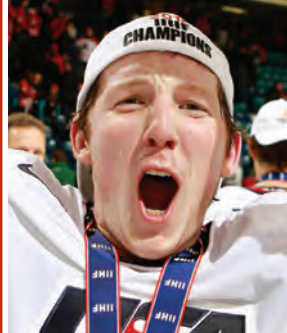


**2010/2011
ANNUAL
REPORT**





2011 IIHF WORLD JUNIOR CHAMPIONSHIP

Thanks to a terrific partnership with the NHL's Buffalo Sabres and Niagara University, USA Hockey hosted its most successful and best attended event ever in the 2011 International Ice Hockey Federation World Junior Championship.

The 11-day tournament, staged Dec. 26, 2010 - Jan. 5, 2011, at HSBC Arena and Dwyer Arena, drew 331,297 fans, second in the 35-year history of the event.

Of the tournament's 31 games, 22 were televised live somewhere around the world, including in the United States, Canada, Russia, Sweden, Finland, Slovakia and the Czech Republic. In the U.S., the NHL Network provided unprecedented coverage, airing 15 of the tournament's 31 games and delivering daily reports on its popular *NHL on the Fly* show.

On the ice, the U.S. National Junior Team lost only once in six games and captured the bronze medal – its first ever medal on home ice in the event.



**2010-11
Executive
Committee**

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Executive Director

Dave Ogreaan

A MESSAGE FROM OUR LEADERSHIP



Ron DeGregorio



Dave Ogreaan

We're pleased to report that the 2010-11 season was one that included growth and much accomplishment for USA Hockey.

Despite a down economy, kids and adults alike flocked to our game across the nation like never before. As a matter of fact, for the first time ever, more than 100,000 players at the 8-and-under age level were part of our organization. Overall, the number of youth hockey players grew by more than 3%, while adult players rose by nearly 11%.

We continued to work hard to introduce new kids to the game. During Hockey Weekend Across America alone, 182 rinks in 48 states hosted Try Hockey for Free clinics, with over 6,000 young people getting a chance to try the game for the very first time.

The American Development Model and its Red, White and Blue initiative made great inroads in youth hockey associations across the country this year, helping provide the best possible environment for our youth players. Also, the development of our revolutionary online, age-specific coaching education modules continued in earnest with an anticipated launch in the fall of 2011.

We enjoyed much success in international competition in 2010-11, highlighted by our Women's National Team and Men's Under-18 National Team both capturing gold medals for the third straight year at their respective IIHF World Championships.

Speaking of grand accomplishments, we proudly hosted the most successful event in USA Hockey history in the 2011 IIHF World Junior Championship in Buffalo, N.Y. Drawing more than 350,000 spectators over the course of the tournament, the World Juniors provided significant gains for USA Hockey in many ways.

As always, the building of our sport is contingent on the hard work of countless volunteers and a dedicated staff. And our overall advances would not be possible without the tremendous commitment from our corporate partners as well as other organizations we share close relationships with like the National Hockey League, U.S. Olympic Committee and International Ice Hockey Federation to name a few.

It really has been another terrific year for USA Hockey and we invite you to take some time to review the pages ahead and share in the many successes that made up the 2010-11 season.



2010 IIHF WM | iihf.com

One of America's Most Prominent Youth Sports Organizations

Started literally out of a shoebox by Tom Lockhart in his New York City apartment in the fall of 1937, USA Hockey has evolved into an organization that today includes some 600,000 players, coaches, officials and fans of the game in all 50 states.

Through the hard work of many over the past 74-plus years, USA Hockey is today one of the nation's most vibrant and successful National Governing Bodies and is a leader in strengthening the sport with other top hockey organizations, most notably the National Hockey League.

The secret to the success of USA Hockey is its network of volunteers throughout the country that administer the sport at the local level.

In addition, USA Hockey has never wavered from its core values, which help guide decisions from all involved in the game, including players, parents, coaches, officials, fans and volunteers.

What USA Hockey brings to the table for those that are part of the organization

- A focus on a **fun** and **safe** environment where players, regardless of ability, can develop to their full potential
- A **coaching education program**, lauded by the U.S. Olympic Committee as the gold standard, that provides age-appropriate training for coaches at all levels
- A comprehensive **officiating education program** that strives to ensure the on-ice management of the game is consistent throughout the country
- An organization that is an ongoing **champion of safety**, including a nationwide risk management program that includes requiring affiliates to conduct background checks for anyone engaged with children
- A vibrant **high-performance program**, helping players, coaches and officials reach the top levels of hockey
- **Key relationships** with the National Hockey League and U.S. Olympic Committee, among others, that help support efforts to continually improve the growth and development of our sport

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AMERICAN DEVELOPMENT MODEL

The American Development Model provides local associations nationwide with a blueprint to follow for optimal athlete development. It's based on long-term athlete development principles and focused on age-appropriate training.

In its second full season, the American Development Model focused on the largest age group within USA Hockey during the 2010-11 season: 8 & Under.

The ADM's seven regional managers visited with leaders in local associations throughout the United States and encouraged the adoption of Red, White and Blue Hockey, a program within the ADM for kids 8 and under that emphasizes cross-ice play in both practice and games.

"We have seen great progress in every district," said Ken Martel, director of the American Development Model. "The use of cross-ice games is extremely important at the 8 & Under level in order to get our youngest and largest demographic of hockey players off on the right foot."

The ADM, including Red, White and Blue Hockey, was showcased throughout the year at major events, including on NBC's Hockey Day in America broadcast as part of Hockey Weekend Across America; the NHL's Winter Classic; and the NHL All-Star Game.

More information on the American Development Model can be found at ADMKids.com.



ADM Regional Managers

Michele Amidon – Nationwide with a focus on girls' and women's hockey

Joe Doyle – Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington and Wyoming

Guy Gosselin – Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin

Roger Grillo – Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont

Jim Hunt – Delaware, Maryland, New York, New Jersey, Eastern Pennsylvania, Virginia and Washington, D.C.

Bob Mancini – Illinois, Michigan and Missouri

Scott Paluch – Alabama, Arkansas, Florida, Georgia, Indiana, Kentucky, Louisiana, Mississippi, North Carolina, Ohio, South Carolina, Tennessee, Western Pennsylvania, West Virginia



MEMBERSHIP DEVELOPMENT

With a focus on adding new players to the game, particularly in the four- to eight-year-old age group, USA Hockey's membership development team utilizes Try Hockey for Free clinics throughout the country as a primary means of getting more kids involved in the sport.

With a commitment to grow participation in youth hockey at the youngest ages – the proverbial base of the pyramid -- USA Hockey had a banner year in 2010-11. For the first time ever, the 8 & Under age group eclipsed 100,000 players, reaching a record total of 105,491. In the last three seasons, USA Hockey has realized a 15% increase in this important age category.

Growth initiatives in youth hockey focus on an important question: How can we attract parents to bring their young children to a local rink to try hockey? With this in mind, USA Hockey held over 300 Try Hockey for Free clinics nationwide, with more than 9,200 kids trying the game for the very first time. USA Hockey also provided thousands of OneGoal starter equipment sets to rinks across the country.

Additionally, USA Hockey continued to strengthen its relationship with the National Hockey League. In January, the two organizations partnered with the White House and First Lady Michelle Obama to help support the Let's Move initiative, outlining the many virtues and health benefits of playing hockey. USA Hockey and the NHL also began laying out plans for a future Come Play Hockey Month, which is expected to launch in November 2011.

USA Hockey's membership development department relies on volunteers throughout the country, and continues to create program resources and initiatives that assist those volunteers in further developing ice hockey in the United States.

2010-11 Membership Statistics

Youth Players..... 350,885

Adult Players.....149,694

Coaches 56,358

Officials..... 26,325

Total Membership ... 583,262

**Numbers include 65,609 girls' and women's players*

2010/11 Highlights

Increased players in the 8 & Under age category by 9.6% to a record 105,491 boys and girls.

Strengthened relationships with the NHL, including its 24 U.S.-based clubs, to support local efforts to grow the game.

Organized over 300 Try Hockey for Free events throughout the year, introducing over 9,200 kids to hockey.

Increased OneGoal starter equipment sets in the U.S. to over 28,000, providing opportunities for more kids to try hockey without the cost of purchasing equipment.

Organized the single largest Try Hockey for Free day to date during Hockey Weekend Across America, during which over 180 rinks in 48 states welcomed more than 6,000 hockey newcomers.



PLAYERS

Fun. An opportunity to compete. Exercise. Life-long friendships. Playing hockey provides that and much more for those young and old, male and female, able-bodied and disabled. Hockey is truly a sport for everybody.

Youth

The number of youth players that are part of USA Hockey grew by more than 11,000 in 2010-11, with more than 350,000 total in all categories.

Most impressive were the gains in players at the 8 & Under age level. All total, more than 100,000 players under the age of nine were competing in 2010-11, marking the first time in the organization's history that such a milestone was achieved. Overall, the number of kids playing in the 8 & Under age category grew by more than 9,000 in 2010-11, a remarkable 9.6% growth rate. Increases in youth hockey numbers can be attributed to multiple factors, including Try Hockey for Free events managed through USA Hockey's membership development department and efforts forged through the American Development Model to positively affect the youth hockey experience.

Additionally, as part of its youth hockey program, USA Hockey once again provided a national championship program for multiple age levels and, in 2010-11, crowned 20 champions in youth and girls' divisions.



Junior

In 2010-11, USA Hockey's junior program continued to serve as an important part of the American Development Model player development ladder.

USA Hockey crowned champions at the Junior Tier I, II and III levels. The Dubuque Fighting Saints captured the Clark Cup as the playoff champion of the United States Hockey League, the only Tier I league in the United States. The Fairbanks Ice Dogs earned the Tier II championship by claiming the North American Hockey League's Robertson Cup. And the Helena Bighorns and Boston Jr. Bruins claimed Tier III Junior A and Junior B titles.

Meanwhile, junior hockey continued to serve as an important stepping stone to the NCAA and National Hockey League. Junior leagues had a hand in helping 349 new players into NCAA Division I hockey and nearly 400 players onto NCAA Division III rosters for the 2010-11 season. And, at the 2011 NHL Entry Draft, 28 players with ties to the USHL and six players with NAHL backgrounds were selected.



Adult

Over the past several years, adult hockey has been the fastest growing segment of USA Hockey, and 2010-11 was no different. The nearly 150,000 adult players – both men and women – that were part of the USA Hockey family in 2010-11 represented a 10.9% growth over the 2009-10 campaign.

In 2010-11, USA Hockey offered 16 classic tournaments for its adult players, as well as three state championships, and 13 national championships.

Additionally, the Labatt Blue/USA Hockey Pond Hockey National Championships continued to grow, welcoming a record 250 teams and nearly 1,750 adult hockey players to Eagle River, Wis., Feb. 11-13, 2011. The event, which included teams from 24 states across the country, was featured during NBC's Hockey Day in America broadcast.

Disabled

USA Hockey's disabled program, where hockey is for everybody, is divided into four disciplines: standing/amputee, deaf/hard of hearing, sled and special hockey. Programs are conducted in each of these disciplines throughout the country.

In 2010-11, 42 teams in 10 divisions took part in the 2011 USA Hockey National Disabled Festival in Blaine, Minn. The event, staged April 1-3, featured an appearance by the Stanley Cup; special and standing/amputee hockey competition; deaf/hard of hearing hockey practices, games and seminars; and the first ever USA Hockey Adult Sled Hockey National Championships.

Additionally, Denver played host to the first ever USA Hockey Sled Classic, presented by the NHL, Oct. 8-10. Four sled hockey teams affiliated with NHL clubs took part in the tournament at the Pepsi Center, the home of the NHL's Colorado Avalanche.



2010/11 Highlights

The sixth annual Labatt Blue/USA Hockey Pond Hockey National Championship in Eagle River, Wis., included a record field of 250 teams featuring nearly 1,750 players.

A record 443 non-varsity men's and women's college teams made up the American Collegiate Hockey Association in 2010-11.

The U.S. Men's National University Team made its best showing ever in the 2010 Winter World University Games by finishing sixth, while the U.S. Women's National University Team took fourth.

Taylor Chace was named the 2011 U.S. Olympic Committee Paralympic SportsMan of the Year, while the late Alex Knapp was named USA Hockey's 2011 Disabled Athlete of the Year.

Mark "Mugsy" DePuydt and Keith Kenitzer were honored with the Adult Ironman and Adult Member of the Year Awards.

Blake Coleman of the USHL's Indiana Ice was named the Dave Tyler Junior Player of the Year, while John Gibson of the U.S. National Under-18 Team earned the Dave Peterson Goalie of the Year, presented by Bauer Hockey.

National champions were crowned in 25 youth, girls' and high school divisions:

Youth Tier I

New Jersey Colonials (12U)
Belle Tire (14U)
Honeybaked (16U)
Shattuck-St. Mary's (18U)

Girls' Tier I

Assabet Valley (12U)
Mid-Fairfield Stars (14U)
Honeybaked (16U)
Shattuck-St. Mary's (18U)

Youth Tier II

Okla. City Oil Kings (12U, 1A)
Indianapolis Racers (12U, 2A)
California Heat (12U, 3A)
Casco Bay (14U, 1A)
Indianapolis Racers (14U, 2A)
Old York Road (14U, 3A)
North Dakota Starz (16U, 1A)
Mid-State Mustangs (16U, 2A)
Summit Plastics (16U, 3A)
Lewiston Area (18U, 1A)
Richmond Royals (18U, 2A)
Hatfield Ice Dogs (18U, 3A)

Girls' Tier II

San Jose Jr. Sharks (12U)
Rome Grizzlies (14U)
Connecticut Polar Bears (16U)
Alliance Bulldogs (18U)

High School

New Trier (Ill.)



COACHES AND OFFICIALS

The education and certification programs USA Hockey has in place for its coaches and officials are among the best in amateur sports and emulated by many youth sports organizations not only in the United States, but around the world.

Coaching Education Program

USA Hockey's Coaching Education Program continues to lead the charge among amateur sports organizations in developing innovative ways to train and educate coaches.

During the 2010-11 season, USA Hockey continued development of its revolutionary online age-specific coaching education modules, scheduled to launch in the fall of 2011. Beginning with the 2011-12 season, each coach will have to complete the online module specific to the age level of play he or she is coaching. The modules will fully integrate the concepts of the American Development Model and provide coaches with the most up-to-date on- and off-ice materials specific to the age level of player they're coaching.

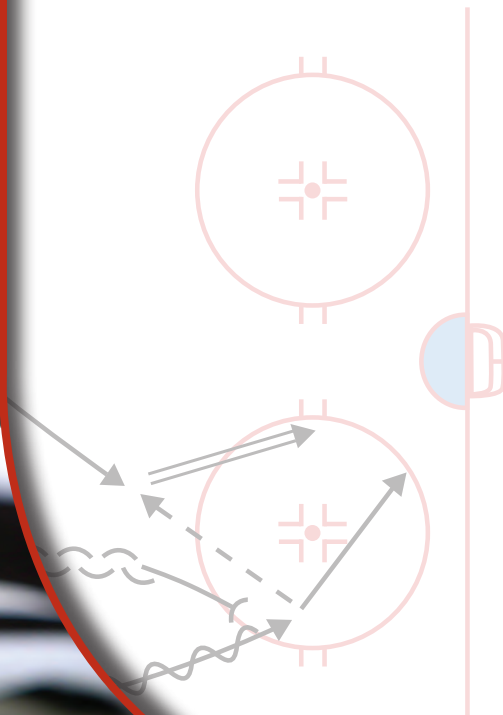
"We are excited about the monumental changes that have been made in our program to better educate current and future coaches," said Mike MacMillan, USA Hockey's national coach-in-chief. "Thanks to a lot of hard work and planning, coaches in the field will find a program that slows down the educational process so they can absorb the information they have learned in the classroom and on the ice, while also enhancing their experiences by upgrading the content and blending all of the information with the latest in athlete development materials."

USA Hockey certifies coaches at five different levels, from beginning coaches at Level 1 to the most advanced coaches at Level 5. During the 2010-11 season, over 700 coaching clinics were conducted.

- Some 698 clinics at Levels 1, 2 or 3 took place with 26,577 coaches in attendance
- A total of 17 Level 4 clinics were conducted with 2,028 coaches in attendance
- Nearly 4,000 coaches completed their Level 3 recertification online

Other highlights included:

- Over 230 coaching education program instructors were trained to deliver new programs
- New curriculums were developed for coaches at all levels
- Manuals for the Coaching Education Program were updated to include all tenets of the American Development Model
- On-ice instruction for Level 1-3 clinics were redesigned
- A new structure for educational certification was launched



Officiating Education Program

With the goal of helping officials reach whatever level they aspire to, USA Hockey's Officiating Education Program works in collaboration with the International Ice Hockey Federation, National Hockey League, other professional leagues and the NCAA to provide substantive educational programs that both educate and recruit officials.

In 2010-11, USA Hockey's Officiating Education Program utilized its state-of-the-art online system for both registration and testing. Meanwhile, local volunteers conducted over 450 one-day educational seminars across the country to reinforce points of emphasis and provide training to officials at all levels, while USA Hockey built on its strong relationship with American NHL officials by inviting them to participate in a supervisory role at several development camps. Additionally, in support of the American Development Model's Red, White and Blue Hockey initiative, an online cross-ice officiating guide was created.

USA Hockey's evaluation program continued to provide performance feedback to help officials improve, regardless of the level officiated. Through these efforts, USA Hockey has strived to ensure the quality of officiating continues to improve.

2010/11 Highlights

Referee Dennis LaRue, one of only three men to have worked four Olympic Winter Games, received USA Hockey's Distinguished Achievement Award after having broken the record for most NHL games worked by an American referee.

Mark Lemelin, who grew up in Albuquerque, N.M., and attended the University of New Mexico, was extended a job offer by the NHL after years of officiating in the United States Hockey League, Central Hockey League and the American Hockey League.

All four officials in the 2011 IIHF World Junior Championship gold-medal game were developed through the USA Hockey Coaching Education Program, including Americans Keith Kaval and Johnathan Morrison, Martin Frano of the Czech Republic and Felix Winnekens of Germany.

Bob Keltie, Sr., of Boca Raton, Fla., received the Chet Stewart Award. ↓



VOLUNTEERS

USA Hockey's stature as one of the world's top amateur sports organizations is a result of the hard work and selflessness of its thousands of volunteers all across the United States.

In every state of every district, it is the countless number of volunteers who help make hockey great and fuel the engine that is USA Hockey. The sport has continued to flourish because of the large network of volunteers in all 50 states that give of their time and talents.

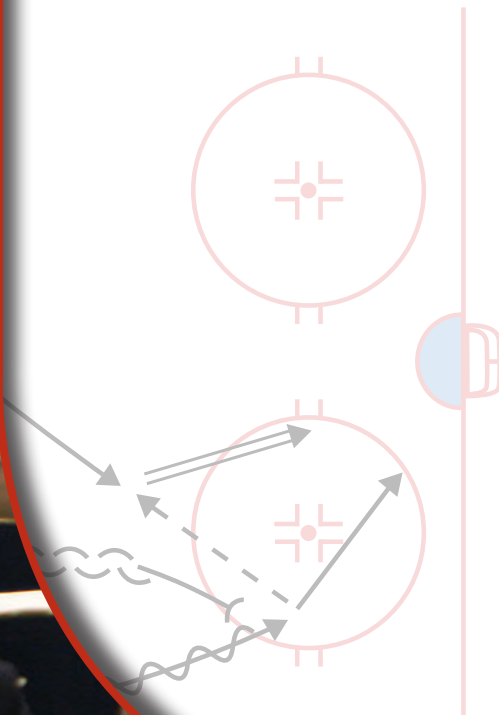
Whether it be as a member of a national or local board of directors; as a coach or manager; or perhaps as a concession stand worker, timekeeper, registrar or fundraiser, those who volunteer provide the foundation that creates USA Hockey's stature as one of the world's foremost amateur sports organizations.

Each year, USA Hockey honors one person with its most prestigious honor — the Wm Thayer Tutt Award. The honor is bestowed upon a volunteer who, during many years of service, has displayed a selfless dedication to the enhancement of ice hockey at the grassroots level in America. The 2011 recipient was Don Korth.



About Don Korth

Don Korth began his journey in hockey in 1978 when he became the assistant coach for his son's squirt team in Salt Lake City. In 1979, Korth became the Bantam director for the Salt Lake Amateur Hockey Association. He went on to a high school coaching career that included stops at West Jordan High School, Olympus High School, Copper Hills High School and South Valley Independent High School. Korth's Olympus and South Valley squads won championships in 1994 and 2005, respectively. The USA Hockey Level 5 Certified coach also served as head coach of the Salt Lake Junior C team, head coach and general manager of an adult checking league team, head coach of the Black Diamond women's team and head coach of the Utah Grizzlies Special Needs Hockey squad. Along with his coaching duties, Korth served as a recruitment supervisor for Weber State University's men's hockey team, has been Utah's Coaching Education Program director since 2003, and was a USA Hockey Level 3 Certified referee until 2004.



BOB O'CONNOR INTERNATIONAL RESOURCE CENTER

The Bob O'Connor International Resource Center, a one-of-a-kind educational center that includes the most extensive collection of ice hockey coaching resources in the world, is located in USA Hockey's national headquarters in Colorado Springs, Colo.

With a climate-controlled setting that includes Olympic and championship game memorabilia, ice hockey magazines and original artwork, the facility is host to hundreds of ice hockey coaching books, manuals and videos.

The Bob O'Connor International Resource Center is open to the public during USA Hockey business hours, and at other times by special arrangement.

About Bob O'Connor

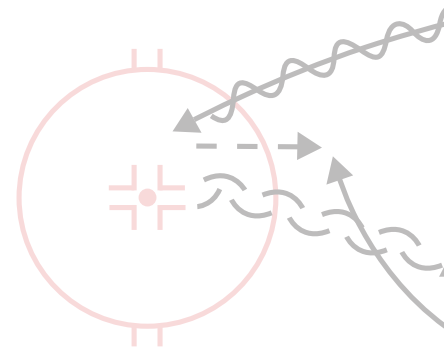
An amazing contributor to hockey at all levels for more than 50 years, Bob O'Connor's positive impact on the sport of hockey will be felt for generations to come.

He's coached athletes at nearly every level – from youth and high school players to college and Olympic athletes.

"Bob O'Connor encouraged me and gave me a chance," says Brian Burke, general manager of the 2010 U.S. Olympic Men's Ice Hockey Team and also president and general manager of the National Hockey League's Toronto Maple Leafs. "I will forever be grateful to him. He's a wonderful man."

A Rhode Island native, O'Connor spent most of his adult life in Minnesota. He was the boys' high school hockey coach at Edina for 20 seasons and compiled an amazing .850 winning percentage (323-48-22). His career also included a stint as an assistant men's ice hockey coach at Hamline University and roles as assistant coach for the 1984 U.S. Men's Olympic Ice Hockey Team and the 1997 U.S. Women's National Team.

O'Connor, the former USA Hockey national coach-in-chief and a USA Hockey director emeritus, is retired and resides in Hopkins, Minn., with his wife Alice.



PLAYER DEVELOPMENT

USA Hockey's innovative programs in player development to help athletes reach their full potential have positively affected the United States' performance in international competition.

National Team Development Program

USA Hockey's National Team Development Program, recognized across the world as a catalyst for the success the United States has achieved in international competition over the course of the past decade, celebrated its 15th season of existence and 14th year on the ice in 2010-11.

Located in Ann Arbor, Mich., the NTDP annually provides a concentrated on- and off-ice training environment for approximately 46 of America's premier ice hockey players under the age of 18. With an emphasis on athletic, academic and social development, the residency program prepares America's world-class ice hockey players for success at the highest levels of competition, from college hockey and International Ice Hockey Federation World Championships, to ultimately the National Hockey League.

Unlike many competitive athletic teams, the success of the NTDP is not gauged on wins and losses. Instead, the focus is on the development of skills and acquiring experience against older competitors.

The NTDP's player development efforts, which includes use of the revolutionary training software The Hockey Intelligym, have been highly regarded by collegiate and professional programs alike. During the 2010-11 season, 17 players with ties to the NTDP were selected in the NHL Entry Draft, including eight in the first two rounds.

In the relatively short history of the program, 198 alumni have been selected in the NHL Entry Draft. Meanwhile, nearly 300 NTDP alumni have skated for NCAA Division I hockey teams since the program's inception.



The Warren Strelow National Goaltending Mentor Program

The Warren Strelow National Goaltending Mentor Program finished its third full season in 2010-11 and was founded to institute a consistent nationwide goaltending program to recruit, develop and produce elite goaltenders.

The desired end result is to produce goaltenders that consistently rank among the best in the world and to increase the depth of elite goaltenders in the United States to the point where it becomes difficult to select goaltenders for national teams.

Part of the program is the Warren Strelow National Goaltending Camp, which began in the summer of 2008. In 2011, a total of 36 goaltenders were invited to participate, including 24 boys, ranging in age from 14 to 17, and 12 girls of all ages.

As part of the ongoing education process, the Strelow staff has produced online content specific to goaltenders at USAHockey.com, including the basics of the position, various on- and off-ice drills, helpful articles featuring tips from other goaltenders and an "Ask the Mechanic" section, where goaltenders can submit their questions and have them answered.

To date, a total of nine Strelow graduates have been selected in the NHL Entry Draft, including John Gibson, who led the U.S. Men's National Under-18 Team to a gold medal in 2011 and was the second goaltender selected in the 2011 NHL Entry Draft. On the women's side, all three members of the gold medal-winning 2011 U.S. Women's National Team attended the Strelow National Goaltending Camp.

Player Development Camps

USA Hockey provided opportunities for more than 1,300 players and 350 staff to be part of its nine player development camps in the summer of 2011. The weeklong sessions annually provide many of the United States' finest young hockey players with concentrated on- and off-ice training and instruction, as well as the chance to compete against other top players from their age group.

The camps took place at The Sports Centre at MCC in Rochester, N.Y., and the National Sports Center in Blaine, Minn., and focused on girls and boys ages 14 through 17 along with sled hockey players of all ages.

2010/11 Highlights

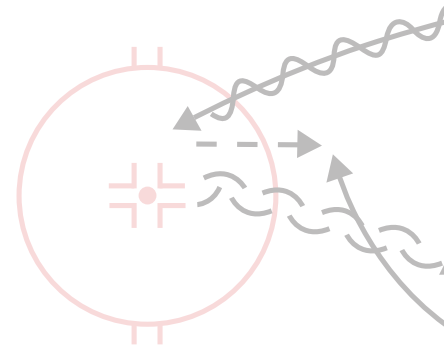
The U.S. Men's National Under-18 Team, comprised entirely of members of the National Team Development Program, captured its third straight gold medal and record sixth gold medal overall at the 2011 International Ice Hockey Federation U18 Men's World Championship in Crimmitschau and Dresden, Germany.

NTDP and Strelow National Goaltending Camp products Jack Campbell and John Gibson were named by the IIHF directorate as the top goaltenders of the World Junior Championship and U18 Men's World Championship, respectively.

Seventeen players with ties to the NTDP were selected in the 2011 National Hockey League Entry Draft, including eight in the first two rounds.

Strelow National Goaltending Camp products Brianne McLaughlin, Molly Schaus and Jessie Vetter combined to allow only five goals in five games en route to the U.S. Women's National Team's third straight gold medal at the 2011 IIHF Women's World Championship in Zurich and Winterthur, Switzerland.

A total of 14 NTDP alumni helped the U.S. National Junior Team claim the bronze medal at the 2011 IIHF World Junior Championship in Niagara and Buffalo, N.Y.



NATIONAL TEAMS

The 2010-11 season included significant success for teams representing the United States and USA Hockey on the international stage. The U.S. Women's National Team and U.S. Men's National Under-18 Team each captured their third consecutive gold medals, while the U.S. National Junior Team earned a second straight medal (bronze) for the first time in International Ice Hockey Federation World Junior Championship history. Overall, U.S. squads competed in 16 international tournaments, finishing first in nine and second in three more.

Senior Teams

The U.S. Women's National Team won its unprecedented third consecutive gold medal at the 2011 IIHF Women's World Championship in Zurich and Winterthur, Switzerland. Team USA allowed only five goals in five games, and Hilary Knight scored the gold medal-winning overtime goal against Canada to give the U.S. the title.

Meanwhile, the U.S. Men's National Team featured top performances from young stars such as Derek Stepan and Craig Smith, as Team USA finished eighth at the IIHF Men's World Championship in Bratislava and Kosice, Slovakia.

Junior Team

For the first time ever, the U.S. National Junior Team earned its second consecutive medal at the IIHF World Junior Championship in Buffalo and Niagara, N.Y., thanks to a 4-2 victory over Sweden in the bronze-medal game. The U.S., which lost just once in the entire tournament, earned a medal for the first time ever in a championship held on its home soil.



Under-18 Teams

Both the U.S. Men's National Under-18 Team and U.S. Women's National Under-18 Team won gold medals at their respective tournaments in 2011.

The U.S. Women's National Under-18 Team earned its third gold medal in four years at the 2011 IIHF U18 Women's World Championship in Stockholm, Sweden. Team USA posted a perfect 5-0-0-0 record at the event, including a 5-2 win over Canada in the gold-medal game.

Meanwhile, the U.S. Men's National Under-18 Team captured its third consecutive gold medal at the 2011 IIHF U18 Men's World Championship in Crimmitschau and Dresden, Germany, in thrilling style. Team USA earned overtime victories in both its semifinal game against Canada and its gold-medal showdown against Sweden to bring home the top prize.

Sled Team

The U.S. National Sled Hockey Team finished in third place at a pair of international tournaments, including the 2011 World Sledge Hockey Challenge in London, Ont., and the 2011 Japan Para Ice Sledge Hockey Championships in Nagano, Japan.

Select Teams

The U.S. fielded three select teams during the 2010-11 season, including the U.S. Under-18 Select Team that posted its best finish (2nd) in five years at the 2010 Ivan Hlinka Memorial Tournament; the U.S. Under-17 Select Team that captured first place at the 2010 Under-17 Five Nations Tournament in Huttwil, Switzerland; and the U.S. Junior Select Team that earned its third straight World Junior A Challenge title in Penticton, B.C.

Inline Team

The U.S. National Inline Team advanced to the gold-medal game of the IIHF InLine Hockey World Championship for the third straight year, but settled for the silver medal after dropping the final game to tournament host Czech Republic. The U.S. has medaled in 12 of the 15 IIHF InLine Hockey World Championships conducted.

2010/11 Highlights

Monique Lamoureux-Kolls was named the top forward by the directorate at the 2011 IIHF Women's World Championship in Zurich and Winterthur, Switzerland

Jack Campbell was named the top goaltender by the directorate at the 2011 IIHF World Junior Championship in Buffalo and Niagara, N.Y., earning his fourth medal as a member of a U.S. National Team.

John Gibson earned the directorate award as the top goaltender at the 2011 IIHF U18 Men's World Championship in Crimmitschau and Dresden, Germany.

Milica McMillen and Alex Carpenter were tabbed by the directorate as the top defenseman and top forward at the 2011 IIHF U18 Women's World Championship in Stockholm, Sweden.



PROMOTION OF THE GAME

Helping expand the reach of our sport and celebrating those that have made outstanding contributions is an important and on-going effort at USA Hockey.

U.S. Hockey Hall of Fame

The U.S. Hockey Hall of Fame welcomed another spectacular class in 2010 with the induction of Art Berglund, Derian Hatcher, Kevin Hatcher, Dr. V. George Nagobads and Jeremy Roenick.

The group was formally enshrined on Oct. 21 at HSBC Arena in Buffalo, N.Y., before a capacity crowd.

The induction festivities included a special recognition of the silver medal-winning 1972 U.S. Olympic Men's Ice Hockey Team.

Steve Levy of ESPN served as master of ceremonies for the event, which included remarks from Dave Ogrea, executive director of USA Hockey and Gary Bettman, commissioner of the National Hockey League.

Since taking over responsibilities for the U.S. Hockey Hall of Fame in 2007, USA Hockey has staged induction events in Grand Forks, N.D., Denver, Colo., Boston and Buffalo, N.Y.

The 2011 induction ceremony and dinner is scheduled to take place in Chicago.



USA Hockey in Washington D.C.

Joining the National Hockey League and other dignitaries from the hockey world on March 10, Dave Ogrea, executive director of USA Hockey, highlighted the efforts of the organization during a Congressional briefing on Capitol Hill that focused on the state of hockey in America. Ogrea also joined NHL Commissioner Gary Bettman and First Lady Michelle Obama at the White House on March 11 for a street hockey game to highlight USA Hockey and the NHL's participation in the First Lady's Let's Move initiative.



Hockey Weekend Across America

USA Hockey led the hockey community in the fourth annual Hockey Weekend Across America, presented by Reebok. The nationwide event, which took place Feb. 18-20, was a three-day celebration of the sport of hockey that included hundreds of thousands of fans wearing their favorite hockey jerseys, more than 6,000 boys and girls trying hockey for the very first time, millions of viewers watching NBC's Hockey Day in America coverage, and organizations across the nation honoring their local hockey heroes.

On Friday, USA Hockey directed fans to its Facebook page to submit photos of themselves, their friends and colleagues donning their favorite team's jersey at work or at school during Wear Your Favorite Hockey Jersey Day.

On Saturday, for Bring a Friend to the Rink Day, sponsored by the NHL, 182 rinks in 48 states across the nation hosted Try Hockey for Free events, introducing 6,064 young kids to hockey for the very first time. The Moylan Ice Plex in Omaha, Neb., and the Sugar Land Ice & Sports Center in Sugar Land, Texas, each welcomed nearly 250 hockey first-timers.

In honor of Celebrate Local Hockey Heroes Day on Sunday, sponsored by Liberty Mutual Responsible Sports, local teams and associations honored their heroes in many special ways, including on-ice tributes.

Also on Sunday, NBC presented its "Hockey Day in America" coverage from 12 - 6 p.m. EST, including an NHL doubleheader and content throughout the broadcast that showcased all levels of hockey in the United States to millions of viewers.



Hockey Weekend Across America Daily Themes

Friday

Wear Your Favorite Hockey Jersey
sponsored by ShopUSAHockey.com

Saturday

Bring a Friend to the Rink
sponsored by the NHL

Sunday

Celebrate Local Hockey Heroes
sponsored by Liberty Mutual Responsible Sports





TOTAL HOCKEY



MARKETING AND EVENTS

USA Hockey has continued to enjoy great success in generating critical revenue to help further the sport through marketing and event initiatives. All total, more than \$11 million was generated in the 2010-11 season, including \$6.7 million in events, \$2.5 million in sponsorship and retail revenue and \$2 million from USA Hockey sponsors that went directly to grassroots programs. The strength of USA Hockey's brand continues to provide significant value to sponsors and strong servicing of agreements has contributed to long-term, mutually beneficial, relationships.

Sponsorship

USA Hockey continued its record-setting performance in revenue generation by adding Marriott Hotels and RBC Bank as new sponsors and reaching renewal agreements with Liberty Mutual Insurance, Labatt Blue, United Airlines and Enterprise Car Rental.

Interaction between USA Hockey and its sponsors continues to be strong. The annual Sponsor Summit held in conjunction with Annual Congress included an all-time high of 22 attendees with discussions on a variety of topics, including ways sponsors can support grassroots programs. The Degree Jersey Program, as well as Liberty Mutual, RBC Bank and Total Hockey grant programs, are examples of direct support to grassroots organizations, by USA Hockey sponsors.

Retail

The ShopUSAHockey.com online store finished the year with a 15% growth in revenue compared to the previous non-Olympic year, achieved through new advertising creative direction and the implementation of more advanced direct marketing initiatives.

During the year, USA Hockey partnered with an outside company to open a retail store in Lake Placid, N.Y., called the USA Hockey Store. The retail facility carries a wide array of USA Hockey merchandise, including a full line of "Miracle On Ice" products. The store has been well received and is off to a strong start.

Events

The highlight of the year was the International Ice Hockey Federation World Junior Championship hosted by USA Hockey in Buffalo, N.Y. Without question the most successful event ever hosted by USA Hockey, attendance exceeded 350,000. Preparations for the 2012 Women's World Championship to be hosted by USA Hockey in Burlington, Vermont, in April 2012, have been ongoing.

Hockey IntelliGym

The Hockey IntelliGym cognitive training software continues to revolutionize athlete training. This program, jointly developed by USA Hockey and Applied Cognitive Engineering, has become part of the training process for the Under-17 and Under-18 teams at the National Team Development Program, multiple National Team members and various NCAA Division I teams.

The software-based training tool, which helps players develop hockey sense and improve their on-ice decision-making, has been in the market for one year. It gained international recognition by winning the "Brain Training Innovation Award" and is rapidly being adopted by players and teams at all levels across the country.

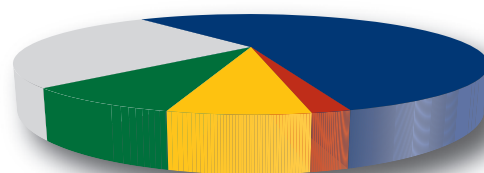


STATEMENT OF FINANCIAL POSITION

August 31, 2011

Assets	2011	2010
Current Assets		
Cash and cash equivalents	5,210,799	5,596,153
Short-term investments	0	1,125,000
Accounts receivable ¹	2,991,672	2,187,685
Prepaid expenses	845,973	1,174,894
Total Current Assets	\$9,048,444	\$10,083,732
Property and Equipment		
At cost	4,867,043	4,377,731
Less accumulated depreciation	(2,976,939)	(2,867,558)
Total Property and Equipment	\$1,890,104	\$1,510,173
Other Assets		
Investment in HARP	750,000	750,000
Total Other Assets	\$750,000	\$750,000
TOTAL ASSETS	\$11,688,548	\$12,343,905
Liabilities and Net Assets		
Current Liabilities		
Accounts Payable	1,852,446	2,039,673
Accrued payroll and related benefits	451,264	391,046
Deferred revenue	8,897,345	9,059,138
Total Current Liabilities	\$11,201,055	\$11,489,857
Net Assets		
Unrestricted	448,832	815,387
Temporarily Restricted	38,661	38,661
Total Net Assets	\$487,493	\$854,048
TOTAL LIABILITIES AND NET ASSETS	\$11,688,548	\$12,343,905

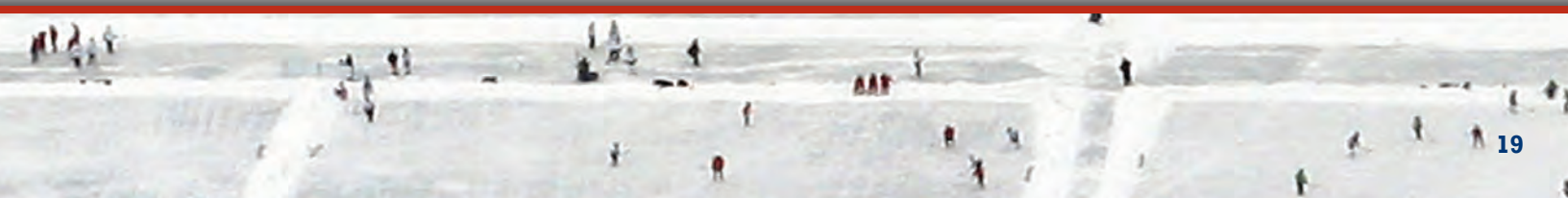
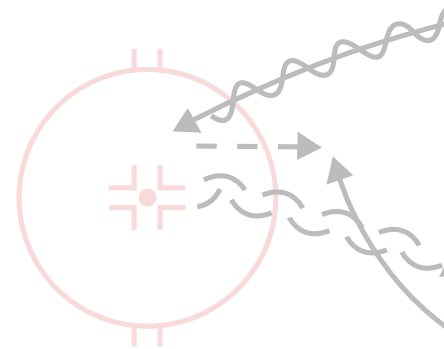
Revenue Breakdown



- Dues & Membership Registrations (56.62%)
- Grants and Other Income (28.00%)
- Tournaments & Exhibitions (7.51%)
- Corporate Sponsorship (6.74%)
- Advertising & Merchandise Sales (1.13%)

¹ Includes accounts receivable from The USA Hockey Foundation and STAR.

* These statements represent USA Hockey, Inc. only and do not include The USA Hockey Foundation. The USA Hockey Foundation is a 501(c)(3) corporation. The majority of The USA Hockey Foundation Board of Directors are appointed by the USA Hockey Board of Directors.



STATEMENT OF UNRESTRICTED REVENUES, EXPENSES & OTHER CHANGES IN UNRESTRICTED NET ASSETS

August 31, 2011

Revenue	2011	2010
Membership registrations and dues	19,601,022	18,977,079
Corporate sponsorship	2,333,379	2,404,424
USOC grants	1,495,319	1,643,500
Tournaments and exhibitions	2,598,531	2,799,196
Interest and dividends	15,863	39,995
Advertising and merchandise sales net of cost	392,048	601,488
Other income	273,979	288,738
National Hockey League	0	550,002
Contributions	75	2,308
USA Hockey Foundation grants	7,908,593	6,583,813
Satisfied program restrictions	2,000	20,500
Total Revenue	\$34,620,809	\$33,911,043
Expenses		
Membership services	8,945,564	7,894,892
Inline hockey	403,422	586,678
National team development	3,308,860	3,041,535
International programs	5,349,396	4,961,926
Internet program	586,426	560,136
Player development	1,689,286	1,486,385
Officials	1,628,628	1,762,879
Coaching	1,591,284	1,298,813
Junior program	390,581	437,981
Adult program	1,610,313	1,272,220
Annual Congress/Winter Meetings	791,301	737,765
Youth program	517,604	547,537
Membership development	1,212,949	946,356
American Development Model	1,515,703	2,965,580
Total Expenses	\$29,541,317	\$28,500,683
Supporting Services		
General and administrative	4,553,802	4,505,619
Marketing and fundraising	892,245	862,221
Total Supporting Services	\$5,446,047	\$5,367,840
Change in Temporarily Restricted Assets	0	(17,875)
CHANGE IN NET ASSETS	(\$366,555)	\$24,645







usahockey.com