    | Parent, pending tryouts                          |
| 6B    | Parent, pending tryouts                          |
| 7A    | Non-Parent, Paid Coach                           |
| 7B    | Parent, pending tryouts                          |
| 8A    | Non-Parent, Paid Coach                           |
| 8B    | Non-Parent, Paid Coach                           |

🏀 Our philosophy is no more than three coaches for any team

🏀 If you are interested in coaching, please email  
([cmiskel@gmail.com](mailto:cmiskel@gmail.com))



# What to Expect this Season



- 🏀 Player fees will increase for grades 3-6 so that they are synced with 7<sup>th</sup> and 8<sup>th</sup>
  - 🏀 We pay for The Warehouse and don't have the benefit of free or discounted access to schools like some programs
  - 🏀 Our lease expense increased by 67% starting August 1<sup>st</sup>, 2026, or roughly \$40,000 per year
  - 🏀 We have continued to increase value-added offerings on the skill development side for players
  - 🏀 2026-2027 fees: \$750 for all grades. Uniforms and reversible practice jerseys will be an additional cost
- 🏀 This is not a new uniform year (that occurs every two years), so this year new uniforms only for 3<sup>rd</sup> grade, new players, or as a replacement for existing players (e.g., need a larger size)
- 🏀 Our teams will play at least 18 WYBL league games (16 regular season plus 2 tournament), and 12-18 additional tournament games
- 🏀 Most teams will practice 30-40 times+. While the majority of our allocated practice time is at The Warehouse, we do also schedule practices at Jewish Day School, and other local schools based upon availability
  - 🏀 4<sup>th</sup>-8<sup>th</sup> grade provided two practice times per week between M-F
  - 🏀 3<sup>rd</sup> grade provided one practice time during the week; and priority on additional time on weekends
  - 🏀 Based upon availability, teams can schedule additional practice time on the weekend
- 🏀 Each team will be allocated \$1,000 for tournaments (6<sup>th</sup>-8<sup>th</sup> will play in the WFB tournament in January as well for no additional fee). If there is player, parent, and coach interest in more tournaments, individual teams would need to pay for those
- 🏀 On Sunday evening, October 18th, we will host our program kickoff event

**2026 saw WFB win two basketball state championships. More loading**

**Questions???**

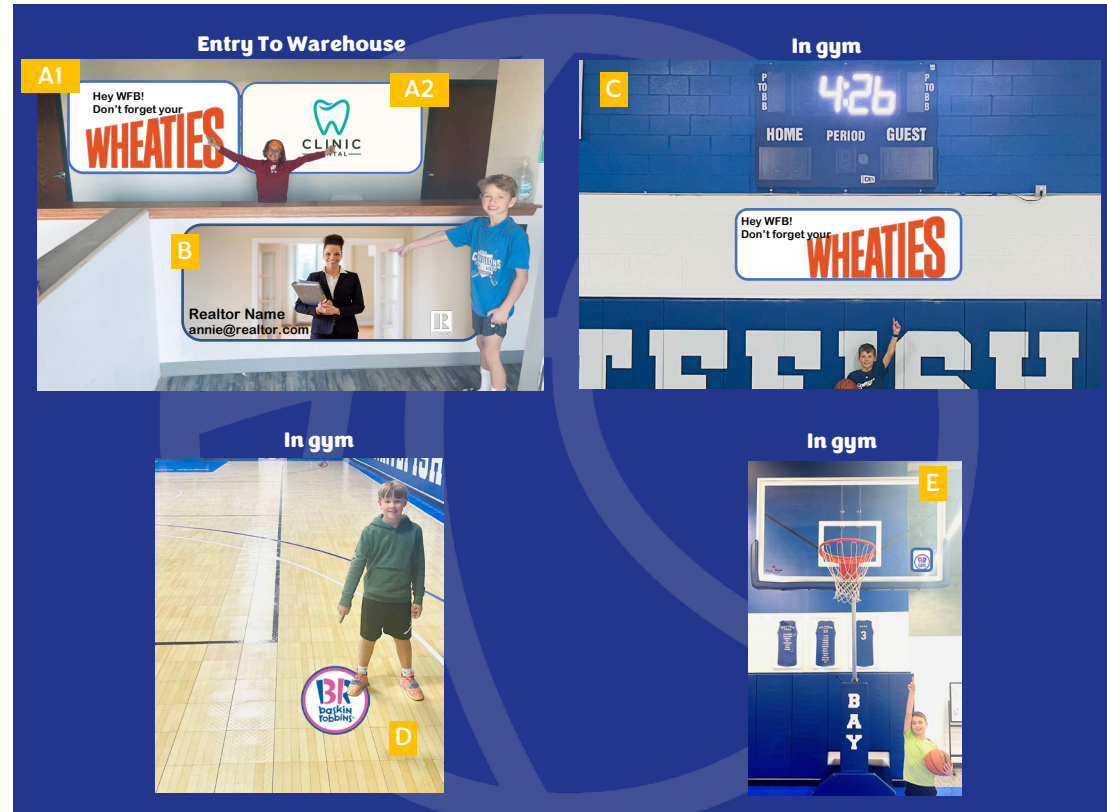


# The Warehouse

jrukesbasketball.com



## 2026-2027 Sponsorship Opportunities



### A ENTRYWAY WALL BANNER

**\$3,000**

2 spots available

- 4' x 4' wall banner
- Includes web banner on Jr. Dukes website
- Includes printing cost
- Includes web banner on Jr. Dukes website

### B ENTRYWAY DESKFRONT

**\$4,000**

1 spot available

- Prominent placement at front of facility
- Includes printing cost
- Includes web banner on Jr. Dukes website

### C SCOREBOARD BANNER

**\$5,000**

1 spot available

- Large 6' x 3' banner centered beneath scoreboard
- Includes printing cost
- Includes web banner on Jr. Dukes website

### D FLOOR DECALS

**\$750**

4 spots available

- 2' x 2' floor decal in corner of main court
- Includes printing cost

### E BACKBOARD DECAL

**\$500**

5 spots available

- 18" x 18" vinyl decal in lower corner of backboards
- Includes printing cost