

Welcome Parents



EDINA HOCKEY ASSOCIATION

Town Hall Meeting

Monday, Sept. 15, 2014

Agenda

- ▲ EHA Background/Mission
- ▲ EHA Board Structure/Responsibilities
- ▲ 2014-15 Key Objectives
- ▲ Financial Review
- ▲ Fundraising/Sponsorships
- ▲ Scholarships/Financial Assistance
- ▲ 2014-15 Hockey Season Plans
 - Teams, Coaches, Goalie Development, Tryouts, Jerseys, etc.
- ▲ Q & A



Edina Hockey Association (EHA) is the largest youth hockey organization in the country.

The mission of the Edina Hockey Association is to design programs aimed at creating a fun, fair and safe hockey environment which increases participation and improves skills, while developing respect for others, self confidence and teamwork in our student athletes.



Edina Hockey Association Core Values

1. **Respect:** Treat others better than you expect to be treated.
2. **Sportsmanship:** Foster a sense of fair play, humility in victory and graciousness in defeat, as well as friendship with teammates and opponents alike.
3. **Integrity:** Demonstrate honest and fair play, beyond simple strict adherence to the rules and regulations of the game.
4. **Excellence:** Pursue the highest level of personal achievement as a player, and collective achievement as a team and an organization.
5. **Teamwork:** Learn the value of working together. Hockey is a team sport. Success on the ice, as in many aspects of life, is best achieved working as a team, towards a shared goal.
6. **Loyalty:** Develop a loyalty to the ideals of the sport and the fellow members of the hockey community.
7. **Enjoyment:** Have fun, and have satisfying and rewarding experiences that benefit all participants.



The EHA is a member of District 6 of Minnesota Hockey and USA Hockey, and it adheres to District 6, Minnesota Hockey and USA Hockey rules on rink features, teams, equipment, penalties, officials and playing rules.



EHA Background

- ▲ Established 1957. Celebrating 57th season during 2014-15
- ▲ Majority volunteer association (Board members, coaches)
- ▲ Largest youth hockey association in the U.S.A. 1,251 participants in 2013-14 season. Mite program is larger than most Associations in Minnesota!
- ▲ Last season: 80+ teams - 316 girls, 935 boys
- ▲ 3 national titles, 55 state championships. Numerous district championships
- ▲ EHA significantly enhances the “Edina” brand
- ▲ Feeder program for Edina High School Boys and Girls Hockey programs (both Varsity and Junior Varsity –12 state boys championships), several private high school hockey programs, USA Hockey National Team Development Program in Ann Arbor, MI and junior programs in US and Canada
- ▲ Multiple former players have been drafted by National Hockey League (NHL) teams



Meet the EHA Board



- ▲ Andrea Balow
- ▲ Scott Brener
- ▲ Tom Chorske
- ▲ Dawn Cunningham
- ▲ Kurt Dahlquist
- ▲ Mike DeVoe
- ▲ Bill Doll
- ▲ Troy Eigner
- ▲ Herm Finnegan
- ▲ Charlie Flinn
- ▲ Rob Fritz
- ▲ Ron Green
- ▲ Mike Hiniker
- ▲ Joseph Hulbert
- ▲ Troy Johnson
- ▲ John Karpinsky
- ▲ Guy Logan
- ▲ Mike Mikan
- ▲ Tim Nasby
- ▲ Beth Psihos
- ▲ Heather Shaw-Strack
- ▲ Matt Stratton
- ▲ William Wolfe

- EHA Executive Asst. – Judy Goodman
- Ice Coordinator – Bob Capra
- Tournaments – Krista Gresham
- Audit and Tax – Boyum & Barenscheer PLLP

- Co-Presidents – Ron Green, Mike DeVoe
- Executive Committee
 - Operations – Ron Green
 - Finance – John Karpinsky, Troy Johnson
 - Girls Hockey – Bill Doll, Guy Logan
 - Boys Hockey – Mike Hiniker

Board Member Commitment and Responsibilities

- ▲ Oversee and Operate the EHA
- ▲ Min. 3-year term, 5-year max with additional 1-year terms
- ▲ Liaison to EHA players, parents, coaches, sponsors, D6, Minnesota Hockey and USA Hockey
- ▲ Active member on more than one committee
- ▲ On site coordination/coverage of 4 EHA-sponsored tournaments
- ▲ Have fun!



Committees

Operations

- EHA website/Member Communications
- Vendors
- Team manager liaison/training
- Board Minutes
- Tournaments
- Safety
- D6 liaison

Finance

- Budget
- Sponsorships
- Fundraising
- Scholarships

Girls Hockey

- Mites and 8U
- 10U
- 12U
- 14U
- 19U
- Goalie development
- Coach & Team Development
- Ice and Dryland coordination
- Coach Certification

Boys Hockey

- Mites
- Squirts
- Peewees
- Bantams
- Jr. Gold
- Goalie development
- Coach & Team Development
- Ice and Dryland coordination
- Certification



2014 Success at State and District Level



- 10U A
- 14U B
- Pee wee AA
- Jr. Gold B White

Record 15 teams advanced to state tourneys



- Squirt A Gold
- Squirt B White
- Pee wee B2 Gold
- Bantam A
- Bantam B2 White
- Bantam C White



USA Hockey **Female Honors Award**

Edina Hockey Association

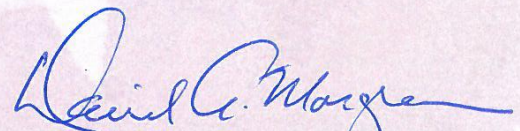
Minnesota District

USA Hockey acknowledges you as a leader in
the growth, development and promotion of ice
hockey for females in the United States.

Presented June 2014



USA Hockey President



Affiliate President

2014-15 Key Objectives

- ▲ Increase transparency, create a more inclusive Association
- ▲ Improve development of players, coaches and teams
- ▲ Enhance fundraising/sponsorship opportunities
- ▲ Create short and long term strategic plan for EHA



Financial Review

- ▲ EHA is a non-profit 501c3 organization – goal is to break even each year
- ▲ File annual return with IRS
- ▲ Registration fees cover:
 - Ice time (games, practices, clinics) and dryland training
 - Tournament registrations
 - Coach certification and development
 - District 6 fees
 - Edina city user fees
 - Referees
 - Admin support
- ▲ Team assessments
 - Varies by team – typically AA, A and B-1 are higher
 - Additional ice time
 - Out of town travel expenses
 - Decisions made by each team
 - Team is responsible for assessments – **not** EHA
- ▲ Regional and State Qualifying
 - EHA pays team entry fee
 - Teams cover travel expenses for non-parent coaches, hotels (if needed), additional optional custom apparel, gate fees, etc.



Edina Hockey Association

2014 – 2015 Registration Fees By Level

Termites

- \$325

Mites

- 1st year - \$475
- Upper - \$700

Squirts

- \$1,170

PeeWees

- \$1,230

Bantams

- \$1,245

Junior Gold

- \$1,275

U8

- Beginner - \$325
- Intermediate - \$475
- Advanced - \$700

U10

- \$1,170

U12 and U14

- \$1,230 and \$1,245

U19

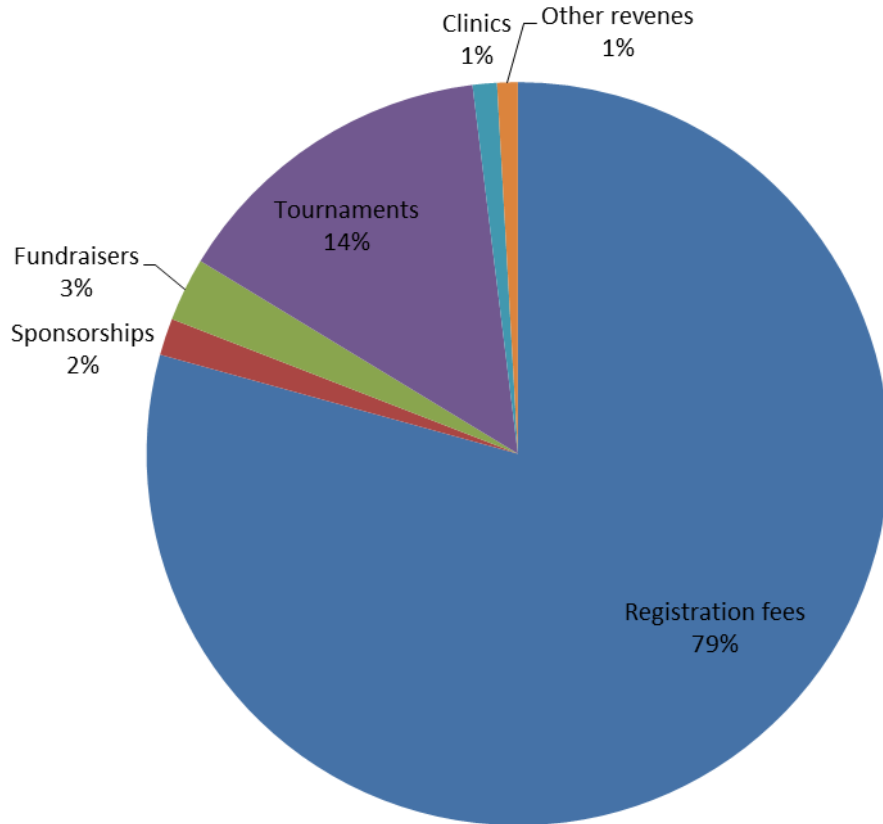
- \$1,100

Goalies at each level are approximately \$375 less except for S squirt and U10 which are \$350 in total



EHA Revenues By Category

Revenues by Category



Revenues

Registration fees	79%
Tournaments	14%
Fundraisers	3%
Sponsorships	2%
Other	2%
<hr/>	
	100%



EHA Expenses by Category

Expenses - approximate

Ice time - practice	55%
Ice time - games	22%
Tournaments	6%
Dryland	6%
Jerseys / socks	6%
District 6 and user fees	3%
Coach certification / other	2%
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	100%
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Team-Based Financial Reporting Format

(Sample report format)

REVENUE	Team X
Player Revenue	\$ 17,550.00
Goalie Revenue	\$ 700.00
Total Revenue	\$ 18,250.00
DIRECT COSTS	
ICE-Cost of Practice Ice	\$ 6,112.00
ICE-Cost of District Home Game Ice	\$ 1,528.00
Dryland Cost	\$ 2,300.00
Cost of Tourneys	\$ 4,540.00
Jerseys & Socks	\$ 1,700.00
Park&Rec, Braemar User Fees	\$ 204.00
Hornets Nest Fees	\$ 340.00
District Fees	\$ 1,700.00
Coach certification & costs	\$ 200.00
Net Fundraising	\$ (520.38)
Team Sponsorship	\$ (1,500.00)
Trophies	
Credit Card Fees	\$ 501.88
TOTAL DIRECT COSTS	\$ 17,105.49
EHA-ALLOCATED OVERHEAD	\$ 1,298.70
LEVEL-ALLOCATED Ice-Grading & Tryouts	\$ 509.33
TOTAL COSTS	\$ 18,913.53
Team Net	\$ (663.53)



EHA Fundraiser

- ▲ WHAT – Brew Pub Pizza or Opt-Out (\$150 fee)
- ▲ WHY?
 - Previous income sources have been taken over by City
 - Concessions
 - West Rink dasher boards
 - 100% of proceeds offset costs of operating youth hockey program
- ▲ DESIGNED FOR BROAD APPEAL
- ▲ \$200 at registration receive 8 Coupon Sets (3 coupons per set) mailed to you. Redeemable at Jerry's Foods (Vernon Ave. location only) and Cub Foods (York Ave. location only). Expire on December 31, 2014
- ▲ MULTIPLE-PLAYER FAMILIES: The first two children must participate fully (sell 8 Coupon Sets or Opt-Out for \$150). The third+ child has an option to participate fully or Opt-Out at a reduced fee of \$50.
- ▲ Team managers do not need to manage this fundraiser.



Partnerships – Added Value

- ▲ Free Mouthguard Day – sponsored by Edina Orthodontic Associates. Two locations in Edina (50th/France and Centennial Lakes) – check schedule on website by level.
- ▲ Patron Days at local restaurants and businesses giving EHA % back on purchases.
- ▲ Team Apparel partnering with local businesses: General Sports, Gemini Athletic Group.
- ▲ Sports Star Photo – Handles all team and individual photos plus provides posters at Braemar and team sponsor plaques.



Scholarships – Financial Assistance

- ▲ Supporting Edina families in need of financial assistance to help defer some of the cost of the base registration fee. The Financial Assistance Policy is provided on the EHA website. Assistance is confidential and is limited to three years per skater.
- ▲ The EHA supports related organizations outside of Edina such as Minnesota Special Hockey, a hockey program geared toward individuals with disabilities. The EHA donates 12 hours of ice every year to this program.
- ▲ Annually, the EHA grants three post-secondary scholarships to EHS Seniors (boys and girls). The individuals must have played hockey for three consecutive years for an EHA or EHS sponsored team starting in their freshman year. If they do not play hockey in their senior year, they must assist in the coaching of an EHA sponsored team. These scholarships are distributed through the Edina Education Fund.
 - 2014 Recipients: Yasamin Graff, Betsy Probst and Cullen Raasch





- ▲ Organized ice hockey league available to every Minnesotan with a developmental disability – open to all ages.
- ▲ Practices and games on Sundays
- ▲ EHA is a proud supporter by donating ice time to the Stingers
- ▲ The Stingers are players from the South / Southwest metro area.
- ▲ Volunteers welcome - need to be 15 years or older, help on-ice, refereeing, etc.
- ▲ Spread the word.
- ▲ Contact Susie Miller, Braemar GM, and MN Special Hockey Board member and founder



Community Service

- Each team required to complete at least one community service project
- EHA has a strong history of supporting needy activities



2014/15 Edina Hockey Association Calendar

Events

EHA Hosted Tourneys

Tryouts/Trainings

D6/State

Q4 2013

Q1 2014

September

October

November

December

January

February

March

April

12U Tryouts

Bantam Tryouts

PW Tryouts

D6 Rostering
Deadline

Free Mouthguard Day

14U Tryouts

Jr Gold Tryouts

19U Tryouts

Squirt Tryouts

10U Tryouts

Mite Tryouts/Teams

Photo Days

Cake-Eater Tourney

D6 Rostering
Deadline

Calendar Fundraiser

Team Manager Trainings
4 dates

D6 Coach Certification
Training

Photo Days

Edina Invitational
Tourney

Reimann Tourney

D6 Rostering Final

Skate with the Varsity
Fundraiser

Calendar Fundraiser
Drawing

O'Connor
Tourney

District Playoffs

Regional
Tournaments

State Tourney

Board
Elections

Coach &
Sponsor
Recognition
Event

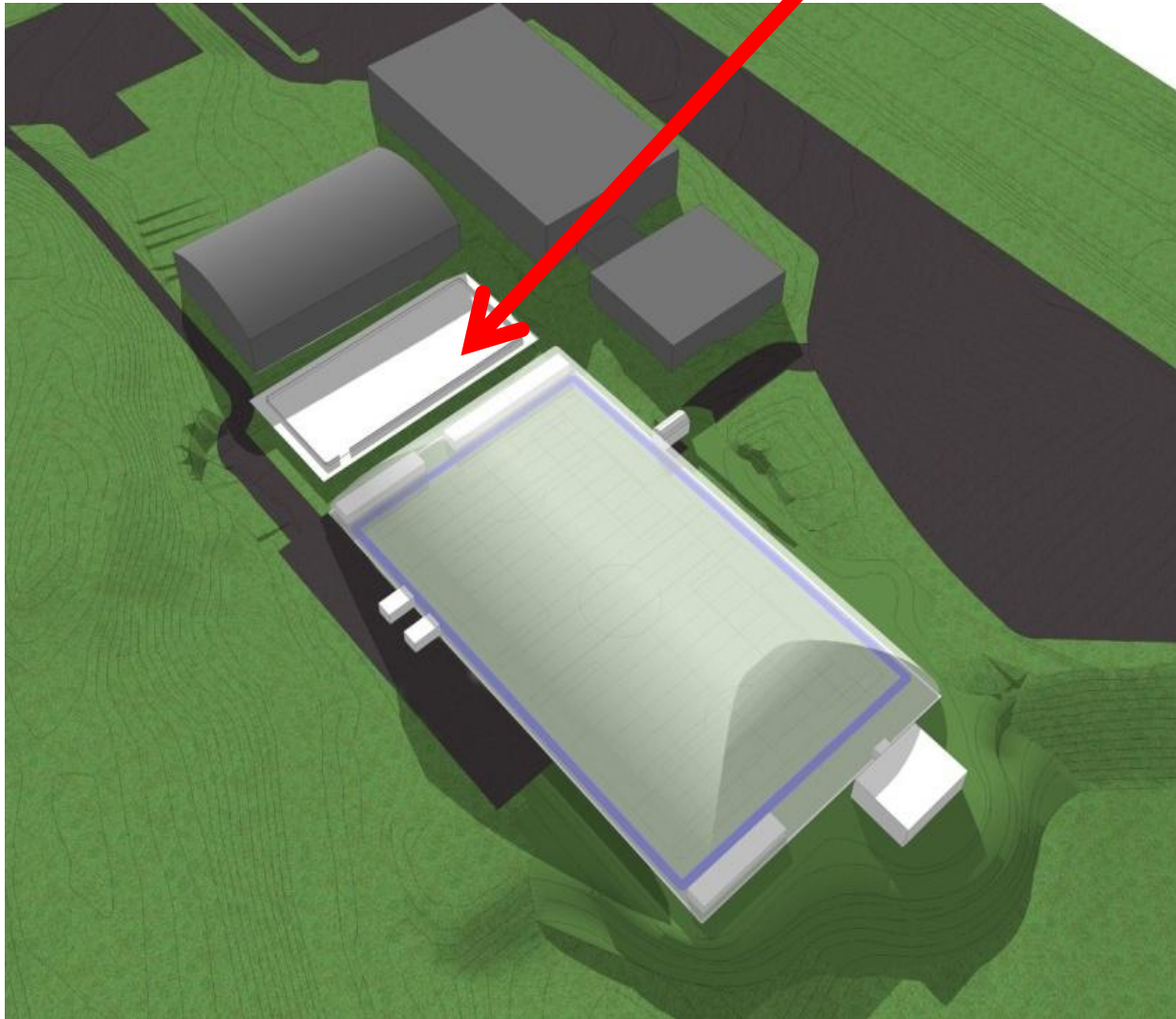
EHA Team Service Projects

Braemar Updates

- ▲ East and outdoor rinks will be primary rinks for hockey; South rink will be primary rink for figure skaters (hockey will still have ice time on South)
- ▲ New locker rooms for outdoor rink (in East rink).
- ▲ Ballet room now multi-purpose room and available for hockey players to use for warm-ups



Braemar Field with Outdoor Rink



Outdoor Rink – Grand Opening Dec. 5



Dryland Training

- ▲ Velocity Hockey Training Center –
Hornet's Nest at Braemar
- ▲ Each team will receive at least 2
sessions per month
- ▲ Activities specific to age group (mix of
treadmill skating, puck handling/stick
work, shooting cages, weight lifting,
plyometrics, etc.)
- ▲ Critical development component



Teams and Coaches

▲ Boys Teams

- Termites: 6
- 1st Year Mites: 6
- Upper Mites: 2, 4, 4
- Squirts: 2 A, 6 B, 4 C
- Peewees: 1 AA, 1 A, 2 B1, 4 B2, 4 C
- Bantams: 1 AA, 1 A, 2 B1, 2 B2, 2 C
- Jr Gold: 1 A, 2 B, 2 U16

▲ Girls Teams

- U8: 8
- U10: 2A, 2-3B
- U12: 1 A1, 1 A2, 2 B
- U14: 1 A1, 1 A2, B
- U19: 1

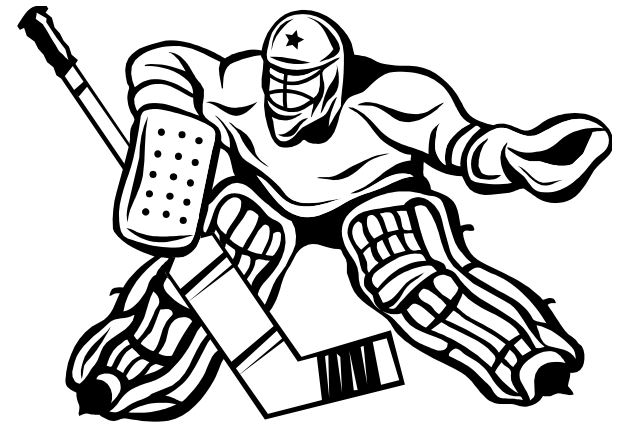
Note: Final team numbers determined after registration closes

▲ Coaches

- Non-parent coaches at the following levels
 - Jr. Gold
 - Bantam AA, A, B1
 - Pee wee AA and A
 - Girls U14A2, U12A2, potential 3 other teams
- Qualified parent coaches at all other levels
- Sign equal play agreement
- Certification process - \$100 per coach and 8 hours on-line testing, etc.



Goalies



- ▲ Tryouts
- ▲ Team Assignment and Coach/Parent Trainer
- ▲ Sunday Goalie Development Clinics
- ▲ Other Training Resources
 - Goalcrease
 - DEVINIR
 - Kodatsky
 - Independents



Tryouts

▲ Braemar Ice Arena

Goalie Grading/Evaluation		
<u>Level</u>	<u>Grading</u>	
	<u>Session 1</u>	<u>Session 2</u>
U12s	Sept. 18, 5p, West	Sept. 18, 6:10p, West
PeeWees	Sept. 25, 4:10p, East	Sept. 25, 5p, East
Bantams	Sept. 28, 3:30p, West	Sept. 28, 4:20p, West
U10s	Oct. 20, 5:10p, South	Oct. 20, 6p, South
Squirts	Oct. 20, 5:10p, South	Oct. 20, 6p, South
U14s	Nov. 1, 3:10p, South	Nov. 1, 4:20p, South

▲ Process

- Evaluators score individuals in Technical, Tactical and Athleticism/Attitude
- The individuals are ranked and assigned to Groups
- Group assignments posted on EHA website
- Individual performance during Group assignments are noted by Coaches who ultimately select tenders to their teams.

TECHNICAL

Skating ability
 Use of catcher
 Use of blocker
 Use of torso
 Use of stick (paddle down & poke)
 Tracking puck
 Holding stance during movement
 Rebound control: protect or deflect
 Sliding fly
 Freezing puck

TACTICAL

Angles & depth & squareness
 Effectiveness on in close play
 Defending screens and deflections
 Defending breakaways
 Defending posts & bad angle shots

ATHLETICISM/ATTITUDE

Balance
 Athleticism
 Competitiveness

Comments:

Team Assignment

▲ Team Assignment and Coach/Parent Trainer

- Depending on the number of teams and where the goaltender is placed, there may be one or two goalies per team.
- Important to identify a Coach or Parent who will be spending time on the ice, training the goaltender.
- EHA will host a seminar on best training practices after the first couple of weeks of practice. Jeff Hall, Director – Goalcrease will lead the clinic
- Additional training of Coaches and/or designated parent is continuous and free of charge at the Sunday Goalie Development clinics



*“I’m not looking for the **best** players, Craig. I’m looking for the **right** ones.”*

-Herb Brooks



Sunday Goalie Development Clinics at Braemar

- ▲ Intended for all Goalies and Designated Coaches at all levels.
 - Foundational and Experienced Sessions (Age and Skill Appropriate)
 - Off Ice Classroom and On Ice Drills
 - Sign up information posting soon on the Edina Hockey Association Website.
 - 6 Clinics – Oct 12, 26, Nov 9, Dec 7, 14 and Jan 25



Other Goalie Training Resources

Goalcrease



Training Package Options	Goalie's Co-Pay	Regular Goalcrease Price	Goalie's Savings
Option A: (4) 1-on-1's	\$280	520	\$240
Option B: (3) 1-on-1's	\$185	390	\$205
Option C: (2)1-on-1's +(3) Open Clinics	\$200	404	\$204
Option D: (4) Partner Lessons*	\$90 each	260	\$170
Option E: (2) 1-on-1 Lessons	\$90	260	\$170
Additional Goalcrease discount for EHA Goalies**	1-on-1's for year-round use, \$95 each	\$130	27% Off

DEVENIR Goaltenders

- Ryan Ess

Kodatsky – Mitch Korn Goalie Training

- Dan Kodatsky

Independents



Grading – Skaters (One Session)

▲ Skaters

- On-ice assessment of fundamental skills (skating, shooting, puckhandling, passing, etc.)
- Same assessor for each station/skill for consistency
- Players ranked
- Assigned to 1 of 4/5 groups of 30 skaters per group for first of 4 tryout sessions
- Group assignments posted on EHA website

Player		POSITION	Team Last Year	BIRTHDATE	GRADE	Station	Station	Station	Station	BONUS Station	Total Points
						FW BW shoot	Forward - Backward Skating Drill	Crossover Drill	4 Cone Drill	4 Corners	
						FW BW Pass BW shoot			for puckhandling	1-0 transitional (extra drill) pass- repass shot drill	
							STOP WATCH NEEDED				
First	Last					SCORE 1 , 3, or 5 1=low 3=med 5=high	SCORE 1 , 3, or 5 1=low 3=med 5=high	SCORE 1 , 3, or 5 1=low 3=med 5=high	SCORE 1 , 3, or 5 1=low 3=med 5=high	NO SCORES GIVEN	
Johnny	Hockey	D	BA	##	9	3	4	4	3		14



Tryouts – Sessions (4)

- ▲ EHA philosophy – open tryouts. Parents can watch or choose to stay away. What you can do to help your player? Be positive and supportive of the process.
- ▲ Players check in and assigned position and team – may be placed at position they normally do not play.
- ▲ Players warm up and play hockey.
- ▲ Coaches and Board Liaisons for that level observe all players.
 - Note: Board members CANNOT be assigned to Level if they have a player at that level (example, Board member with Squirt level player cannot be a Liaison for Squirts).
- ▲ After all Groups are done for that day, Coaches and Liaisons meet to discuss any player moves between Groups based on performance (example: 3 players moving up to Group 1 and 3 players moving down to Group 2)
- ▲ EHA posts Group assignments for all players each night on-line and sends notification email.
- ▲ Process continues until all 4 tryout sessions are completed.
- ▲ No tryout system is perfect.



Team Drafts

- ▲ Conducted immediately after each final tryout sessions.
- ▲ Only Coaches and Board Liaisons for that level are allowed in draft room.
- ▲ 2nd year players:
 - It is the EHA's philosophy that 2nd year players will play at a level no lower than their previous year level. For example, a B2 or B player cannot play C level as a second year. This does not apply to players when moving up to another level (example: Squirrels to Peewees).
 - It is the EHA's philosophy that, all things being equal, a 2nd year player should get preference over a 1st year player for team selection.
- ▲ Injured players - will play at a level no lower than their previous year level. This does not apply to players when moving up to another level (example: Squirrels to Peewees).
- ▲ EHA goal: draft balanced and equal skill teams if more than one team at that level.
- ▲ Note: at every level, there are “bubble” players that could play on either a higher or lower level team. We encourage you to support the Coach's decisions on player selection and help explain that to your player.



Team Draft Example

TEAM	THREE TEAM PLAYER DRAFT SHEET					
Round	Pick #	Player Name	Pick #	Player Name	Pick #	Player Name
1	1		2		3	
2	6		5		4	
3	8		7		9	
4	10		11		12	
5	15		14		13	
6	18		16		17	
7	19		20		21	
8	24		23		22	
9	26		25		27	
10	28		29		30	
11	33		32		31	
12	36		34		35	
13	37		38		39	
14	42		41		40	
15	44		43		45	
16	46		47		48	
17	51		50		49	
Goalie	3		2		1	
Goalie	4		5		6	



EHA-Hosted Tournaments (travel teams)

*****Sponsorship Opportunities Available

- ▲ Cake-Eater Tourney – Girls all levels Thanksgiving weekend
- ▲ Edina Invitational – Boys AA, A and B1 levels – New Year's weekend
- ▲ Reimann – Boys Jr. Gold level – January
- ▲ Bob O'Connor – Boys B2 and C levels - February



We are all concerned about ... Safety

- ▲ Every player, parent and coach signs “Code of Conduct” forms
- ▲ Safe Sport Coordinator – Tom Chorske
- ▲ Coach background checks and certifications/training
- ▲ USA Hockey’s – “*Head Up Don’t Duck*” Video and other resources
- ▲ EMTs at every rink for our 4 hosted tournaments
- ▲ Zero toleration policy



New Rule – Progressive Suspensions for Repeat Offenders

▲ Players

- 3rd major penalty during the season receive = 3 game suspension
- 4th major penalty = additional 5-game suspension
- 5th major penalty = suspended until disciplinary hearing

▲ Head Coach

- 3rd major penalty during the same game = suspended for next game
- Next time during a game if team receives 3 major penalties = 3-game suspension
- Next game with 3 or more major penalties = suspended until disciplinary hearing

▲ Aggressive Infractions

- Boarding, Charging, Checking from Behind, Cross-Checking, Elbowing, Head Contact, High Stick, Slashing, Roughing, etc.



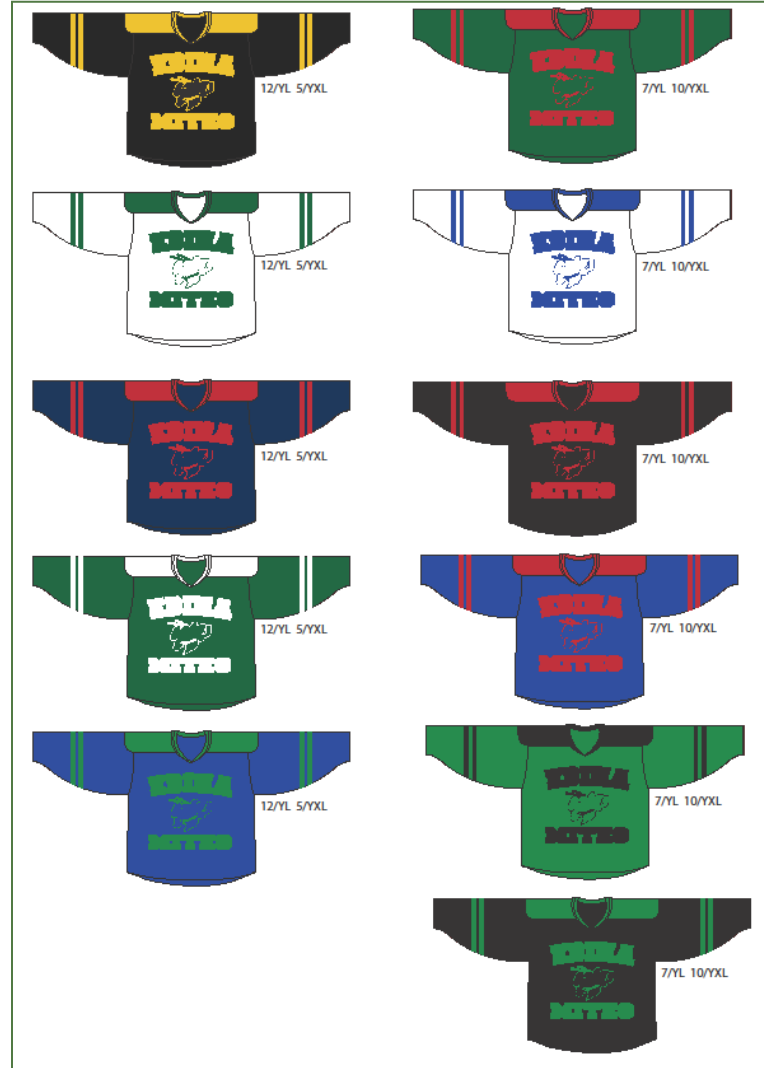
Jersey Designs – Traveling Teams



Mites - Girls



Mites - Boys



Thank you for attending.

Thank you for supporting the EHA –
we really do appreciate it!

