

Come Play Youth Hockey Workshop



www.usahockey.com/programservices

NHL SUPPORT



www.usahockey.com/programservices

ACQUISITION & RETENTION



- Acquisition
 - Refers to first-year players new to the sport - *NEW* players
- Retention
 - Refers to players that have returned from last year - *REPEAT* players
- Total
 - Refers to the sum of *NEW* and *REPEAT* players

MICHIGAN AFFILIATE M & F 4-8 YOS	2006-07	2007-08	2008-09	2009-10
NEW PLAYERS	3,132	3,198	3,276	3,330
REPEAT PLAYERS	5,706	5,232	5,047	5,148
TOTAL PLAYERS	8,838	8,430	8,323	8,478



ACQUISITION & RETENTION



- Acquisition & retention are inherently tied
 - Acquisition fuels retention
 - Strong acquisition alone cannot sustain growth (leaky boat)
- Inconsistent acquisition fuels inconsistent retention
 - Creates negative growth momentum - 2004-05
- Consistent acquisition fuels consistent retention
 - Creates positive growth momentum - 2009-10

MICHIGAN AFFILIATE M & F 4-8 YOS	2002- 03	2003- 04	2004- 05	2005-06	2006- 07	2007- 08	2008- 09	2009- 10
NEW PLAYERS	+	-	-	-	-	+	+	+
REPEAT PLAYERS	-	+	-	-	-	-	-	+
TOTAL PLAYERS	+	-	-	-	-	-	-	+



ACQUISITION & RETENTION



- NEW players
 - Usually outnumber REPEAT players until Mites (7 years old)
- REPEAT players
 - Usually outnumber NEW players from Mites on up

AGE	NEW	REPEAT
4	83.1%	16.9%
5	64.3%	35.7%
6	47.4%	52.6%
7	34.4%	65.6%
8	27.0%	73.0%
9	21.0%	79.0%
10	16.1%	83.9%
11	14.2%	85.8%
12	12.1%	87.9%
13	8.3%	91.7%
14	8.1%	91.9%



THREE FACTORS



Why families leave or don't play youth hockey

- Cost
- Commitment
- FUN



www.usahockey.com/programservices

PLAYER ACQUISITION



Top 3 Reasons Parents Choose Youth Hockey

1. Promise of fun

- Very cool venue
- Unique equipment
- Flying on ice with your friends

2. Promise of guidance, instruction, attention, help

- Hockey is complex – requires high-skills, multiple skills

3. Promise of achievement

- Measurable improvement feeds both parents and child

Acquisition is the first step in generating sustained growth

Without a steady flow of NEW players associations will simply shrink



www.usahockey.com/programservices

TRY HOCKEY FOR FREE



WHY NOT?



www.usahockey.com/programs/services

TRY HOCKEY FOR FREE



How to Create a Clinic

- Schedule/Timing
- Budgeting



www.usahockey.com/programservices

TRY HOCKEY FOR FREE



How to Create a Clinic

■ Sanctioning Process

- Contact Associate Registrar
 - Email details for approval
- Participant Minimal Equipment Required
 - Helmet, gloves, skates (any kind)
- Cost of Admission is Completed IMR/Waiver
- Properly registered coaches required to be on the ice

TEAM NAME (if applicable)			
<input type="checkbox"/> Coach <input type="checkbox"/> Player			
NAME	LAST	FIRST	MI
MAILING ADDRESS			DATE OF BIRTH
CITY	STATE	ZIP CODE	
E-MAIL	AREA CODE	HOME PHONE	
<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE		U.S. CITIZEN?	<input type="checkbox"/> YES <input type="checkbox"/> NO
		IF NO, WHAT COUNTRY?	
PARENT/GUARDIAN WORK PHONE		AREA CODE	



Waiver of Liability, Release Assumption of Risk & Indemnity Agreement



It is the purpose of this agreement to exempt, waive and relieve releasees from liability for personal injury, property damage, and wrongful death, including if caused by negligence, including the negligence, if any, of releasees. "Releasees" include USA Hockey, Inc., its affiliate associations, local associations, member teams, event hosts, other participants, coaches, officials, sponsors, advertisers, and each of them, their officers, directors, agents and employees.

For and in consideration of the undersigned participant's registration with USA Hockey, Inc., its affiliates, local associations and member teams (all referred to together as USAH) and being allowed to participate in USAH events and member team activities, participant (and the parent(s) or legal guardian(s) of participant, if applicable) waive, release and relinquish any and all claims for liability and cause(s) of action, including for personal injury, property damage or wrongful death occurring to participant, arising out of participation in USAH events, member team activities, the sport of ice hockey, and/or activities incidental thereto, whenever or however they occur and for such period said activities may continue, and by this agreement any such claims, rights, and causes of action that participant (and participant's parent(s) or legal guardian(s), if applicable) may have are hereby waived, released and relinquished, and participant (and parent(s)/guardian(s), if applicable) does so on behalf of my/our and participant's heirs, executors, administrators and assigns.

Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge, understand and assume all risks relating to ice hockey and any member team activities, and understand that ice hockey and member team activities involve risks to participant's person including bodily injury, partial or total disability, paralysis and death, and damages which may arise therefrom and that I/we have full knowledge of said risks. These risks and dangers may be caused by the negligence of the participant or the negligence of others, including the "releasees" identified below. These risks and dangers include, but are not limited to, those arising from participating with bigger, faster and stronger participants, and these risks and dangers will increase if participant participates in ice hockey and member team activities in an age group above that which participant would normally participate in. I/we further acknowledge that there may be risks and dangers not known to us or not reasonably foreseeable at this time. Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge, understand and agree that all of the risks and dangers

described throughout this agreement, including those caused by the negligence of participant and/or others, are included within the waiver, release and relinquishment described in the preceding paragraph. I/we agree to abide by and be bound under the rules of USA Hockey, including the By-Laws of the corporation and the arbitration clause provisions, as currently published. Copies are available to USA Hockey members upon written request.

Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge, understand and assume the risks, if any, arising from the conditions and use of ice hockey rinks and related premises and acknowledge and understand that included within the scope of this waiver and release is any cause of action (including any cause of action based on negligence) arising from the performance, or failure to perform, maintenance, inspection, supervision or control of said areas and for the failure to warn of dangerous conditions existing at said rinks, for negligent selection of certain releasees, or negligent supervision or instruction by releasees.

If the law in any controlling jurisdiction renders any part of this agreement unenforceable, the remainder of this agreement shall nevertheless remain enforceable to the full extent, if any, allowed by controlling law. This agreement affects your legal rights, and you may wish to consult an attorney concerning this agreement.

Participant (and participant's parent(s)/guardian(s), if applicable) agree if any claim for participant's personal injury or wrongful death is commenced against releasees, he/she shall defend, indemnify and save harmless releasees from any and all claims or causes of action by whomever or wherever made or presented for participant's personal injuries, property damage or wrongful death.

Participant (and participant's parent(s)/guardian(s), if applicable) acknowledge that they have been provided and have read the above paragraphs and have not relied upon any representations of releasees, that they are fully advised of the potential dangers of ice hockey and understand these waivers and releases are necessary to allow amateur ice hockey to exist in its present form. Significant exclusions may apply to USA Hockey's insurance policies, which could affect any coverage. For example, there is no liability coverage for claims of one player against another player. Read your brochure carefully and, if you have any questions, contact USA Hockey or a District Risk Manager.

PARTICIPANT SIGNATURE _____

Age _____ Date Signed _____

PARTICIPANT NAME (please print) _____

Date Signed _____

PARENT OR GUARDIAN SIGNATURE (if participant is 17 years of age or younger) _____

3-W Rev 1/03



www.usahockey.com/programs/services

TRY HOCKEY FOR FREE



How to Create a Clinic

- **Volunteers**

- Opportunity for full association involvement

- **Equipment**

- Minimally need gloves, helmet & skates (any kind)
 - How to Get Dressed Video



www.usahockey.com/programservices

ONEGOAL



JUST ADD KID.

www.onegoal.com

- **Rental / lender equipment sets for 4 – 8 yr olds**
 - \$70 per set plus shipping
 - 2 sizes (small & large)
- **New Stick Program**
 - \$8 plus shipping
- **Over 20,000 sets in the United States**



ONEGOAL



www.usahockey.com/programservices

ONEGOAL



Market Blitzes

- **Carolina**

375 participants at 12 arenas

- **Florida**

430 participants at 13 arenas

- **Massachusetts**

425 participants at 15 arenas

- **California**

315 participants at 17 arenas

- **Connecticut**

2009: 333 participants at 10 arenas

2010: 317 participants at 9 arenas

Upcoming Blitzes

- **Buffalo**

December prior to World Juniors

- **New England**

Fall 2010

- **Missouri**

Fall 2010



www.usahockey.com/programservices

ONEGOAL



Fond du Lac, WI

- Provides gear for all first-time players in Learn to Play/Learn to Skate programs
- 70 sets of OneGoal starter equipment

“We have 2 high school programs that we feed and we need to grow our membership numbers,” said Fond du Lac Board Member Don Mulder. “The cost of hockey made it tough to get kids started.”



www.usahockey.com/programservices

HOCKEY WEEKEND ACROSS AMERICA



2010 HWAA

- Over 3,000 kids participated at 140 locations.
- Average of 30 participants per site.



2011 Goal

- 200 rinks hosting a “Try Hockey for Free” clinic on Saturday

HWAA Participation Package

- Marketing Materials
- Giveaways



www.usahockey.com/programservices

MARKETING & PROMOTIONS



Within the Rink

- **Association Members**
 - Word of Mouth
 - Emails/Flyers
 - Valentine's Day Card Concept

Others

- Offer a pre-registration
- Take photos for future promotion & follow-up

In the Community

- Local Media/TV
- Partner with off-season sports associations
- Come Play Youth Hockey Campaign
- Digital Ink
- Schools
- Libraries - bookmarks



Watch your kid soar.

A program of USA Hockey, Inc.



www.usahockey.com/programservices

POST-EVENT FOLLOW-UP



- Starts in the rink with the personal contact
- Followed up with an email a few days after the event
- A postcard can be sent from Digital Ink to thank them for their participation
- Phone call prior to new programs starting

Dear First Name,

We hope that you had fun on the ice March 6 during Florida Hockey Day. Thank you for participating!

If you are looking to get started in youth hockey, please visit:

FloridaHockeyDay.com

Youth hockey develops skills on the ice that build a foundation for a lifetime. Youth hockey promotes confidence, pride, focus and responsibility. With an emphasis on fun, hockey is a game to be played and enjoyed for life.

We look forward to seeing you at the rink!



FIRST-CLASS MAIL
U.S. POSTAGE PAID
DILLSBURG, PA
PERMIT NO. 112

**John Sample
123 Main Street
Anytown, US 12345**



ONE GOAL



www.usahockey.com/programservices

RESULTS



Colorado Springs Amateur Hockey Association



Colorado Springs Amateur Hockey Association

- 4-week Try Hockey for Free opportunity
- Offered during the 8 & under program
- November 6 - December 7
- Equipment provided
- 52 Participants
- 21 signed up for the program after participating



www.usahockey.com/programservices

TRY HOCKEY FOR FREE



“Our neighbor has been talking about how his favorite part of the week is hockey and mentioned there was a free clinic. My son Kevin tried it and just LOVED it. He loves it so much that he sleeps in his jersey. I’m excited. I never played and I’m learning a lot. I don’t know who is having more fun – me or him!”

-Mike Papa, a first-year hockey dad after his son Kevin (to the left) tried hockey in a four-week Try Hockey for Free opportunity.



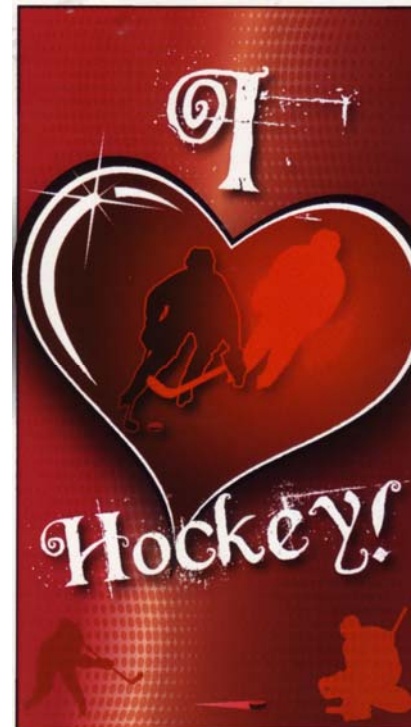
www.usahockey.com/programservices

GRASSROOTS MARKETING



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.



www.usahockey.com/programservices

GRASSROOTS MARKETING



Halloween Card

THE RINKS – Anaheim Ice California Hockey Day

- Unique way to get into the schools through your current membership or could be handed out for Halloween with candy.
- Transferable to other holidays or events
- 15 of 45 participants signed up to try hockey for free

COME TRY ICE
HOCKEY WITH US!

**FREE
PASS**

SAT, NOV. 7TH
11:40 AM AT



Anaheim ICE
300 W. Lincoln Ave
Anaheim, CA 92805
714-535-RINK

**BRING A BIKE
HELMET AND
MITTENS
LET'S HAVE FUN!**

www.The-Rinks.com/AnaheimICE

**HAPPY
HALLOWEEN
FROM
THE RINKS
ANAHEIM ICE**



**The Coolest
Place in Town!**

To Attend, Please RSVP To:
RHutchinson@The-Rinks.com

CHECK IN AT 11:00 AM



THIS COUPON HAS NO CASH VALUE



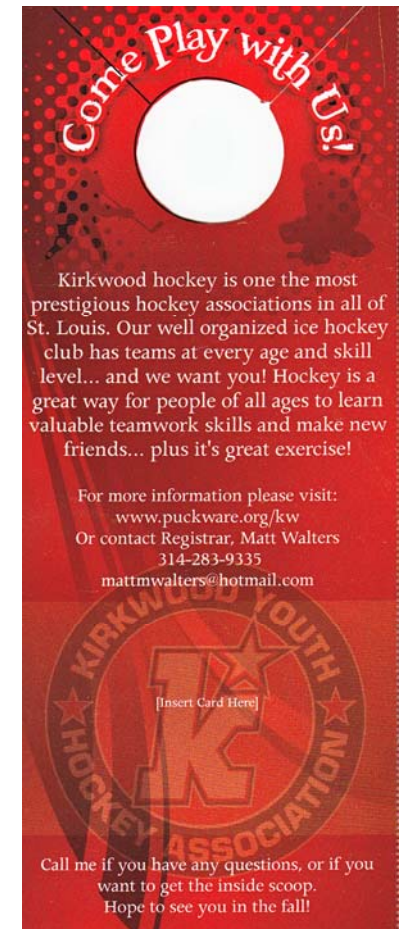
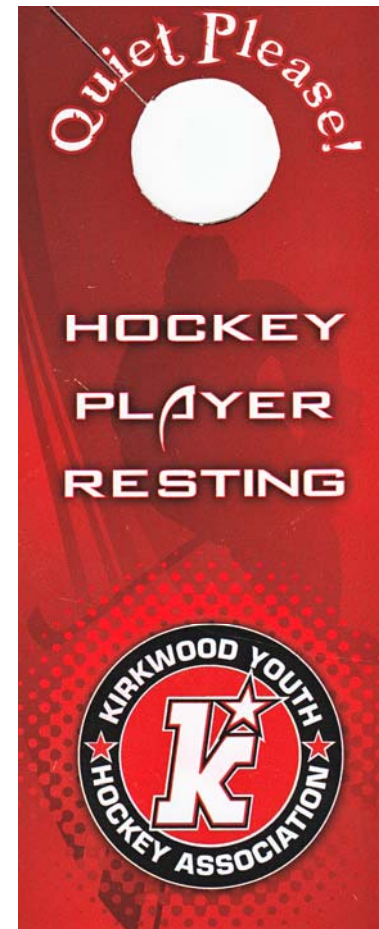
www.usahockey.com/programservices

GRASSROOTS MARKETING



Door Hanger Invitations

- Kirkwood Star Youth Hockey Association of St. Louis, Missouri, placed door hanger invitations on 2,000 area homes with a player business card attached.
- Every Mite/Squirt player was asked to distribute 30 to their friends.
- Secured over 200 new players in Summer Learn to Play program. 10% response rate.
- Printing costs were just over \$300 so they gained over 200 players at a cost of approximately \$1.50 per player.



www.usahockey.com/programservices

GRASSROOTS MARKETING



TRY HOCKEY FOR FREE
on Saturday, Jan. 30, 2010



Colorado Springs World Arena
12:00 PM - 1:00 PM

Pueblo Plaza Ice Arena
9:00 AM - 10:00 AM

Southeast Denver - Family Sports
9:00 AM - 10:00 AM

North Denver - The Ice Center at
the Promenade
11:45 AM - 1:00 PM

Littleton - The Edge Ice Arena
(Girls Only) 9:30 AM - 10:30 AM

Pre-register at:
www.coloradoonegoal.com



presented by
Reebok

TRY HOCKEY FOR FREE
on Saturday, Jan. 30, 2010



Colorado Springs World Arena
12:00 PM - 1:00 PM

Pueblo Plaza Ice Arena
9:00 AM - 10:00 AM

Southeast Denver - Family Sports
9:00 AM - 10:00 AM

North Denver - The Ice Center at
the Promenade
11:45 AM - 1:00 PM

Littleton - The Edge Ice Arena
(Girls Only) 9:30 AM - 10:30 AM

Pre-register at:
www.coloradoonegoal.com



presented by
Reebok

TRY HOCKEY FOR FREE
on Saturday, Jan. 30, 2010



Colorado Springs World Arena
12:00 PM - 1:00 PM

Pueblo Plaza Ice Arena
9:00 AM - 10:00 AM

Southeast Denver - Family Sports
9:00 AM - 10:00 AM

North Denver - The Ice Center at
the Promenade
11:45 AM - 1:00 PM

Littleton - The Edge Ice Arena
(Girls Only) 9:30 AM - 10:30 AM

Pre-register at:
www.coloradoonegoal.com



presented by
Reebok

TRY HOCKEY FOR FREE
on Saturday, Jan. 30, 2010



Colorado Springs World Arena
12:00 PM - 1:00 PM

Pueblo Plaza Ice Arena
9:00 AM - 10:00 AM

Southeast Denver - Family Sports
9:00 AM - 10:00 AM

North Denver - The Ice Center at
the Promenade
11:45 AM - 1:00 PM

Littleton - The Edge Ice Arena
(Girls Only) 9:30 AM - 10:30 AM

Pre-register at:
www.coloradoonegoal.com



presented by
Reebok



www.usahockey.com/programs/services

GRASSROOTS MARKETING



www.usahockey.com/programservices

UTILIZING COMMERCIAL



Call Local Cable Network

Cable Buy & Public Service Announcement Rotation

For example, Carolina example:

Carolina Hockey Day

1 clinic: Plex Indoor Sports & Ice

\$800 Cable Buy: 68 spots – 147,000 households

71 Kids

Additional Awareness



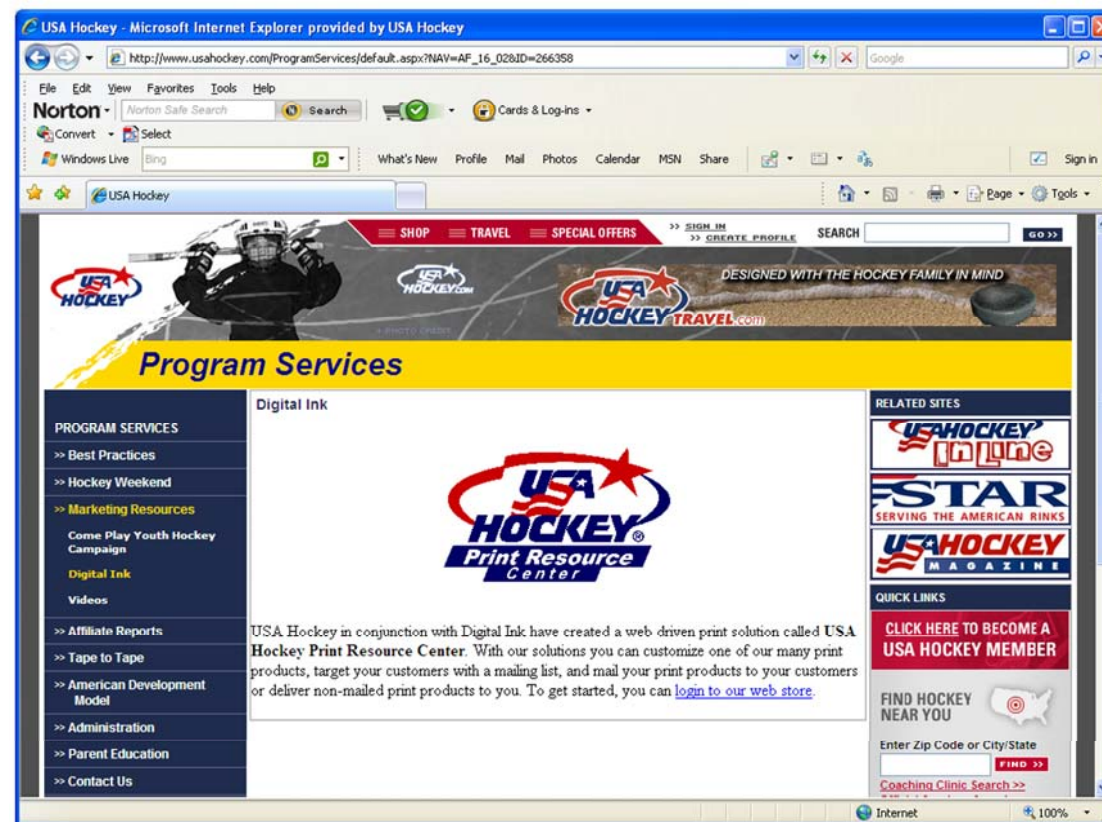
www.usahockey.com/programservices

GRASSROOTS MARKETING



Digital Ink

- To get started, you can [login to our web store](http://www.usahockey.com/programservices).



www.usahockey.com/programservices

GRASSROOTS MARKETING



USA Hockey Print Resource Center -- Home - Microsoft Internet Explorer provided by USA Hockey

http://www.digitalinkweb2print.com/USAhockey/

File Edit View Favorites Tools Help

Norton Norton Safe Search Search

Convert Select

Windows Live Bing

What's New Profile Mail Photos Calendar MSN Share

Sign in

USA Hockey Print Resource Center -- Home

USA HOCKEY®
Print Resource Center

HOME ABOUT US CONTACT US

Welcome

USA Hockey in conjunction with Digital Ink have created a web driven print solution called USA Hockey Print Resource Center. With our solutions you can customize one of our many print products, target your customers with a mailing list, and mail your print products to your customers or deliver non-mailed print products to you. To get started, you can login to our web store.

Here is our sample browser to see some of our products.

Products

Posters Cards Mailed, shipped

Web store users can customize print products, target their customers using mailing list, and mail products to their customers or ship their products to themselves.

LOGIN TO OUR WEB STORE

Email:

Password:

Login

Don't have a login?
[Create a new Login!](#)



www.usahockey.com/programservices

GRASSROOTS MARKETING



USA Hockey - Microsoft Internet Explorer provided by USA Hockey

https://digitalinkweb2print.com/uStore/

Norton Norton Safe Search Search

Convert Select

Windows Live Bing

What's New Profile Mail Photos Calendar MSN Share

Sign in

USA Hockey

Live Support OFFLINE Leave Message

Submit a Support Ticket

Support Number 1-877-859-2843

USA HOCKEY® Print Resource Center

HOME SIGN OUT MY ACCOUNT DRAFTS CART HELP

USA Hockey

Vitamin H Postcards
Vitamin H Posters
Shadows Flyers
Shadows Posters
Shadows Postcards

- 1 Select A Product**
Select a product from one of the groups listed on the left
- 2 Customize**
Customize the document and attach a recipient list
- 3 Order**
Specify the quantity, shipping and pricing options, Place order
- 4 Delivery**
Fully personalized documents

Watch for more Shadows Campaign products that will be added soon!

For store assistance please Contact Us the following ways:
Email: [HelpDesk](#)
or
Call 1-877-859-2843.

For better store performance, please disable your browser pop-up blockers.

Done

Internet 100%



www.usahockey.com/programservices

GRASSROOTS MARKETING



USA Hockey : Shadows Posters - Microsoft Internet Explorer provided by USA Hockey

https://digitalinkweb2print.com/uStore/ProductList.aspx?qs=TDVmjLOflrergGn4rdsjxfP45vG3Iv1CgZ37NmE=

File Edit View Favorites Tools Help

Norton Norton Safe Search Search Cards & Log-ins

Convert Select

Windows Live Bing What's New Profile Mail Photos Calendar MSN Share Sign in

USA Hockey : Shadows Posters

HOME SIGN OUT MY ACCOUNT DRAFTS CART HELP

Shadows Posters

These are 11x17 full color posters that you customize and they will be shipped to you.

- Vitamin H Postcards**
- Vitamin H Posters**
- Shadows Flyers**
- Shadows Posters**
- Shadows Postcards**

Shadows Eagle 11x17 Poster
Customizable 11x17 Poster
[Details](#)

Shadows Horses 11x17 Poster
Customizable 11x17 Poster
[Details](#)

Shadows Rocket 11x17 Poster
Customizable 11x17 Poster
[Details](#)

Shadows Super Hero 11x17 Poster
Customizable 11x17 Poster
[Details](#)



www.usahockey.com/programservices

GRASSROOTS MARKETING



USA Hockey : Product Details - Microsoft Internet Explorer provided by USA Hockey

https://digitalinkweb2print.com/uStore/ProductDetails.aspx?qs=TDVmjLOfIregGn4rdsjxfxP45vGJ3IYP7EoiAp4sAh1pvvULOTowX50qvUXJ6

Norton Norton Safe Search Search Cards & Log-ins

Convert Select Windows Live Bing What's New Profile Mail Photos Calendar MSN Share Sign in

USA Hockey : Product Details

USA HOCKEY Print Resource Center

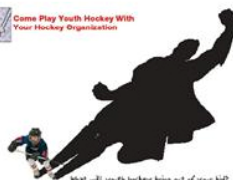
HOME SIGN OUT MY ACCOUNT DRAFTS CART HELP

Product Details

Vitamin H Postcards
Vitamin H Posters
Shadows Flyers
Shadows Posters
Shadows Postcards

Shadows Super Hero 11x17 Poster

Customize this flyer with your organization's information. This will be printed and mailed directly to you.

 Come Play Youth Hockey With Your Hockey Organization

What will youth hockey bring out of your kid?
Push him/her into becoming the next big star.

Organization Name: Call: 800-633-4333 Email:

Pricing Table

Pricing Element	Option	50	100	500	1000	1500	2000
Price does not include shipping		\$1.00	\$0.70	\$0.46	\$0.43	\$0.42	\$0.41

Prices are in USD, per unit



www.usahockey.com/programservices

GRASSROOTS MARKETING



USA Hockey : Customize - Microsoft Internet Explorer provided by USA Hockey

https://digitalinkweb2print.com/uStore/Customization.aspx?qs=838D2g7XOHchR5PuvTn9WPixcy4j3wdHyKLue0aeqraG5GoC3xkq9xmrpMZLkM4vVRYsPVneVE%2fH

Norton Norton Safe Search Search

Convert Select

Windows Live Bing

What's New Profile Mail Photos Calendar MSN Share

Sign in

USA Hockey : Customize

Vitamin H Posters
Shadows Flyers
Shadows Posters
Shadows Postcards

Customize Finalize

Logo* [what's this?]

logopurplejreagles
Remove

onegoal.jpg

[1] Show All

Refresh Preview

You may upload the following file types: *.EPS, *.EPSF, *.E, *.PSD, *.PDF, *.JPG, *.JPEG, *.TIFF, *.TIF, *.PNG, *.GIF, *.BMP

Browse... Upload

Organization Name* [what's this?] Niagara Jr. Purple Eagles

Organization Name* [what's this?] Greg Chenez, House President

Phone* [what's this?] 716-286-8784

Email* [what's this?] gchenez@jrpurpleeagles.com

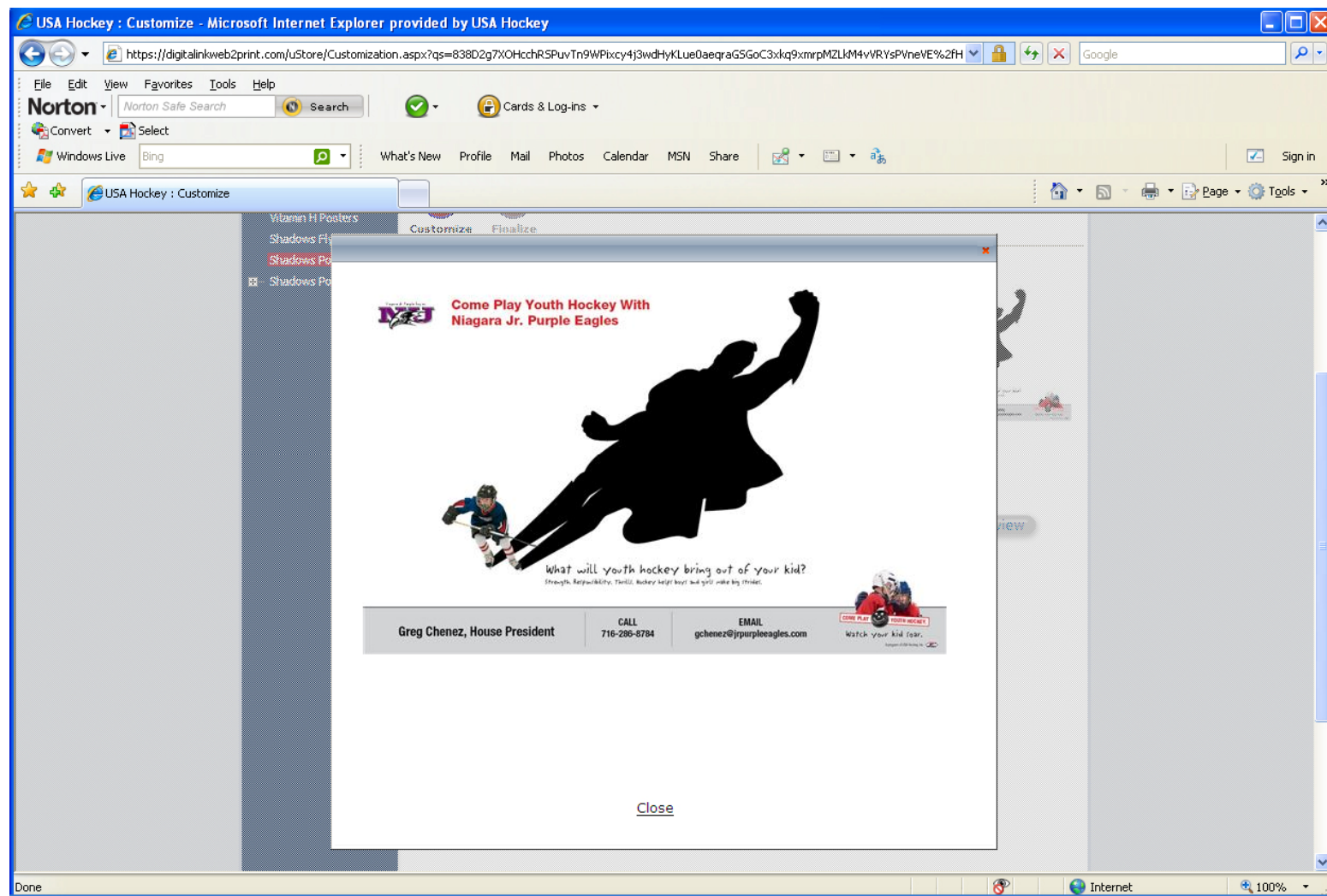
Done

Internet 100%



www.usahockey.com/programservices

GRASSROOTS MARKETING



www.usahockey.com/programservices

GRASSROOTS MARKETING



USA Hockey : Finalize Your Order - Microsoft Internet Explorer provided by USA Hockey

https://digitalinkweb2print.com/uStore/OrderFinalStep.aspx?qs=IYlakDayYnzl9nwhQtQ372brNOKL51eb9danyRdlnihMNWwMs4WWt6uAafit2yiP8gGpujpSHIDJCMCwXh

Norton Norton Safe Search Search

Convert Select

Windows Live Bing

What's New Profile Mail Photos Calendar MSN Share

Sign in

USA Hockey : Finalize Your Order

Center

Finalize Your Order

Customize Finalize

Number of Copies: 100

Fixed Price: \$0.00 USD

Total Delivery Price: Will be calculated during checkout

Total Price: \$70.00 USD

Recalculate

Show pricing table

Proof is approved *

Proof

Back Next Add to Cart Cancel



www.usahockey.com/programservices

DIGITAL INK



Dickinson Hockey Club

Utilized:

- 150 posters at \$1 each
- Utilized association for distribution
- Posted at school gyms
 - Public skating passes given to teachers

Results:

- Grew from 22 players to 82 in 2009-10
 - 373% growth
 - New players
 - 18 to 37
 - Retained players
 - 4 to 45



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.



www.usahockey.com/programservices

COME PLAY YOUTH HOCKEY



“We wanted to find a sport to get our son in. We looked around, checked out a few options and decided that youth hockey was best. Since he started the program we have seen him make new friends and become a team player. We really believe this was the best choice for him and us. We have met so many new people and he’s really grown as an individual.”

-- Heather Williams, first-year hockey mom



www.usahockey.com/programservices

PROGRAMMING



Check List for Success

- ☒ Try Hockey for Free Clinic
- ☒ Grassroots Marketing
- ☐ On-Ice Product

REMINDER: You can get 100 kids to the rink but if don't offer an organized, quality on-ice product at a reasonable time, then your acquisition efforts didn't help with your barriers to entry and instead of encouraging more families to become hockey players, you will end up turning them off of the sport.



www.usahockey.com/programservices

PROGRAMMING



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.



www.usahockey.com/programservices

ADM



American Development Model

- Keeps youth hockey more cost-effective
- Greater emphasis on player development
 - Better skills = More sport enjoyment

"I think it's pretty cool (the American Development Model). I like the fact that kids are encouraged to play other sports. Hockey is a great sport, but playing other sports definitely helps you become a better hockey player."

**- Zach Parise, New Jersey Devils,
University of North Dakota Fighting
Sioux.**

I AM POTENTIAL.

"PEOPLE COMPARE ME WITH MY OLDER BROTHER. HE SKATES FASTER, BUT WHEN IT COMES TO ART I DRAW CIRCLES AROUND HIM, SO REALLY THERE'S NO COMPARISON."

Let's unlock each kid's boundless potential, on the ice and off. The American Development Model (ADM) provides age-appropriate guidelines and curriculum to hockey associations across America to help more kids play, love and excel at hockey. Learn more at admkids.com.

ADM  
AMERICAN DEVELOPMENT MODEL

A BRIGHTER FUTURE FOR ALL



PLAY • LOVE • EXCEL

www.usahockey.com/programservices

COME PLAY YOUTH HOCKEY



www.usahockey.com/programservices



RETENTION

*Youth hockey programs that succeed
at player retention are positioned for
long-term, sustainable growth*



www.usahockey.com/programservices

RETENTION



What Can Retention Do For Your Association?

- **Save Time, Energy & Money**
- **Larger Player Base**
- **Organization Loyalty**
 - Stability
- **Reduce Negativity**
- **Customer Satisfaction**
 - Players & Parents
- **Consistent Growth**
 - Satisfied families provide word-of-mouth



EVERYDAY EXAMPLES



■ Dentist Office

- Appointment Call



■ Grocery Store

- Customized Coupons
- Gas Savings
- Weekly Circulars



www.usahockey.com/programservices

ACQUISITION & RETENTION



- **Acquisition & retention are inherently tied**
 - Acquisition fuels retention
 - Strong acquisition alone cannot sustain growth (leaky boat)
- **Inconsistent acquisition fuels inconsistent retention**
 - Creates negative growth momentum – 2004-05
- **Consistent acquisition fuels consistent retention**
 - Creates positive growth momentum – 2009-10

MICHIGAN AFFILIATE M & F 4-8 YOS	2002- 03	2003- 04	2004- 05	2005-06	2006- 07	2007- 08	2008- 09	2009- 10
NEW PLAYERS	+	-	-	-	-	+	+	+
REPEAT PLAYERS	-	+	-	-	-	-	-	+
TOTAL PLAYERS	+	-	-	-	-	-	-	+



NATIONAL RETENTION



How Many Kids Return to Youth Hockey?

- The Rate of Retention is the overall percentage of kids that return to play youth hockey
 - The Rate of Retention for kids between the ages of 4-8 is 56%
 - 44% quit before the age of 9.
- The larger membership group of kids between the ages of 9 to 14 has a Rate of Retention of 91%



PLAYER LOSS



Player Loss the Last Five Seasons (4 to 8 yr olds)

- **National**
 - 42 kids every day!
- **Michigan**
 - 3.5 kids every day!



www.usahockey.com/programservices

PLAYER RETENTION



Fulfilling the Three Promises

1. Promise of Fun

- Everyone plays

2. Promise of Guidance & Instruction

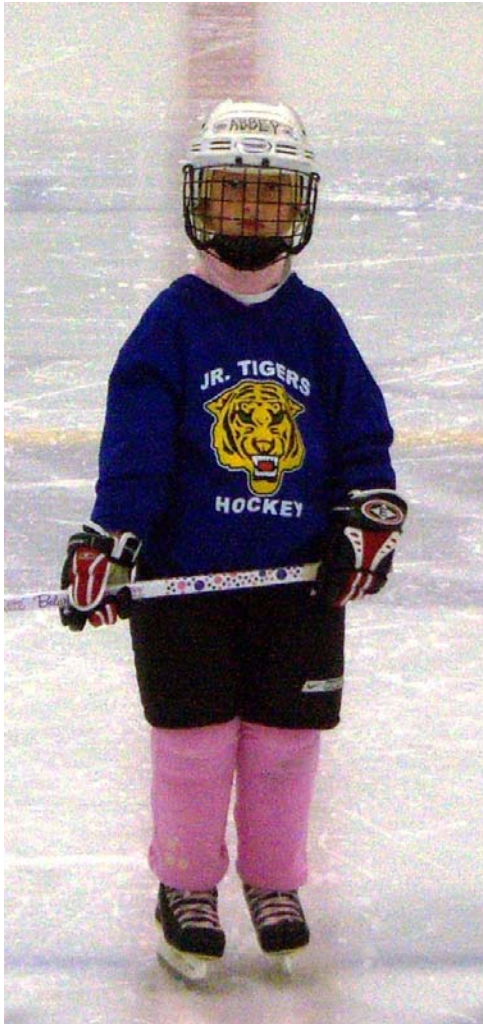
- Personal attention
- Bridge the comfort gap

3. Promise of Achievement

- Both child & parent feel sense of accomplishment



PLAYER RETENTION



- **Retention is fueled by:**
 - Acquisition
 - Hockey Philosophy
- **Unfulfilled promises = unhappy parents**
 - Forces them to reevaluate major factors with participation
 - Cost
 - Commitment
- **Fulfillment of the three promises trumps other obstacles**



THE POWER OF ASKING



How Do We Get More Players to Return?

ASK THEM



www.usahockey.com/programservices

THE POWER OF ASKING



Common Mistakes

Underestimating the Power of Asking

Primary reason people don't give blood:

NO ONE ASKED ME!

Assuming Everyone Will Return

- **Majority of 4 to 6 year olds don't return**
 - 32.9% rate of retention
- **New families unaware season could start early Sept.**
 - Summer ending
 - School starting
 - NHL hasn't even started



THE POWER OF ASKING



Why Extend a Personal Invitation?



- **Parents are time-challenged**
 - Adults flooded with over 3,000 marketing impressions per day
 - Cell phones, texts, emails & entertainment options
 - More working parents
- **Create a momentary oasis of calm and focus**
 - Calling about the best interest of child
 - Solution for an over-communicated world

THE POWER OF ASKING



Why Extending a Personal Invitation Is Important

- Personal interaction increases comfort level with the unknown
- Shows that new friends are waiting for them with youth hockey
- Can answer questions and stop misconceptions



www.usahockey.com/programservices

RETENTION PHONE CALL



1. Build the Foundation

- **Email**
 - Focus on benefits and playing options
- **Timing**
 - One month prior



2. Follow-Up Phone Call

- **Optimal Time**
 - Call 10 to 14 days after email
 - Best response
 - Sun to Thurs
 - 5:30 to 8:30 pm
- **Call Center**
 - Pizza party
 - Split up calls
 - Impartial Parents



RETENTION PHONE CALL



3. Script

- Cover the positives
- Stay away from politics and team placement

SAMPLE PHONE SCRIPT:

This is *(Your Name)* with the *(Association Name)*. We are getting ready for another great season of youth hockey and noticed that we didn't have *(Their Child)* signed up for the coming season.

Last season you may have noticed youth hockey help you child make many big strides on and off the ice. We really enjoyed seeing *(Their Child)* at the rink and want to see *(Him/Her)* back on the ice this fall. We have a great season planned, filled with lots of fun and skill development.

If you would like I can help you get *(Their Child)* signed up right now.



www.usahockey.com/programservices

RETENTION PHONE CALL



4. Turn Problems Into Solutions

- Show you care
- Be prepared
 - Common questions and answers
- ID for leadership

5. Don't Give Up

- Keep them informed
 - Newsletters
- Contact for other programming
- Hockey careers don't end at 6!



www.usahockey.com/programservices

RETENTION PHONE CALL



Nine Phone Calls



- **3 Signed up to play**
 - Unaware the season was beginning
- **2 Disconnected lines**
 - Military families that moved
- **2 Switching to association closer to home**
- **1 Not coming back**
 - Commute
- **1 Disgruntled parent = 3 players**



www.usahockey.com/programservices

RETENTION PHONE CALL



“We had a lot of fun last year and weren’t even thinking about hockey because of all that was starting. I am just so glad that a local association called and invited us back. I would have felt horrible telling Hunter that he was too later to sign up. It’s his favorite sport.”

--Margarette Elwell, second-year hockey mom



www.usahockey.com/programservices



www.usahockey.com/programs/services



1. Promise of Fun



■ Everyone Plays

- More playing time & less waiting time
- Cross-ice games where fun counts, not the score
- Equal resources
 - Coaching
 - Ice touches



2. Promise of Guidance & Instruction

- **Personal Attention**
 - More coaches on the ice
 - Opportunity to learn from best coaches
 - Practices split up into smaller stations
 - More individual skill focus
- **Bridge the Comfort Gap**
 - Welcoming to new families
 - Common goal = skill development
 - Families have more opportunities to make friends





3. Promise of Achievement



- **Both Child & Parent Feel a Sense of Accomplishment**
 - Emphasis on skill development
 - More time with the puck advances ability
 - Child is rewarded for personal development and not the outcome of the game

ADM



“Nick’s first year of hockey was last year. We signed him up again this year. He loves it. He’s met all kinds of friends. It’s been a great atmosphere for the whole family. He’s getting all kinds of confidence with everything that he does, especially with his schoolwork.”

-- Chris Hallee, second-year hockey dad



www.usahockey.com/programservices



CSAHA 8 & Under Program

- **50 Ice Touches**
 - Cost per touch \$7.00
 - 141 kids split into three groups by age & ability
- **\$350 Full Season**
 - \$175 split season option
- **Group Station Training**
 - Four to six stations—50+ kids on ice
 - Small area games
- **Lead Instructor with Eight Supporting Coaches**





COMMUNICATION

*Strengthening the bond between
the family and your organization*



www.usahockey.com/programservices

EMAILS



From: Coach Bob
To: CSAHA Mite Parents
CC:
Subject: This Weeks Youth Hockey Practices

Mite Parents:

Just a reminder, we have two practices this week. The first practice is Tuesday at 5:30 pm and the other is Saturday at 10:00 am, both are on the Olympic rink.

Last week the kids made great progress with their skill development. This week we are going to spend a lot of time working on their skating; we will also work on puck control and passing. To keep practice fun we will play a cross-ice game on Tuesday; playing the game on cross-ice is great for the kids as it provides more puck touches and forces them to think quickly.

On Saturday we will then practice with a game using ringettes, the ringettes are rubber loops that are controlled with the butt end of a stick. This drill helps develop stick strength on the puck.

Please let me know if you have any questions, I look forward to seeing everyone at the rink.

--Coach Bob

- **Email updates**

- Effective
- Quick
- Free

- **Help parents stay organized**

- **Learning to play hockey is a process**

- Help parents understand



www.usahockey.com/programservices

NEWSLETTERS



Using a Newsletter to Help With Retention

- Bridge the communication gap
- Parent education
 - child development
 - organizational goals
- Focus on specific age groups



IN-HOUSE NEWS

VOLUME 1, ISSUE 1 FEBRUARY 6TH 2010

Yerba Buena Ice Skating Center
www.skatebowl.com www.sfsabercats.com

WEEKLY SCHEDULE

- **Saturday**
9:15-10:15am
- **Sunday**
7:45-9:15am

Productive Hockey Season

Saturday and Sunday mornings have been very busy lately with our Sabercats In-House league in full swing! Everyone has been doing a great job being here every weekend and working so hard during practice. The most important thing though is everyone seems to be having A LOT of fun!

Jordan H. Kocian Tournament
A great big thanks to all the players and parents who helped to make last month's Kocian Tournament in Oakland go so smoothly. We had

enough participation to form 3 teams! The kids played well, but more importantly seemed to have a blast. The parents were very supportive and had water bottles and jerseys ready to go in a heartbeat. With 4 games under their belt and a trophy in hand, everyone went home a (tired) winner!



Interested in getting involved?
Pick up a Youth Hockey brochure for information on our Hockey Tots and Hockey 1&2 skating classes for beginners. These will pave the way to play hockey with our In-House program!

Practice! Practice! Practice!

Practicing outside of your regular In-House time is a very important aspect of playing hockey. Working on new skills you just learned and fine tuning old ones will help you become a better player. Public Sessions occur at YBISC 7 days a week, leaving plenty of opportunity to practice your skating. Don't forget that on the day of

In-House (Sat or Sun) you can skate during one of the Public Sessions for FREE! Take advantage of that! At home, use a tennis or any other ball to work on your stickhandling skills. Rollerblading on the sidewalk is another at home way to practice your skating. Use these tips and I guarantee you'll be impressed with how much you improve!

SUMMER HOCKEY SCHEDULE

The summer youth hockey schedule will be out soon! With it you'll be able to see what's in store over the next few months. There will be many opportunities throughout the week to participate in drop-in clinics, a week-long camp, and weekend clinics run by special guests. This schedule will also contain try-out dates and other special events like the Summer Challenge! This calendar will be available within the next few weeks on the rink's info rack in the lobby.

Questions! Contact:
Sami Naffziger
youthhockey@skatebowl.com
415-820-3523

YERBA BUENA
ICE SKATING & BOWLING CENTER



www.usahockey.com/programservices

END-OF-SEASON NOTE



Thank you for a great season!

Dear Sam,
Thanks so much for playing hockey this season. It was so much fun to see how much you improved. Looking forward to seeing you on the ice next season.
Coach Bob

Sam Jones
1234 Green St.
Colorado Springs, CO
80906

Personal Handwritten Note from Coach

- Mailed following the season
 - Thank them for a great season
 - Talk about fun
 - Note personal improvements
- Postcard size is perfect
- Could use a team photo



www.usahockey.com/programservices

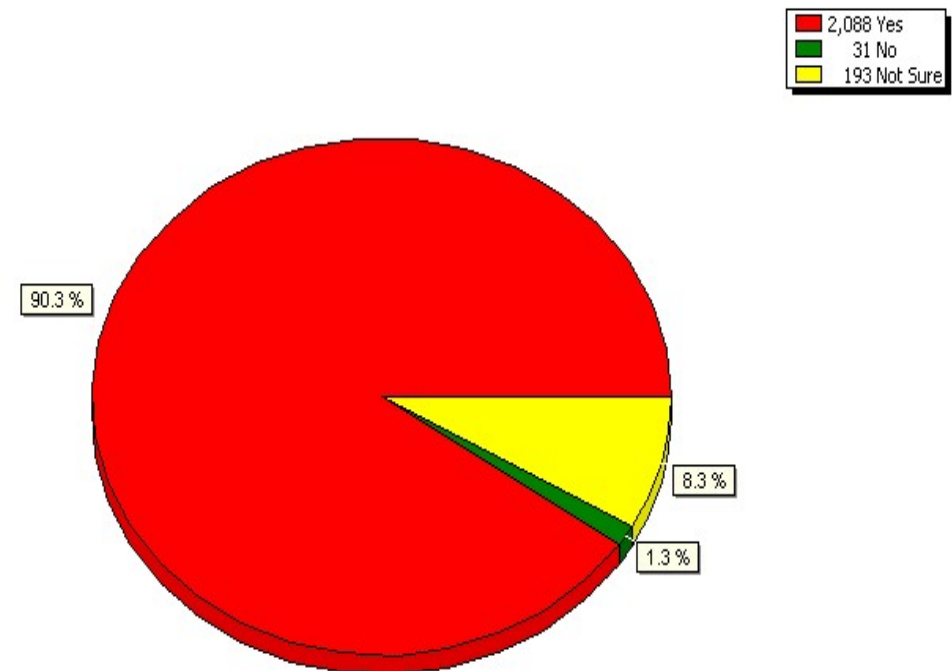
SURVEYS



The Purpose of a Survey

- Identify the positives and negatives of current structure
- Let parents know that you care about their opinion
- Resolve unknown issues

Will your child return next season?



EFFECTIVE SURVEY TIPS



- **Keep It Simple**
 - No more than five questions
 - Language
- **Ask About The Experience**
 - Answers that will improve experience
- **Ask Questions Relating to Three Promises**
- **“How It Could Have Been Better?”**
- **Finish with Open-Ended Question**



GROWTH COORDINATOR



Objective: To acquire and retain youth hockey players in the 4 to 8 year old age range for the local association

Growth Opportunities:

- Acquisition & retention programs
- Community outreach
- Main contact for new players
- Parent communication
- Loaner equipment
- Growth volunteer recruitment



www.usahockey.com/programservices

GROWTH CALENDAR



Summer

A time for organizing and planning:

MAY:

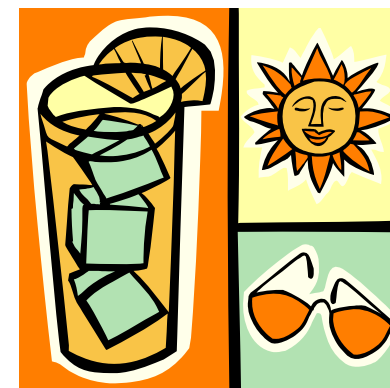
- Review previous year's numbers
- Set a goal for the upcoming season
- Solicit equipment donations

JUNE:

- Plan growth initiatives for upcoming season.

JULY:

- Contact local media outlets
- Discuss association marketing plan
- Budget and order marketing materials



www.usahockey.com/programservices

GROWTH CALENDAR



Fall

A time for action and growth:

AUGUST:

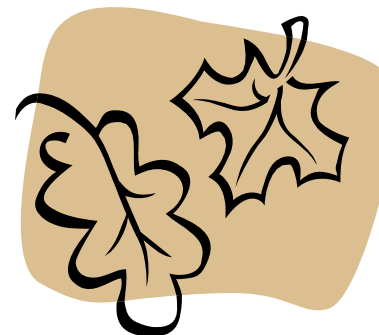
- Begin your retention email and phone call program
- Print customized bookmarks
- Mail Digital Ink postcards

SEPTEMBER:

- Print and distribute door hangers
- Prepare marketing material for upcoming "Try Hockey for Free" event
 - Flyers, Posters, Emails, etc...

OCTOBER:

- Send out first e-newsletter
- Get to know the sports writer(s) at your local paper
- Design and print Halloween cards



www.usahockey.com/programservices

GROWTH CALENDAR



Winter

More Action...More Growth:

NOVEMBER:

- Host the first of your “Try Hockey for Free” events

DECEMBER:

- Design and print holiday cards
- Send out second e-newsletter

JANUARY:

- Order OneGoal gear (Deadline is February 1)
- Market Try Hockey for Free event focused around Hockey Weekend Across America (mid-February)
- Identify local events that may help contribute to growth efforts
- Design and print Valentine’s Day cards



www.usahockey.com/programservices

GROWTH CALENDAR



Spring

A time for organizing and planning:

FEBRUARY:

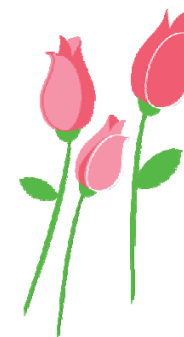
- Host a Try Hockey for Free event during Hockey Weekend Across America
- Hand out Valentine's Day cards

MARCH:

- Circulate end-of-season survey to 8-under parents
- Print "Thank You" cards for each of the coaches to send

APRIL:

- Use extra ice time to host a Try Hockey for Free event
 - Invite the Boy/Girl Scouts, local youth groups or churches to come to the rink



www.usahockey.com/programservices



2009 - 2010 8 & Under Membership Report



Table of Contents

Background	Page 1
National Analysis	Pages 2
Michigan Analysis	Pages 3-4
2 & 2 Challenge	Page 5
Michigan's 2009-10 Association Performance	Page 6-8
Local Association Analysis	Pages 9-46
Program Services Contact for Affiliate	Courtney Welch (719) 538-1118/ courtneyw@usahockey.org



www.usahockey.com/programservices

MEMBERSHIP REPORTS



HOW TO READ THE DATA CHARTS IN THIS REPORT

NHL Lockout (04-05) & post-NHL Lockout (05-06)

Number of players acquired

Number of players retained

Number of players that left association

Rate of Retention: percentage of players returning from year before

post-Olympic years (02-03 / 06-07)

	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	96538	95006	97070	95907	92121	88213	89956	89423	91622	95775
NEW	N/A	-1.6%	2.2%	-1.2%	-3.9%	-4.2%	2.0%	-0.6%	2.5%	4.5%
RET	N/A	-2.3%	3.8%	-5.0%	-6.4%	-5.3%	7.9%	-2.4%	4.1%	6.0%
LOST	54261	53687	54185	55176	53988	52106	51013	51410	52042	53808
RR	N/A	-1.1%	0.9%	1.8%	-2.2%	-3.5%	-2.1%	0.8%	1.2%	3.4%
	17726	16993	15960	16552	17043	15929	14752	15899	15305	15184
	N/A	-4.1%	-6.1%	3.7%	3.0%	-6.5%	-7.4%	7.8%	-3.7%	-0.8%
	56.2%	56.5%	55.8%	57.5%	58.6%	59.1%	56.7%	57.5%	56.8%	56.2%



TWO & TWO CHALLENGE



Each Local Association:

- Acquires two additional players
- Retains two additional players



www.usahockey.com/programservices

TWO & TWO CHALLENGE



How it works- Local Association

Livonia Hockey Assoc			2 AND 2 CHALLENGE			
	<u>08-09</u>	<u>09-10</u>	<u>09-10 GOAL</u>	<u>VS. GOAL</u>	<u>VS. ACTUAL</u>	<u>10-11 GOAL</u>
TOTAL	252	294	256	38	42	298
	-11.3%	16.7%				
NEW	108	142	110	32	34	144
	-30.8%	31.5%				
RETAINED	144	152	146	6	8	154
	12.5%	5.6%				
LOST	60	36				
	30.4%	-40.0%				
RR	57.1%	51.7%				



www.usahockey.com/programservices

TWO & TWO CHALLENGE



Last Year

- Michigan increased by 155 players to 8,478 players
- Achieved overall growth but fell short of 2009-10 2 & 2 goal
- 3,330 kids were acquired (Goal was 3,476)
- 5,148 kids were retained (Goal was 5,247)



TWO & TWO CHALLENGE



Associations that Accomplished the Challenge for 2009-10

Independent Teams 6000	+55	Bay County Hockey Association	+23
Marquette Junior Hockey Corp	+48	Independent Teams 4000	+19
Chelsea	+42	Sanilac County Hockey Assoc	+19
Livonia Hockey Association	+42	USA Hockey Club of Michigan	+15
Garden City Hockey Assoc	+27	Huron Hockey and Skating Association	+9
Grand Rapids Amateur Hockey	+26	St Ignace Hockey Association	+9
EGRAHA	+25	Calumet Hockey Association	+4



www.usahockey.com/programservices

TWO & TWO CHALLENGE



This Year

- **2010-11 Season Goals:**
 - 3,534 kids acquired
 - 5,352 kids retained
 - 8,886 total players in MI
 - 4.8% increase

	2009-10	2010-11	+/-
NEW (USA)	41,967	44,631	+2,664
NEW (MI)	3,330	3,534	+204
RETAINED(USA)	53,808	56,472	+2,664
RETAINED (MI)	5,148	5,352	+204
TOTAL (USA)	95,775	101,103	+5,328
TOTAL (MI)	8,478	8,886	+408



Courtney



Kevin E.



Kevin K.



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