



Minnesota Hockey Executive Director Report

Glen Andresen – June 19, 2021

2021 Minnesota Hockey Golf Benefit

After not being held last year, the 2021 Minnesota Hockey Golf Benefit is back and will be held at Bunker Hills on Tuesday, July 13. We are on a good pace to fill up, and will look to be completely filled with foursomes and hole sponsors coming out of this weekend. If your District or organization is going to take part, but you haven't let me know yet, please do so.

Fees for this year's benefit will remain the same as last year: \$1250 for a Championship Level Sponsor, \$750 for a foursome, \$375 for a hole sponsorship and \$225 for an individual golfer.

Thank you to all of those that have signed up to fill a group, or sponsor a hole. We are also happy to have any volunteers that would be willing to help out throughout the day.

If you have any others that may be interested in playing or would like to sponsor a hole, please let me know.

Little Wild

The Little Wild Learn to Play program is in its eighth year, and due to being shut down last year by the NHL, there will be two Little Wild sessions in 2021.

We wrapped up the first session in May at 14 locations with 40-45 players at each location:

Bloomington, Brooklyn Park, Coon Rapids, Dodge County, Duluth, Eden Prairie, Hastings, Minneapolis, Plymouth, Rogers, Rosemount, Shakopee, St. Paul and Woodbury

In September, the program will be held at 20 locations, and with restrictions lifted, we will have a capacity of 65 at each location.

Due to the program already being held once this year, the second session has been slower to fill than a typical year. Bloomington, Eden Prairie, Plymouth, Rogers, Rosemount, Shakopee, St. Louis Park, St. Paul, Stillwater and Woodbury are sold out.

Locations that still have openings are Brooklyn Park, Coon Rapids, Delano, Dodge County, Duluth, Hastings, Mankato, Minneapolis, Roseville and Sartell.

Please let associations in these areas know that there are openings and it's a great way to recruit new families into the game. Cost for the program is \$135, and includes head to toe equipment, four ice sessions and a ticket to a Wild game.

GIRSO Project

Jeff Baidoo will share his Diversity report this weekend. In addition to the initiatives that he and his group are working on, I am also excited to say we are moving forward with the University of Minnesota's Global Institute for Responsible Sport Organizations (GIRSO) Social Innovation in Sport Competition (SISC), which seeks proposals from sport entities (e.g., professional sport organizations, for profit organizations, athlete foundations, players' associations, non-profit sport organizations, community sport organizations, intercollegiate athletic departments, high school athletic departments) for partnerships for the 2021–2022 academic year.

GIRSO SISC Partnerships are intended for sport entities interested in collaborating with the University of Minnesota on developing and implementing a social innovative strategy to address a particular social priority in their respective community. We feel that student groups that are competing to implement the best initiative or campaign to bolster participation among non-traditional hockey families may have some new and innovative ideas that we've never thought of.

We feel good that the response of applicants will be higher now that students will likely be coming back fully to campus in September.

Corporate Partnerships

This is a renewal year for many of our current partners, so a large majority of my summer will be focused on those renewals, and also targeting several new partnerships.

Partnerships needing renewal include: Park Dental, Intelligym, NCHC, Hiway Federal Credit Union, Viking Trophies, NBC Sportsengine, UBS Financial, T-Mobile and TRIA.

I do feel good that all or most of these partners will renew. We will also be looking at new partnerships with some that are looking good, including GameSheet and Pure Hockey. I have also been in discussions with Dunkin, and will be looking to add a few more.

Diversity and Inclusion is definitely a piece of Minnesota Hockey where I believe we can find a sponsor. I'm also looking to land a sponsor of the HP Tier 1 14 Girls NIT, and will work with Cheryl Mechelke on that.

Hockey Day Minnesota

Mankato will be this year's host of Hockey Day Minnesota, after not being able to host it last year. The date has not been finalized yet, but should be known next month. There will also be a Division 1 college game between Minnesota State Mankato and St. Thomas. That means there will only be one high school girls game and one high school boys game. Those teams participating will be announced soon.

Family Mentor Program

The 2021-22 season will be one of going back to programs that were implemented before, but were largely ignored in 2020-21. This includes the Family Mentor Program, which had some great momentum going, and will be crucial in our Diversity efforts as well.

MNHockey.TV

As they did with our State Tournaments, MNHockey.TV streamed our High Performance programs. I don't have figures from those events, but have a meeting scheduled with Mike Gaard and Brandon Latack on Tuesday.

I will also be addressing with District Directors the need for our State Tournament hosts to agree to allow MNHockey.TV to be the official live stream provider during those events.

Minnesota Wild Leadership Summit

The Wild will be hosting their Leadership Summit for High School boys and girls captains and coaches on July 14. As was the case last year, this event will be held virtually. If you have an interest, please let me know.