

Dear Arizona Heat Family Members;

In preparation for the upcoming season , as with every season, we want your feedback in order to continue to improve upon our program and service. Please give us feedback on any of the following items that you have an opinion on. Thank you for your time and consideration. Many of our best ideas come from you and you are important to us.

1. **Uniforms**- Our plan was to select new uniforms this year, however, due to the current financial situation for many of the families in the gym, we would like to continue with our current uniform for the next season, in order to forego the expense of a new uniform. Warm ups will stay the same and I am looking into the possibility of a velour style warm up with "bling" lettering, for incoming team members that would be less expensive than our current warm up.
2. **Out of State Competitions** - Would you prefer to go to more or fewer out of state competitions? How many? Locations? Hotels? Specific events likes and dislikes? Etc... How important are out of state competitions to your experience? Please give us feedback on the items that are important to you and please state your team name.
3. Do you like having the options with travel arrangements and transportation this season? Did you find financial value in it? If you have been with us in previous seasons, please make comparisons for us. Did it work better for you or is the "team" emphasis more important?
4. **In State Competitions** - Too many, too few, just the right number? Start earlier? Any feedback on specific events?
5. **Camp** - Any feedback. How valuable is this to the overall experience?
6. **Fundraisers** - Please give any feedback on the individual fundraisers that you took advantage of and want to continue or any that could be added for more success.
Sponsor Tee, Gold Canyon Candles, Butter Braid Bread, Coupon Cards, Raffle Sale, Competition hosting, ASU ushering, and Little Caesars' Pizza.
7. **Coaching Staff** - Constructive and Positive evaluation.
8. **Front Desk Staff** - Constructive and Positive evaluation.
9. **Booster Club** - any thoughts, ideas, or feedback.
10. **Statements / Transfers / Accounting** - Give us feedback on the entire process i.e. Difficult, easy, understandable? Any suggestions?
11. **Information process and communication** - what form of communication do you most utilize? Do you find the information efficient and concise? How are we doing overall in this area? Any suggestions for improvement?
12. **Pro Shop** - Variety, sizes, Anything you wish we had? Service?

13. You season's highlights? low lights? (what you love and what you'd love to change)
14. Any other ideas, comments, or suggestions that you would like to share with us about anything?
15. We are looking at a variety of ways to lessen the expenses for our families in the gym and at the same time grow the business. We are also evaluating new services and products that we can offer. Any ideas in either area would be greatly appreciated.

We care about you and depend on your feedback to make needed changes and improvements, we appreciate your ideas, opinions and feedback. Thank you for your input, your time and your support. We truly appreciate you.

Sincerely,

Jason and Krystal
Arizona Heat Elite