

Pacific District
Fall Board of Directors Meeting
Doubletree Hotel - Seattle, WA
October 24, 2009

The Fall Board Meeting for the Pacific District of USA Hockey was held on the 24th day of October 2009 at South Center's Double Tree Hotel in Seattle Washington

Chairman Bruce Urban called the meeting to order at 8:50 a.m.

The following persons were present: Dick Coombs, Charlie Fuertsch, Dru Hammond, Donna Kaufman, Steve Laing, Natalie McEwen, Dan Rogness, Bruce Urban, Cullen Wallace and Kevin McNaughton.

The following guests were present at the meeting: Lynn Beehler Urban - USA Hockey Director at Large, Steve Stevens - Referee in Chief, Casey Jorgensen – Director, Inline Hockey, and Courtney Welch – USA Hockey Membership.

The meeting started off with introductions. The Chair made a request to those in attendance for any additional items to be added to the agenda.

Additional topics to the Girls'/Women's
Website
Guidebook Changes

Minutes

Motion was made by Cullen Wallace, seconded by Dick Coombs, and unanimously approved to accept the minutes of the May 17, 2009.

Dick requested these start being posted on the district web site.

Treasurer's Report

Charlie Fuertsch gave a thorough recap on the financial position. He reviewed our financial statements, budgets, and block grant. Charlie reminded the board we are on a cash account basis, therefore he records transactions as they happen.

Charlie suggested the Girls/Women's player development program generate a budget for their upcoming camp. Dick Coombs will communicate this request to Margo Dreyer.

The 2009 Budget was presented and approved at May meeting. Charlie indicated we might need to review a line item or two as we move forward in the new fiscal year.

General discussions were held on a few of the line items from the financials and block grants. Charlie calculated his affiliate registration totals based on an August 26th date. Dan Rogness has new registration numbers based on a report of October 20th (see Registrar's report section).

Charlie advised there is a total shortfall from District assessment fees of \$3,720 for prior years.

Motion was made by Dick Coombs, seconded by Cullen Wallace, and unanimously approved that the prior year's uncollected shortfalls from district assessment fees of \$3,720.00 be reconciled and start fresh with 2009-2010 season's financials.

Dick Coombs ask if the board (or Charlie) were getting any type of recap or summary from the organizations who received money for the Freeman Grant. Bruce stated he has asked repeatedly for statements from these organizations, without much success. Bruce will add this topic to the annual meeting agenda.

Motion was made by Cullen Wallace, seconded by Donna Kaufman, and unanimously approved to accept the treasurer's report as presented.

Charlie addressed the method of payment for the Girls' player development camp. Currently their program uses a Pay Pal account and checks. The Pay Pal account is under Robin Willens name and the district does not have any visibility. Charlie wanted to know if the District was interested in setting up an account. Steve Laing stated we should insure the District does not lose money with current fees associated with a Pay Pal account. Alaska's player development camp uses Pay Pal. They have increased their fee slightly to cover this nominal charge.

Charlie and Drew will research additional information on the different options and present to the board at the annual meeting.

Registrar's Report

Dan Rogness formally announced Bruce Urban's term would expire next year. Official nominations need to be submitted to Dan Rogness in writing by December 31st. Dan reviewed the requirements from the District Guidebook, reference pages 15 and 16.

Dan also discussed the issue of women playing on higher level team throughout the year and then requesting to play on a lower level team for District or National tournaments. These requests have been handled on a case-by-case basis with Karen at the National Office. Last year 6 players applied, 4 were approved and 2 were not.

Dan reviewed the registration numbers with the board. Online registration is continually on the rise. This recap is from 10/20/2009 for the 09-10 Season. *

	2008-09 Season	2009-10 Season *	% Difference
Alaska	9,877	7,613	77.1
California	24,813	18,143	73.7
Nevada	1,094	679	62.1
Oregon	919	605	65.8
Washington	7,960	6,688	84.0
Juniors	522	507	97.1
Totals	45,193	34,237	75.8

Membership Presentation

Courtney Welch from USA Hockey's Membership department provided a presentation on acquiring and retaining players in hockey. A number of issues are presented on the positive and negative aspects of the player retention.

They have established a Program Services page on the USA Hockey website.
www.usahockey.com/programservices

USA Hockey program services have started linking to social networking pages such as Facebook. Courtney discussed the One Goal and the Come Try Hockey for Free programs being

held in California and Massachusetts on November 7, 2009. Dan suggested building a guidelines package for programs to use as a reference. Courtney also discussed Hockey Weekend Across America, January 29-31, 2010. She presented the idea of generating special occasion cards (Halloween, Valentines, etc). Courtney shared other affiliate program ideas. She also discussed telephone follow-up. A key is continued follow-up! Courtney shared information on the ADM program. She also discussed the Two and Two Challenge.

There was lot of discussion within the board and Courtney around the different programs, opportunities, and demographics. Bruce Urban also announced the ADM program is working hard with the NHL teams to help promote the game.

Tournaments

Bruce Urban wanted to discuss the removal of Pee Wee National Tournaments for the 2011-2012 season. A proposal would need to be submitted by November 1st in order to put it on the ballot for the June 2010 USAH Annual Congress. Bruce wanted to get a feeling from the board about this subject. Steve Laing presented a few of the responses he received from the California board.

Donna Kaufman handed out a worksheet page for the District tournament affiliate selections. The board reviewed the tournament dates and sites for the 2010 District Tournaments (below). Donna has also updated the tournament packages.

Date	Division	Organization	City / Location
March 4 – 7	Women's	Vacaville	Vacaville, CA
March 18 – 21	Youth Tier I	San Jose Sharks	San Jose, CA
March 18 – 21	Girls' Tier I	San Jose Sharks	San Jose, CA
March 18 – 21	Girls' Tier II	San Jose Sharks	San Jose, CA

It should be noted there will be a mandatory coaches meeting the evening prior to the day the actual games start, therefore March 3rd or March 17th based on your respective tournament.

District Tournament Affiliate Allocations

Motion was made by Donna Kaufman, seconded by Steve Laing, and unanimously approved to accept the District Tournament bracket for the Youth Tier I as presented.

	ASHA	CAHA	OSHA	PNAHA	NAHA	TOTAL
Tier I						
12 Under	2 ?	2	0	2	0	4 or 6
14 Under	2	2	0	2	0	6
16 Under	2	3	0	2	1	8
18 Under	2	3	0	0	1	6

Donna also discussed a women's team from California (The Reign) who missed the deadline by an apparent day. Steve Laing presented the history behind the new team. Apparently the declaration was sent to the California treasurer and then sent on to Margo. It should be noted the District Board, not Margo, had set the October 1st deadline.

Motion was made by Dan Rogness, seconded by Dru Hammond, and unanimously approved the Reign's acceptance into the women's district tournament.

Donna also presented the Girls' U12 team from Fairbanks who is requesting to change their Tier declaration. This is the first year girls' teams have a "Tiered" structure. So there was some confusion amongst teams as to which level they should declare. Fairbanks U12 is requesting to be moved from Tier I to Tier II

Motion was made by Cullen Wallace, seconded by Charlie Fuertsch to move U12 Icebreaker from Tier I to Tier II for the 2009-2010 season. Motion passed, with 2 votes opposed. (Dick Coombs & Natalie McEwen)

Motion was made by Charlie Fuertsch seconded by Cullen Wallace, and unanimously approved to accept the District Tournament bracket for the Girl's Tier I and Tier II, as presented.

		ASHA	CAHA	OSHA	PNAHA	NAHA		TOTAL
Girls Tier I								
12 Under		0	1	0	0	0		1
14 Under		2	1	0	0	0		3
16 Under		2	2	0	0	0		4
19 Under		1	2	0	0	0		3
Girls Tier II								
12 Under		3	3	0	0	0		6
14 Under		1	0	0	0	0		1
16 Under		0	1	0	0	0		1
19 Under		1	1	0	1	0		3

Donna Kaufman also announced the National office would allow Pacific District to send two teams to the National Tournament for Senior B. Therefore; we will not need a District Tournament for the Senior B division.

Donna also provided information about an Oakland Seal team requesting acceptance into the Senior C division for declaration. Steve Laing shared info about the team and noted the California web site showed the declaration date of October 15th. There was a lot of discussion from the board members discussing the cut-off date. Bruce will add this to the agenda for the district's annual meeting.

Motion was made by Steve Laing, seconded by Cullen Wallace to accept the appeal of Oakland Seals into the Senior C division. Motion passed, one vote opposed. (Dick Coombs)

Motion was made by Donna Kaufman, seconded by Natalie McEwen, and unanimously approved for the Oakland Seals – Sr. C team to send in their declaration form and \$1,000 fee by October 30, 2009.

Motion was made by Donna Kaufman, seconded by Cullen Wallace and unanimously approved to accept the District Tournament bracket - Women's division as presented.

		ASHA	CAHA	OSHA	PNAHA	NAHA		TOTAL
Sr. C		0	4	0	0	0		4

Donna also briefly discussed the Affiliate champions for Tier II will go onto the Tier II National Tournaments. Donna is working hard on the district tournaments and appears to be ahead of the schedule.

Youth Council

Bruce Urban recapped the discussions from the recent youth council meeting. Bruce indicated there was a lot of discussion about the American Development Model (ADM) program. There is excitement about the program and the new direction of USA Hockey. Bruce recapped the Two and Two Challenge that Courtney shared with us. There was also discussion about recreational hockey (just play).

Bruce also recapped all the 2011 National Tournaments location selections. Congratulations to Las Vegas, Nevada for Girls Tier II and San Jose, California Youth 12U Tier II.

Dick Coombs asked about the two letters sent to the National Office. No one had received an answer from the Council. A number of other folks were also frustrated and shared similar feelings as our board. Bruce noted there has been a meeting set for November 6th in Colorado Springs. Bruce does not have an agenda, but believes these topics will be discussed.

Multi-District Meeting

Charlie Fuertsch shared information with the board from a Muti-District meeting including Atlantic, Mid-AM, South-Eastern, and Pacific. Charlie had recently attended at Kent State.

ADM – This was a good concept but they feel it would be difficult to incorporate at all levels at the same time. Maybe start at Mites and add a level or two each year. Also had a discussion on just recreation hockey. If this is going to work, it might need to be mandated. They understand the need to change the CEP. They're also interested in mandating cross-ice for U6 level and below. Hopeful the NHL would help publicize the ADM program at the local level and filter the info down through the NHL program.

District Managers - There was a concern what the job description and responsibilities were for these positions. As well, who were the other candidates filling the remaining two positions.

Joint District Meetings – They are interesting in having a couple of meetings a year for promoting mutual interest that benefit the participating districts. The next meeting will be in Florida at the mid-Annual congress. Pacific is interested in participating.

Hockey Weekend Across America – Discussions revolved around having this weekend earlier in the hockey season.

Mite Jamboree – It was asked if others districts were doing anything with a cross-ice mite jamboree. Charlie advised Pacific was not doing anything to his knowledge.

Communication follow-up – It was discussed and recommended programs follow-up with players not returning.

Game Misconducts and Reporting Suspension – Mid-Am has a reporting and tracking system (program) in place. They do not write on the score sheets. They enter everything into this program and the proper personnel get notified immediately.

USA Hockey Website – There seemed to be a lot of unhappiness with the new USAH web site. Other districts and programs have dropped it and started their own.

Hobby Baker High School Character Award - This is something that Mid-Am district is doing to recognize players. One person from high school can be nominated. It is requested to provide a \$75 donation and the player gets a plaque.

Dick's Sporting Goods – Dick's have been very supportive of local programs. Apparently they're a little disappointed as USAH has an alliance with Play It Again Sports. Dick's is moving west to California and Oregon.

Casey Jorgensen asked about the board's thoughts on participation in these meetings. Bruce Urban thought it would be a good and healthy idea to stay involved with these multi-state districts. Everyone should not go to the meetings, but at least one director as our representative. The District would need to add money to their budget for these expenditures.

Rob Mason Hockey Stick Program

Drew Hammond gave a recap on the Rob Mason Hockey Stick Program. The troops in Iraq had built a "rink" and were looking for used hockey sticks to help support their recreational downtime. The Kent Washington program started supporting this initiative. Dru wanted to present it to the board, so if other programs or affiliates were interested in helping they could get in touch with the Kent Valley Ice Arena. Dan suggested we could raise additional sticks during the Selects Camp. The need (request) is for adult sticks.

Boys Player Development

Bruce Urban reported on the rankings he received from the National office. They rank players as an A, B, or C level. When a district has a "C" player, the district potentially loses a spot for the next year in the next division. The district only had a few players ranked as a "C" player. Therefore, the District seems to be doing a good job sending the right players onto the National camps.

Bruce will be attending a meeting in November. He will report back to the board after the meeting if there was anything that may affect the player development program. Last year all the camps were held in Rochester, New York. Apparently this went off quite well and the program is looking at hosting all the camps in one location in the future.

Bruce also talked about the Kent Valley ice rink being in a valley and concerned about heavy flooding in the area along the Green river. This could have an impact on the district's player development camp, if the damn gave way.

Bruce expressed to the board his interest about continuing working on the player development camp for this upcoming year. As well, others on board have been very instrumental in helping with the program.

Charlie Fuertsch talked about participating in a Multi-District select festival. It's like a "runner-up" festival for the next top players that didn't get to go to the National camp. There was one recently held at Kent State University. The districts played as a team. The cost was \$5,000 per team but didn't include airfare. So it was about \$250 a player. Pacific District has formally been invited to participate next year.

Motion was made by Dru Hammond, seconded by Steve Laing, and unanimously approved to select a committee to review the possibility to participate in next year's multi-district select camp at Kent State.

The committee team will be Charlie Fuertsch, Dan Rogness, and Steve Laing. All board members were in agreement on the committee members. Cullen asked are we going to require kids to go if they are selected. This is something the committee should consider.

The Pacific district boy's select camps will be on the following dates:

April 22-25	14 - 15 (1996 and 1995)
April 29-May 2	16 - 17 (1994 and 1993)

Girls Player Development

Dick Coombs shared information about the Girls' select camp. They were under budget this year. Dick also shared information about the Western Regional Player Development Camp's success. They plan to run the camp again in 2010. A recap of the camp can be found on the district's web site. Dick suggested we endorse this camp. This should be discussed with Mike Sullivan at our annual meeting.

The 2010 Select tryout information has been updated on the Pacific Girls and Women web site tab. The camp will be May 7 – 9 at the Olympic View Arena in Seattle. They have secured the Embassy Suites hotel again for lodging. The girls will arrive on the evening of May 6th.

Dick reminded everyone, evaluator names are due by November 1st to himself and Margo Dryer. Camp staff must be willing to share a room with another camp staffer or pay for their own room. Karen from the National office has indicated the goalie situation will be the same as last year.

Dick also shared with the board; no women's team can play in more than one National Tournament. Pacific District will have two slots to the National Tournament for Senior B. It needs to be decided which team will "fill" the Pacific District slot. If these teams play each other during the season, their head to head games could count toward the first and second seed. It was suggested Dick and Margo work the issue with the two teams and let them know ahead of time.

Referee Program

Steve Stevens shared with board they had their DOS seminar. The seminar ended up with about 42 people attending. Steve also ran a level IV program in Montana. USA Hockey recently audited Steve financials. It was suggested he purchase Quicken software.

Spokane hosted a game between USA and Canada. A referee from Fairbanks officiated the game. Spokane will also host the figure skating nationals.

Randy Meyer has been brought on as a new District Evaluator. The referee programs are doing quite well. The season of course is just under way. Bruce Urban announced referee registration numbers are up this year. New York District reported no one under the age of 14 could work games. Each association should check with their local state labor laws to insure compliance.

Steve Stevens also noted there are areas/regions that have apparently "slacked off" on the standards of play. Steve is strongly encouraging the referees to promote the high level of the standards of play.

Referee Screening

Cullen Wallace brought up the issue of referees who have been screened for the Junior programs but not wanting to be re-screened for the District. Anchorage Hockey officials will follow the requirements of the District. However, when a referee moves on to a National tournament, will they be required to be screened again? Each state may have different requirements. There was discussion within the board. It was also discussed if the National office will have a specific mandated program. We should know more in January about a national program. Casey suggested if an official comes to your area and cannot demonstrate they have met your local requirements, you should require them to be screened prior to accepting them.

Coaching Program

The coaching program is in the middle of revising their program to insure coaches get their proper level of certification.

Larry's written report: We are currently in the middle of Coaching Clinic Season and several series of clinics have been held to date. The number of coaches being certified is off about 10% from last year at this time and the Level IV held in Las Vegas in August was no exception with just under 80 coaches in attendance.

We have appointed a new ACE Director for the Pacific District. His name is Ben Frank and he resides in Orange County while coaching in SCAHA out of the KHS facility. Please welcome Ben to a position that welcomes his hockey knowledge, organizational skills and energy. He is in the process of assembling his network of ACE Coordinators at the respective affiliates and may be contacting you for some information.

As the ADM continues to be unveiled and developed, so too will the coaching program in conjunction with USA Hockey's new vision. This will change the way we will be delivering the coaching program clinics and we will pass that information along as it becomes available. The Coaching section is in the process of developing skills clinics specific to the various age groups for the respective coaches. The plan is to make these clinics available electronically for convenience. Once they are available, the coaching certification requirements will change to include the skills clinics in lieu of being able to take multiple levels of the regular coaching clinics.

Web Site

Dru Hammond gave a recap and overview of her work on our district website. Dru has been working on updating the site. She is looking for input on our mission statement and updated information. Meeting minutes should be submitted to the board within 30 days after the meetings. Once the minutes have been approved they should then be posted. We reviewed a number of the tabs on the site.

District Guidebook

The board reviewed and updated some of the information for the District Guidebook. It was also requested to add the guidebook to the district website. We will look at reducing the number of printed copies.

Selection of new Chairperson

Steve Laing brought up the idea of selecting a new chairperson to work with Bruce Urban as a transition between now and the annual congress. There were discussions and a review of the District's by-laws. The by-laws currently read: "The Senior USA Hockey Director in tenure

shall be chair of the Board or, in his or her absence, any Director selected by the Chair of the Board shall preside at meetings of the Board of Directors."

It's was discussed revising the by-laws for selecting a Chairperson. It will be placed on the Annual Meeting agenda. Bruce will draft wording and submit to the board for review.

Future Meetings

January 30, 2010 – Annual Meeting

Motion was made by Steve Laing, seconded by Dick Coombs, to hold the Pacific District's Annual meeting at the Silver Legacy Hotel in Reno, Nevada on January 30, 2010.

Vote passed - 6 for / none opposed

May 15, 2010 – Site to be determined

Board Member Comments:

Casey Jorgensen informed the board there will be an agenda item, at the Winter Mid-Annual meeting of USA Hockey, on the governance of the board. This will be a "town hall" meeting on the beginnings of the process. It should only be a high level overview.

Bruce Urban - Thank You to Courtney Welch for coming to our meeting.

Upon motion duly made, seconded and approved, the meeting was adjourned at 5:06 pm

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Kevin McNaughton', with a stylized flourish at the end.

Kevin McNaughton



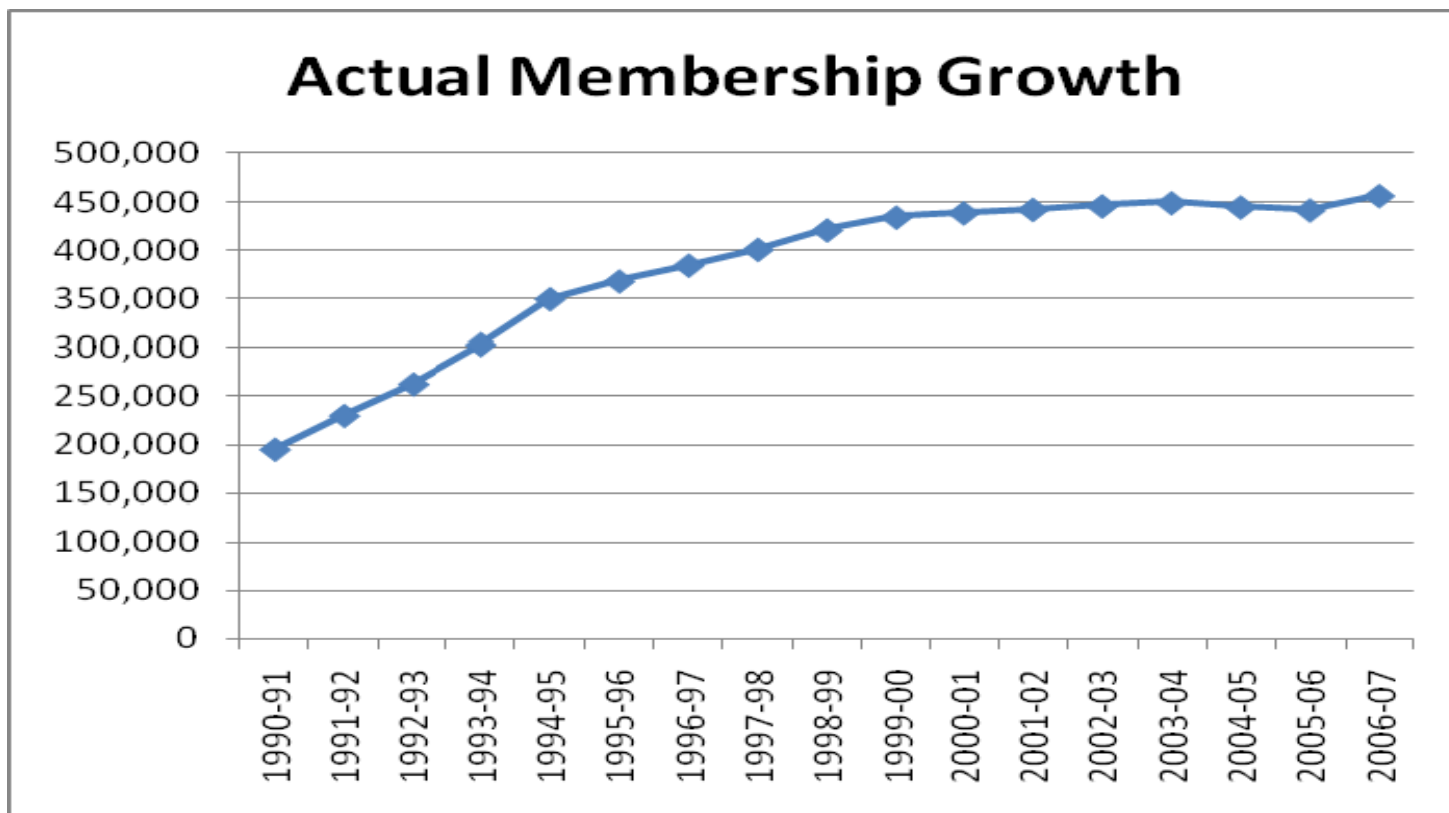
Acquiring & Retaining Youth Hockey Players

**Pacific District Meeting
October 2009**



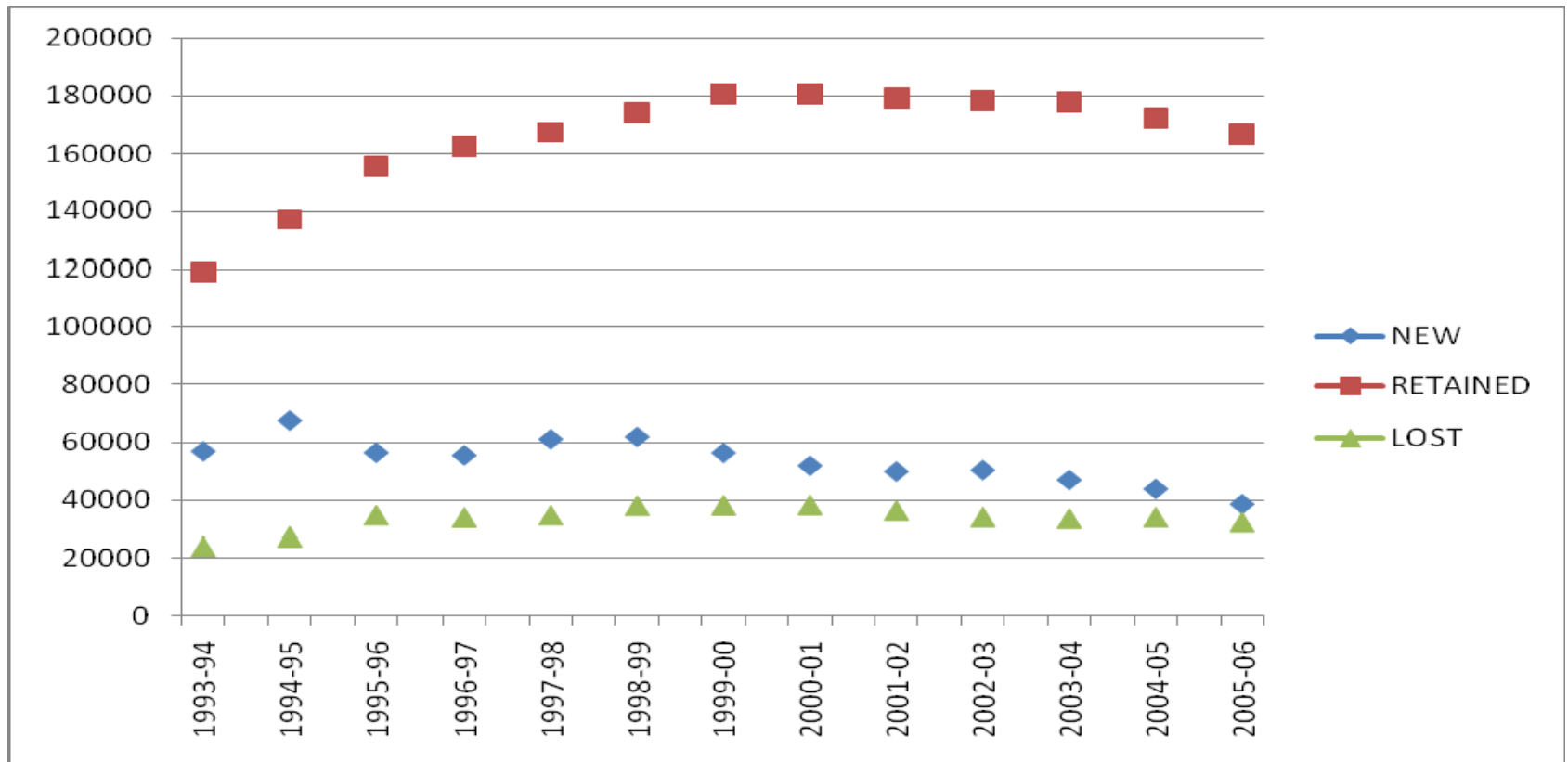
MEMBERSHIP GROWTH

**Membership has grown most years,
but at a slower pace**

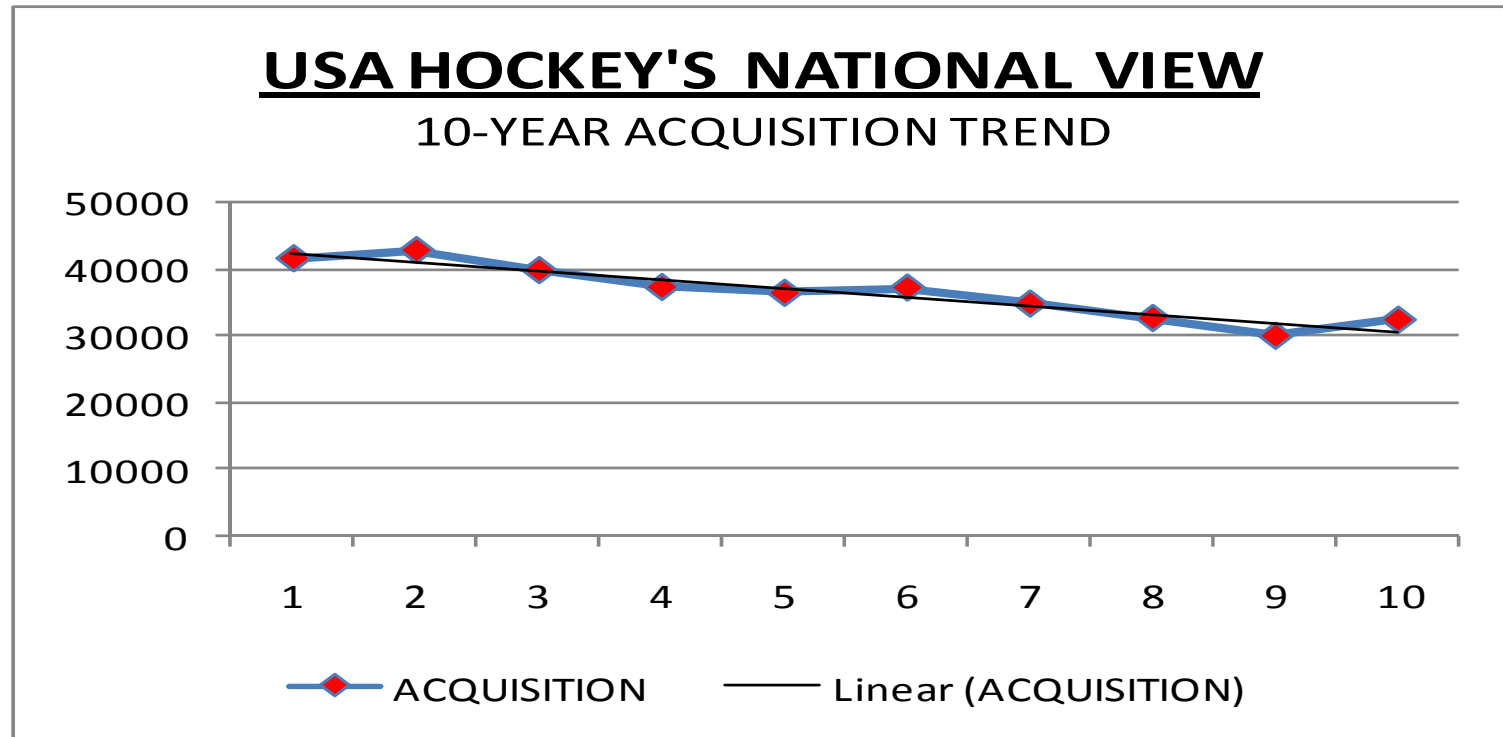


ACQUISITION & RETENTION

Both grew in the 1990s, but have been in decline since



8 & UNDER BOYS - NATIONAL



- Acquisition down 22.1% over the last 10 years
 - Acquired 32,446 first-time players in 2006-07
 - Down from 41,720 in 1997-98
- Acquisition has steadily declined over the last 10 years



4 – 8 YR OLD CATEGORY

Over the last 10 years:

- 43% **don't** make it to Squirts
 - Pacific: 51% don't make it to Squirts
- 54% of girls **don't** make it to Squirts
 - Pacific: 64% of girls don't make it to Squirts
- 30% only play **one** season



WHY? SURVEY SAYS...

- Increased emphasis on travel
 - High Cost
 - High Commitment
 - Fun
- Decreasing opportunities for recreational leagues & Increasing travel hockey
- Too many games, less opportunities for skill development
 - Less skill development = less fun playing



WHAT DO WE DO???

- We have the BEST, most unique sport product for kids
- There is a negative perception of our game with parents
- Break down the barriers to entry
 - Cost
 - Commitment



FOCUS

- Acquisition AND Retention
- 4 to 8 year old age group (Feed the Funnel) – ACQUISITION!
- Get 1's to 2's – RETENTION!
- “Graduate” Players to Age 9



PROGRAM SERVICES

- **Help youth associations and local ice rinks deliver the best youth sports experience in their community**
- **Direct communication channels with local youth hockey leaders**
- **Supply youth associations and rinks with resources to focus on attracting new 4 to 8 year olds.**
- **Gather and share growth programs being used from around the country**



A map of the United States is shown in the background, with different regions color-coded to represent the service areas of the three individuals listed. Courtney Welch's area (red) covers the West Coast, including Alaska, Washington, Oregon, California, Nevada, Idaho, Utah, Arizona, New Mexico, Texas, and parts of Montana, Wyoming, and Colorado. Kevin E. Erlenbach's area (purple) covers the central and northern parts of the country, including Montana, Wyoming, Colorado, New Mexico, Texas, Oklahoma, Kansas, Nebraska, South Dakota, North Dakota, Minnesota, Iowa, Missouri, Arkansas, Louisiana, Wisconsin, Illinois, Indiana, Michigan, Ohio, Pennsylvania, New York, Vermont, New Hampshire, Maine, and parts of Alaska, Canada, and Mexico. Kevin K. Kavanagh's area (yellow) covers the Northeast, including Massachusetts, Connecticut, Rhode Island, and parts of New York, New Jersey, and Delaware. The title "PROGRAM SERVICES" is written in large, bold, red, italicized letters across the top of the map.

PROGRAM SERVICES

Kevin Erlenbach

P: (719) 538-1119

kevine@usahockey.org

Districts:

- Atlantic
- Central
- Minnesota
- New England
- Northern Plains
- Southeastern

Pat Kelleher

P: (719) 538-1114

patk@usahockey.org

Courtney Welch

P: (719) 538-1118

courtneyw@usahockey.org

Districts:

- Michigan
- Mid-Am
- New York
- Pacific
- Rocky Mountain

Kevin Kavanagh

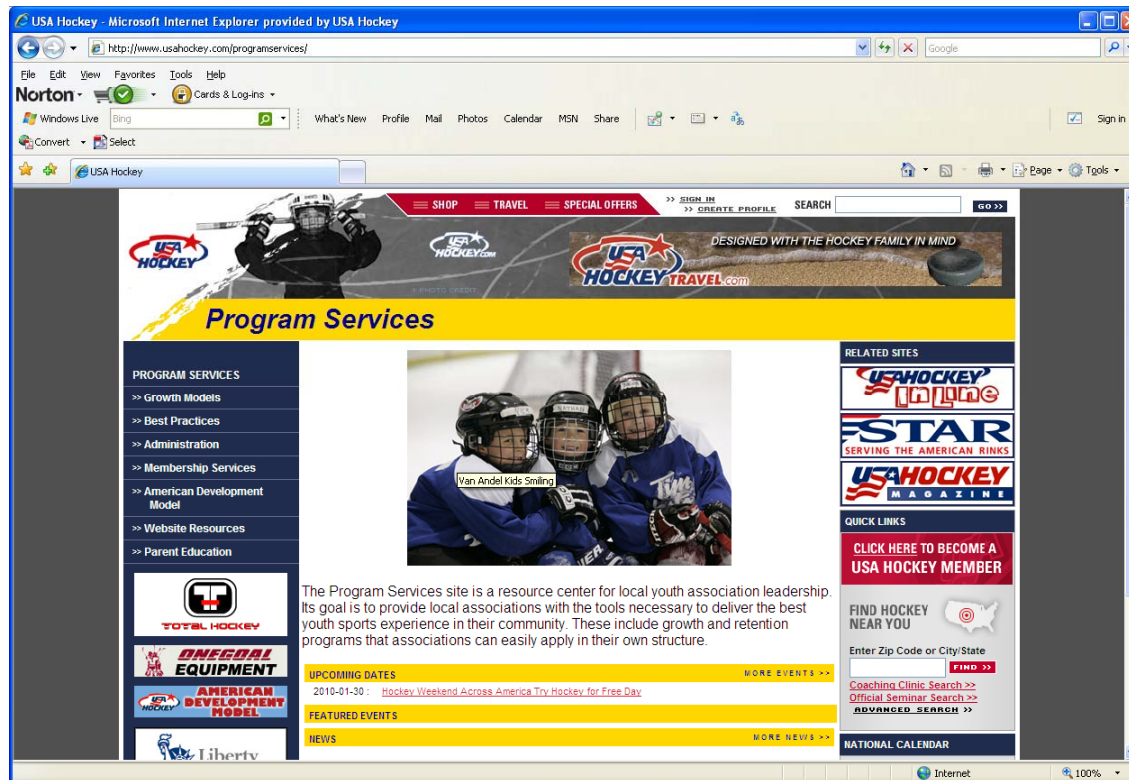
P: (719) 538-1115

kevink@usahockey.org

District:

- Massachusetts

PROGRAM SERVICES WEBSITE



- www.usahockey.com/programservices
- Growth Models
- Best Practices
- Association Management Tools
- Landing Page for National Growth Initiatives



COME PLAY YOUTH HOCKEY CAMPAIGN

**GET PARENTS
TO THE RINK
WITH THEIR KID**

- From there the product should take over
- Assuming we correct the structural issues (ADM)



COME PLAY YOUTH HOCKEY CAMPAIGN

- In order to achieve the BEHAVIORAL OBJECTIVE we need to

CREATE A MAGNET

- WHO IS THE BRAND BEHIND THE MESSAGES?
- We want to create a Brand Identity that builds an appealing emotional connection with the biggest possible audience of Parents of 4 to 8 year olds





What will youth hockey bring out of your kid?

Adventure. Confidence. Leadership. Hockey helps boys and girls make big strides.



Watch your kid soar.



Watch your kid soar.



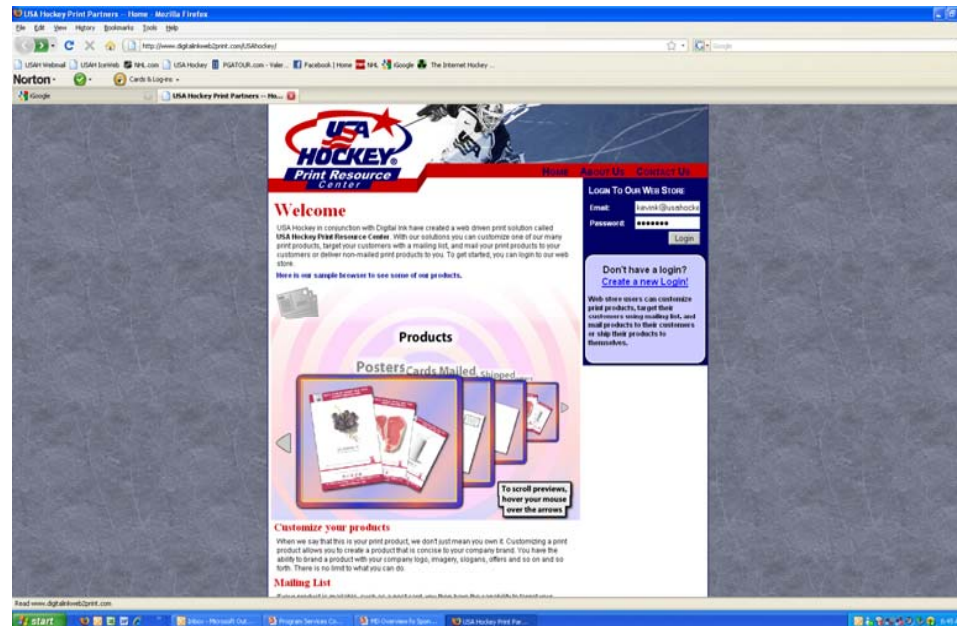
Watch your kid soar.

YOUTH HOCKEY CORRESPONDENT

- Parent of 4-8 year old to write a weekly blog with support of photos & video of their first year of youth hockey.
- One family per district
- ComePlayYouthHockey.com & social networking sites.



DIGITAL INK



- A customized web-based marketing services center capable of producing customized items
- Using existing campaigns (Come Play Youth Hockey, Vitamin H) produce posters, postcards, flyers and more to attract new players





**Come Play Youth Hockey With
Dickinson Hockey Club**



What will youth hockey bring out of your kid?

Strength. Responsibility. Thrills. Hockey helps boys and girls make big strides.

Dickinson Hockey Club

CALL
(701)483-7825

EMAIL
dickinsonhockey@ndsupernet.com



Watch your kid soar.

A program of USA Hockey, Inc.



Watch your kid soar.

TAPE-TO-TAPE NEWSLETTER



- Circulated 8-10 times a year via email
- Dedicated Resource for Youth Association Leaders
- Featuring Successful Growth Programs



ONEGOAL



- Rental / lender equipment sets for 4 – 8 yr olds
- Opportunity to try hockey with less initial financial commitment
- 1,375 sets in Pacific



HOCKEY WEEKEND ACROSS AMERICA

January 29—31, 2010

Celebrate the Game

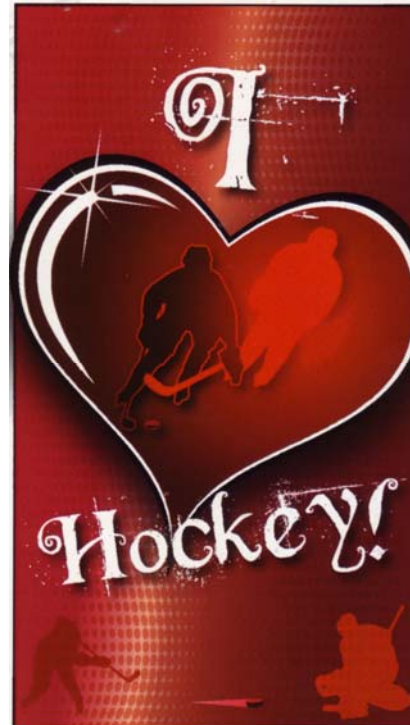
- **2010 Goal**
 - **200 rinks hosting a “Try Hockey For Free” on Saturday**
 - **11 am – 12 pm**



GROWTH PROGRAMS

Valentine's Day Card Program

- **Springfield Youth Hockey Association of Springfield, Missouri**, distributed over 1,000 cards (30 per player) with a Free Skate.
- Several hundred cards were redeemed in the first 30 days.



GROWTH PROGRAMS

Flex Development Initiation Program

- **Hoffman Estates Park District Ice Arena**
- **Offered a flexible option to try hockey.**
- **Program holds three separate opportunities a week to attend practice.**
 - **Same practice plan for all three ice sessions.**
 - **Participants have the option to attend one or all three.**
- **Short 8 to 12 week sessions**
- **Maximized participation through breaking up same ice slot with different skill and age levels.**



GROWTH PROGRAMS

Try Hockey for Free Program

- **Colorado Springs Amateur Hockey Association, Colorado Springs, Colorado**
- **Boys & Girls Ages 5-8 invited to try hockey at World Arena**
- **No additional ice time cost to arena/program**
- **Timing after soccer season**
- **Consistent time and location**
- **Kids who came out to try hockey for free: 35**
- **Kids who joined the mini mite program as a result: 26**
- **Total of \$110 to join mini-mite program for remainder of season**



RETENTION PROGRAM

Retention Phone Call Program

- **Email focused on registering uncommitted players**
 - **Featuring benefits of youth hockey & providing all playing options**
 - **Time email at beginning of August**
- **Create a Call Center for a follow-up phone call**
 - **10-14 days after email gather a group of volunteers (make it fun).**
 - **Split up list for scripted personal invitation to play hockey.**
 - **Call between 5:30 – 8:00 p.m. Sundays – Thursdays**
 - **Find out why families are not returning.**
- **Follow-up Email**
- **Key is to continue communication & invite families back.**





- Greater emphasis on player development
 - Better skills = More sport enjoyment
- Reduce burnout in the mite and squirt level
- Keep youth hockey more cost-effective

PLAY • LOVE • EXCEL



TWO AND TWO CHALLENGE

- For each of your local associations:
 - Acquire two additional players
 - Retain two additional players



CHALLENGE TO PACIFIC DISTRICT LOCAL ASSOCIATIONS

- 2008-09 Season:
 - 93 associations (that registered 4-8 YOS)
 - 1,912 kids were acquired
 - 2,205 kids were retained
 - 777 kids were lost



CHALLENGE TO PACIFIC DISTRICT LOCAL ASSOCIATIONS

- Acquire more 4 – 8 year old kids
- 93 Associations
- Acquired 1,912 new kids in 2008-09
- Average of 21 kids per association
- Add 2 more per association
- $1,912 + 186 = 2,098$ new kids



CHALLENGE TO PACIFIC DISTRICT LOCAL ASSOCIATIONS

- Retain more 4 – 8 year old kids
- 93 Associations
- Retained 2,205 in 2008-09
- Average of 24 kids per association
- Keep 2 additional kids per association
- $2,205 + 186 = 2,391$ retained kids



RESULTS

- Achievement of goals
2009-10 Season:

- 2,098 new kids acquired
- 2,391 kids retained
- 4,489 total youth hockey 4-8 in 2009-10
- 9% increase

	2008-09	2009-10	+/-
NEW	1,912	2,098	+186 +9.7%
RETAINED	2,205	2,391	+186 +8.4%
TOTAL	4,117	4,489	+372 +9%



A map of the United States is shown in the background, with different regions color-coded to represent the service areas of the three individuals listed. Courtney Welch's area (red) covers the West Coast, including Alaska, Washington, Oregon, California, Nevada, Idaho, Utah, Arizona, New Mexico, Texas, and parts of Montana, Wyoming, and Colorado. Kevin E. Erlenbach's area (purple) covers the central and northern parts of the country, including Montana, Wyoming, Colorado, New Mexico, Texas, Oklahoma, Kansas, Nebraska, South Dakota, North Dakota, Minnesota, Iowa, Missouri, Arkansas, Louisiana, Wisconsin, Illinois, Indiana, Michigan, Ohio, Pennsylvania, New York, Vermont, New Hampshire, Maine, and parts of Alaska, Canada, and Mexico. Kevin K. Kavanagh's area (yellow) covers the Northeast, including Massachusetts, Connecticut, Rhode Island, and parts of New York, New Jersey, and Delaware. The title "PROGRAM SERVICES" is written in large, bold, red, italicized letters across the top of the map.

PROGRAM SERVICES

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