



# New Programs & Business Development

Winter State Meeting  
Report 2014





# Agenda

- Minnesota Hockey Mission
- Brand Strategy
- Committee Mission
- Committee Members
- Major Challenges
- Major Categories for Possible Action
- Reach Out to Others



# Minnesota Hockey Mission

- Growth
- Age Appropriate Player Development
- Safety



# Brand Strategy

- Teacher
- Legacy
- Community



## **Business Development Mission**

The Minnesota Hockey New Programs/ Business Development Committee identifies, validates, and develops program proposals for the MN Hockey Board that continually drive progress on MN Hockey's goals and objectives while adhering to MN Hockey's mission and brand strategy, ultimately handing off promising programs to the appropriate MN Hockey committee for implementation.



## Committee Members

- Tom Slaird – Chair
- Dave Bakke
- Gerry Brockman
- Mike Snee
- Jake Reinseth
- Scott Gray
- Chris Evans
- Bob Halverson – of counsel
- Dave Margenau – of counsel



# Major Challenges

1. Negative perception of hockey due to injuries, especially concussions
2. Encroachment from for-profit programs
  - Increases costs for participants
  - Challenges community based in-season hockey
  - Limited quality control
3. Associations trying to serve everyone
  - Some want more “fun” & others want more “development”
  - Some want less time commitment & others want more ice time
4. Affordability



# Major Categories for Possible Action

1. Skill Development – two separate but related areas
  - General player skill & knowledge
  - High performance/elite programs and teams

## Possible Areas for Action:

- Association consulting & training
- In-season development center(s)
- Off-season development center(s)
- Acquire a development facility
- District high performance/elite teams (pre and/or post season or all season)





# Major Categories for Possible Action

## 1. Skill Development (cont.)

- High Performance 14 program
- Off-season camps for wide range of players
- AAA summer tournaments
- ADM acceptance
- Testing & grading programs



# Major Categories for Possible Action

## 2. Pre-Mite Primer

- Could include explanatory materials along with a distribution strategy encouraging parents to consider hockey for their child
- Could include on-ice sessions allowing young children to get a feel for skating & hockey without purchasing equipment
- USA Hockey collaboration – new parent manual

## 3. Mite Retention

- “Heavier” Mite programs

## 4. Season Structure

- Extend season deeper into February & March
- Create a second season



## Major Categories for Possible Action

### 5. Season End Tournament

- Squirt/10U Region Tournament
- Squirt State Tournament
- Other year-end wrap-up

### 6. Other possible action areas

- Review state tournaments, including quality, consistency & locations
- Participation in USAH national tournaments
- Participation in USAH Peewee regional tournament
- Travel for all regardless of skill (House "C" becomes optional)
- Mandatory minimum association size



## Major Categories for Possible Action

6. Other possible action areas (cont.)
  - Explore role of districts
  - Due diligence and strategy for dealing with AAU
  - Options for creating leagues
  - Logical full year calendar for each age level and skill level
  - Method to validate, unite, partner with the myriad of non-Minnesota Hockey programs
  - Deal with safety/danger issues
  - Deal with cost issues



## Reach Out to Others

The Committee will reach out to interested or relevant parties to garner input, gain consensus, and break down barriers. Examples of who might be contacted:

- Let's Play Hockey writers & publisher
- For-profit program leaders and other non-MN Hockey program leaders
- Local association and district administrators and coaches
- Parents and players
- MN High School Hockey Coaches Associations (Girls & Boys)
- YHH (Youth Hockey Hub) staff
- MN Hockey Officials Association
- Corky Hall – Stellus Consulting
- USAH resources
- Retired MN Hockey volunteers
- Other independent resources who may offer advice without a fee.