



Michigan Amateur Hockey Association

Michigan Amateur Hockey Association 2025 – 2026 Association of the Year Contest

Purpose: To incentivize local associations to continue build numbers at the 8U age level

Incentive: Cash prizes will be awarded to the top performing associations in each MAHA district. Those seven (7) district winners will advance for consideration as the MAHA Association of the Year (John Stansik Award) winner.

District Winners - \$1,000 ea

John Stansik Award Winner - \$7,500

Criteria: Association will be measured on several specific growth measurements. They will receive points based on their performance in each of the categories. Growth measurements will be tracked throughout the year, with the March 31, 2026 USA Hockey Membership numbers being the final score. You can track your progress by going to the [Grow Your Association](#) page on the MAHA Website. Stats will be updated monthly starting in late October.

Associations will also be eligible for a maximum of 725 participation points based on their participation in certain growth-related activities as defined below. Participation points will be awarded throughout the year as activities are completed. All participation activities must be completed no later than the date shown for the activity. To record your participation, we are once again using a Google Sheets document to make multiple entries easier. Once delivered to you (October 2025), find your association name across the top and enter your information below.

Growth Measurements

Change in the Percentage of Total Youth Players: This measurement takes the total increase / or decrease of the number of youth (ages 1-18) players in your association and divides that by the total number of youth players you had during the 2024 – 2025 season. *Maximum 100 Points.*

Change in the Percentage of Total 8U Players: The measurement takes the total increase / or decrease of the number of players ages 1-8 in your association and divides that by the total number of players ages 1-8 you had during the 2024 – 2025 season. *Maximum 100 Points.*

8U Players as a Percentage of Your Total Association Youth Membership: Takes the total number of players ages 1-8 that you have registered and divides that by the total number of youth players you have registered.

8U Player Retention: Measures the percentage of returning players at the 8U level that were rostered the previous season.

80% Retention of 8U Player Bonus: Awards an additional 100 points for associations that achieve an 8U player retention % of over 80%.



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Participation Points

Identify Growth Coordinator: Identify a local growth coordinator that will be responsible for 8U growth related activities in your association. If you have not already identified one, during the submission of your Affiliate Agreement Contacts for the 2025 – 2026 season, please notify Affiliate Growth Coordinator Jason Reynolds via email (jreynolds@maha.org) no later than **10/31/25** to receive credit. *Receive 50 points.*

Set an 8U Player Goal: Once provided, go to the *participation tracking sheet* and find your association listing. There, you can see how many players your association had during the past season. Set an 8U player goal for the season and enter it into tracking document. The player goal must be entered no later than **10/31/25** to receive credit. *Receive 50 points.*

Program Services Growth Assessment: Get an overall assessment of your growth plans for the year. Learn about other opportunities for growth that you may not be aware of. Contact Jason Reynolds (jreynolds@maha.org) to schedule a date and time for your review. You must request an appointment no later than **10/31/25** to qualify. *Receive 50 points.*

October 17-29, 2025, Girls Hockey Weekend: [Enroll in the Girls Hockey Weekend on the USA Hockey site.](#) Once your event is complete, go to the *participation tracking sheet* and enter what you did and what success you had. *Receive 50 points.*

September 13, 2025, National Try Hockey for Free Participation (1 of 2)*: Participated in the first national Try Hockey for Free Day. [Event MUST be registered on the USA Hockey host site registration.](#) Record the number of participants you had in tracking system. *Receive 25 points.*

March 7, 2026, Try Hockey for Free Participation (2 of 2)*: Participate in the second national Try Hockey for Free Day. [Event MUST be registered on the USA Hockey host site registration.](#) Record the number of participants you had in tracking system. *Receive 25 points.*

Host your own Try Hockey for Free Day*: Host a Try Hockey for Free outside the two national dates. [Event MUST be registered on the USA Hockey host site registration.](#) Qualifying events include Youth, Girls-only, Try Goalie, Disabled and Adult THFF events. MAHA resources available, including equipment, jerseys and event assistance (contact Hockey Events Manager Jon Hosking at jhosking@maha.org for details). *Receive 25 points.*

***(NOTE: Host any combination of three (3) Try Hockey for Free Days throughout the 2025-26 season, i.e. two national dates and one non-national, one national date and two non-national, or three non-national dates, etc. to receive the full 75 available points. Events MUST be registered on the USA Hockey host site registration.)**

Association Learn to Skate Program: Your association must run **its own** Learn to Skate program for a minimum of 6 weeks. The sessions must be complete by **March 31, 2026**. Record the number of participants you had in tracking system. *Receive 50 points.*

Association Learn to Play Program: Your association must run **its own** Learn to Play program for a minimum of 6 weeks. The sessions must be complete by **March 31, 2026**. Record the number of participants you had in tracking system. *Receive 50 points.*



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Bonus Points

October 20-24, 2025, Team Up Against Concussions Week: During TUAC week, across all associations we are asking players to volunteer to be a 'TUAC Captain,' and to record themselves giving the TUAC Speech to their team. Completed videos should be sent to the Michigan District Player Safety Coordinator Jon Hosking (jhosking@maha.org). Video submissions will be promoted and shared on MAHA's digital / social media platforms, in an effort to reinforce the TUAC philosophy. Any association that has at least one team submit a video speech for 'TUAC' Week will receive 50 points towards the 2025-26 'Association of the Year' Contest. **Deadline for submission is October 24, 2025. Maximum 50 points per association.**

Positive Coaching Alliance – Virtual Coaching Workshops: MAHA is proud to renew its partnership with the Positive Coaching Alliance to offer a series of five (5) virtual coaching workshops throughout the 2025-26 season. We are asking all of our associations to encourage its coaches to attend these FREE workshops. Associations are encouraged to invite up to five (5) coaches from its program to attend each virtual workshop. Each attending coach will earn its association 10 bonus points, up to 50 bonus points per event, towards the AOY Contest. **All attending coaches MUST register in advance for the virtual workshop in order to receive credit towards the AOY Contest. Registration will include attendee name and association name. Registration information will be provided to all associations as it is finalized. Maximum 250 points per association.**

Participate in an Exploratory Call with Hudl: Hudl is the Exclusive Performance Technology Partner of the MAHA, specializing in providing athletes, coaches and teams the resources and tools to efficiently capture, analyze, organize and distribute data and film. Hudl will offer MAHA teams and organizations with exclusive pricing on its suite of Hudl products and services. Participating in an exploratory call with Hudl Account Executive Shane Bednard (shane.bednard@hudl.com) will earn your association 50 points. Contact Jason Reynolds (jreynolds@maha.org) for more information. *Maximum 50 points per association.*

Best of luck to all associations, and thank you for your commitment to growing the game of ice hockey in Michigan!