

# MID WEST

IOWA • KANSAS • NEBRASKA

## 2009 – 2010 8 & Under Membership Report



### Table of Contents

Background .....	Page 1
National Analysis .....	Pages 2
Mid West Analysis .....	Pages 3-4
2 & 2 Challenge .....	Page 5
Mid West's 2009-10 Association Performance .....	Page 6
Local Association Analysis .....	Pages 7-14
Program Services Contact for Affiliate .....	Kevin Erlenbach (719) 538-1119/ <a href="mailto:kevine@usahockey.org">kevine@usahockey.org</a>



This report focuses on the foundation of USA Hockey’s membership – the 4 to 8 year old age category. To increase participation in youth hockey, a consistent effort must be made to target growth and retention of players in this age category. Analysis of USA Hockey’s membership data has shown that growth in the 4 to 8 age category will positively impact the larger 9 to 14 age group for years to come. Conversely, a recent decline in 4 to 8 year old membership is to blame for the current membership situation in the 9 to 14 age range.

To increase participation and membership, USA Hockey has created an effective plan based around the following two initiatives:

- Attracting new players each season in the key 4 to 8 year old age category
- Retaining participants from one season to the next in local youth hockey programs

After two seasons of concentrated efforts to grow youth hockey participation in the 4 to 8 year old age category, there has been a positive impact. The age segment has seen a 7% increase in membership since the 2007-08 season, including a 4.5% growth in the 2009-10 season (see chart below). Historically, the age segments best years come during Post-Olympic seasons which means that the 2010-11 season should result in a third consecutive growth year in 4 to 8 year old membership.

The analysis contained in this report examines the membership in the 4 to 8 year old category on the National, Affiliate and Local Association levels for the past 10 seasons (2000-01 through 2009-10). This is done to help all levels of USA Hockey’s structure understand their past performance in membership at this age level and to create reasonable growth goals for the 2010-11 season.

Unfortunately, 44% of children still leave youth hockey before age 9. This sobering statistic disproves the notion that “once a kid gets on the ice, they are hooked on hockey.” Barriers to entry such as time commitment, cost and enjoyment must be addressed to retain a child in youth hockey.

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and youth hockey volunteers at the grassroots level. USA Hockey provides resources for local associations to use in both the acquisition and retention of 4 to 8 year olds. The 2 & 2 Challenge, explained in greater detail in this report, defines membership goals by asking youth associations to grow by acquiring two more players and retaining two more players than last season.

Combining growth of the game at the youngest age levels with USA Hockey’s new American Development Model (ADM) will ensure the future health of the game in the U.S.

## HOW TO READ THE DATA CHARTS IN THIS REPORT

*NHL Lockout (04-05) & post-NHL Lockout (05-06)*

BOYS & GIRLS YOUTH HOCKEY_ TOTAL 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	96538	95006	97070	95907	92121	88213	89956	89423	91622	95775
NEW	N/A	-1.6%	2.2%	-1.2%	-3.9%	-4.2%	2.0%	-0.6%	2.5%	4.5%
RET	54261	53687	54185	55176	53988	52106	51013	51410	52042	53808
LOST	17726	16993	15960	16552	17043	15929	14752	15899	15305	15184
RR	N/A	-4.1%	-6.1%	3.7%	3.0%	-6.5%	-7.4%	7.8%	-3.7%	-0.8%
	56.2%	56.5%	55.8%	57.5%	58.6%	59.1%	56.7%	57.5%	56.8%	56.2%

*Number of players acquired* (points to NEW row)

*Number of players retained* (points to RET row)

*Number of players that left association* (points to LOST row)

*Rate of Retention: percentage of players returning from year before* (points to RR row)

*post-Olympic years (02-03/06-07)* (bracketed under 02-03 to 06-07)



## 2009-10 KEY TAKEAWAYS—NATIONAL

### Total

- The total number of children ages 4 to 8 playing youth hockey in 2009-10 increased by 4,153 (4.5%) to 95,775.
- 2008-09 and 2009-10 marks back-to-back years of growth in the 4 to 8 age category.

### Acquisition

- New players increased by 2,387 (6.0%) from 2008-09 to 41,967.
- Two consecutive years of new growth.

### Retention

- Retained players increased by 1,766 (3.4%) to 53,808.
- The 2009-10 retention increase was the largest of the past decade and the third consecutive year of growth.

### Lost

- Unfortunately, 15,184 players left youth hockey in 2009-10.

### Rate of Retention

- In 2009-10, the rate of retention was 56.2%; this means 43.8% are out of youth hockey.

BOYS & GIRLS YOUTH HOCKEY_ TOTAL 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	96538	95006	97070	95907	92121	88213	89956	89423	91622	95775
	N/A	-1.6%	2.2%	-1.2%	-3.9%	-4.2%	2.0%	-0.6%	2.5%	4.5%
NEW	42277	41319	42885	40731	38133	36107	38943	38013	39580	41967
	N/A	-2.3%	3.8%	-5.0%	-6.4%	-5.3%	7.9%	-2.4%	4.1%	6.0%
RET	54261	53687	54185	55176	53988	52106	51013	51410	52042	53808
	N/A	-1.1%	0.9%	1.8%	-2.2%	-3.5%	-2.1%	0.8%	1.2%	3.4%
LOST	17726	16993	15960	16552	17043	15929	14752	15899	15305	15184
	N/A	-4.1%	-6.1%	3.7%	3.0%	-6.5%	-7.4%	7.8%	-3.7%	-0.8%
RR	56.2%	56.5%	55.8%	57.5%	58.6%	59.1%	56.7%	57.5%	56.8%	56.2%

BOYS YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	87826	86090	87207	85205	81578	76849	77755	77128	78782	81978
	N/A	-2.0%	1.3%	-2.3%	-4.3%	-5.8%	1.2%	-0.8%	2.1%	4.1%
NEW	37397	36539	37356	34909	32703	30103	32487	31733	33013	34819
	N/A	-2.3%	2.2%	-6.6%	-6.3%	-8.0%	7.9%	-2.3%	4.0%	5.5%
RET	50429	49551	49851	50296	48875	46746	45268	45395	45769	47159
	N/A	-1.7%	0.6%	0.9%	-2.8%	-4.4%	-3.2%	0.3%	0.8%	3.0%
LOST	15354	14427	13464	13912	14092	13220	11881	12672	12161	11932
	N/A	-6.0%	-6.7%	3.3%	1.3%	-6.2%	-10.1%	6.7%	-4.0%	-1.9%
RR	57.4%	57.6%	57.2%	59.0%	59.9%	60.8%	58.2%	58.9%	58.1%	57.5%

GIRLS YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	8713	8916	9864	10704	10544	11367	12203	12295	12876	13798
	N/A	2.3%	10.6%	8.5%	-1.5%	7.8%	7.4%	0.8%	4.7%	7.2%
NEW	4880	4783	5532	5823	5436	6014	6461	6285	6604	7149
	N/A	-2.0%	15.7%	5.3%	-6.6%	10.6%	7.4%	-2.7%	5.1%	8.3%
RET	3833	4133	4332	4881	5108	5353	5742	6010	6272	6649
	N/A	7.8%	4.8%	12.7%	4.7%	4.8%	7.3%	4.7%	4.4%	6.0%
LOST	2373	2570	2498	2641	2956	2714	2875	3234	3145	3253
	N/A	8.3%	-2.8%	5.7%	11.9%	-8.2%	5.9%	12.5%	-2.8%	3.4%
RR	44.0%	46.4%	43.9%	45.6%	48.4%	47.1%	47.1%	48.9%	48.7%	48.2%



## 2009-10 KEY TAKEAWAYS—MID WEST

### Total

- The total number of children ages 4 to 8 playing youth hockey in MID WEST increased by 122 (9.7%) to 1,375.
- Highest number of total players this decade.

### Acquisition

- New players increased by 61 (11.0%) from 2008-09 to 614.
- Highest number of acquired players since 2002-03.

### Retention

- Retained players increased by 61 (8.7%) from 2008-09 to 761.
- Positive growth in three out of the past four seasons.

### Lost

- Unfortunately, 212 players left youth hockey in Mid West in 2009-10.

### Rate of Retention

- In 2009-10, the rate of retention was 55.3%; this means 44.7% are out of youth hockey.

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	1251	1279	1366	1277	1221	1218	1171	1240	1253	1375
	N/A	2.2%	6.8%	-6.5%	-4.4%	-0.2%	-3.9%	5.9%	1.0%	9.7%
NEW	556	600	623	508	503	529	459	568	553	614
	N/A	7.9%	3.8%	-18.5%	-1.0%	5.2%	-13.2%	23.7%	-2.6%	11.0%
RETAINED	695	679	743	769	718	689	712	672	700	761
	N/A	-2.3%	9.4%	3.5%	-6.6%	-4.0%	3.3%	-5.6%	4.2%	8.7%
LOST	252	222	197	244	228	198	214	218	239	212
	N/A	-11.9%	-11.3%	23.9%	-6.6%	-13.2%	8.1%	1.9%	9.6%	-11.3%
RR	55.6%	53.1%	54.4%	60.2%	58.8%	56.6%	60.8%	54.2%	55.9%	55.3%

BOYS YOUTH HOCKEY_8 & UNDER_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	1199	1237	1294	1197	1149	1127	1079	1140	1175	1281
	N/A	3.2%	4.6%	-7.5%	-4.0%	-1.9%	-4.3%	5.7%	3.1%	9.0%
NEW	528	581	571	464	469	477	408	512	519	557
	N/A	10.0%	-1.7%	-18.7%	1.1%	1.7%	-14.5%	25.5%	1.4%	7.3%
RETAINED	671	656	723	733	680	650	671	628	656	724
	N/A	-2.2%	10.2%	1.4%	-7.2%	-4.4%	3.2%	-6.4%	4.5%	10.4%
LOST	233	204	181	219	203	181	182	186	204	185
	N/A	-12.4%	-11.3%	21.0%	-7.3%	-10.8%	0.6%	2.2%	9.7%	-9.3%
RR	56.0%	53.0%	55.9%	61.2%	59.2%	57.7%	62.2%	55.1%	55.8%	56.5%

GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	52	42	72	80	72	91	92	100	78	94
	N/A	-19.2%	71.4%	11.1%	-10.0%	26.4%	1.1%	8.7%	-22.0%	20.5%
NEW	28	19	52	44	34	52	51	56	34	57
	N/A	-32.1%	173.7%	-15.4%	-22.7%	52.9%	-1.9%	9.8%	-39.3%	67.6%
RETAINED	24	23	20	36	38	39	41	44	44	37
	N/A	-4.2%	-13.0%	80.0%	5.6%	2.6%	5.1%	7.3%	0.0%	-15.9%
LOST	19	18	16	25	25	17	32	32	35	27
	N/A	-5.3%	-11.1%	56.3%	0.0%	-32.0%	88.2%	0.0%	9.4%	-22.9%
RR	46.2%	54.8%	27.8%	45.0%	52.8%	42.9%	44.6%	44.0%	56.4%	39.4%



## RETENTION INCREASES WITH AGE

The older a player gets and/or the more seasons a player plays, the more likely that player will stick with youth hockey. So while retention rates are high from Squirrels on up, the overall growth of hockey relies on acquiring more 4 to 8 year olds.

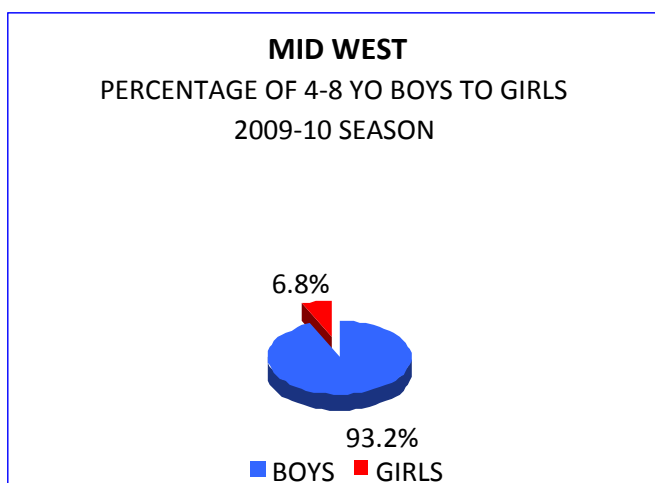
Mid West retention results for 2009-10 by age segment:

- **42.3% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.1%
  - **53.1% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
  - **64.8% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
  - **78.8% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
- |  |       |                   |       |
|--|-------|-------------------|-------|
| ▪ Retention rate for Squirrels in 2009-10: | 82.3% | National Average: | 85.6% |
| ▪ Retention rate for Pee Wees in 2009-10:  | 89.9% | National Average: | 91.2% |
| ▪ Retention rate for Bantams in 2009-10:   | 90.8% | National Average: | 93.6% |

## RATIO OF BOYS TO GIRLS – 4 TO 8 YEAR OLDS

Boys represented 93.2% of all 4 to 8 year olds in Mid West in 2009-10 while girls represented 6.8%.

Nationally, boys represented 85.6% of all 4 to 8 year olds in 2009-10 while girls represented 14.4%.





## 2 & 2 CHALLENGE

The 2 & 2 Challenge is a call to action for local associations. It is designed to provide an attainable goal for growth at the 4 to 8 age group, regardless of the size of the local youth association.

### Example:

Each association **acquires two** more players than last year.

- 2009-10: if your association added 22 new players, your 2010-11 goal is acquire 22 players + 2 more = 24 new players

Each association **retains two** more players than last year.

- 2009-10: if your association retained 30 players, your 2010-11 goal is to retain 30 players + 2 more = 32 retained players

**RESULTS:** Meeting this challenge could help this association grow by 7.7% and contribute to the overall growth of the game.

### 2009-10: 2 & 2 CHALLENGE RESULTS - NATIONAL

- Missed 09-10 goal by 1,411 players
  - Underperformed in acquisition of new players by (395)
  - Underperformed retention goal by (1,016)

### 2010-11: 2 & 2 CHALLENGE GOALS - NATIONAL

- Based on 1,332 associations
  - 2,664 new players acquired (2 per association)
  - 2,664 players retained (2 per association)
- 2010-11 goal is 101,103 (5.6% increase) total youth hockey 4 to 8 year olds

NATIONAL	2008-09 ACTUAL	2009-10 ACTUAL	2009-10 GOAL	VS. GOAL	VS. ACTUAL	2010-11 GOAL
TOTAL	91,622	95,775	97,186	(1,411)	4,153	101,103
NEW	39,580	41,967	42,362	(395)	2,387	44,631
RETAINED	52,042	53,808	54,824	(1,016)	1,766	56,472

### 2009-10: 2 & 2 CHALLENGE RESULTS - MID WEST

- Achieved overall growth and met the 2 & 2 Challenge
  - Over-performed in acquisition goal of new players by 17
  - Over-performed in retention goal by 17

### 2010-11: 2 & 2 CHALLENGE GOALS - MID WEST

- Based on 22 associations that registered 5 players or more in the age group
  - 44 new kids acquired (2 per association)
  - 44 kids retained (2 per association)
- 2010-11 goal is 1,463 (6.4% increase) total youth hockey 4 to 8 year old players

MID WEST	2008-09 ACTUAL	2009-10 ACTUAL	2009-10 GOAL	VS. GOAL	VS. ACTUAL	2010-11 GOAL
TOTAL	1,253	1,375	1,341	34	122	1,463
NEW	553	614	597	17	61	658
RETAINED	700	761	744	17	61	805



## ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

*Congratulations to Des Moines Youth Hockey Association, Iowa City Youth Hockey Association and Waterloo Youth Hockey Association (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Mid West had a successful growth year and met the 2 & 2 Challenge! While many associations had tremendous growth, only 3 associations were able to accomplish the 2 & 2 Challenge.*

## MID WEST'S 2009-10 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Des Moines Youth Hockey Association	+32
2. Topeka Jr Roadrunners	+24
3. Dubuque Youth Hockey Association	+19
4. Kansas City Junior Blades AHA	+18
5. Iowa City Youth Hockey Association	+11
6. Waterloo Youth Hockey Association	+10
7. Mason City Youth Hockey	+9
8. Cedar Rapids Hockey Association	+8
9. Tri-City Youth Ice Hockey Association	+4
10. Quad City Hockey Association	+2
11. Sioux Center Hockey Association	+1
12. Kansas City Fighting Saints	-1
13. Wichita Youth Hockey Association	-3
14. Lakes Area Hockey Association	-4
15. St Joseph Youth Hockey Association	-4
16. Lincoln Ice Hockey Association	-5
17. Siouxland Youth Hockey Association	-8
18. Ames Minor Hockey Association	-9
19. Fremont Ice Association	-14
20. Kansas City Stars Hockey	-14
21. Gladiator Athletic Association	-19
22. Omaha Metropolitan Amateur Hockey	-19

# MIDWEST ASSOCIATIONS (22)

IOWA

## IAH0143 AMES MINOR HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	43	28	59	69	34	47	43	24	68	59	72	(13)	(9)	63
	N/A	-34.9%	110.7%	16.9%	-50.7%	38.2%	-8.5%	-44.2%	183.3%	-13.2%				
NEW	20	12	43	35	8	28	20	8	47	22	49	(27)	(25)	24
	N/A	-40.0%	258.3%	-18.6%	-77.1%	250.0%	-28.6%	-60.0%	487.5%	-53.2%				
RETAINED	23	16	16	34	26	19	23	16	21	37	23	14	16	39
	N/A	-30.4%	0.0%	112.5%	-23.5%	-26.9%	21.1%	-30.4%	31.3%	76.2%				
LOST	22	12	7	18	30	9	17	24	3	27				
	N/A	-45.5%	-41.7%	157.1%	66.7%	-70.0%	88.9%	41.2%	-87.5%	800.0%				
RR	53.5%	57.1%	27.1%	49.3%	76.5%	40.4%	53.5%	66.7%	30.9%	62.7%				

## IAH0119 CEDAR RAPIDS HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	59	50	36	49	27	14	12	9	17	13	4	8	21
	N/A	0.0%	-15.3%	-28.0%	36.1%	-44.9%	-48.1%	-14.3%	-25.0%	88.9%				
NEW	0	59	25	9	32	8	5	9	9	10	11	(1)	1	12
	N/A	0.0%	-57.6%	-64.0%	255.6%	-75.0%	-37.5%	80.0%	0.0%	11.1%				
RETAINED	0	0	25	27	17	19	9	3	0	7	2	5	7	9
	N/A	0.0%	0.0%	8.0%	-37.0%	11.8%	-52.6%	-66.7%	-100.0%	0.0%				
LOST	0	0	12	5	2	9	7	1	7	0				
	N/A	0.0%	0.0%	-58.3%	-60.0%	350.0%	-22.2%	-85.7%	600.0%	-100.0%				
RR	0.0%	0.0%	50.0%	75.0%	34.7%	70.4%	64.3%	25.0%	0.0%	41.2%				

## IAH0136

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	231	177	193	139	134	129	129	117	121	153	125	28	32	157
	N/A	-23.4%	9.0%	-28.0%	-3.6%	-3.7%	0.0%	-9.3%	3.4%	26.4%				
NEW	98	53	82	37	52	46	49	54	49	71	51	20	22	73
	N/A	-45.9%	54.7%	-54.9%	40.5%	-11.5%	6.5%	10.2%	-9.3%	44.9%				
RETAINED	133	124	111	102	82	83	80	63	72	82	74	8	10	84
	N/A	-6.8%	-10.5%	-8.1%	-19.6%	1.2%	-3.6%	-21.3%	14.3%	13.9%				
LOST	36	43	18	34	20	7	12	20	11	11				
	N/A	19.4%	-58.1%	88.9%	-41.2%	-65.0%	71.4%	66.7%	-45.0%	0.0%				
RR	57.6%	70.1%	57.5%	73.4%	61.2%	64.3%	62.0%	53.8%	59.5%	53.6%				



## IAH0126

## DUBUQUE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	64	68	80	89	111	102	102	98	81	100	85	15	19	104
	N/A	6.3%	17.6%	11.3%	24.7%	-8.1%	0.0%	-3.9%	-17.3%	23.5%				
NEW	30	24	43	43	59	34	39	42	25	47	27	20	22	49
	N/A	-20.0%	79.2%	0.0%	37.2%	-42.4%	14.7%	7.7%	-40.5%	88.0%				
RETAINED	34	44	37	46	52	68	63	56	56	53	58	(5)	(3)	55
	N/A	29.4%	-15.9%	24.3%	13.0%	30.8%	-7.4%	-11.1%	0.0%	-5.4%				
LOST	26	21	15	22	23	31	22	28	28	13				
	N/A	-19.2%	-28.6%	46.7%	4.5%	34.8%	-29.0%	27.3%	0.0%	-53.6%				
RR	53.1%	64.7%	46.3%	51.7%	46.8%	66.7%	61.8%	57.1%	69.1%	53.0%				

## IAH0160

## IOWA CITY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	10	13	36	0	11	3	10	16	24	35	28	7	11	39
	N/A	30.0%	176.9%	-100.0%	0.0%	-72.7%	233.3%	60.0%	50.0%	45.8%				
NEW	3	11	31	0	7	2	8	10	15	19	17	2	4	21
	N/A	266.7%	181.8%	-100.0%	0.0%	-71.4%	300.0%	25.0%	50.0%	26.7%				
RETAINED	7	2	5	0	4	1	2	6	9	16	11	5	7	18
	N/A	-71.4%	150.0%	-100.0%	0.0%	-75.0%	100.0%	200.0%	50.0%	77.8%				
LOST	8	3	3	26	0	5	0	2	2	3				
	N/A	-62.5%	0.0%	766.7%	-100.0%	0.0%	-100.0%	0.0%	0.0%	50.0%				
RR	70.0%	15.4%	13.9%	0.0%	36.4%	33.3%	20.0%	37.5%	37.5%	45.7%				

## IAH0120

## LAKES AREA HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	0	0	0	11	20	14	21	17	25	(8)	(4)	21
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	81.8%	-30.0%	50.0%	-19.0%				
NEW	0	0	0	0	0	11	11	9	15	6	17	(11)	(9)	8
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-18.2%	66.7%	-60.0%				
RETAINED	0	0	0	0	0	0	9	5	6	11	8	3	5	13
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-44.4%	20.0%	83.3%				
LOST	0	0	0	0	0	0	2	6	5	5				
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	200.0%	-16.7%	0.0%				
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	35.7%	28.6%	64.7%				

## IAH0117

## MASON CITY YOUTH HOCKEY

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	82	70	79	87	87	72	73	60	50	59	54	5	9	63
	N/A	-14.6%	12.9%	10.1%	0.0%	-17.2%	1.4%	-17.8%	-16.7%	18.0%				
NEW	26	33	27	39	29	22	22	13	19	29	21	8	10	31
	N/A	26.9%	-18.2%	44.4%	-25.6%	-24.1%	0.0%	-40.9%	46.2%	52.6%				
RETAINED	56	37	52	48	58	50	51	47	31	30	33	(3)	(1)	32
	N/A	-33.9%	40.5%	-7.7%	20.8%	-13.8%	2.0%	-7.8%	-34.0%	-3.2%				
LOST	23	25	21	24	25	21	14	12	14	11				
	N/A	8.7%	-16.0%	14.3%	4.2%	-16.0%	-33.3%	-14.3%	16.7%	-21.4%				
RR	68.3%	52.9%	65.8%	55.2%	66.7%	69.4%	69.9%	78.3%	62.0%	50.8%				

## IAH0162

## QUAD CITY HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	64	75	73	74	71	64	53	77	65	67	69	(2)	2	71
	N/A	17.2%	-2.7%	1.4%	-4.1%	-9.9%	-17.2%	45.3%	-15.6%	3.1%				
NEW	25	44	23	34	32	16	11	45	28	31	30	1	3	33
	N/A	76.0%	-47.7%	47.8%	-5.9%	-50.0%	-31.3%	309.1%	-37.8%	10.7%				
RETAINED	39	31	50	40	39	48	42	32	37	36	39	(3)	(1)	38
	N/A	-20.5%	61.3%	-20.0%	-2.5%	23.1%	-12.5%	-23.8%	15.6%	-2.7%				
LOST	15	10	12	10	12	9	5	6	15	12				
	N/A	-33.3%	20.0%	-16.7%	20.0%	-25.0%	-44.4%	20.0%	150.0%	-20.0%				
RR	60.9%	41.3%	68.5%	54.1%	54.9%	75.0%	79.2%	41.6%	56.9%	53.7%				

## IAH0118

## SIOUX CENTER HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	0	20	17	27	36	35	37	38	41	(3)	1	42
	N/A	0.0%	0.0%	0.0%	-15.0%	58.8%	33.3%	-2.8%	5.7%	2.7%				
NEW	0	0	0	20	7	17	16	7	14	18	16	2	4	20
	N/A	0.0%	0.0%	0.0%	-65.0%	142.9%	-5.9%	-56.3%	100.0%	28.6%				
RETAINED	0	0	0	0	10	10	20	28	23	20	25	(5)	(3)	22
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	40.0%	-17.9%	-13.0%				
LOST	0	0	0	0	3	1	0	6	6	4				
	N/A	0.0%	0.0%	0.0%	0.0%	-66.7%	-100.0%	0.0%	0.0%	-33.3%				
RR	0.0%	0.0%	0.0%	0.0%	58.8%	37.0%	55.6%	80.0%	62.2%	52.6%				

IAH0139

## SIOUXLAND YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	72	71	82	88	85	88	82	77	83	75	87	(12)	(8)	79
	N/A	-1.4%	15.5%	7.3%	-3.4%	3.5%	-6.8%	-6.1%	7.8%	-9.6%				
NEW	29	25	42	37	29	39	29	32	34	31	36	(5)	(3)	33
	N/A	-13.8%	68.0%	-11.9%	-21.6%	34.5%	-25.6%	10.3%	6.3%	-8.8%				
RETAINED	43	46	40	51	56	49	53	45	49	44	51	(7)	(5)	46
	N/A	7.0%	-13.0%	27.5%	9.8%	-12.5%	8.2%	-15.1%	8.9%	-10.2%				
LOST	21	7	8	15	12	16	14	15	13	18				
	N/A	-66.7%	14.3%	87.5%	-20.0%	33.3%	-12.5%	7.1%	-13.3%	38.5%				
RR	59.7%	64.8%	48.8%	58.0%	65.9%	55.7%	64.6%	58.4%	59.0%	58.7%				

IAH0138

## WATERLOO YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	45	48	55	51	44	46	40	40	47	57	51	6	10	61
	N/A	6.7%	14.6%	-7.3%	-13.7%	4.5%	-13.0%	0.0%	17.5%	21.3%				
NEW	19	30	23	17	14	23	13	8	22	24	24	0	2	26
	N/A	57.9%	-23.3%	-26.1%	-17.6%	64.3%	-43.5%	-38.5%	175.0%	9.1%				
RETAINED	26	18	32	34	30	23	27	32	25	33	27	6	8	35
	N/A	-30.8%	77.8%	6.3%	-11.8%	-23.3%	17.4%	18.5%	-21.9%	32.0%				
LOST	4	4	3	7	7	10	4	2	1	7				
	N/A	0.0%	-25.0%	133.3%	0.0%	42.9%	-60.0%	-50.0%	-50.0%	600.0%				
RR	57.8%	37.5%	58.2%	66.7%	68.2%	50.0%	67.5%	80.0%	53.2%	57.9%				

KANSAS

KSH0137 KANSAS CITY FIGHTING SAINTS

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	24	31	30	46	49	44	36	61	36	35	40	(5)	(1)	39
	N/A	29.2%	-3.2%	53.3%	6.5%	-10.2%	-18.2%	69.4%	-41.0%	-2.8%				
NEW	12	17	22	29	17	16	17	40	15	17	17	0	2	19
	N/A	41.7%	29.4%	31.8%	-41.4%	-5.9%	6.3%	135.3%	-62.5%	13.3%				
RETAINED	12	14	8	17	32	28	19	21	21	18	23	(5)	(3)	20
	N/A	16.7%	-42.9%	112.5%	88.2%	-12.5%	-32.1%	10.5%	0.0%	-14.3%				
LOST	3	2	4	6	4	7	13	5	17	3				
	N/A	-33.3%	100.0%	50.0%	-33.3%	75.0%	85.7%	-61.5%	240.0%	-82.4%				
RR	50.0%	45.2%	26.7%	37.0%	65.3%	63.6%	52.8%	34.4%	58.3%	51.4%				

KSH0130 KANSAS CITY JUNIOR BLADES AHA

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	113	146	114	80	60	32	22	19	51	69	55	14	18	73
	N/A	29.2%	-21.9%	-29.8%	-25.0%	-46.7%	-31.3%	-13.6%	168.4%	35.3%				
NEW	48	82	51	31	25	5	14	16	42	38	44	(6)	(4)	40
	N/A	70.8%	-37.8%	-39.2%	-19.4%	-80.0%	180.0%	14.3%	162.5%	-9.5%				
RETAINED	65	64	63	49	35	27	8	3	9	31	11	20	22	33
	N/A	-1.5%	-1.6%	-22.2%	-28.6%	-22.9%	-70.4%	-62.5%	200.0%	244.4%				
LOST	17	12	43	31	22	8	11	5	5	9				
	N/A	-29.4%	258.3%	-27.9%	-29.0%	-63.6%	37.5%	-54.5%	0.0%	80.0%				
RR	57.5%	43.8%	55.3%	61.3%	58.3%	84.4%	36.4%	15.8%	17.6%	44.9%				

KSH0128 KANSAS CITY STARS HOCKEY

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	0	0	76	83	79	79	89	75	93	(18)	(14)	79
	N/A	0.0%	0.0%	0.0%	0.0%	9.2%	-4.8%	0.0%	12.7%	-15.7%				
NEW	0	0	0	0	76	38	32	32	47	33	49	(16)	(14)	35
	N/A	0.0%	0.0%	0.0%	0.0%	-50.0%	-15.8%	0.0%	46.9%	-29.8%				
RETAINED	0	0	0	0	0	45	47	47	42	42	44	(2)	0	44
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	-10.6%	0.0%				
LOST	0	0	0	0	0	12	9	10	7	8				
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	-25.0%	11.1%	-30.0%	14.3%				
RR	0.0%	0.0%	0.0%	0.0%	0.0%	54.2%	59.5%	59.5%	47.2%	56.0%				

KSH0124

ST JOSEPH YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	15	0	1	11	6	16	23	18	26	22	30	(8)	(4)	26
	N/A	-100.0%	0.0%	1000.0%	-45.5%	166.7%	43.8%	-21.7%	44.4%	-15.4%				
NEW	4	0	1	11	4	13	15	9	13	7	15	(8)	(6)	9
	N/A	-100.0%	0.0%	1000.0%	-63.6%	225.0%	15.4%	-40.0%	44.4%	-46.2%				
RETAINED	11	0	0	0	2	3	8	9	13	15	15	0	2	17
	N/A	-100.0%	0.0%	0.0%	0.0%	50.0%	166.7%	12.5%	44.4%	15.4%				
LOST	14	8	0	1	3	1	1	5	2	5				
	N/A	-42.9%	-100.0%	0.0%	200.0%	-66.7%	0.0%	400.0%	-60.0%	150.0%				
RR	73.3%	0.0%	0.0%	0.0%	33.3%	18.8%	34.8%	50.0%	50.0%	68.2%				

KSH0131

TOPEKA JR ROADRUNNERS

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	0	0	0	0	0	0	0	24	4	20	24	28
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
NEW	0	0	0	0	0	0	0	0	0	24	2	22	24	26
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
RETAINED	0	0	0	0	0	0	0	0	0	0	2	(2)	0	2
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
LOST	0	0	0	0	0	0	0	0	0	0				
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				

KSH0132

WICHITA YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	66	50	75	67	44	40	45	45	43	40	47	(7)	(3)	44
	N/A	-24.2%	50.0%	-10.7%	-34.3%	-9.1%	12.5%	0.0%	-4.4%	-7.0%				
NEW	38	16	42	23	12	18	17	23	19	20	21	(1)	1	22
	N/A	-57.9%	162.5%	-45.2%	-47.8%	50.0%	-5.6%	35.3%	-17.4%	5.3%				
RETAINED	28	34	33	44	32	22	28	22	24	20	26	(6)	(4)	22
	N/A	21.4%	-2.9%	33.3%	-27.3%	-31.3%	27.3%	-21.4%	9.1%	-16.7%				
LOST	12	14	7	12	13	9	3	4	6	6				
	N/A	16.7%	-50.0%	71.4%	8.3%	-30.8%	-66.7%	33.3%	50.0%	0.0%				
RR	42.4%	68.0%	44.0%	65.7%	72.7%	55.0%	62.2%	48.9%	55.8%	50.0%				

NEBRASKA

NEH0001 GLADIATOR ATHLETIC ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	51	43	15	15	41	57	79	76	65	46	69	(23)	(19)	50
	N/A	-15.7%	-65.1%	0.0%	173.3%	39.0%	38.6%	-3.8%	-14.5%	-29.2%				
NEW	36	18	4	11	32	43	35	30	18	24	20	4	6	26
	N/A	-50.0%	-77.8%	175.0%	190.9%	34.4%	-18.6%	-14.3%	-40.0%	33.3%				
RETAINED	15	25	11	4	9	14	44	46	47	22	49	(27)	(25)	24
	N/A	66.7%	-56.0%	-63.6%	125.0%	55.6%	214.3%	4.5%	2.2%	-53.2%				
LOST	16	13	18	4	1	14	10	24	19	27				
	N/A	-18.8%	38.5%	-77.8%	-75.0%	1300.0%	-28.6%	140.0%	-20.8%	42.1%				
RR	29.4%	58.1%	73.3%	26.7%	22.0%	24.6%	55.7%	60.5%	72.3%	47.8%				

NEH0005 FREMONT ICE ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	0	0	0	0	0	12	23	9	27	(18)	(14)	13
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	91.7%	-60.9%				
NEW	0	0	0	0	0	0	0	12	16	6	18	(12)	(10)	8
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	-62.5%				
RETAINED	0	0	0	0	0	0	0	0	7	3	9	(6)	(4)	5
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-57.1%				
LOST	0	0	0	0	0	0	0	0	2	12				
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	500.0%				
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.4%	33.3%				

NEH0002 LINCOLN ICE HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	84	97	83	78	69	68	60	63	69	64	73	(9)	(5)	68
	N/A	15.5%	-14.4%	-6.0%	-11.5%	-1.4%	-11.8%	5.0%	9.5%	-7.2%				
NEW	40	43	31	28	26	30	21	32	39	24	41	(17)	(15)	26
	N/A	7.5%	-27.9%	-9.7%	-7.1%	15.4%	-30.0%	52.4%	21.9%	-38.5%				
RETAINED	44	54	52	50	43	38	39	31	30	40	32	8	10	42
	N/A	22.7%	-3.7%	-3.8%	-14.0%	-11.6%	2.6%	-20.5%	-3.2%	33.3%				
LOST	9	11	19	10	11	8	10	13	18	16				
	N/A	22.2%	72.7%	-47.4%	10.0%	-27.3%	25.0%	30.0%	38.5%	-11.1%				
RR	52.4%	55.7%	62.7%	64.1%	62.3%	55.9%	65.0%	49.2%	43.5%	62.5%				

NEH0134

OMAHA METROPOLITAN AMATEUR HOCKEY

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	213	214	192	177	155	143	139	142	130	111	134	(23)	(19)	115
	N/A	0.5%	-10.3%	-7.8%	-12.4%	-7.7%	-2.8%	2.2%	-8.5%	-14.6%				
NEW	93	90	69	73	64	62	62	66	58	40	60	(20)	(18)	42
	N/A	-3.2%	-23.3%	5.8%	-12.3%	-3.1%	0.0%	6.5%	-12.1%	-31.0%				
RETAINED	120	124	123	104	91	81	77	76	72	71	74	(3)	(1)	73
	N/A	3.3%	-0.8%	-15.4%	-12.5%	-11.0%	-4.9%	-1.3%	-5.3%	-1.4%				
LOST	37	32	32	26	31	24	24	26	30	21				
	N/A	-13.5%	0.0%	-18.8%	19.2%	-22.6%	0.0%	8.3%	15.4%	-30.0%				
RR	56.3%	57.9%	64.1%	58.8%	58.7%	56.6%	55.4%	53.5%	55.4%	64.0%				

NEH0004

TRI-CITY YOUTH ICE HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	21	41	68	67	70	63	49	57	59	63	63	0	4	67
	N/A	95.2%	65.9%	-1.5%	4.5%	-10.0%	-22.2%	16.3%	3.5%	6.8%				
NEW	21	33	41	23	25	21	16	34	29	19	31	(12)	(10)	21
	N/A	57.1%	24.2%	-43.9%	8.7%	-16.0%	-23.8%	112.5%	-14.7%	-34.5%				
RETAINED	0	8	27	44	45	42	33	23	30	44	32	12	14	46
	N/A	0.0%	237.5%	63.0%	2.3%	-6.7%	-21.4%	-30.3%	30.4%	46.7%				
LOST	0	1	1	5	10	7	12	15	23	13				
	N/A	0.0%	0.0%	400.0%	100.0%	-30.0%	71.4%	25.0%	53.3%	-43.5%				
RR	0.0%	19.5%	39.7%	65.7%	64.3%	66.7%	67.3%	40.4%	50.8%	69.8%				