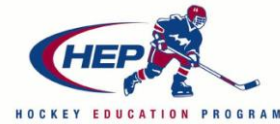




HEP Committee Report  
 April 24, 2010  
 MH Annual Meeting



**Essay Contest – “I Respect My Opponent Because”**

- 66 entries (08-09, 147; 07-08, 120)
- Finalists:
  - Trey Christopherson, Squirt, Crookston
  - Conner Coughlan, Bantam, Coon Rapids
  - Stephanie Eberhard, 12U, Roseville
- Winner by drawing – Stephanie Eberhard

**HEP Material Distribution 2009-10 Season**

Number of Associations who have ordered materials

Season	Associations
2009-10	92
2008-09	77
2007-08	33
2006-07	30
2005-06	71
2004-05	105

- 2010-11 Distribution
  - SAYC – to incoming Mites
  - CWNL – CEP Clinic handout
  - Youth Enrichment in Sports - DVD

**3M Coach Recognition**

- 120 Coaches were nominated
- Majority after program featured in e-newsletter
- Coaches receive certificate and USA Hockey DVD's

**Fair Play – 2010-11**

- Completed our 6<sup>th</sup> season
- Collecting scoresheets for measurement data

**Respect & Protect – Brain Injury Prevention Awareness Campaign**

- Objective - Generate significant awareness of the concussion issue in youth hockey and specifically how to prevent concussions.
- Overview - program was introduced in the October issue of Minnesota Hockey Journal. All Minnesota Hockey families received helmet stickers 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 they Respect & Protect in The State of Hockey.
- To encourage players to put the stickers on their helmets, Minnesota Wild “Secret Scouts” have 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:
  1. 11/3/09 – Cloquet Squirt and 12U practice
  2. 1/25/10 – Chaska/Chanhassen Squirt practice
  3. 1/25/10 – Minnesota Hockey Recreation League scrimmage in Minnetonka
  4. 1/26/10 – Faribault Mites and 10U practice

## **Electronic Media – HEP Newsletter**

- Basic Statistics
  - First Edition – October 29, 2009
  - Weekly Distribution
  - 50,000 Subscribers – October thru April 1,300,000 Contacts
  - Open Rate 20 – 30% (Industry Average 5 – 12%)
- HEP Parent Quiz
  - 1900 Participants
  - \$5,000 Prize Incentives
  - District Participation (Thru January 2010)

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
- 3M Coach Recognition
  - On-line nomination introduced mid-February
  - 100+ nominations in two weeks
  - Thank you letter sent to nominator
  - Nomination sent to Kathy and archived
- Social Media Accounts Set Up
  - HEP Twitter (<http://twitter.com/mnhockeyhep>)
  - HEP Facebook Fan Page (<http://www.facebook.com/pages/Minnesota-Hockey-HEP-Program/162656570008?ref=ts>)
  - You Tube Channel (<http://www.youtube.com/minnesotahockeyhep>)
- Most Popular Articles
  - Education
    - 8 Ways to Turn Around a Problem Parent
    - A Team Leaders Job Description
    - 7 Steps to Resolve Coaching Issues
    - 7 Ways to Help a Player Have More Confidence
    - 7 Ways to Overcome Athletic Stress
    - 10 Questions to Help Your Player Evaluate Last Season
    - How to Choose the Best Hockey Camp
    - Real-World Guide to Storing Hockey Equipment
    - Trophies for Teens – Is There a Better Way
    - What NOT to Yell During Hockey Games
    - Why Every Player Needs a Checking Clinic
  - Hockey Glossary
    - Zones
    - Shot on Goal
    - Top Shelf
  - Contests
    - HEP Quiz
    - Top Skating Skills
  - What's the Call
    - Roughing
  - Equipment
    - Develop Wicked Fast Hands with the Halo Hockey Trainer
    - Review s-19 Shock Helmet
    - The Smart Training Ball – On-Ice Feel on Any Surface
    - Get On-Ice Feel Off the ICE with FlyPuck

## Reader Feedback #1

Subject: Minnesota Hockey is Great

Dear all those at Minnesota Hockey (hep and newsletter),

I am just a hockey mom, with 2 of my three boys in hockey. I just completed reading "Why Car Coaching Drives Kids Crazy" and laughed and applauded the whole way through it. I will be showing it to my kids and husband. I cannot compliment you all enough on what a wonderful newsletter this is to get. I believe all parents with kids in sports would benefit from the majority of the materials, as I'm sure you know. I just wanted to Thank you all for doing such a great job! Keep up the great work and abundant information!

Sincerely,

Pam Bistram  
Hockey Mom

## Reader Feedback #2

I just want to let you know how wonderful this newsletter is! The articles are so useful and cover everything a parent could think of. I wish I had had access to the website when my older son started in hockey -I didn't even know how to put his gear on! Keep up the great work.

Missy Hermes  
Fergus Falls

Greetings from south central Minnesota!

## Reader Feedback #3

I have enjoyed reading so many of the articles you publish in the on-line Minnesota Hockey HEP publication. Some of them have really made me think about the way I talk to my son, what I say (or yell) in the stands, and what my son really needs. I look forward to reading them each time I receive them. Unfortunately, even though I received them, until a coach referenced some pieces of an article from this newsletter in an email he sent, I never even open the publication. I get so many emails from so many hockey sources that I don't look closely at them. I wonder if there are others in the same situation.

These articles are really good and I think all hockey parents should read them. I think they would enjoy reading them and would benefit from the messages they send, that are presented in a humorous and very realistic way. I recall one article regarding parents comments in the stands during games. The author started by saying something so simple yet so true, the parents in the stands with you today are likely going to be the parents in the stands with you for many years to come, so you better like them. The author gave the example of his son who would never skate the puck up to the net, he always passed it. The one time his son finally skated it up and took a shot, a parent in the stands yelled "pass the puck!". Can't you feel your heart sink? Mine did. The author said to this day he doesn't like that parent. I can relate and I bet many others can too.

As the Ace Director for the Shakopee Youth Hockey Association, I would like to get these articles out to our parents and coaches, so I was wondering if I could add to our website a section on HEP or Minnesota Hockey (whatever is appropriate) with links to some of your articles. I would like to pull out the articles from your publication and highlight them. Maybe something like the following:

Why Car Coaching Drives Kids Crazy

Hockey Glossary: Shot on Goal

Kids Stuff: How to Make a Goal (Literally)

Helping Your Child Cope with Losses

I wish I had kept some of the other emails so I could capture some of the best ones I read. Do you have an archive of them?

I don't know the legalities of doing this. So any help you can provide would be greatly appreciated.

Thanks!

Andre Prah

Ace Director, Shakopee Youth Hockey Association

Reader Feedback #4

You guys always provide great articles and ways to connect with kids in hockey every month, so thanks. That being said I am more and more disappointed with the intolerant and abusive behavior the parents and kids are subjected to during all these tournaments you write about. The cursing, yelling to kids to 'knock their heads off', and general meanness of a lot of parents really turns many of us away from this game.

You've got great ideas and my guy loves his hockey but I am seriously considering just pulling the plug and focusing him in other sports where there is less intensity and bloodlust being screamed at these little guys and gals. Thanks again for your efforts but frankly not enough people are reading it or living it. The reality is these out of control parents have to be muzzled or you'll lose more talented kids than you attract.

Thanks for listening

Warren Wolf

## Reader Feedback #5

Subject: Helmet Stickers

I am requesting a supply of helmet stickers for the hockey officials in this area. I read your article about "Respect and Protect" in the new online HEP newsletter and agree whole-heartedly with the content. I work with approximately 60 local officials as the Mankato Hockey Referee Association President and also as the Bulldogs Hockey Association (St. Peter) Referee Coordinator. I also work closely with the MN District 4 Supervisor of Officials as the D4 Officials Committee Director.

I would like to see our officials wearing the helmet sticker to help remind the players and each other about the importance of trying to prevent brain injuries. I have a sister who has been living with the effects of a traumatic brain injury for more than 25 years. I also have a son who suffered a concussion while playing hockey two years ago.

If you are ever in need of a guest speaker for one of your events, I also have a good relationship with some health care professionals (neurology) who might be willing to share their knowledge of brain injury / concussion, etc.

Thank you and keep up the good work!

Mark Zallek  
Minnesota Hockey District 4  
Officials Committee Director