



MAHA Town Hall #1

Friday, July 11th, 2025

AGENDA

- **Growth Initiatives & Resources – 2025-26 Season**
 - **Jason Reynolds – Director of Operations & Marketing**
- **Mental Health & Wellness**
 - **Henry Ford Health – Dr. Seth D. Swary, PhD**
- **USA Hockey Player Development**
 - **Bob Mancini (Assistant Executive Director, Hockey Development)**
 - **Joe Jones (Player Development Chairperson, Michigan)**
 - **Brad Johnson (**



SAVE THE DATE!

- **Day-to-Day Application of USA Hockey Bylaw 10**

- Presented by Steve Stapleton, MAHA Legal Representative



- **Wednesday, July 23rd, 2025 – 7:30pm**

- **Via Zoom Webinar**

- **Open to all Association Presidents, Directors, & Local Board**

- **Zoom Information will be provided via email after the MAHA Summer Meetings**
- **Presentation will include Q&A opportunities**





Growth Initiatives & Resources

2025-26 Season





September 7–13, 2025



- **Points of Emphasis:**

- **Retention Phone Calls**

- **LISTEN!**
- **Be willing to have the ‘difficult conversations’**
- **Improve your experience through customer feedback**
 - **“Experience Drives Retention” – Bob Mancini**

- **Recruit New Volunteers**

- **BE PROACTIVE!**
- **Be intentional in communicating needs (roles, legwork, etc)**





September 13, 2025
March 7, 2026



SIGN UP

- **Points of Emphasis:**

- **Event Preparation**

- **Register Your Dates (national and non-national dates)**
- **Address equipment needs**
- **Finalize volunteer roles**
 - **Event promotion**
 - **On-ice (utilize 14u-18u or HS players)**
 - **Off-ice (Registration check-in / check-out, on-site directors)**

- **Post-Event Follow-up**

- **Have 'Next Step' programming ready, and actively promote it!**



Next Step Programming





October 17–19, 2025



- **Points of Emphasis:**

- **Engage and Celebrate the Girls' Game!**

- **Create awareness**
- **Recognize female participation at ALL levels**
- **Drive Continued Growth**

- **Activities:**

- **'Girls Only' Try Hockey For Free**
- **Host a 'Season Kickoff' event – Contests, prizes, etc.**
- **Photos, videos, social posts – use hashtags! (#GirlsHockey, #WGIHW)**
- **BCA Month Activation – 'Pink Out' games, October Saves fundraising**





March 2–8, 2026



- **Points of Emphasis:**

- **Engage! Educate! Entertain!**

- **Celebrate our game and the community involved**
- **Engage membership online with daily themes (social media)**
- **2nd National Try Hockey For Free event (March 8, 2026)**

- **2026 Winter Olympics – Milano Cortina**

- **Anticipate positive momentum coming out of February coverage**





March 6–8, 2026

- **Points of Emphasis:**

- **Weekend-long 'continuous game' celebration**
 - **Games played across the country in succession**
- **Full 2026 IIHF Global Girls' Game results will be posted on the USA Hockey website**



Rink Rat Rentals

Serving 70 hockey organizations in 20 U.S. States

- **Mission:**
 - Make hockey more affordable and accessible for families
- **High-Quality Rental Packages**
 - Beginner-friendly options (age 3-12)
 - “Learn to Skate” sets
 - Full-equipment and individual item rentals
- **Hassle-Free Process**
 - Browse and select equipment online
 - Gear delivered directly to door (1-week lead)
 - Prepaid return labels provided



CHILDREN ADULT

1 | LEARN TO SKATE SET: \$13/MONTH* \$28/MONTH*

INCLUDES SKATES, GLOVES, HELMET



CHILDREN ADULT

2 | COMPLETE RENTAL SET: \$30/MONTH* \$65/MONTH*

INCLUDES 11 INDIVIDUAL ITEMS BELOW



*3 MONTH MINIMUM RENTAL

HOCKEY EQUIPMENT RENTALS

Shipped to your doorstep!
One week lead time

RENT INDIVIDUAL ITEMS BELOW:

| | CHILDREN | ADULT |
|---------------|----------|---------|
| JERSEY | \$1.00 | \$1.00 |
| SOCKS | \$1.00 | \$2.00 |
| NECK GUARD | \$1.25 | \$2.00 |
| ELBOW PADS | \$2.00 | \$4.00 |
| SHOULDER PADS | \$2.50 | \$8.00 |
| SHIN GUARDS | \$2.50 | \$8.00 |
| GLOVES | \$3.00 | \$9.00 |
| BAG | \$3.25 | \$4.00 |
| PANTS | \$3.50 | \$8.00 |
| HELMET | \$4.50 | \$9.00 |
| SKATES | \$5.50 | \$10.00 |

*MONTHLY PRICE

Contact us 
contact@RinkRatRentals.com
For more information visit us at RinkRatRentals.com

*SHIPPING/TAXES NOT INCLUDED

Housekeeping Notes

- **Hat Trick Growth Challenge – Be Intentional!**

- **RETENTION**

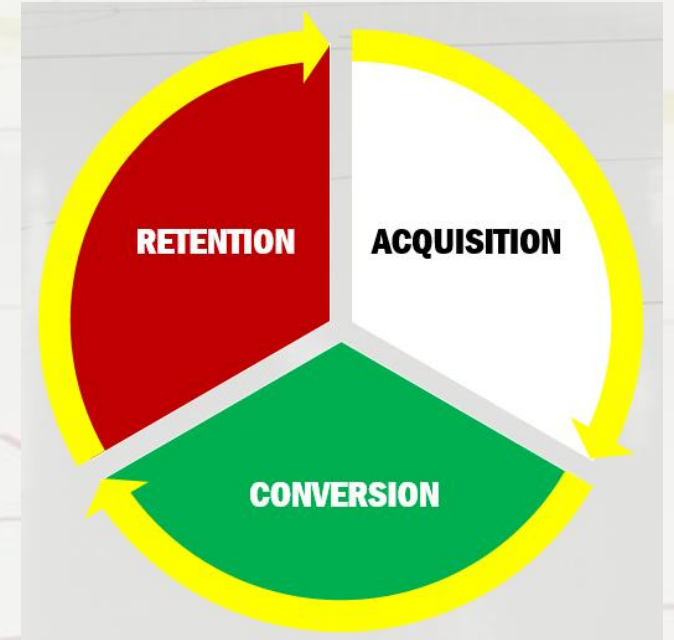
- Engage membership on areas of improvement
- Culture – examine it, protect it, communicate it!
- Celebrate membership as a ‘community’

- **ACQUISITION**

- Create awareness
- Engage new families
- Encourage trial participation

- **CONVERSION**

- Personalize Communication to Potential New Members
- Minimize Barriers
- Incentives / Resources / Support



Housekeeping Notes

- **Affiliate Agreements Due August 31st**
 - **Identify a Growth Coordinator**
 - **Point of contact for all growth initiatives, Q&A, etc.**
 - **Information on best practices, dates/deadlines, etc. sent to GC**
 - **First opportunity to earn points on the 2025-26 Association of the Year Contest**
- **District Kickoff Meetings**
 - **Please notify me on confirmed dates & locations**



Contact Info

Jason Reynolds
Director of Operations & Marketing
Michigan Amateur Hockey Association, Inc.
Email: jreynolds@maha.org
Cell: (734) 748-3707

Jon Hosking
Hockey Events Manager
Michigan Amateur Hockey Association, Inc.
Email: jhosking@maha.org
Cell: (248) 425-5475





Featuring Dr. T. Sean Lynch, MD
Sports Medicine Orthopedic Surgeon, Henry Ford Health

Dr. Hockey Highlights Benefits of Multi-Sport Youth Athletics

Happy spring, everyone! I hope you're all enjoying the warmer weather and staying active during off-season. For this month's edition of Hockey Health & Wellness, I've brought in my colleague, Vasileios Moutzouras, M.D., to talk about the benefits of playing multiple sports as a child.

When a child only plays one sport competitively before high school, it's called early specialization – and it's something that's becoming all too common. But studies show that trying a variety of sports until high school is better for a young athlete's physical and mental health.

"I've seen specialization occur in athletes as young as eight years old," says Vasileios Moutzouras, M.D., an orthopedic surgeon and chief of sports medicine at Henry Ford Health. "Often times, there is pressure from parents and coaches to stick with one sport. Everyone thinks they're coaching the next Olympian or professional athlete. But specialization can be detrimental to young people – and it needs to be talked about more."

Physical health benefits of playing multiple sports

Children who play one sport year-round are at risk of overuse injuries, or injuries that occur from repeatedly using the same muscles. For example, throwers may be prone to shoulder and elbow injuries; basketball players may be prone to knee injuries.

"When you play the same sport you make the same movements over and over again, which doesn't allow your body to rest and regroup," says Dr. Moutzouras. "If you play different sports, you switch up the muscles you use, reducing the risk of overuse injuries."

Another benefit of playing more than one sport? Multisport athletes may become better athletes.

"I see this at my clinic," says Dr. Moutzouras. "There may be a bias here, because if you're good at something you tend to do it. But studies show that those who play multiple sports tend to be better athletes."



Featuring Dr. T. Sean Lynch, MD; Vice Chairman of Academic Affairs, Department of Orthopedic Surgery

Dr. Hockey Speaks On Neck Laceration Protectors

USA Hockey Congress recently approved legislation requiring the use of neck laceration protection for all players and off-ice officials under the age of 18. While it is not required for those above 18 years old to wear neck protection, it is highly encouraged that they do so.

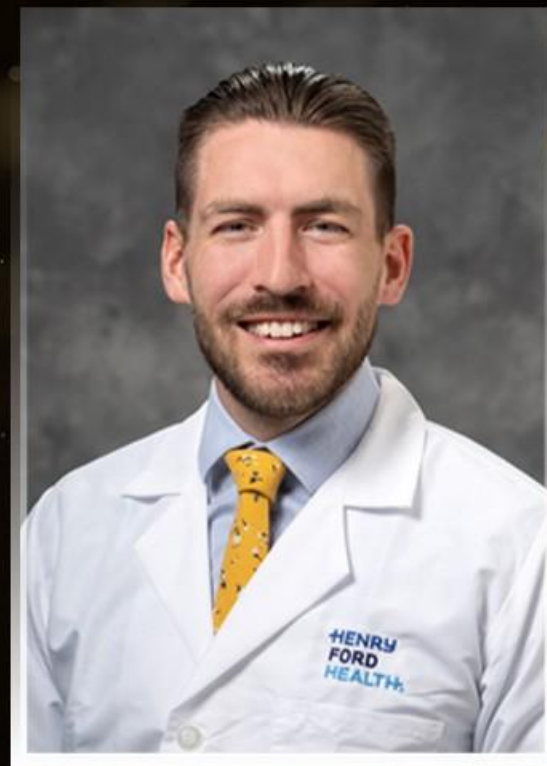
Everyone has seen or been part of a close call with the neck when playing or watching hockey... I certainly know I have. The neck is a sensitive area of the body that is full of blood vessels and arteries, which is why we know this change will do a great deal in reducing injuries to players and keeping everyone safe while at play.

My tip for choosing a neck guard is to choose one that covers as much of the neck as possible without requiring any alteration. While a neck guard does not guarantee a player cannot get injured, it does add a much-needed layer of protection to the neck, should a blade come close to it while on the ice.

This is all part of USA Hockey and Henry Ford Health's commitment to continually protect player health and providing the safest landscape possible for the game.



W E L C O M I N G
DR. SETH SWARY
HENRY FORD HEALTH.



HENRY FORD HEALTH[®]

Seth Swary, PhD, LPC, CMPC

Sport Psychology Clinician - Henry Ford Sports Medicine

Background



BA – Neuroscience & Psychology



MA – Sport & Performance Psychology



MA – Clinical Mental Health Counseling
PhD – Sport, Exercise, & Performance Psychology



Certified Mental Performance Consultant (CMPC)



Licensed Professional Counselor (LPC)

Background



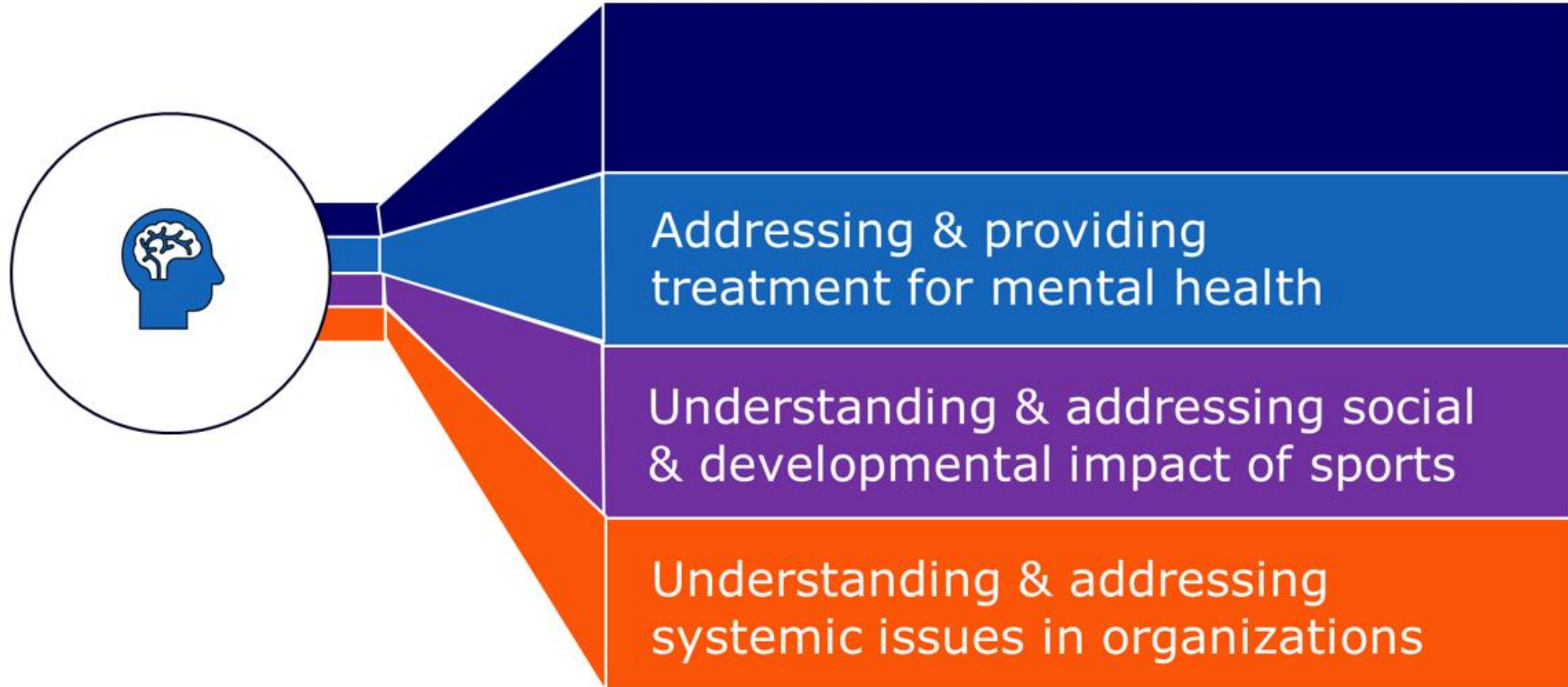
Coordinator of Sport
& Performance
Psychology



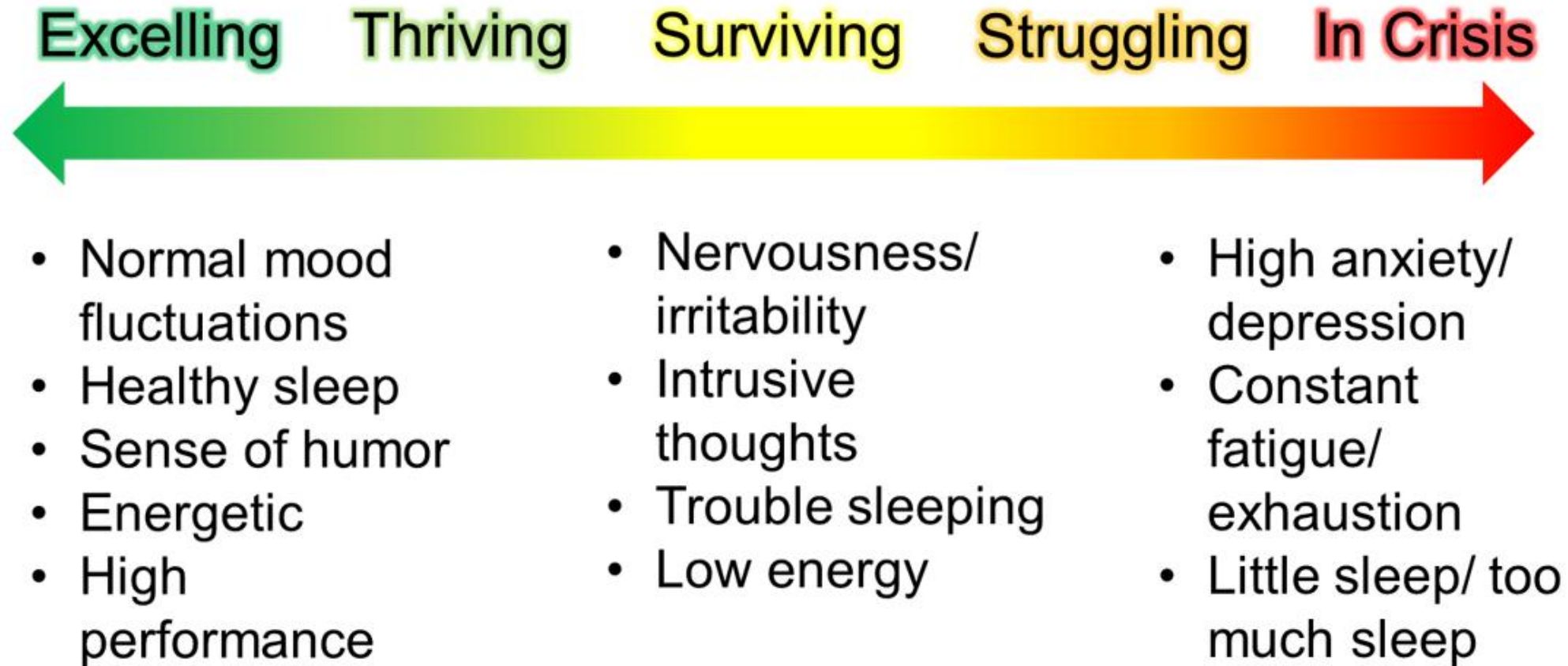
Sport Psychology Clinician



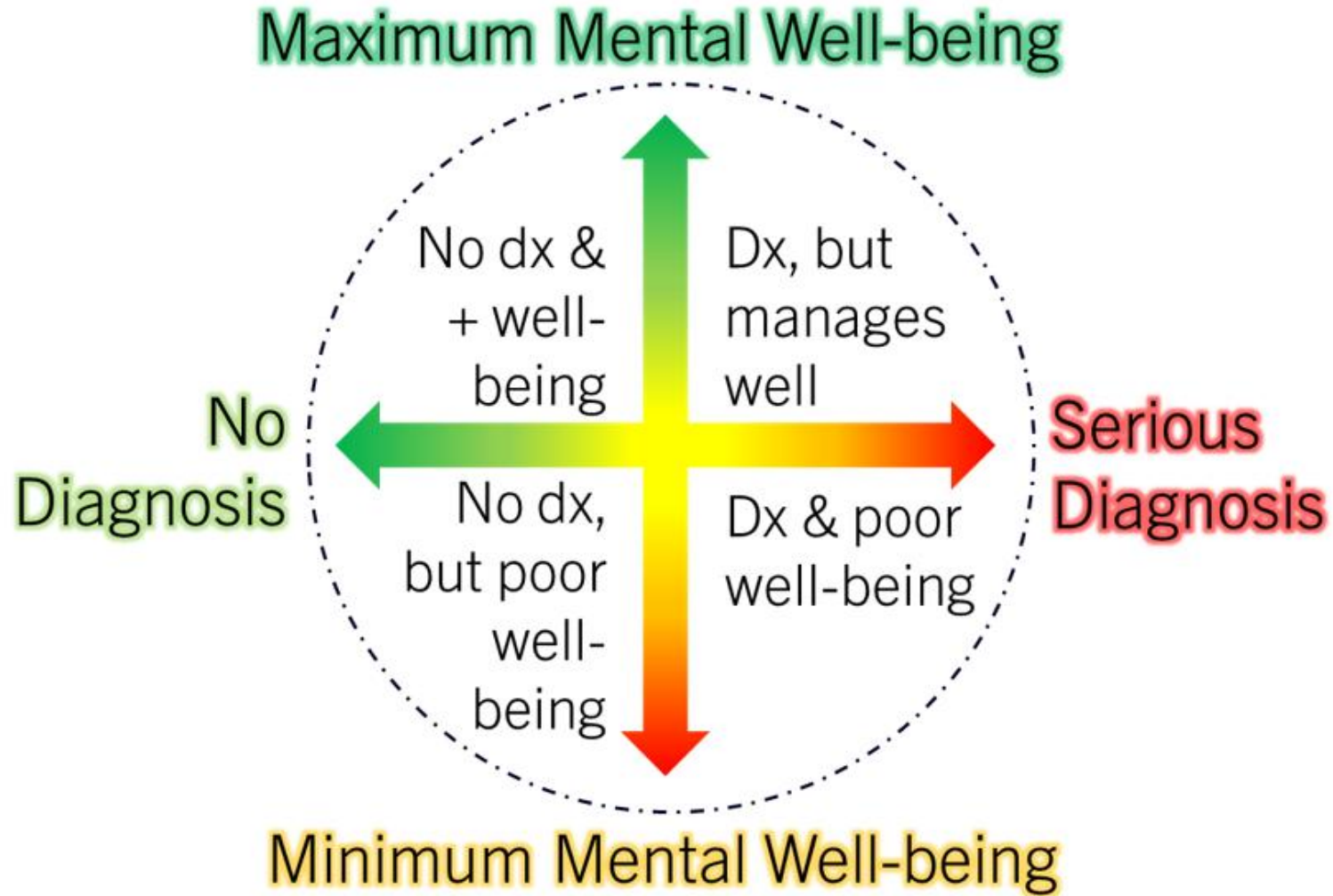
Sport & Performance Psych



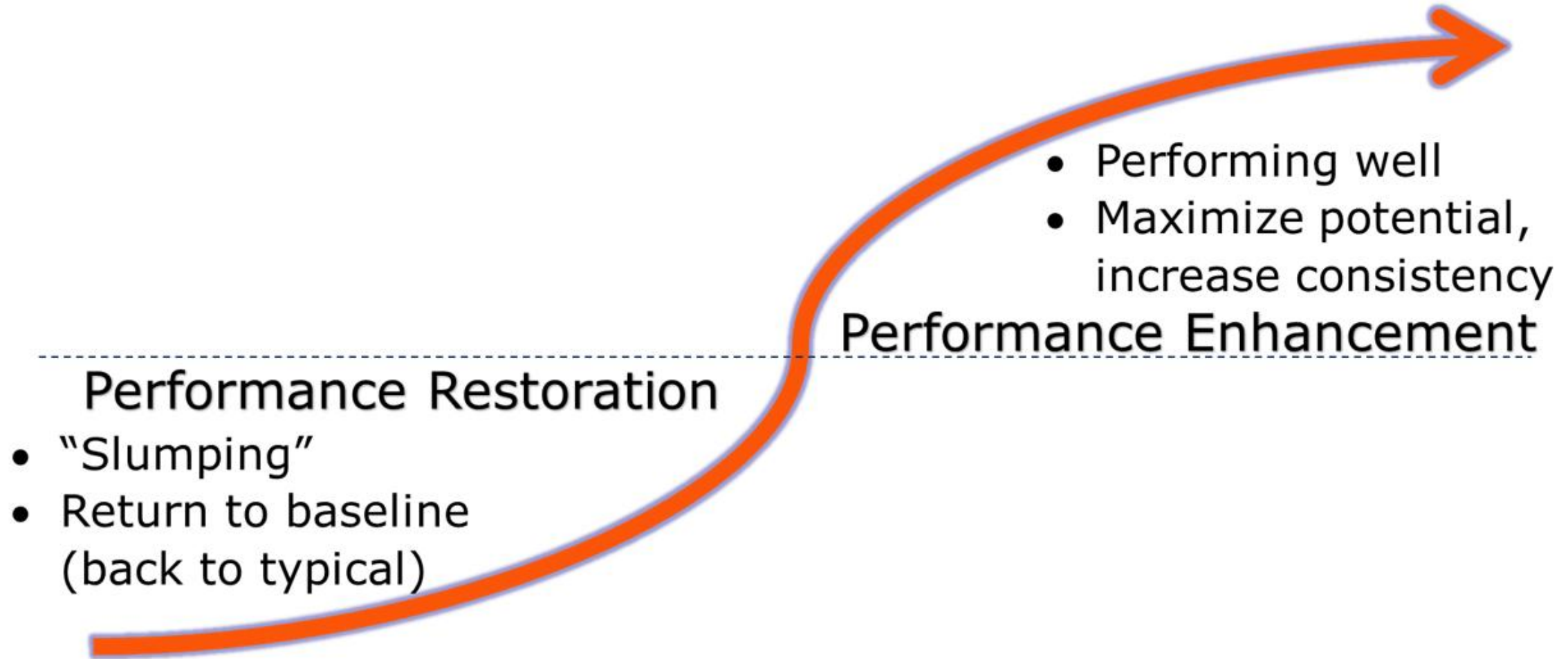
Mental Health



Mental Health



Mental Performance



Interventions

- Concentration/Focus
- Performance Routines
- Confidence
- Communication
- Motivation
- Energy Management
- Imagery/Visualization
- Coping w/ Injury
- Self-Talk
- Stress Management
- Mindfulness/Meditation
- Team Building
- Transitions (e.g., leaving sport)
- Team Roles/Culture
- Leadership
- Goal Setting

Services Available

How can Henry Ford Health Sport Psychology help?

Individual

- Mental health & mental performance
- Virtual meetings
- Ages 15+

Group/Org

- Mental health & performance
- Customizable programming
- Virtual or in-person
- All ages

Thank You!

Seth Swary, PhD, LPC, CMPC

sswary1@hfhs.org

313-920-8506

henryford.com/sportpsychology

W E L C O M I N G BRAD JOHNSON, JOE JONES AND BOB MANCINI





**As many as possible,
For as long as possible,
In the best environment possible!**





Why Are We Here?



USA Hockey is looking to establish a Development League* as part of USA Hockey's high-performance national player development program.

The goal is to train and develop American players from across the country for advancement to our junior hockey partners, USNTDP, college hockey and the NHL.


This direction will also enhance the pool of players eligible to play for the United States in international competition.

**an association of groups united by common interests or goals*



USA Hockey Development League

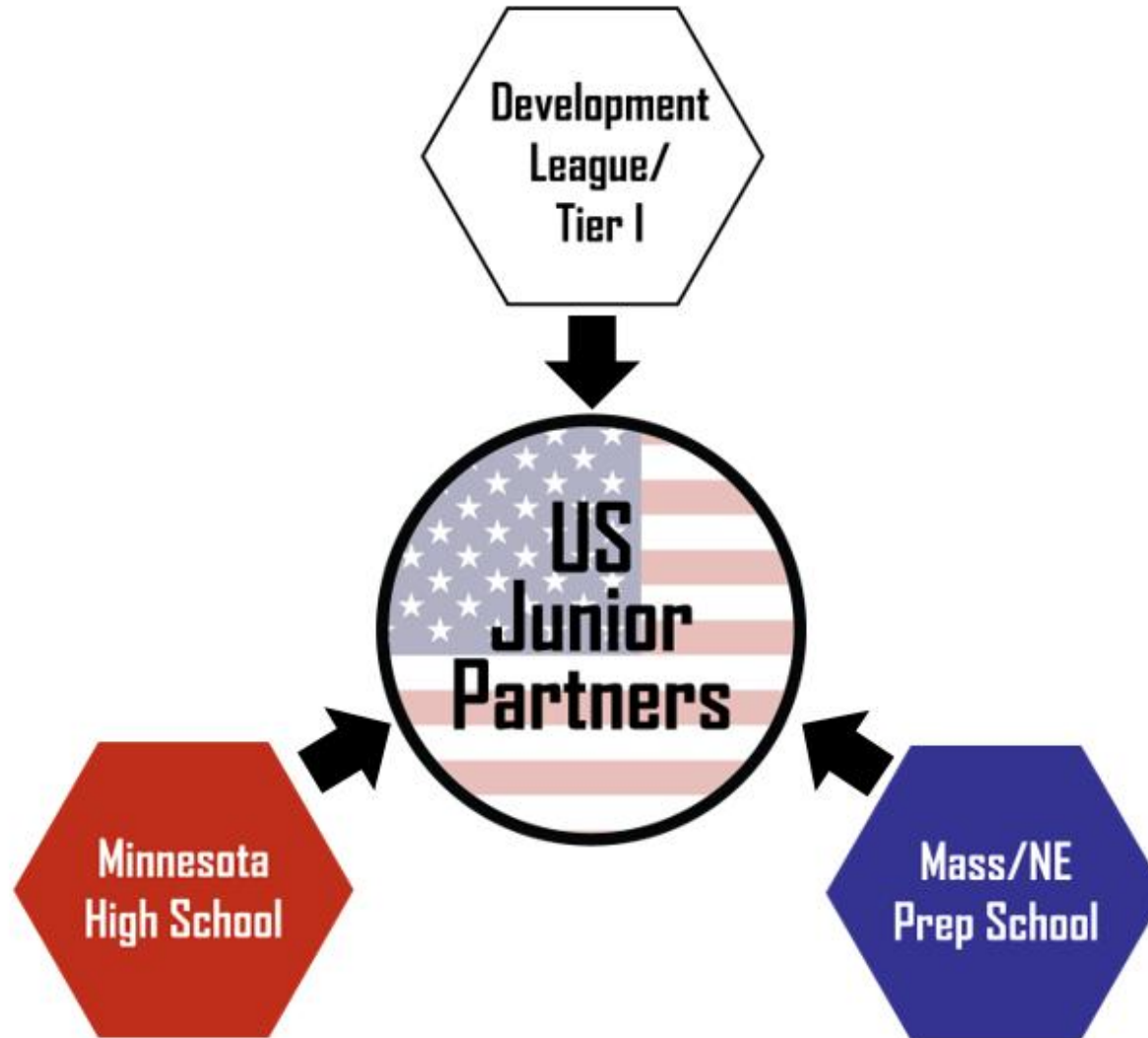
Federation high school and prep school models that are prevalent throughout Minnesota, Massachusetts, New England, and other parts of the United States, along with Tier I hockey, all serve in partnership with the USA Hockey Development League as great options for developing players.





High Performance Pathways

Every Athlete is an Experiment of One





17U Proposal

Tier 1 National Bound Youth* and DL Age Classifications

**Youth Only – No Girls Council Interest At This Time*



Tier I

130

14U

150

16U

18U

Proposed

DL

17U

DL with Tier I*

130

14U

150

17U*

18U

****Combined DL/Tier I Organizations can only field 4 National Bound teams between 130 and 18U***

****DL Teams will have their own Playoff and Championship***



Re-Imagining High Performance Hockey at 17U



- **~32 Teams Strategically Located Nationwide**
 - 704 Players from ages 15-17
 - Equals ~ 2% of Registered Male Players
- **Full Season Teams Only***
 - Existing Organizations with Successful History Preferred
 - *Split-season teams may apply if willing to field a full-season model in the DL*
- **Open Residency**
- **22 Person Playing Rosters**
- **Team Driven/Integrated Scheduling with DL/Tier I/Prep**
- **Coaching & Officiating Development Initiatives**



17U DL Roster Limitations



Skaters

- No 14-year-olds rostered per 17U team
- Limit of up to two 15-year-olds rostered per 17U team
- Limit of up to eight 17-year-olds rostered with 17U team
- Limit of up to two non-U.S. citizens per team

Goaltenders

- No 15-year-old goaltenders
- No Non-U.S. Citizen Goaltenders



17U Development League Team Distribution



- **32 team league**
 - 2% of national player registration equals ~ 29 teams
 - Plus 3 additional teams for league & playoff functionality
- **Districts must have a minimum of 1000 players registered at the 14-year-old age category to be considered for a DL team.**
- **Districts where High School and/or Prep School hockey are the dominant/preferred pathways for high-performance development are initially limited to 1 team.**

32 TEAM LEAGUE



USA HOCKEY

DEVELOPMENT

LEAGUE

| District | DL Teams at 2% Actual | DL Teams Rounded at 50% | Proposed National Landscape |
|-----------------|-----------------------------|-------------------------------|-----------------------------------|
| Atlantic | 2.01 | 2 | 2 |
| Central | 3.85 | 4 | 4 |
| Massachusetts | 3.11 | 3 | 1* |
| Michigan | 1.70 | 2 | 2 |
| Mid-Am | 2.14 | 2 | 2 |
| Minnesota | 3.71 | 4 | 1* |
| New England | 2.0 | 2 | 2 |
| New York | 2.34 | 2 | 2 |
| Northern Plains | .97 | 1** | 0** |
| Pacific | 2.13 | 2 | 2 |
| Rocky Mountain | 1.18 | 1 | 1 |
| Southeast | 2.74 | 3 | 3 |
| TOTAL | 27.88 | 28 | 22 |

22 teams will be chosen from the applicant pool based upon district location and quality of the application.

10 teams will be chosen from the applicant pool based upon league functionality and quality of the application.

* Districts where HS/Prep School hockey dominate the High-Performance Landscape are limited to 1 team

**Does not meet the 1000 player minimum



Still Under Construction



- **Application Process**
 - History of Success (National/District/USHL Draft Choices, etc.)
 - Previous National Championship Qualification and Finish
 - NHL Affiliation
- **Player Development Training Plan**
 - Management and Organizational Structure
 - Facilities
- **Day to Day Operations**
 - Commissioner
 - Registrar
 - Disciplinary Procedure
- **Playoff & Championship Format**
- **Audit Process for Quality Control, Promotion and Expansion**

Thank You



Development League Working Group

Kris Knauss: Chair, Player Development Committee

Keith Barrett: Chair, Youth Council

Rod Braceful: NTDP

Chris Clark: Athlete Representative

John Coleman: District Representative

Jack Flynn: Affiliate President

Glenn Hefferan: USHL Commissioner

Matt Herr: NHL Representative

Mike McCullough: Chair, Registrars Section

Bob Mancini: Staff Liaison

Scott Paluch: Staff Liaison



MAHA Player Development

**MAHA Summer Meeting
July 11, 2025**

**USA Hockey National Player Development
Program**



What Does the Player Development Committee Do?

- **Execute Player Selection Camps for Boys**
 - **District Camps in Dearborn, Marquette, and Grand Rapids**
- **Execute Player Development Camps for Girls**
 - **Grand Rapids**
- **Execute Team Michigan tryouts**
 - **Michigan sends two teams to CCM NIT at the end of April**
- **Execute Player Development Camps for Boys**
 - **LSSU for 15s (Best players selected to National Camp)**
 - **LSSU for 14s**



Purpose of Player Selection Camps

- **Primary purpose is to identify the top players in Michigan to represent our District at USAH National Development Camps**
 - **District camps are the beginning of National Camp/Select Team selection process**
 - **USAH wants to train, educate, evaluate and identify our nation's best players**
 - **We want to create camaraderie & respect between America's top players**
- **It is also important to give the players the opportunity to measure themselves against our District's other top players**



What Should the Player Development Committee Do to Improve Player Development in Michigan?



Current Status of Player Development in Michigan

- **3 players taken in this year's NHL Draft (see next slide)**
- **2009 Boys**
 - **1 Michigan native made NTDP (goalie)**
 - **1 Michigan native made 5 Nations team**
- **2008 Boys**
 - **1 player at NTDP**
 - **1 player on 5 Nations team**
- **2007 Boys**
 - **2 players on NTDP**
 - **2 Players made Hlinka team**
- **2006 Boys**
 - **3 players at NTDP**
 - **0 players on Hlinka team**
- **2005 Boys**
 - **3 players at NTDP**
 - **0 players on Hlinka team**



Current Status of Player Development in Michigan



Topher Scott @HockeyThinkTank · Jun 28



More eye-opening stats on @MinnHockey leading the way on elite player development with triple the draft picks of any other state. Michigan and Massachusetts had the 5th/6th most. WOW.

These two states continue to go further into the professional model and MN continues to win.

I'd love for people in these states to stand up and say enough is enough. Too expensive and too much narrowing of the talent pyramid too early DOES NOT lead to more elite players. Data continues to show the exact opposite.

Thanks @louissnee99 for the breakdown.

2025 Draft Recap

52 USA players selected (% of USA players picked):

- 17 MN 33% (7.7% of all players selected)
- 5 NY 10%
- 5 IL 10%
- 4 CA 8%
- 3 MI 6%
- 2 MA 4%

For MN players drafted, 12 played HS hockey.



New and Recent Initiatives

- **In the past year, we have appointed two male and two female Goalie Development Coordinators to spearhead initiatives to improve goalie development in Michigan**
- **We are launching the Michigan High Performance Program this Year**
- **Some Highlights:**
 - **Team Michigan to play Team USA at Yost August 3rd prior to 5 Nations Tournament**
 - **Inaugural Michigan High Performance Goalie/Shooter Camp to be held August 2026**
- **As a committee, we are very open to taking part in other initiatives to improve Player Development**



Biggest Challenges

- **Volunteers to Support Player Development**
 - **Evaluation staff and more adult leaders needed**
 - **Other USAH Districts have greater numbers of people involved, and some far greater (Minnesota)**
- **More players playing the game**
 - **The bigger our base, the bigger and higher the top of the pyramid will be**
- **Understanding if the Michigan youth hockey model is a benefit to ALL players**



Biggest Misperceptions About Player Selection Camps

BIAS!

- Players are already selected before camps start**
- Evaluators are biased in favor of Tier 1 kids**
- Its all about who you know**

It's a Money Grab

- Budgets are set to conservatively break even**
- Evaluators and camp personnel receive a modest stipend for their participation – NO ONE IS GETTING RICH**

Very few players are selected from Marquette

No feedback is given at the end of Player Selection Camps



Michigan Player Development Camps – District Camps

- **The number of players selected for the next level from each age group at each District Camp will be based off the percentage of players in that district relative to the total pool of players, minus a small percentage of “At-Large” players**
 - **Ex. The 2010s will have 72F, 36D, and 12G attending LSSU**
 - **Suppose there are 100 total F registered at the 2010 birthyear, with 40 in Grand Rapids, 50 in Dearborn, and 10 in Marquette**
 - **~48% of F will be chosen from Dearborn**
 - **~38% of F will be chosen from Grand Rapids**
 - **~9% of F will be chosen from Marquette**
 - **~5% will be reserved as “At-Large”**



GOALTENDING GROWTH UPDATE AND THE SUCCESS OF OUR INITIATIVES



USA Hockey District Summer Meetings

Brad Johnson

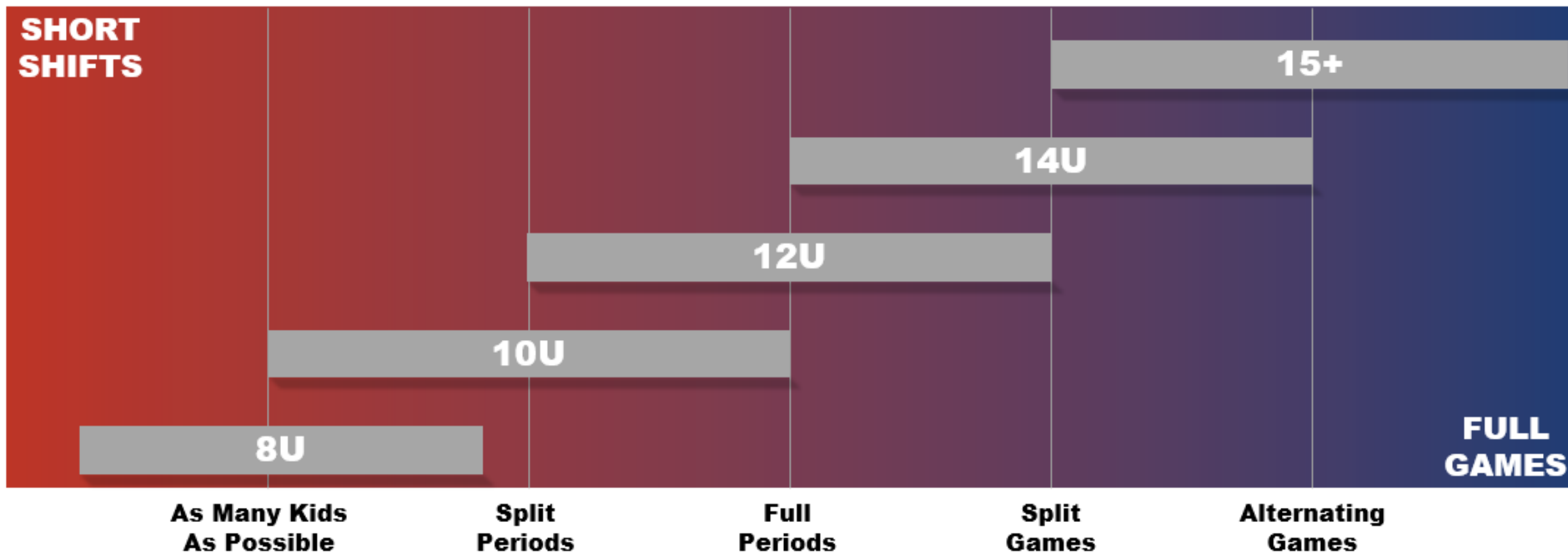
Associate Coach in Chief of Goaltending - Michigan

2024 RECAP OF INITIATIVES





GOALTENDING GAME TIME RECOMMENDATIONS





GOALTENDING GAME TIME RECOMMENDATIONS

| Age Category | Shift Length |
|--------------|--|
| 8u | Rotate every 3 shifts |
| 10u | Half period |
| 12u | Full Period |
| 14u | Half Game |
| 15+ | Half Game (1 game/day) Full Game (2 game/day) |

2025 STAND ALONE TRY GOALIE



2025 STAND ALONE TRY GOALIE



2025 TRY GOALIE IN ALL LTP



- * No waving
 - * No roughness
 - * No snowball or other throwing
 - 4. Keep exits clear. Before getting on the ice, look for oncoming skaters. Do not sit on the dasher boards.
 - 5. Don't carry children or other items while skating. No eating, drinking, or smoking on the ice.
 - 6. Risk equipment can be dangerous. Stay off the ice when resurfacing or during programs.
 - 7. Do not go on the ice without supervision.
 - 8. Obey the rink rules. Respect the rink.
 - 9. Respect the ice. Please do not skate on the ice when it is not your turn to skate.
- This is just a partial list. Supervisors can help you find more information. Use caution and be responsible.
- ... cannot responsibly...



Sheriff Anthony M. Wickersham
**Skate Hard
Have Fun!**
... ..
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Dowell
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2230

2025 TRY GOALIE IN ALL LTP



2025 TRY GOALIE IN CAMPS & EVENTS





2024-25 TEAM USA GIRLS' HOCKEY NIGHT

SATURDAY, NOVEMBER 16

3:30-4:20 ON-ICE CLINIC #1
4:30-5:20 ON-ICE CLINIC #2
5:45-6:30 PRE-GAME CHALK TALK + Q&A SESSION

7:00 TEAM USA VS AUGUSTANA

| INCLUDED: | \$15 | \$35 |
|---------------|------|------|
| Game Ticket | X | X |
| Parking | X | X |
| Pre-Game Q&A | X | X |
| On-Ice Clinic | | X |
| Game Puck | | X |

- >On-Ice Clinic led by USA Hockey's ADM Manager of Female Hockey, Heather Mannix
- >Past Q&A Sessions have featured Heather Mannix, Manon Rheaume and more!
- >On-Ice Clinic Available to 8U, 10U, & 12U Girls
- >Only 50 On-Ice Clinic Spots Available
- *Speakers subject to change*



[TINYURL.COM/GIRLSHOCKEYNIGHT2024](https://tinyurl.com/girlshockeynight2024)

FOR MORE INFORMATION PLEASE CONTACT:
 Peter Grobel | 734.453.3115 | Peter.Grobel@USAHockey.org
 USA Hockey Arena | 14900 Beck Road | Plymouth, MI 48170



2025 TRY GOALIE IN CAMPS & EVENTS



2025 TRY GOALIE IN CAMPS & EVENTS



2024 RECAP OF INITIATIVES



**5%=
1 goalie/team**

**10%=
2 goalie/team**

2024 RECAP OF INITIATIVES

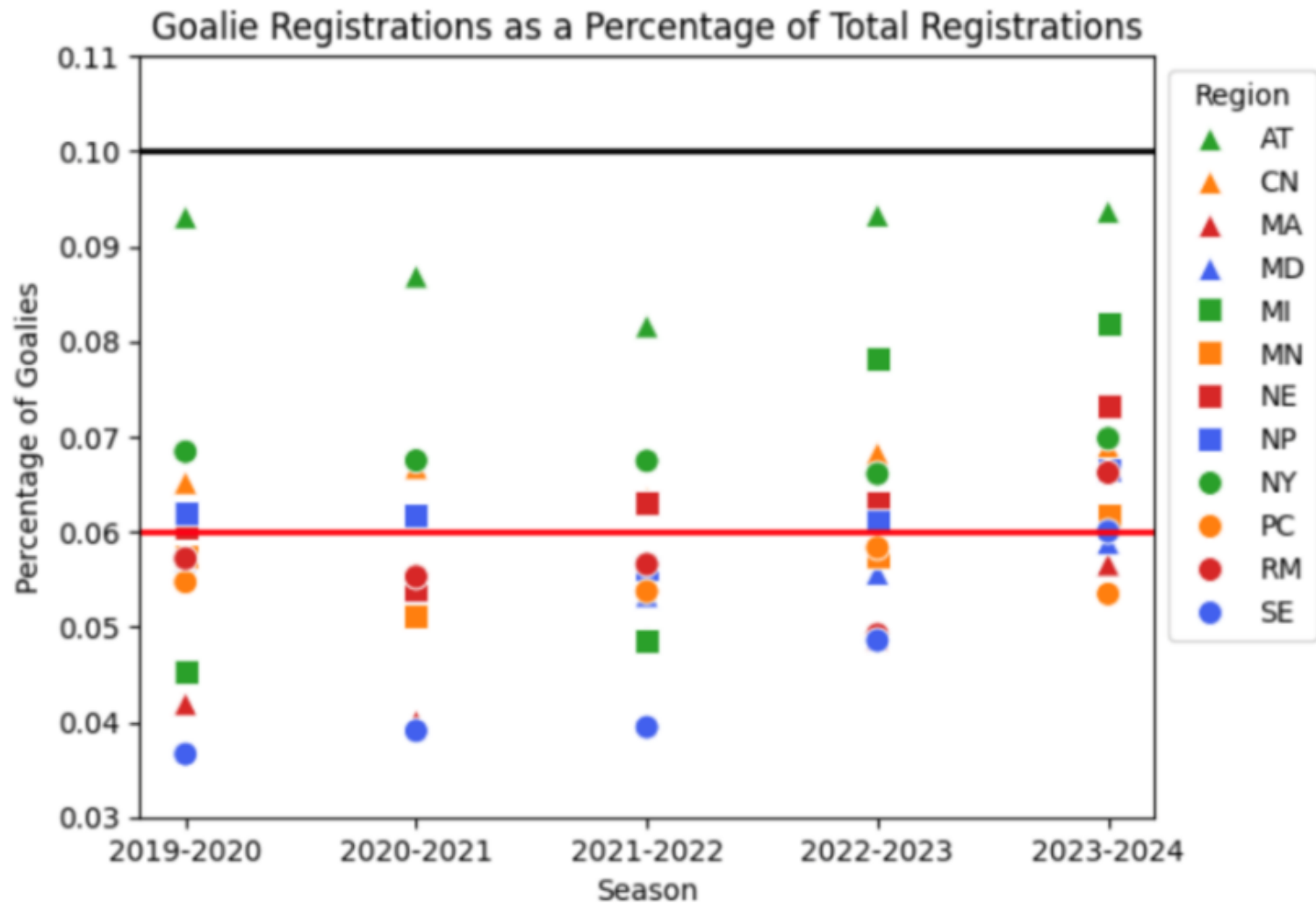


Data Excluded

- Adults
- 8u
- 6u
- Special
- Sled

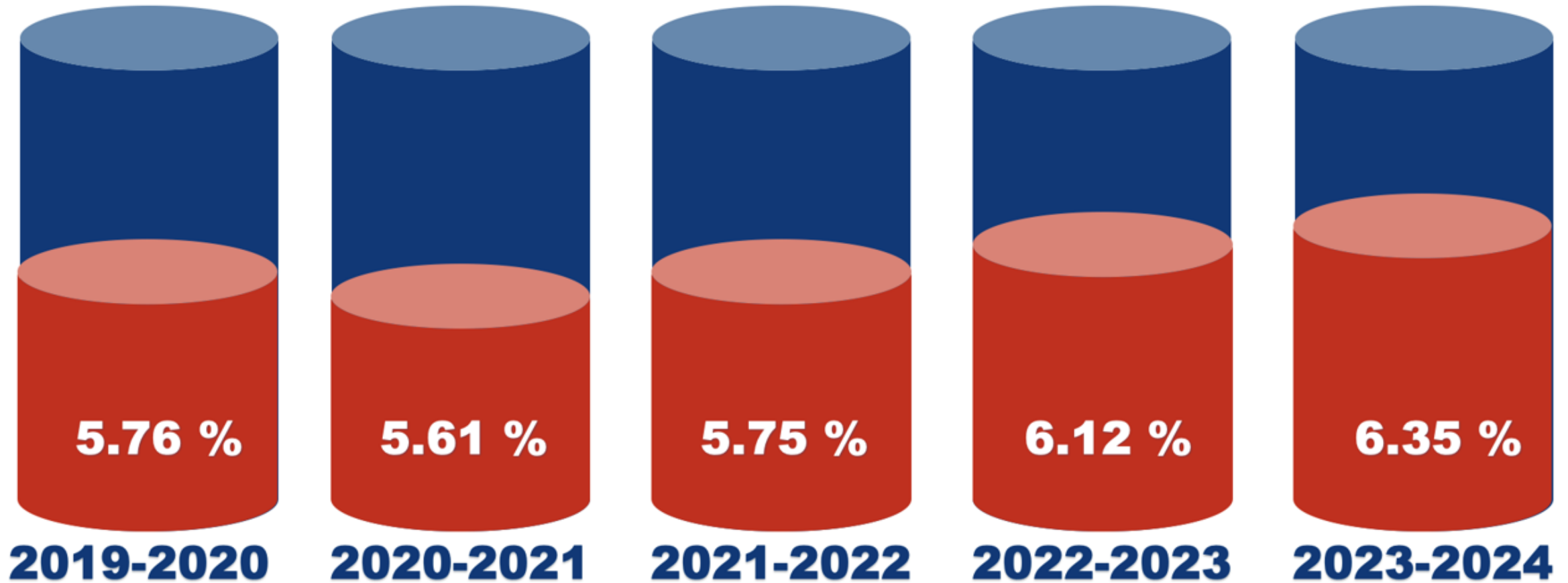


GOALIE GROWTH IN MICHIGAN



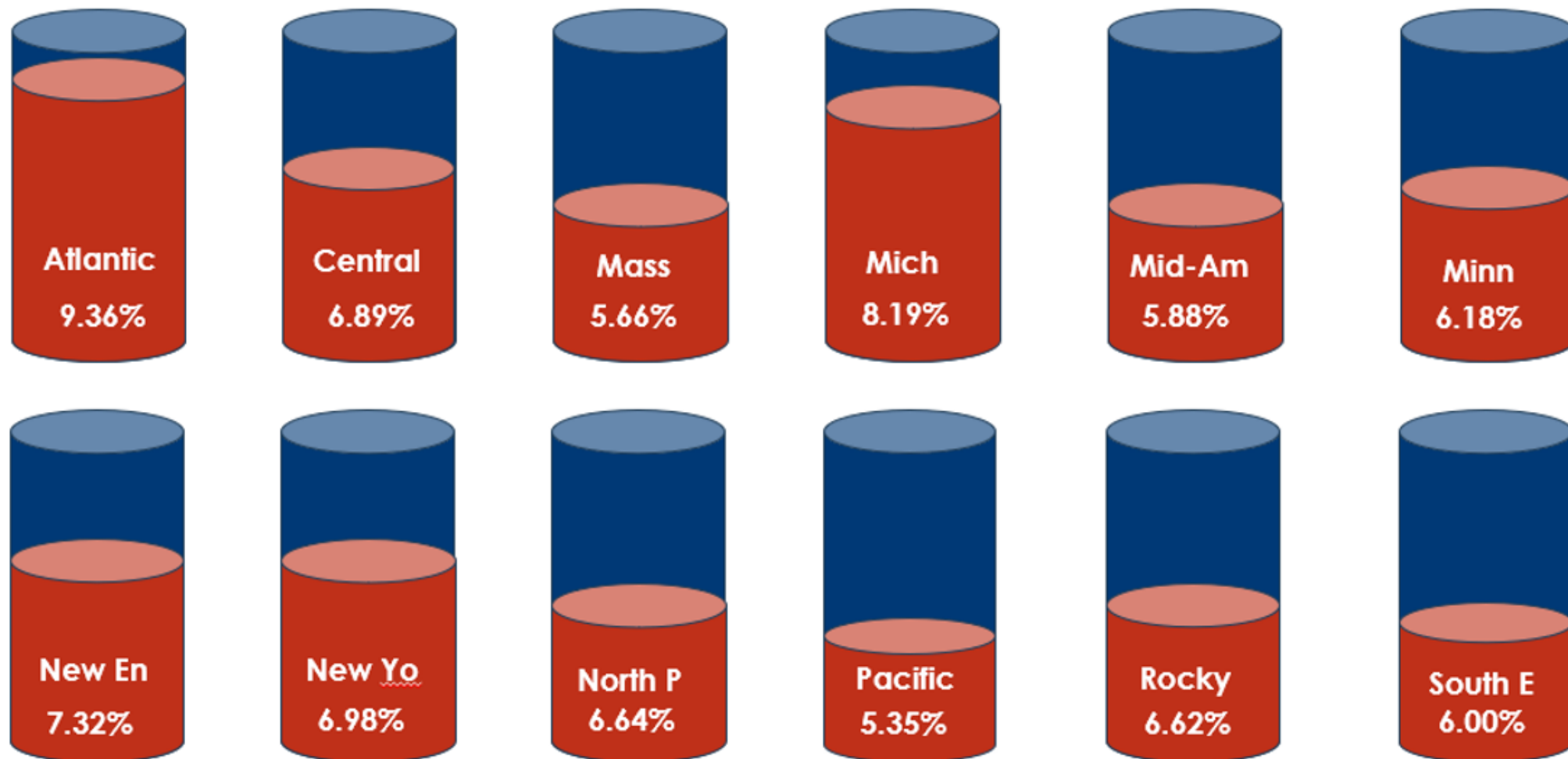


GOALIE GROWTH NATIONALLY



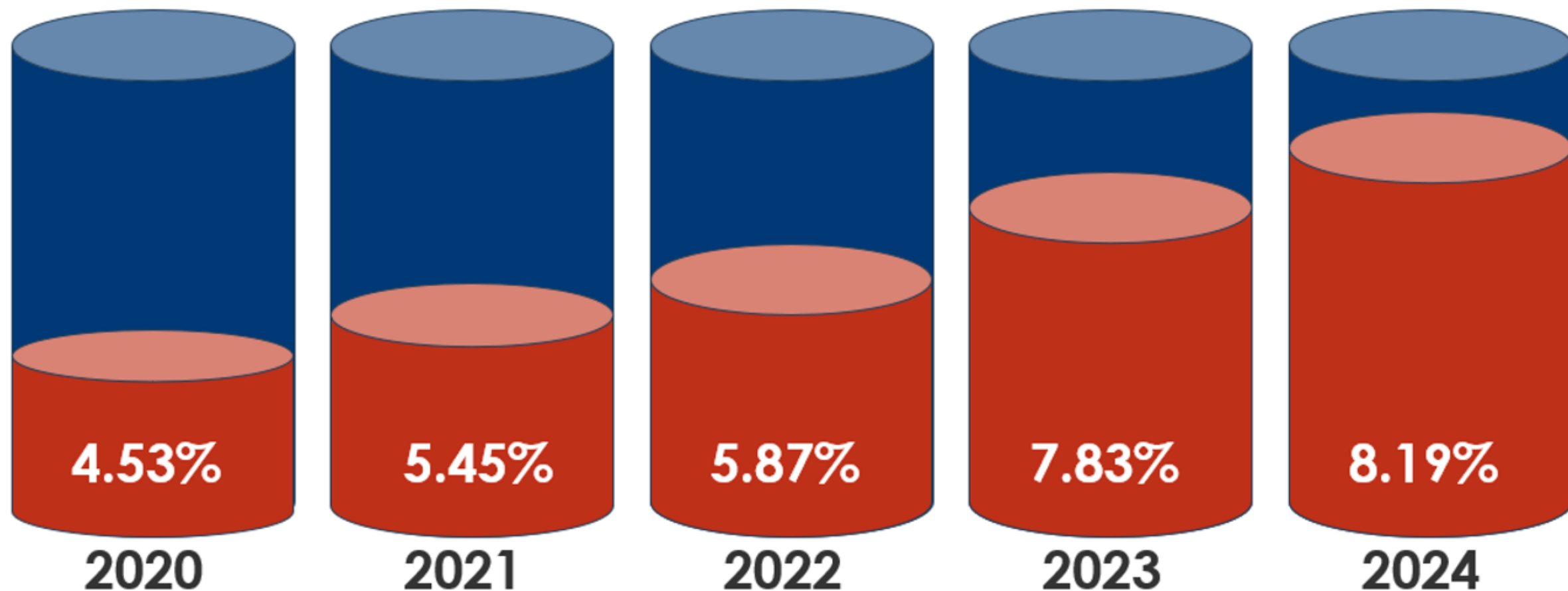


GOALIE PERCENTAGE BY DISTRICT





GOALIE GROWTH IN MICHIGAN





Goaltending Growth Coordinator

2025 GOALIE GROWTH COORDINATOR



Job Title: Goaltending Growth Coordinator
Department: Membership
Reports To: Affiliate Growth Coordinator
Basic Function: Grow the position of goaltending within affiliate.

Responsibilities include, but not limited to:

- Support affiliate growth coordinator in growing game within affiliate.
- Host try goalie or free events within the affiliate.
- Provide quick change gear and a goaltending station at try hockey for free events.
- Host adult goaltending clinics within affiliate.
- Attend monthly GGC calls.
- Attend annual GGC training.

Qualifications

Required

- Experience recruiting entry level hockey players.
- Experience running goalie clinics.
- Ability to utilize computers, including experience with Microsoft Office package.
- Ability to utilize Zoom video conferencing software.

Desired

- Playing & coaching experience

Salary: This is a volunteer position.

Availability: Application period is TBD.

Application Procedure: To apply, click the link below and fill out the application paperwork.



Questions?

THANK YOU!

