

TENDING THE GOAL

Supporting youth with a well-run hockey program

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Jeff Serowik, Founder and President



Founded in 1994 by former NHL player Jeff Serowik, Pro Ambitions Hockey, Inc. is located near Boston, Massachusetts. Pro Ambitions specializes in youth boys and girls hockey camps held across North America, targeting 6 to 18 year old players.

The camps draw hockey players from around the globe, growing Pro Ambitions into the largest hockey school outfit in the world with 5,000 campers attending 300 day and boarding/residential camps in over 130 ice rinks annually.

Beyond the Game

Jeff was inducted into the New Hampshire Hockey Hall of Fame in 2009 and also runs a charity called Sports Saves Souls to help children deal with adversities through hockey.

Prior to 2004, the hockey organization was using a very old, custom program that didn't offer any of the functionality they needed. Then they began using ACTIVEWorks® | Camp & Class Manager to manage operations.

Keys to Success

Jeff says that they use the email tools all the time for communicating effectively with their players, parents and the community. Using filters for their contact lists allows them to target relevant recipients with specific messages, rather than spamming everyone with information they don't need — a quick way to get unsubscribed or irritate parents.

He has also found Camp & Class Manager's reporting tools to be excellent at providing all the details needed for each camp - from rosters, to payment status and transaction history to overall financial performance of any season or session.

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Mission Alignment

Jeff's philosophy that success comes from hard work, a great reputation and putting out a great product is backed by ACTIVE's mission to provide support, resources and solutions to activity providers and youth mentors like Jeff.

Jeff has made training the future of hockey his business, and Camp & Class Manager will be there every step of the way to support him...and his protégés.

Keep cool with sports camp software that lets you stay on the ice.

888.820.5808

ACTIVEcamps@ACTIVENetwork.com

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