

USA Hockey

2010 Annual Congress

Marketing Council Report

I attended both days of the Marketing Council meetings. The minutes are attached. Most of the discussion was about the USA Hockey Sponsor Summit that had just occurred, a review of USA Hockey events from the past year, and the Hockey Intelligym.

However it was the discussion about the USA Hockey Mailing List that generated the most conversation and Minnesota Hockey was at the center of it. USA Hockey has encouraged Minnesota Hockey to pursue the creation of an electronic newsletter and communicating with our members that way. And they also understand the value that the newsletter presents to our sponsors.

However a recent development with Total Hockey has caused USA Hockey to now start enforcing a rule in the USA Hockey handbook that states that the list, or any part of it, can only be used with permission from USA Hockey. Total Hockey is an existing sponsor of USA Hockey. But because Total Hockey will be opening retail stores in Minnesota soon, they are considering becoming a sponsor of Minnesota Hockey which could negatively impact their investment with USA Hockey. Entitlement of the Minnesota Hockey newsletter was a key piece of inventory that we were going to propose to Total Hockey. USA Hockey believes that Minnesota Hockey (or any affiliate) has the "right" to sell this to a sponsor since they believe the list is owned exclusively by them.

Minnesota Hockey's position is that we co-own the portion of the list that are members from Minnesota. In other words, we believe that both organizations have the right to communicate freely with the members.

Relatively speaking this topic was not discussed at great length but it did generate passion amongst the Marketing Council members and the USA Hockey staff. A few of the Council members were very vocal in their opinion that the affiliates have the right to communicate with their membership without needing to seek permission of USA Hockey.

Following the Congress, I shared Minnesota Hockey's formal position on this issue during a phone conversation with Mike Bertsch and asked Mike what our next step should be in seeking resolution. Mike said he was going to have the USA Hockey legal representatives prepare a formal statement of their position and that we could respond to that. He said we should see that response by early July 2010.

Respectfully submitted on June 27, 2010: Mike Snee, USA Hockey Marketing Council member

USA HOCKEY, INC.
2010 ANNUAL CONGRESS
MARKETING COUNCIL
2009 - 2010 Season
MINUTES (of Record)

ATTENDEES

Members: Jack McCatherin, Mike Snee, Tom Chorske, Bill Graves, Bill Selman, Bill Campbell, Mike Breazeale, Jerry Edwards, Alana Blahoski, Paul Lufkin, Larry Reid- Vice President

Staff: Lee Meyer: Liaison, Mike Bertsch, Dave Fischer, Mindy Sutton, Travis Shives, Kevin Couture

SPONSOR SUMMIT REVIEW

A Sponsor Summit was held in Colorado Springs on the day preceding the beginning of the Annual Congress. The attendees from the Summit attended the first hour of the Marketing Council meeting. The events of the summit were reviewed and the following discussion took place.

- Future of USA Hockey Magazine
 - Implementation of a digital version would be valuable
 - Difficulty in measuring the effect of printed media
 - QR codes and other ways to connect
 - Printed magazine is valuable and expanded coverage in a digital version could increase it even more
- Newsletters
 - USA Hockey has multiple newsletters that might be more effective if they were combined into one that had a menu so the recipient could pick what they wanted to see
 - Newsletters help increase response to programs that benefit the recipient directly
- Promotion of programs such as the Liberty Mutual Grant Program, the Reebok Hockey Weekend Across America program and the Total Hockey Grow the Game program
 - A more comprehensive method to deliver information about these programs is needed to increase participation
 - It is felt that even though there is promotion now, many organizations within USA Hockey aren't aware of them or don't understand the process of how to participate

USA HOCKEY EVENT REVIEW

The events that are being managed by the USA Hockey Marketing and Communications staff were reviewed.

2010 World Women's U-18 Championship

This was a successful event held in Chicago this year.

2011 IIHF World U-20 Championship

Buffalo was chosen as the host city for the event. Ticket sales have been very strong and have already sold more than originally projected.

2012 IIHF World Women's Championship

Bids to host the event have been received and are being evaluated. There will be site visits prior to determination and announcement of the site that is selected.

Future Championships Awarded

2015 IIHF World U-18 Championship

2017 IIHF World Women's Championship

2018 IIHF World U-20 Championship

2021 IIHF World Women's Championship

HOCKEY INTELLIGYM

A discussion about the marketing and sales plan for the product was discussed. All efforts remain on target with growing interest from many areas.

SPONSORSHIP REVIEW

Many sponsorship agreements expire this year. Renewal plans for Nike, Bauer, Reebok, Qwest, Blade Master and Easton were discussed. There are presently proposals being considered by seven different companies with other proposals in development.

During the past several years the marketing department focused on developing programs in which sponsors provide support directly to affiliates, leagues and teams. The following programs were reviewed:

- Liberty Mutual Responsible Sports Community Grant Program in which leagues can receive a grant of \$2,500
- Liberty Mutual Season Evaluation Tool where teams can use a survey system to get input about the season and how to improve operations for the next year
- Reebok "Why Hockey Rocks" video contest with \$10,000 in equipment for prizing
- Reebok HWAA Best Programming Contest in which associations can win \$10,000 in Reebok product
- Degree Jersey program where 90,000 jerseys were given to mite, squirt and pee wee teams
- Degree Confidence Award program that is in the final stages of development and will include some type of instructional session for winning teams
- Easton Skills Challenge at Youth Nationals providing winners with Easton equipment
- Total Hockey Grow the Game Award which gave a \$2,500 prize to the winning program

Mailing Lists

A discussion was held on the use of membership mailing lists in all forms. The USA Hockey policy was reviewed and discussed along with other issues that are directly connected to use of the list.

- Protection of the confidentiality of the list
- Ability of Affiliates to communicate to their members
- Potential of local and national sponsorship conflicts
- Solutions for Affiliates to deal with the cost of creating and sending newsletters

Submitted by: Lee Meyer- Sr. Director, Marketing
Larry Reid- Vice President, Marketing
Mike Bertsch- Assistant Executive Director, Marketing and Communications