

MAHA Town Hall #2

2024 Summer Meetings – Saturday, July 13th, 2024



Agenda

- **Transformation of Youth Hockey at the National Level**
 - **Bob Mancini – USA Hockey Assistant Executive Director, Hockey Development**
- **Growth Initiatives**
 - **USA Hockey Program Services**
 - **Michigan ‘Try Hockey For Free’ – non-national calendar**
 - **Michigan ‘Try Goalie For Free’ Initiative**
 - **NHL Learn to Play – “Little Wings” Program**
 - **2024-25 MAHA Association of the Year Contest**
 - **2024-25 ‘Earn Your Stripes Invitational’ Events**
 - **MAHA ‘8u Hockey Plus’ Program**
- **Partnerships**
 - **GameSheet – Steve Feinberg, Marketing & Strategic Partnerships**



Transformation of Youth Hockey at the National Level

Bob Mancini

USA Hockey Assistant Executive Director, Hockey Development





Program Services

National Growth Resources



WHY DO WE FOCUS ON 8U GROWTH?

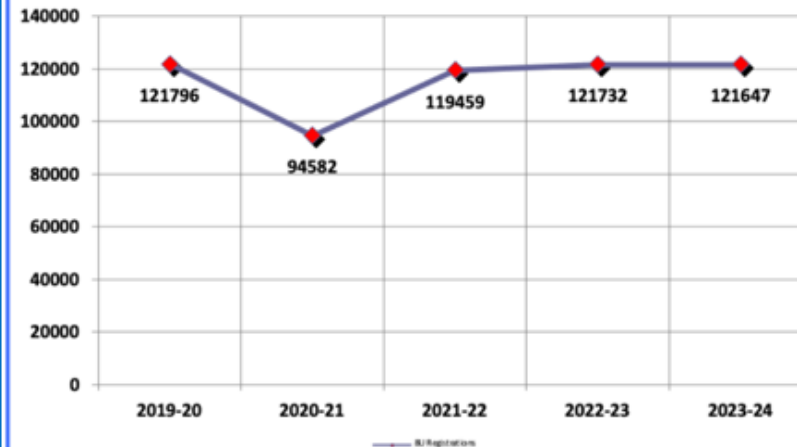
RETENTION RATE BY AGE-NATIONAL		RETENTION RATE BY AGE-MICHIGAN	
AGE		AGE	
4	16.3%	4	21.3%
5	32.4%	5	39.1%
6	50.9%	6	58.1%
7	66.6%	7	72.6%
8	74.5%	8	79.0%
9	81.4%	9	86.7%
10	87.2%	10	90.4%
11	91.6%	11	92.9%
12	93.3%	12	93.9%
13	94.7%	13	96.3%
14	95.5%	14	96.1%

KEY TAKEAWAYS: AFFILIATE LEVEL

- **BOYS & GIRLS**
 - TOTAL increased by +36 or +0.5%
 - NEW decreased by -166 or -4.7%
 - RETAINED increased by +202 or +4.6%

BOYS & GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24
TOTAL	7,711	5,943	7,630	7,920	7,957
	-3.5%	-22.9%	28.4%	3.8%	0.5%
NEW	3,119	1,979	3,904	3,500	3,335
	-9.2%	-36.6%	97.3%	-10.3%	-4.7%
RETAINED	4,592	3,964	3,726	4,420	4,622
	0.8%	-13.7%	-6.0%	18.6%	4.6%

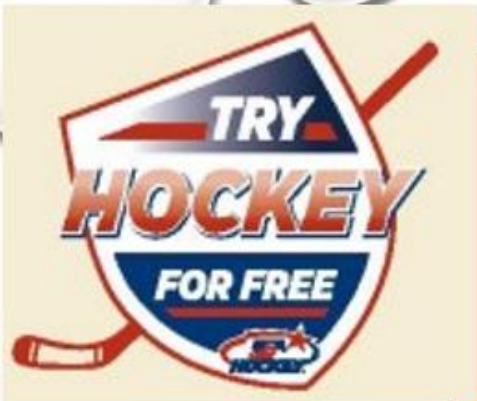
National Boys & Girls 8U Registrations
Last five seasons



NATIONAL GROWTH INITIATIVES AND ASSOCIATION SUPPORT

- TRY HOCKEY FOR FREE DAYS
 - NATIONAL DATES: NOVEMBER 2ND 2024 AND FEBRUARY 22ND 2025
 - HOST SITE PLATFORM CAN ALSO BE USED FOR ANY CUSTOM DATES
- WELCOME BACK WEEK
 - A COORDINATED EFFORT BETWEEN USAH AND LOCAL ASSOCIATIONS SEPTEMBER 8-14, 2024
 - YOUR REGISTRAR WILL RECEIVE A LIST OF UNREGISTERED PARTICIPANTS
- GIRLS HOCKEY WEEKEND
 - ANNUAL IIHF INITIATIVE OCTOBER 11-13, 2024
 - COORDINATED EFFORT WITH GIRLS COUNCIL TO EXPAND ENGAGEMENT
- HOCKEY WEEK ACROSS AMERICA
 - ANNUAL WEEK-LONG VIRTUAL CELEBRATION FEBRUARY 16-22, 2025
- HATTRICK GROWTH CHALLENGE
 - REWARDS BASED PROGRAM FOR PARTICIPATING IN GROWTH INITIATIVES- REVAMP COMING!





TRY HOCKEY FOR FREE HOST SITES

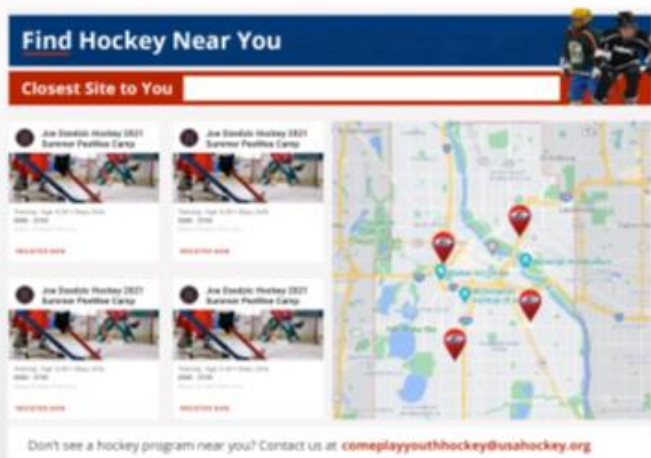
TRYHOCKEYFORFREE.COM/HOST_SIGNUP

- YOUTH
- GIRLS
- GOALIE
- ADULT
- DISABLED
- SLED
- BLIND
- WARRIOR

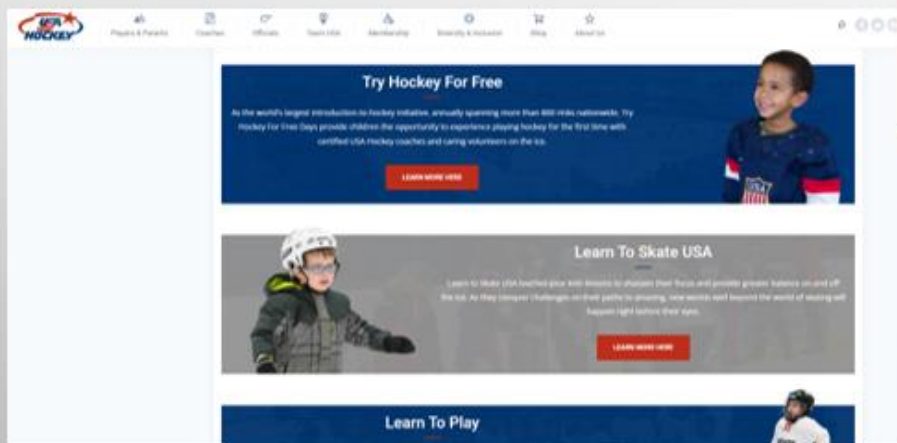


- National Dates (youth and girls)
 - Jerseys & Other Player Giveaways for first 350 associations
 - Marketing Materials
 - Searchable Map
 - USAH Membership code for participants ages 4-9 for November date
- THFF Portal
 - Ensures sanctioning
 - Player List for follow ups
- Non-National Dates
 - Direct link for participant registration
 - Customizable marketing materials

ASSOCIATION TOOLS AND SUPPORT



- COME PLAY YOUTH HOCKEY
 - SIMPLE INFORMATION FOR NEW PARENTS
- FIND HOCKEY NEAR YOU
 - SEARCHABLE FOR BEGINNER HOCKEY PROGRAMS
- WEBINARS AND PERSONAL SUPPORT
 - MARKETING FOR GROWTH, CONNECT WITH OTHER ASSOCIATION BEST PRACTICES, ASSOCIATION ANALYSIS AND ORGANIZATIONAL TOOLS
 - DEDICATED PS MANAGER FOR MICHIGAN- CHRIS LIANG
CHRIS.LIANG@USAHOCKEY.ORG



KATIE HOLMGREN
DIRECTOR, PROGRAM SERVICES

KATIEH@USAHOCKEY.ORG

719.538.1120

USAHOCKEY.COM/PROGRAMSERVICES

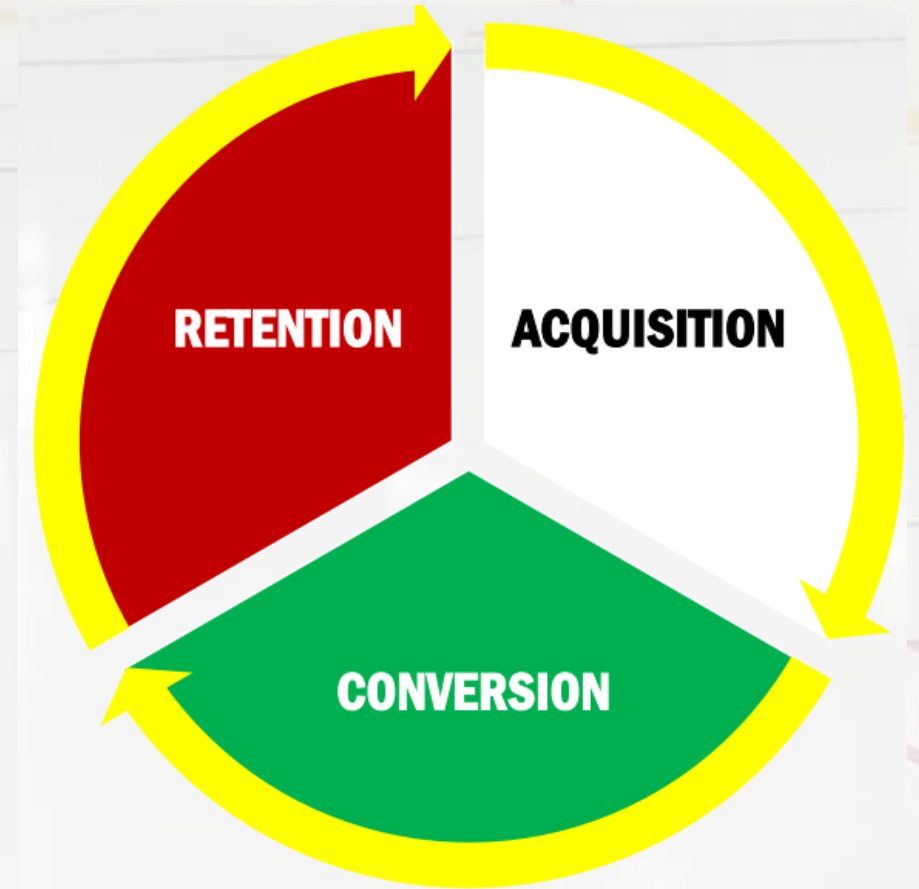


PROGRAM SERVICES

Growth Initiatives

“Seeds of the Game 2024-25”

- **MAHA Association Growth presentation**
 - **Topics include:**
 - **Preparing Your Association for Growth**
 - Leadership & Governance
 - Expectations
 - Communication
 - Storytelling
 - The Right People
 - **Understanding the ‘Hat Trick Growth Challenge’**
 - Retention
 - Acquisition
 - Conversion
 - **Proven Growth Programs**
 - **Association Leadership Tools**
 - **Resources**



Available on the 2024 Summer Meetings Page
Questions? E-mail jreynolds@maha.org



Growth Initiatives

Try Hockey For Free (non-national calendar)

- **Increase events in Michigan in 2024-25**
 - **Host sites required to provide:**
 - **One hour of ice**
 - **Grassroots promotion of event**
 - **Access to rental skates**
 - **Event Volunteers**
 - **On-ice (Bantam, Midget, HS player tutors!)**
 - **Registration – Check-in and Check-out**
 - **Recruitment**
 - **Off-ice director for Q&A, program promotion**
 - **Post-event follow-up**
 - **Scheduling, equipment and event activation:**
 - **Jon Hosking, Hockey Events Manager**
 - **Special thanks to BIGGBY COFFEE for jersey sponsorship!**



Ready to secure dates? E-mail jhosking@maha.org



Growth Initiatives

A photograph of an indoor ice hockey rink during a game. Several players in dark blue jerseys with white and light blue accents are visible. The player in the foreground is wearing a white helmet and a jersey with the number 31 and "BULL CLYB" on it. Other players in the background have numbers 38, 37, 45, and 30. The rink is surrounded by a white wall with various signs, including "Huddinge" and "GOLV". The text "Let's Talk 'Tendys" is overlaid in large white letters across the center of the image.

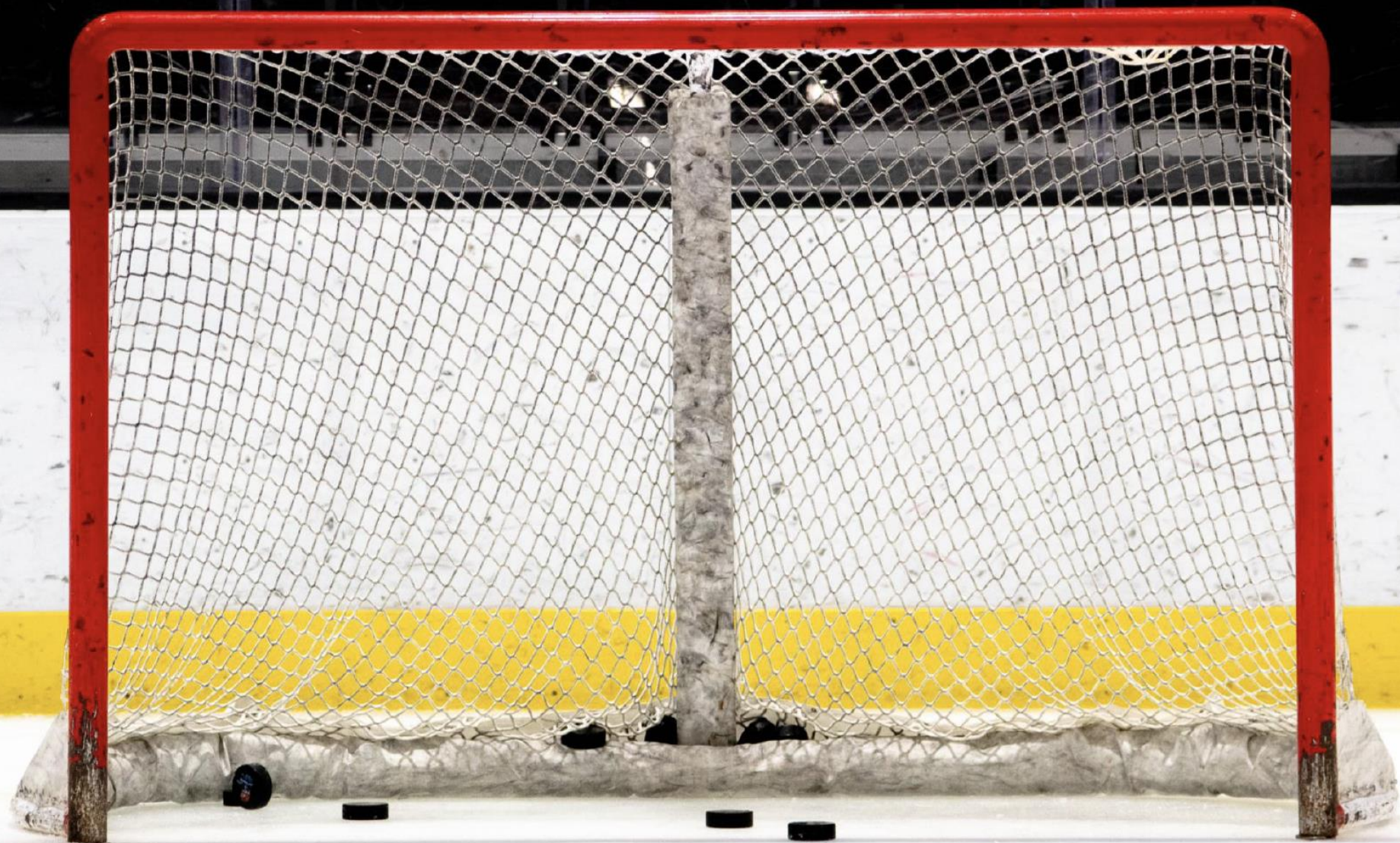
Let's Talk 'Tendys



AGE APPROPRIATE GOALIE TRAINING TRY HOCKEY > 8U

MAHA Summer Meetings
Source - Goaltending Bronze Level Certification







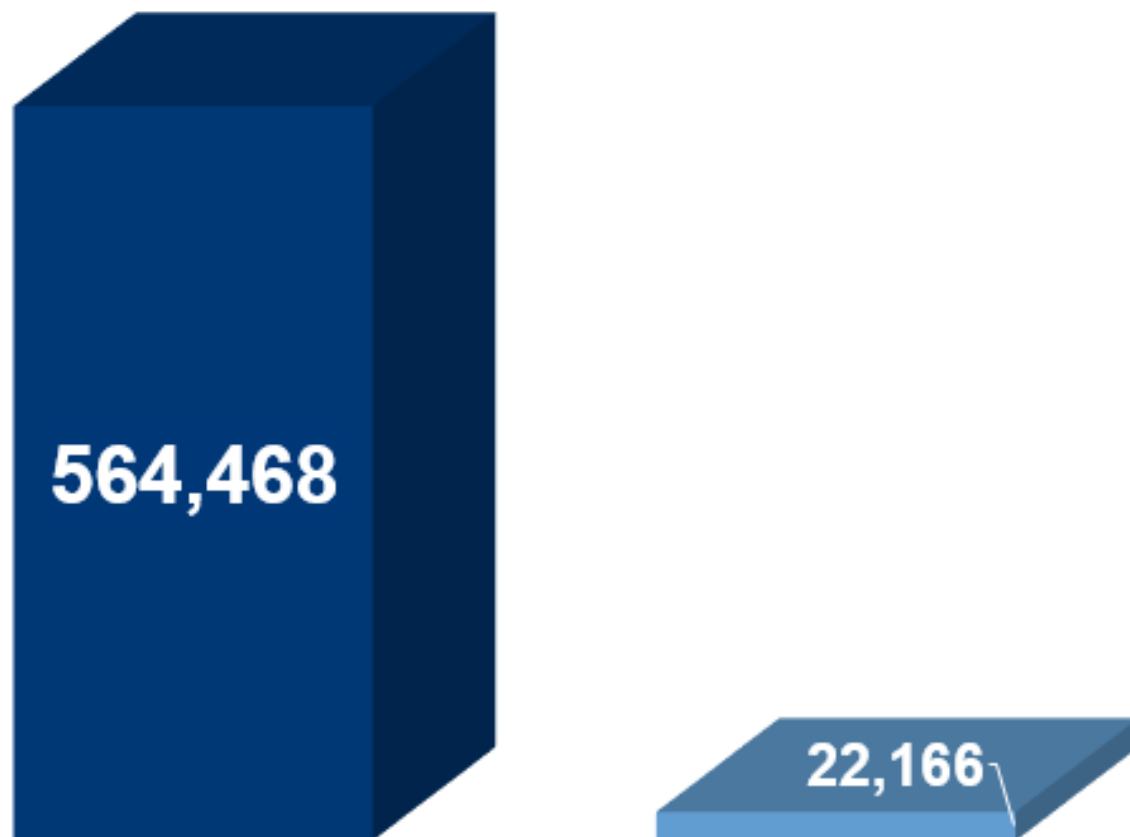
**10% = 2 goalies
per team**



**5% = 1 goalie
per team**

THE GOALIE SHORTAGE CONUNDRUM

USA HOCKEY REGISTRATION NUMBERS





3.9%



**Less than 1 goalie
per team**



**32 teams went to
Nationals with 1
goalie**



**17 teams at Nationals
only had 2 because they
requested an E-Bug**

MITTEN GOALIES BY THE NUMBERS



- **Male Goalies**
 - **120 Adult, 976 Youth**
- **Female Goalies**
 - **12 Adult, 210 Youth**
 - ✓ **1,318 Total Goalies**
- **8U Registrations**
 - **7,206**
- **10U +**
 - **29,631**
- **2 Goalies for every 18**

Ideally, we would see 2,963 Youth Goalies
By these numbers we are at 1,186

This leaves us with a gap of 1,777 youth goalies



- Michigan is no different than the rest of the country
- The solution is obvious, right in front of us, and we have all of the tools to solve this problem...if we want to.
- In fact, one of the most common converstions we have around the rinks is our shortage of goalies



We Need to Change the Conversation



Try Goalie for Free

TRY GOALIE STATION IN TRY HOCKEY





Try Goalie in LTP

TRY GOALIE STATION IN LTP



TRY GOALIE STATION IN LTP



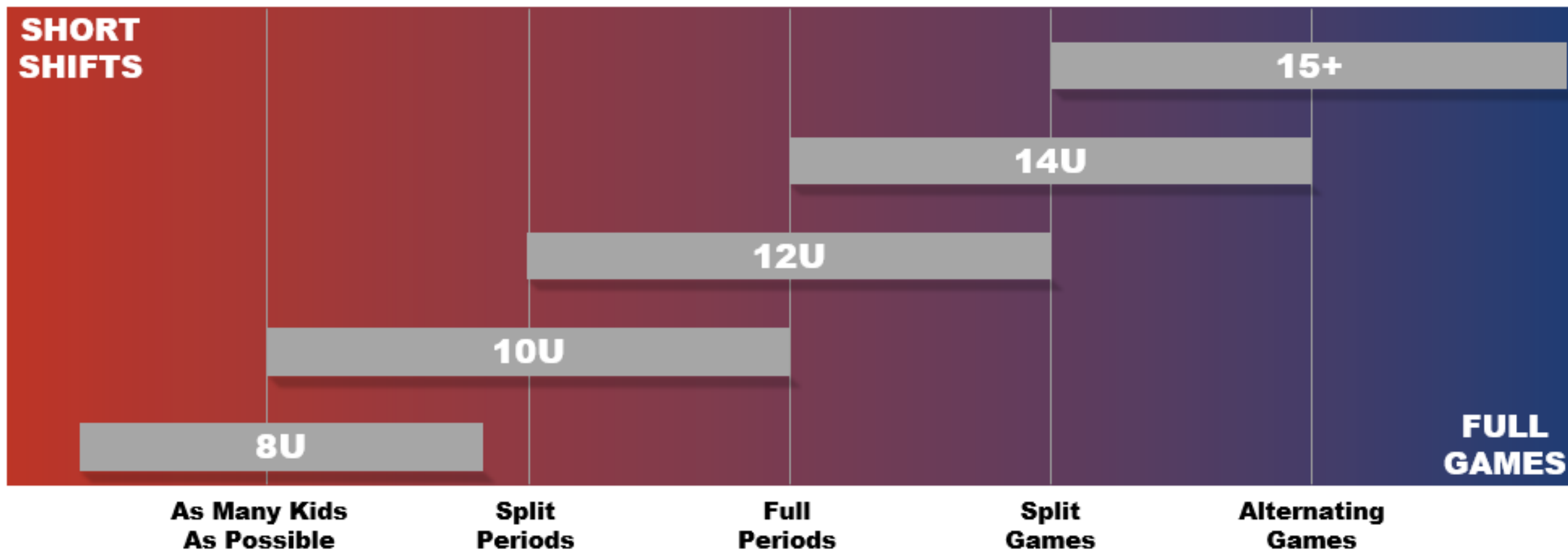


**Everyone
Implements our Age
Appropriate
Recommendations**

Player Development (From Level 1)



Goaltending Game Time Recommendations





THE GOALIE CONUNDRUM SOLVED



Growth Initiatives

‘Try Goalie For Free’ Initiative

- **Equipment Activation**

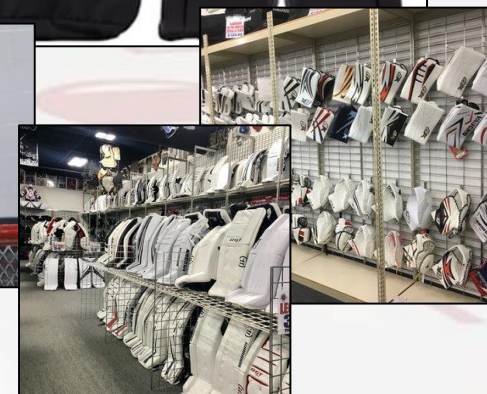
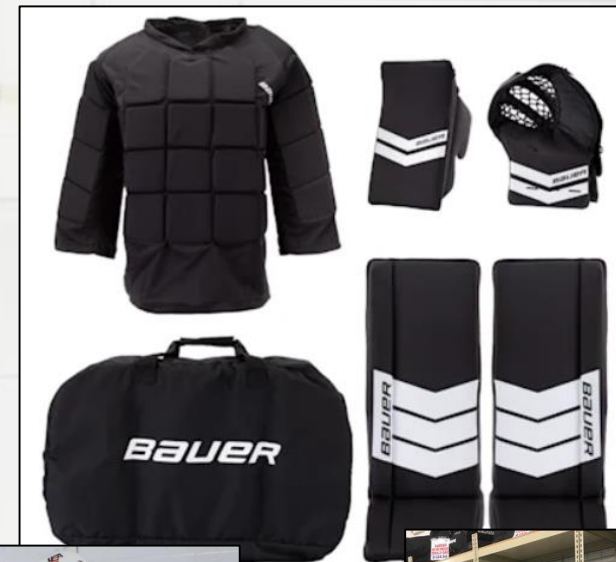
- QuickChange Goalie Gear
- Available for ‘TGFF’ stations in non-national THFF events

- **Instructor Support**

- Call-to-Action to goalie coaches across Michigan
- Available for ‘TGFF’ stations in non-national THFF events

- **Goalie Grant Program**

- **Sponsoring partner(s) to be announced**
- Resource for those ready to commit to goaltending position
- Funds provided will offset equipment costs
 - Work with retail partners to honor investment and service customers
 - Grant Amount - \$200-\$250



Growth Initiatives

NHL Learn to Play (Little Wings)

- **Low-cost hockey for ages 5-9**
 - **6-week sessions (1 hour of ice per week)**
 - **Cost: \$230**
 - **Includes:**
 - **Full set of Little Wings-branded equipment**
 - **On-ice instruction**
 - **Little Wings jersey**
 - **Open to Michigan residents only**
 - **Rink Receives:**
 - **DRW partnership banner to hang in the arena**
 - **Ice time stipend**
 - **Appearances from DRW Alumni**
 - **Assist coaching on-ice**
 - **Attend Equipment Fitting Event**



Interested in hosting? E-mail littlewings@hockeytown.com



Growth Initiatives

‘Earn Your Stripes’ Invitational

- **Confidence, education & experience for Level 1 officials**
 - Real-time, on-ice mentoring
 - Live game setting
 - 10u teams are invited to participate – FREE!
- **2024-25 dates / locations being finalized!**
 - Encourage your teams, AND young officials, to register!



2nd Annual
EARN YOUR STRIPES
INVITATIONAL

Saturday, September 16th, 2023
Patterson Ice Center & Kentwood Ice Arena

The ‘Earn Your Stripes’ Invitational is a unique opportunity for Level 1 Officials to receive real-time, on-ice mentoring and instruction during a live game setting. Participating officials gain confidence, education, and experience!

FOR MORE INFORMATION OR TO SIGN UP: [CLICK HERE FOR VIDEO!](#)

Contact:
Brent Gawlik
Email: gawlik2015@gmail.com
Phone: 616-994-2067



Growth Initiatives

‘Association of the Year’ Contest

- Incentivizing local associations to grow participation in the game, primarily at the 8u level
- Associations measured on several specific growth measurements
 - Points are earned based on performance in each category
 - Measurements tracked throughout the season
- Cash awards for the top 3 performing associations
 - 1st Place - \$7,500
 - 2nd Place - \$5,000
 - 3rd Place - \$2,500



First Points of 2024-25 Contest

Affiliate Agreements (due in August!)

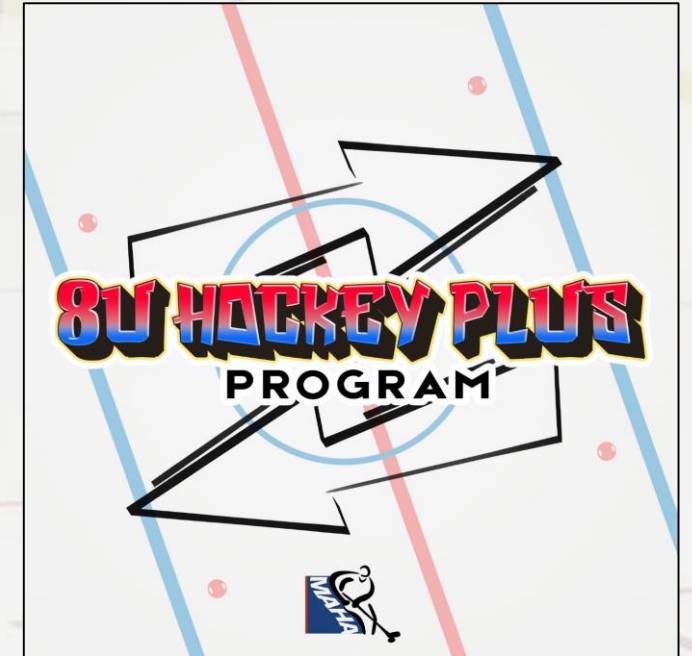
- **PLEASE** select and list a 'Growth Coordinator' for your local association
- **Include contact information (name, email, and phone number)**



2024-25 Programs

MAHA '8u Plus' Program

- **Designed for 8-year-old players transitioning to 10u (full-ice hockey) the following season**
- **8-10 week program with games beginning in January 2025**
- **Benefits:**
 - **Clear path – from Learn to Play, to Cross-Ice Hockey, to Full-Ice Hockey**
 - **More participation in ADM development programs providing proper player development for more players at the 8u age level**
 - **Retain more 8-year-old players within MAHA / USA Hockey for the full season**
 - **Provides training ground for new Level 1 Officials**





GAMESHEET

WWW.GAMESHEETINC.COM

Save Time and Focus On What Matters

Steve Feinberg

Marketing & Strategic Partnerships



GameSheet Inc. MAHA Update

- Agenda
 - MAHA Usage
 - GameSheet Team App
 - Questions

GameSheet Inc. MAHA Usage

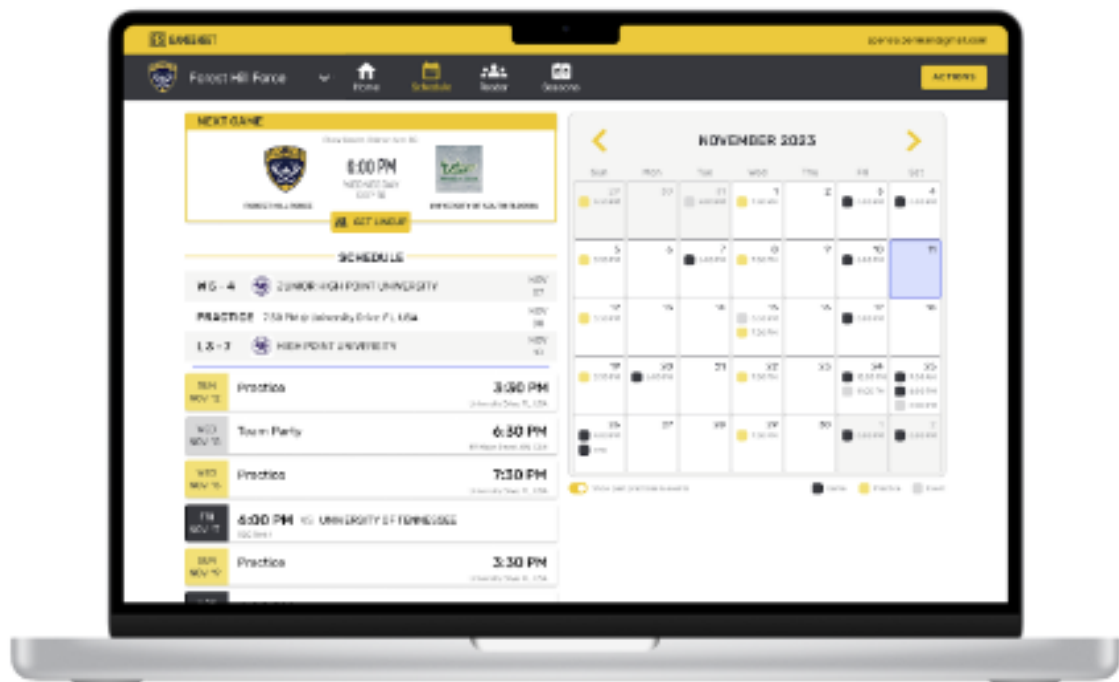
GAMES PLAYED	PENALTIES ASSESSED	AVERAGE P/GP	MOST FREQUENTLY ASSESSED PENALTY
13613	70735	5.2	TR-MIN [16217]

TR-MIN	Tripping - Minor	16217
RGH-MIN	Roughing - Minor	14563
HK-MIN	Hooking - Minor	7137
INT-MIN	Interference - Minor	5279
SL-MIN	Slashing - Minor	4960

Team App

Overview of Team App

- Starting in March, 2024, all Team Level (coach / manager) interactions with the GameSheet system are now done via the Team App.
- PWA compatible with computer and mobile devices
- The traditional dashboard for teams is being sunset.



Business Plan 2024/2025 - Commercialize Team App

Go to Market Plan:

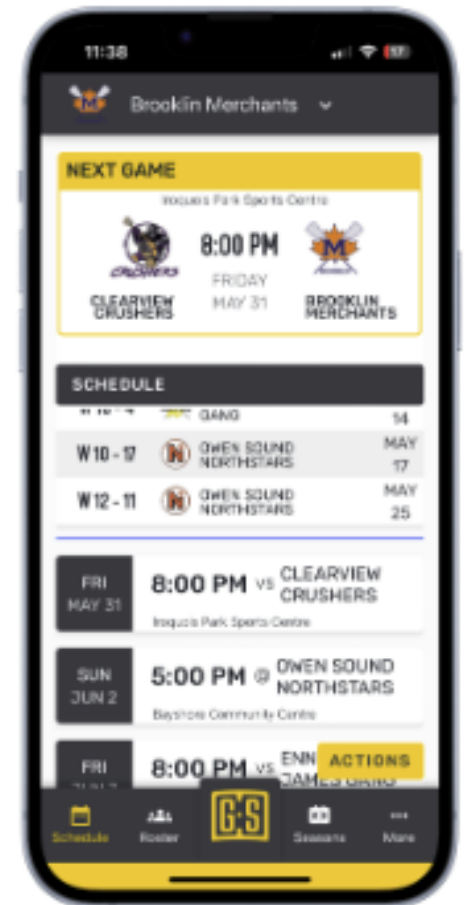
- Bottom up via product to 60,000+ Team Managers
- Team staff already use the Team App, can now invite the parents to join.
- Team App provides us with a mechanism for adding parents behind a paywall.
- Corporate led marketing through existing channels (eg Post Game email).

Pricing:

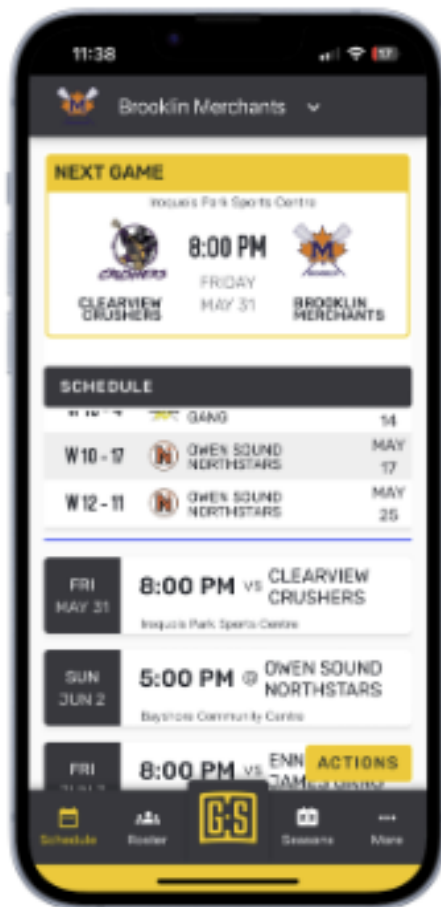
- Free for team staff (as part of our existing system)
- Initial pricing of \$59 team
- Multi-tier pricing possible with new features

Goals:

- 100 % team adoption rate - teams must use this app while interacting with GameSheet.
- 15% - 20% of teams paid adoption rate for fall of 2024/25 season



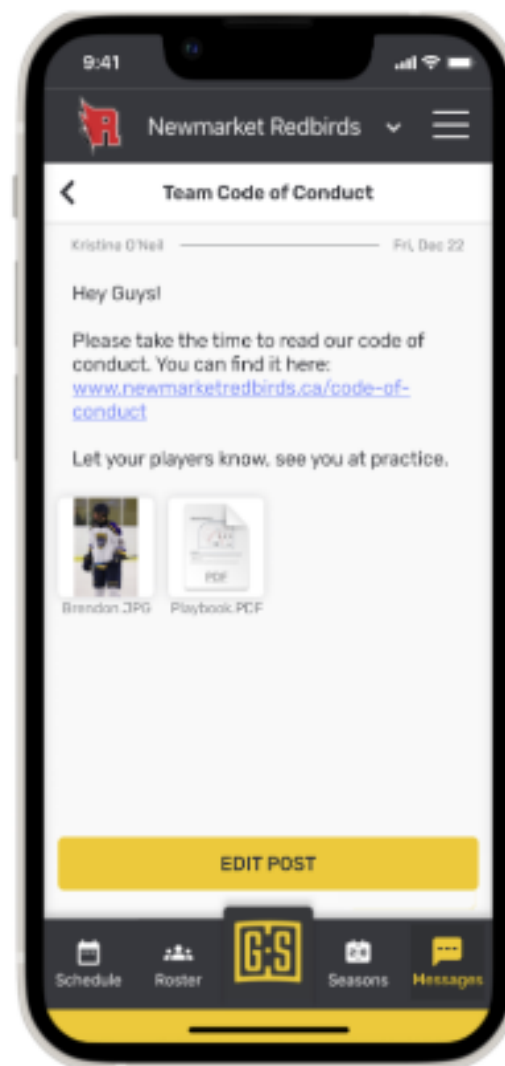
Team App



- Roster management (CSV, USA Hockey Registry, Hockey Canada Registry)
- Scores, schedules, standings
- Schedule Non-Game events
- Calendar Sync - iOS, Android and URL

Team App

- Team communications: Invite your players and parents and communicate with them all in 1 app.
- Inter-team communications: Let the other team know you are running late without needing their contact and phone #'s.
- Calendar Sync: Teams and followers will be able to sync their Schedules automatically with Apple or Google Calendar



MAHA Games played by District

- Little Caesars Amateur Hockey League
- Suburban Adult Hockey League
- MAHA Exhibition League
- Adray Community Hockey League
- Michigan State Tournaments
- Michigan Girls Hockey League - MGHL
- MAHA Youth Tier 1
- Michigan District Tournaments
- Central Upper Peninsula Hockey League
- Independent Tournaments
- Other

