



Hockey Operations
Saturday, January 23, 2010
Marriott – St Louis Park

HEP Program – Dave Margenau

Include Dave's report

Essay Contest – “I Respect My Opponent Because”

- 66 entries (08-09 147; 07-08 120)
- Finalists
 - Ethan Christopherson, Squirt, Crookston
 - Conner Coughlan, Bantam, Coon Rapids
 - Stephanie Eberhard, 12U, Coon Rapids

HEP Material Distribution 2009-10 Season

Number of Associations who have ordered materials

<u>Season</u>	<u>Associations</u>
2009-10	92
2008-09	77
2007-08	33
2006-07	30
2005-06	71
2004-05	100

3M Coach Recognition

- Recognition session for 08-09 recipients, December 1st, at Wild practice. 35 coaches attended
- All coaches that are nominated receive framed certificate and USAH Coaching DVD
- Two coaches per month receive coaching jacket and are recognized at Wild game
- Seven coaches have been nominated this season
- Need your help in promoting

Squirt/10U Fair Play Certificates

- Certificates awarded to Squirt/10U players on teams that earn 90% or more FPP during league play
- Requesting certificates needed from Districts and sending out end of February

Fair Play – 2008-09

- See attached charts
- 884 scoresheets (25% sample of 3392 scoresheets)
- Fair Play Points Earned
 - Bantams improved from 75% to 84%
 - PeeWees declined from 90% to 85%
- Check from Behind
 - Five year decline from 16.5 per 100 games to 6.0 per 100 games
 - Bantams declined (07-08 to 08-09 season) from 22 per 100 games to 4 per 100 games
 - PeeWees declined (07-08 to 08-09) from 17 per 100 games to 10 per 100 games
- Please gather scoresheets from league play and turn in at April meeting.

Electronic Media

- Partnership with Youth Sports Coalition, TK Stohlman

- New HEP webpage launched 10/26/09
- Most popular article “8 Ways to Turn Around a Problem Parent”, read by 3,347
- E-newsletter
 - First edition – 10/26/09
 - Weekly – 13 editions
 - Current subscribers – 38,068
 - Open rate – 24% (industry average 5 – 12%)
- HEP Quiz
 - Weekly/monthly prizes - \$5,000 from sponsors
 - Participants – 1579

District 1 – 76	District 8 – 243
District 2 – 199	District 10 – 312
District 3 – 149	District 11 – 40
District 4 - 98	District 12 - 22
District 5 - 98	District 15 - 73
District 6 - 247	District 16 - 19
- Partner Value Add
 - Wild, ticket offers, community service
 - Others, program announcements

Respect & Protect – Brain Injury Prevention Awareness Campaign

- Objectives
 - Generate significant awareness of the concussion issue in youth hockey and specifically how to prevent concussions
 - Highlight the Minnesota Wild/Minnesota Hockey partnership
 - Create more “brand” awareness for Minnesota Hockey (the logo, what it is, how FUN it is, etc.) with our membership
- Overview
 - The program was introduced in the October issue of Minnesota Hockey Journal
 - The campaign runs through March 2010 and can be created so it is refreshed and executed each winter
 - Sponsored by Kemps Dairy
 - All Minnesota Hockey families received a sticker in the October issue of Minnesota Hockey Journal. Much of that issue was dedicated to concussion prevention, identification, and treatment. Kids were encouraged to put the sticker on their helmet to declare that the Respect & Protect in The State of Hockey.
 - To encourage players to put the stickers on their helmets, Minnesota Wild “Secret Scouts” have/will randomly show up at ice rinks and pick a player who has their sticker on as a winner (similar to a “secret shopper” campaign). The winners receive two tickets to a Wild game in a suite. Secret Scouting stops are:
 - 11/3/09 – Cloquet Squirt and 12U practice
 - 1/25/10 – Chaska/Chanhassen Squirt practice
 - 1/25/10 – Minnesota Hockey Recreation League scrimmage in Minnetonka
 - 1/26/10 – Faribault Mites and 10U practice
- Media coverage and promotion: Wild, Hockey Day in Minnesota, Minnesota Hockey Journal, Let’s Play Hockey, HEP E-newsletter, “Thought from the Bench”, Minnesota Hockey website and radio/newspaper coverage.

MaryKay Messier – VP Business Development Cascade Sports

Working on the concussion issue in hockey and changes that need to be made. Cascade Sports came up with a new helmet but it was rejected by the hockey players as not being something that they want to wear. The helmet vastly reduces the impact on the brain when it is worn. Use the same test protocol and apparatus as HEC and CSA. It is called 7 technology and is pods within the helmet that displace the energy and reduces the amount that travels to

the brain. The Messier project has two pieces – awareness campaign and how do you get the ball rolling to make a contribution to offer better protection for the players.

There was discussion about having kids in the correct size helmet and would it be possible to have a check on all helmets before a game starts much like they do in soccer.

USA Coach-n-Chief - Mike MacMillan

GETTING UPDATE FROM MAC

Overall the Coaching Education Program is going well in the Minnesota District, we are fortunate to be in many leadership positions in the district. With our staff in Minnesota we have very few problems and they have done a great job of running and administering the program during this season. Over the past few seasons' we instituted some new and I hope exciting things for the coaches:

We kicked off our season by hosting the USA Hockey National Hockey Coaches Symposium – Level 5 – in St.Paul, MN. It was the 10th Anniversary of the NHCS the first being held in Bloomington, MN in 1999. Our clinic season ended on December 31st with a few last chance clinic's being held around the state the last week of December.

We continue to co-sponsored three High Performance High School Level 3 clinics in the fall. We hosted the Minnesota Boys and Girls High School Clinic's as well. The Girls was held in Blaine the weekend of October 8th, the Boys in St.Paul the weekend of October 23rd. We also conducted a special Level 3 H.P for our Junior Gold Coaches.

This fall we again hosted a Girls/Women's Clinic at Level 3 for coaches who instruct or coach girls or women's teams.

We have been putting on for the past 6 years the Dave Peterson Coaches Goaltending Workshops. Steve Carroll coordinated and ran the clinics throughout our clinic season in addition Steve association skills clinic's this season and Justin Johnson as a Associate Goalie Coach.

Minnesota instituted a new skating and skills program for local hockey associations in 2008-09 lead by Hal Tearse, Gary Gregus and Dick Emahiser. This year we pilot'd certification for those who participate in one association. Minnesota Hockey continues to publish newsletter for coaches under the direction of Associate CIC – Hal Tearse. Terry Evavold and Dave Marganeu also added a HEP(Hockey Education Program) newsletter to our menu of information going out to parents and coaches.

This past fall we hosted 3 staff conference calls and will be hosting a CIC/ACE meeting this April following our CIC meeting in April.

We have been working closely with Guy Gosselin our new ADM Regional Director on education of our process's and incorporating him into our program.

We just completed our first Disabled Hockey – Sled Clinic and Special Hockey Coaches Clinic in conjunction with the National Office and Sled National Program. We had 15 athlete's participate and 20 coaches. I have also added to my staff a Disabled Associate CIC who will begin work with us this spring.

Our State District Coach-In-Chiefs continue to push the envelope and provide educational materials and information to our coaches to make associations and individual coaches better. Also our ACE program in Minnesota is growing and expanding under the leadership of Terry Evavold who has spent a great amount of time this past year making sure each of the 12 districts in Minnesota get the support they need. As the ACE program grows in Minnesota we hope to focus on more and more education programs at the association and Minnesota district level.

MN Coach-n-Chief - Hal Tearse

The fall coach development program that works with coaches at the local levels went very well again this year with over 600 coaches (coaching 8,000 players) attending clinics all across the state. Gary Gregus did an outstanding job once again scheduling and assigning instructors to over 25 clinic locations. The program expanded with a third offering of "Teaching Advanced Skills". The feedback from the local associations was excellent and clearly demonstrates value to our membership.

Steve Carroll ran several clinics to help teach goaltending fundamentals to coaches. This is the first year we have done these clinics and hopefully we can expand the number of locations next fall.

We developed a training video so that we can better train more instructors about how to run these clinics. Gary Gregus, Dick Emahiser, and Jim Herbert did the bulk of the clinics again this year with an assist from me on a couple clinics. More instructors are needed to meet demand. Gary will be working to put a plan into place to recruit a couple more instructors.

We are in the planning stages of adding a fourth curriculum item: "Introduction to Body Contact". We are going to roll this program out in the spring of 2011 to rising squirts, and rising pee wees. This program will be offered each spring after the winter season.

We are just completing two new video offerings that will be hosted on the website. The first one is an inside look at coaching pee wees/U12 and the second one is an inside look at coaching squirts/U10. The videos are just over one hour long and focus on the communication and teaching styles of the coaches. These videos are very important models of how to coach these levels. They will be used in the fall with a Minnesota Hockey development pilot program to educate coaches on best practices for these levels.

The Monthly Newsletter "Thoughts from the Bench" is sent to 43,000 email addresses each month. In December over 33% were opened in the first day. The January issue was the 60th in the series.

The USA Hockey Coaches newsletter called "Inside the Game" rolled out in December 2009 with the second issue in mid January. I am co- editing/writing this publication with Keith Blasé from Flexxcoach. It is sent to 60,000 coaches nationwide and at least one mention of our website occurs in each issue.

Championship Productions shot two videos with me over the summer and they are selling well across the country. Minnesota Hockey receives a royalty on the sales originating from our website link.

Ace Program – Terry Evavold

This is the report that I sent off to USA Hockey for Winter Meeting!

Tom Kehr

Minnesota District

10/03/2009 I held my preseason ACE clinic, in St. Cloud MN it was attended by all 12 Minnesota District ACE coordinators. This is our season planning meeting. During this meeting I asked each District ACE for a report of what happen in there District during the 2008-2009 season. I was looking to see what there efforts looked like and how we could improve delivery. We had to special guests David Margeneau VP Minnesota Hockey, and Director of HEP (hockey education program) and Toni Bolter Director Special Hockey.

Dave reported on the efforts of the ACE Coordinator in assisting with the 2008-2009 HEP material ordering. Dave informed us that Minnesota Hockey had approved the idea of a weekly newsletter and the joint marketing effort Youth Sports Coalition. We have incorporated the principal of Sport and My Child book by Smith and Small into a weekly parent quiz, and as of this week we have delivered 360,000 newsletters to our hockey families around the State of Hockey!

Toni Bolter Director of Special Hockey reported that need to get the word out about Special Hockey. She touched on how the ACE group can help get the word out about the programs and they can support it. We are very blessed to have people like Toni as she is very passionate about special hockey!

This year's goals

1) To continue to promote skill development within the Association using Cross Ice within Mini and Mite programs. We are also promoting the Skill Development Programs that CIC Mike MacMillan, Minnesota Coach in Chief Hal Tearse, developed to put coaches back on the ice, but in small groups with highly trained Skill Development Instructors. This program is in its 3 full season and is under the direction of Gary Gregus, Dick Emhaiser, Pat Westrum for forwards and Defense and Steve Carroll and Justin

Johnson with Goaltenders. We are currently doing 80-100 development workshops each year! This is some of the best stuff we have done in years with regards to developing coaches in Minnesota Hockey.

2) To keep current our directory. We are just finishing up our ACE Directory and would like to thank Rae Breggel, Dan Brannon, and Tom Kehr for their leadership and help with the effort of collecting this information at the time each association registers there teams.

3) To support CEP instructor during the clinic. This year we have created great teams between the CEP instructors and the ACE Coordinator, I believe this happen during our spring meeting when we bring all CEP instructors and ACE Coordinators together for a meeting. Mike MacMillan, are instrumental in creating these teams and I believe that we will have better classes because of these teams.

4) To grow the program not only do we want to grow that game but we are looking for ways to grow the ACE network with the geographical challenges we have, I am always looking to had more members to the ACE network.

I would like to thank Tom Kehr for his leadership of the ACE Group he is a great resource for me. I am entering my third season in this position. I feel we are reaching more coaches, players and parents than we have ever done before!

High School Boys – Ty Eigner

The web sites are all on the same plat form and allows for tracking palyers.

High School Girls - Tim Morris

All registration will be 100% on line for the advanced programs. Another proposal is before the MSHSL to reduce the season by one week.

MN task force committee update (LTAD)

MAC SENDING REPORT

Minnesota Hockey has created and partnered with USA Hockey the Boys and Girls High School Coaches Association to provide variety of programs to assist aspiring players, coaches and officials.

Minnesota Hockey Advanced Programs: Designed to identify and develop the top 15, 16, 17, and 18 year old hockey players in Minnesota. More than 2,500 players participate in the Minnesota hockey Advanced Festivals, training Programs and Camps.

At the conclusion of the Minnesota High Performance Advanced process players at the 15 – 17 level, our top players (20-25 typically) are chosen to compete with the best players from around the country at the USA Hockey National Festival Camps where each district is represented. At the USA Hockey national Festivals the top performers are identified for possible opportunities to represent the USA at national and international competition.

This year's programs feature a couple of new programs and the enhancements to current programs for the development of the Minnesota player. We have added the U18 boys program for those players that will have eligibility left in high school hockey but are too old for the U17 program. We will have 4 teams from combined sections around the state that will compete in a festival in March. A team will be picked to compete in the Minnesota High School Showcase along with a team selected out of our Great 8 program. The High School Showcase is replacing the Chicago Showcase it will feature the top High School players from around the country but more importantly the State of Minnesota.

We have also enhanced out 15 program this year adding a new spring model that will expand the training and development opportunities for players. Each district will select 30 players to train for a minimum of 12.5 hours leading up to the 15 festival in may. The festival teams will still include 20 players but 120 players from around the state will be able to train in their areas for an opportunity to compete at the 15 level. We have also expanded the 15 process to include a new summer training opportunity that will feature top developmental coaches from around the state at the Herb Brooks Training Program.

Program Information:

Advanced Director: Mike MacMillan, 612-247-0507, mikejmacmillan@hotmail.com

Minnesota Hockey Spring Festivals are the first step in the Advanced process, bringing together the top 15 – 18 age players by their respective birth year. Districts and Sections teams participate in 2 or 3 day festivals at their age levels to advance to an opportunity to participate ultimately at the national level.

Age specific contact:

15 Boys (1995): John Perry, 763-559-4646, jperry@compassgroupmn.com

Dates: May 1 – 2

Location: New Hope Ice Arena

15 Girls (1995): Kevin Dickie, 507-835-4151, kdickie@myclearwave.net

Dates: May 1 – 2

Location: Schwan's Super Rink

16/17 (16-1994/17-1993) Boys: Jon Petersen, 651-338-8315, jpetersen17@yahoo.com

Dates: April 16 – 18

Location: Plymouth Ice Center

16/17 (16-1994/17-1993) Girls: Tom Peart, 763-442-6465, thpeart@yahoo.com

Dates: April 16 – 18

Location: Plymouth Ice Center

18 Boys (1992): Ty Eigner, 612-237-0567, tye@traditionllc.com

Dates: March 26 – 28

Location: Wakota Arena – South St. Paul

Girls' Advanced 15 Summer Camp: A week-long resident development camp held each summer for the top 15 year-old girls in Minnesota

Contact: Kevin Dickie, 763-442-6465, kdickie@myclearwave.net

Dates: June 12 – 17

Location: MSU – Mankato

Boys Advanced 15 Summer Camp: A week-long resident development camp held each summer for the top 15 year-old boys in Minnesota

Contact: John Perry, 763-559-4646, jperry@compassgroupmn.com

Dates: June 12 – 17

Location: St. Cloud State University

Herb Brooks 15 Boys Summer Camp: A week-long skill development program designed to enhance skills of players in local areas.

Contact: Pat Westrum, 612-220-9958, patwestrum@msn.com

Dates: August 23 – September 30

Locations: Minnesota Hockey Districts

Minnesota Hockey's Dave Peterson Advanced Goalie Camp is designed to improve the individual skills and techniques of male and female goalies in the 15 – 18 year-old age who have participated in our Advanced Programs.

Contact: Tom Peart, 763-442-6465, thpeart@yahoo.com

Dates: July 30 – August 2

Location: Schwan's Super Rink Blaine

Great 8 Boys' High School Hockey Festival: Held each March, this tournament provides high school seniors with the opportunity to showcase their talents in front of college and junior coaches and scouts.

Contact: Paul Moen, 651-451-1459, moensie2@msn.com

Dates: March 26 – 28

Location: Wakota Arena – South St. Paul

Minnesota High School Showcase: A showcase of elite boys and girls high school players from around the country who have yet to receive firm college scholarship commitments. The tournament is held in April.

Contact: Dave Stigen, 217-739-9524, dstigen@prtcl.com

Dates: April 23 – 25

Location: Plymouth Ice Center

Metro Hockey League

Increase from 58 teams to 65. Hosted a Level 3 Clinic for the coaches. Things are going well.