



Program Services

National Growth Resources



WHY DO WE FOCUS ON 8U GROWTH?

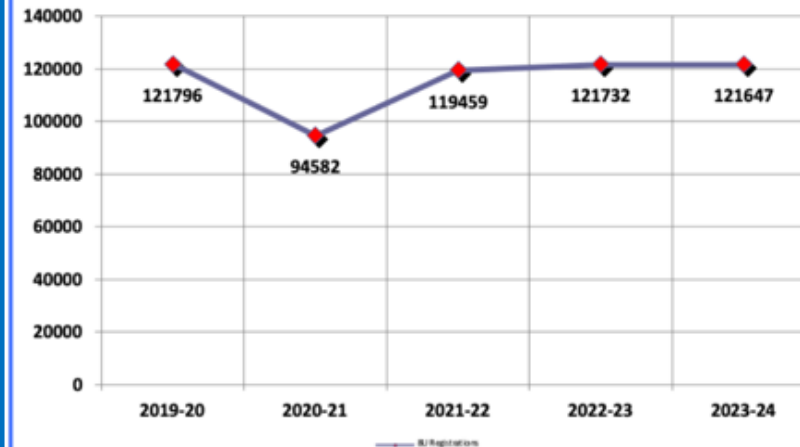
RETENTION RATE BY AGE-NATIONAL		RETENTION RATE BY AGE-MICHIGAN	
AGE		AGE	
4	16.3%	4	21.3%
5	32.4%	5	39.1%
6	50.9%	6	58.1%
7	66.6%	7	72.6%
8	74.5%	8	79.0%
9	81.4%	9	86.7%
10	87.2%	10	90.4%
11	91.6%	11	92.9%
12	93.3%	12	93.9%
13	94.7%	13	96.3%
14	95.5%	14	96.1%

KEY TAKEAWAYS: AFFILIATE LEVEL

- **BOYS & GIRLS**
 - TOTAL increased by +36 or +0.5%
 - NEW decreased by -166 or -4.7%
 - RETAINED increased by +202 or +4.6%

BOYS & GIRLS 8 & UNDER SUMMARY					
	19-20	20-21	21-22	22-23	23-24
TOTAL	7,711	5,943	7,630	7,920	7,957
	-3.5%	-22.9%	28.4%	3.8%	0.5%
NEW	3,119	1,979	3,904	3,500	3,335
	-9.2%	-36.6%	97.3%	-10.3%	-4.7%
RETAINED	4,592	3,964	3,726	4,420	4,622
	0.8%	-13.7%	-6.0%	18.6%	4.6%

National Boys & Girls 8U Registrations
Last five seasons



NATIONAL GROWTH INITIATIVES AND ASSOCIATION SUPPORT

- TRY HOCKEY FOR FREE DAYS
 - NATIONAL DATES: NOVEMBER 2ND 2024 AND FEBRUARY 22ND 2025
 - HOST SITE PLATFORM CAN ALSO BE USED FOR ANY CUSTOM DATES
- WELCOME BACK WEEK
 - A COORDINATED EFFORT BETWEEN USAH AND LOCAL ASSOCIATIONS SEPTEMBER 8-14, 2024
 - YOUR REGISTRAR WILL RECEIVE A LIST OF UNREGISTERED PARTICIPANTS
- GIRLS HOCKEY WEEKEND
 - ANNUAL IIHF INITIATIVE OCTOBER 11-13, 2024
 - COORDINATED EFFORT WITH GIRLS COUNCIL TO EXPAND ENGAGEMENT
- HOCKEY WEEK ACROSS AMERICA
 - ANNUAL WEEK-LONG VIRTUAL CELEBRATION FEBRUARY 16-22, 2025
- HATTRICK GROWTH CHALLENGE
 - REWARDS BASED PROGRAM FOR PARTICIPATING IN GROWTH INITIATIVES- REVAMP COMING!





TRY HOCKEY FOR FREE HOST SITES

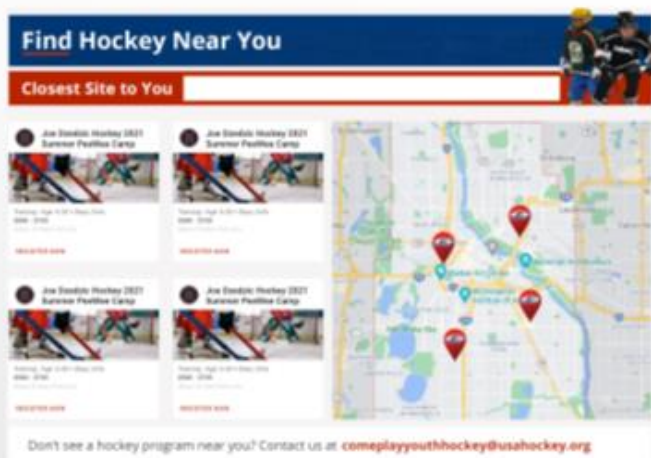
TRYHOCKEYFORFREE.COM/HOST_SIGNUP

- YOUTH
- GIRLS
- GOALIE
- ADULT
- DISABLED
- SLED
- BLIND
- WARRIOR

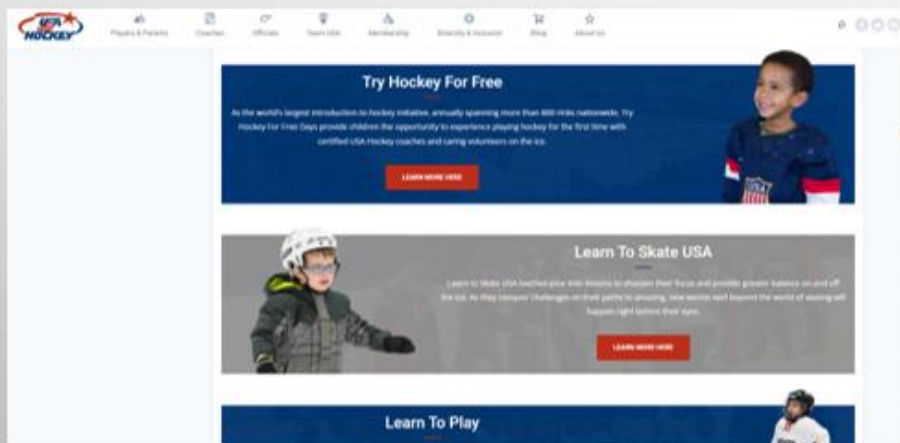


- National Dates (youth and girls)
 - Jerseys & Other Player Giveaways for first 350 associations
 - Marketing Materials
 - Searchable Map
 - USAH Membership code for participants ages 4-9 for November date
- THFF Portal
 - Ensures sanctioning
 - Player List for follow ups
- Non-National Dates
 - Direct link for participant registration
 - Customizable marketing materials

ASSOCIATION TOOLS AND SUPPORT



- COME PLAY YOUTH HOCKEY
 - SIMPLE INFORMATION FOR NEW PARENTS
- FIND HOCKEY NEAR YOU
 - SEARCHABLE FOR BEGINNER HOCKEY PROGRAMS
- WEBINARS AND PERSONAL SUPPORT
 - MARKETING FOR GROWTH, CONNECT WITH OTHER ASSOCIATION BEST PRACTICES, ASSOCIATION ANALYSIS AND ORGANIZATIONAL TOOLS
 - DEDICATED PS MANAGER FOR MICHIGAN- CHRIS LIANG
CHRIS.LIANG@USAHOCKEY.ORG



KATIE HOLMGREN
DIRECTOR, PROGRAM SERVICES

KATIEH@USAHOCKEY.ORG

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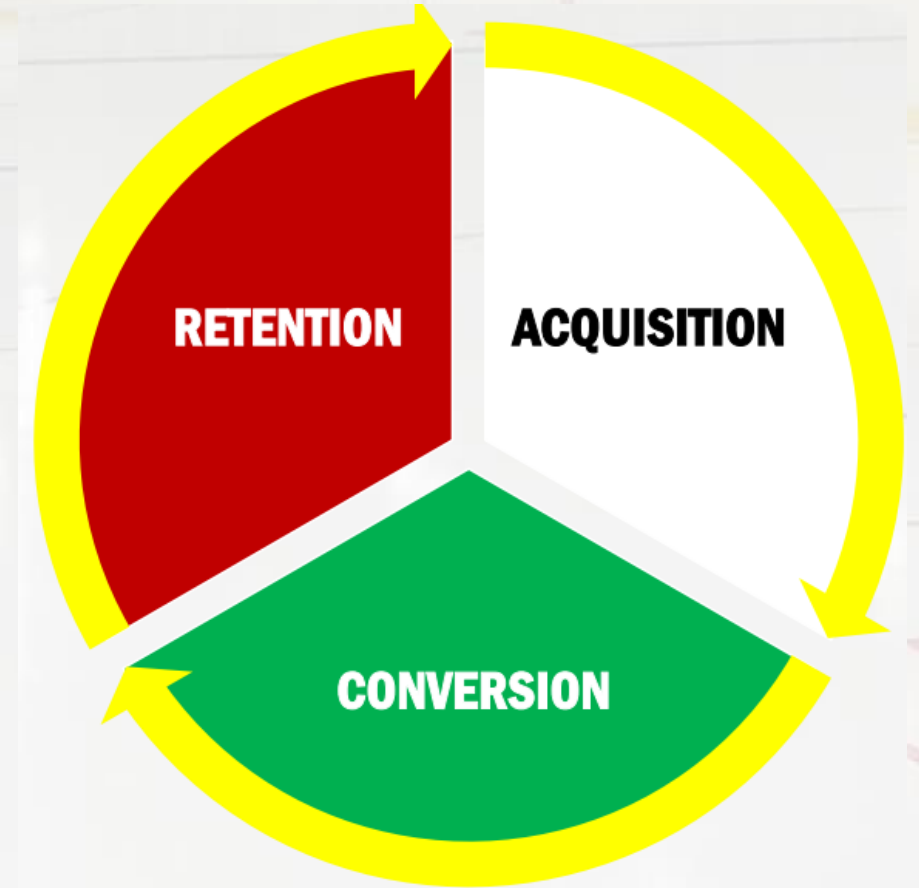
USAHOCKEY.COM/PROGRAMSERVICES



Growth Initiatives

“Seeds of the Game 2024-25”

- **MAHA Association Growth presentation**
 - **Topics include:**
 - **Preparing Your Association for Growth**
 - Leadership & Governance
 - Expectations
 - Communication
 - Storytelling
 - The Right People
 - **Understanding the ‘Hat Trick Growth Challenge’**
 - Retention
 - Acquisition
 - Conversion
 - **Proven Growth Programs**
 - **Association Leadership Tools**
 - **Resources**



Available on the 2024 Summer Meetings Page
Questions? E-mail jreynolds@maha.org



Growth Initiatives

Try Hockey For Free (non-national calendar)

- **Increase events in Michigan in 2024-25**
 - **Host sites required to provide:**
 - **One hour of ice**
 - **Grassroots promotion of event**
 - **Access to rental skates**
 - **Event Volunteers**
 - **On-ice (Bantam, Midget, HS player tutors!)**
 - **Registration – Check-in and Check-out**
 - **Recruitment**
 - **Off-ice director for Q&A, program promotion**
 - **Post-event follow-up**
 - **Scheduling, equipment and event activation:**
 - **Jon Hosking, Hockey Events Manager**
 - **Special thanks to BIGGBY COFFEE for jersey sponsorship!**



Ready to secure dates? E-mail jhosking@maha.org



Growth Initiatives

A photograph of an indoor ice hockey game. Several players in dark blue jerseys with white and light blue accents are on the ice. The player in the foreground is wearing a white helmet and a jersey with the number 31 and "BULL CLYB" on it. Other players in the background have numbers 38, 37, 45, and 30. The rink has white boards with various advertisements, including "Huddinge" and "CCM". The text "Let's Talk 'Tendys" is overlaid in large white letters across the center of the image.

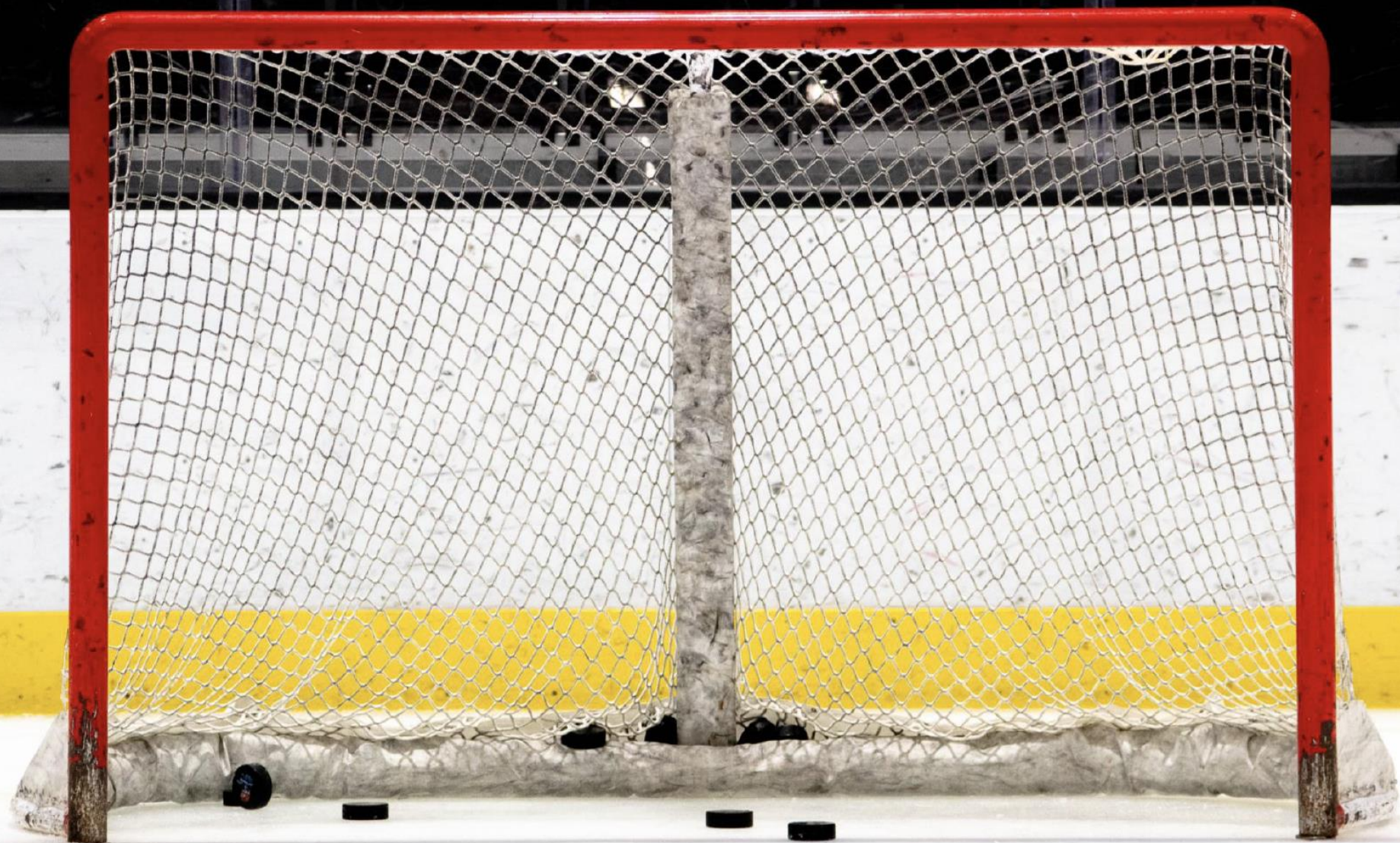
Let's Talk 'Tendys



AGE APPROPRIATE GOALIE TRAINING TRY HOCKEY > 8U

MAHA Summer Meetings
Source - Goaltending Bronze Level Certification







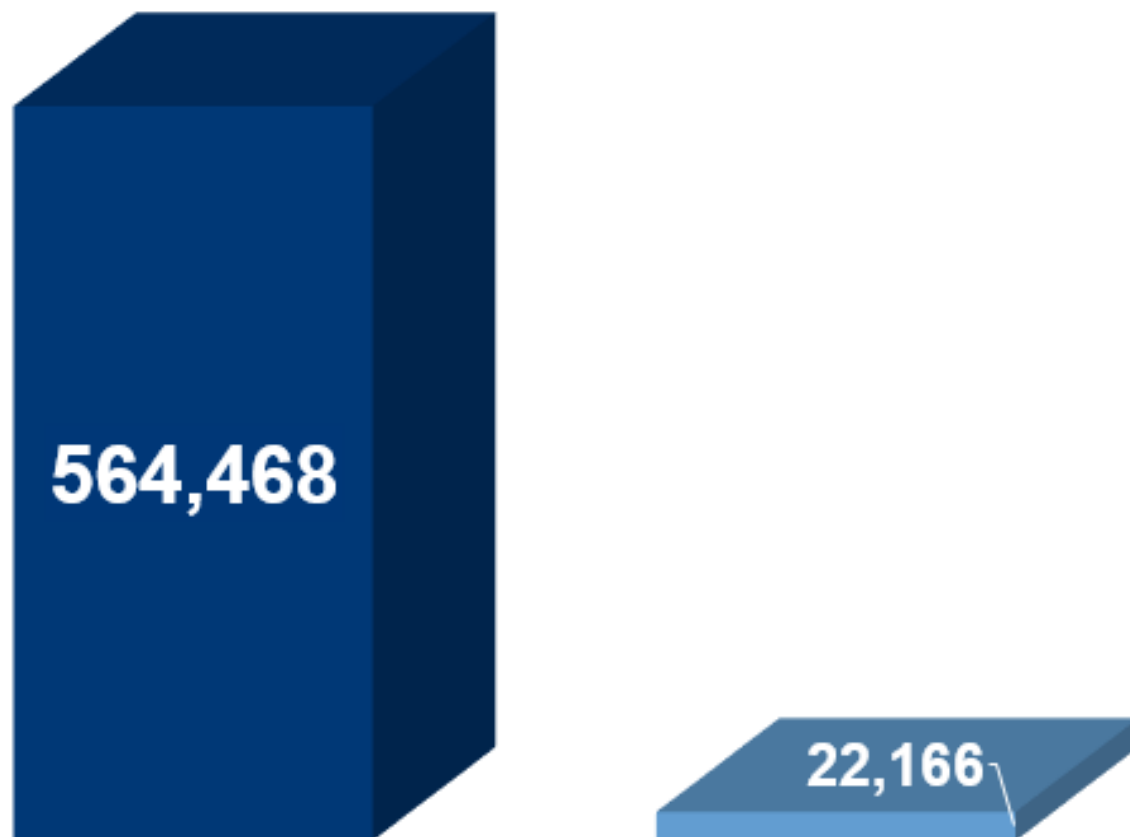
**10% = 2 goalies
per team**



**5% = 1 goalie
per team**

THE GOALIE SHORTAGE CONUNDRUM

USA HOCKEY REGISTRATION NUMBERS





3.9%



**Less than 1 goalie
per team**



**32 teams went to
Nationals with 1
goalie**



**17 teams at Nationals
only had 2 because they
requested an E-Bug**

MITTEN GOALIES BY THE NUMBERS



- **Male Goalies**
 - **120 Adult, 976 Youth**
- **Female Goalies**
 - **12 Adult, 210 Youth**
 - ✓ **1,318 Total Goalies**
- **8U Registrations**
 - **7,206**
- **10U +**
 - **29,631**
- **2 Goalies for every 18**

Ideally, we would see 2,963 Youth Goalies
By these numbers we are at 1,186

This leaves us with a gap of 1,777 youth goalies



- Michigan is no different than the rest of the country
- The solution is obvious, right in front of us, and we have all of the tools to solve this problem...if we want to.
- In fact, one of the most common converstions we have around the rinks is our shortage of goalies



We Need to Change the Conversation



Try Goalie for Free

TRY GOALIE STATION IN TRY HOCKEY





Try Goalie in LTP

TRY GOALIE STATION IN LTP



TRY GOALIE STATION IN LTP



TRY GOALIE STATION IN LTP



HOW DID IT GO? WHERE TO GO FROM HERE

★ LIKED PLAYING GOALIE, BUT NOT 100% COMMITTED

- You may just need another chance to practice. Let's grab you a goalie mentor!
- At the next team practice, we can have a local goalie mentor work with your goalie.
- Ask your coach for more opportunities to practice goaltending.

★ HAD FUN AND WOULD LIKE MORE OPPORTUNITIES TO PLAY GOALIE FOR THEIR TEAM

- Work with your coach to practice as a goalie a couple more times every week and fit in more games!
- ★ **CAN'T WAIT TO GET BACK BETWEEN THE PIPES!**
- Let's get a few weeks worth of practice games in.
- From there, we can look at purchasing your own equipment.



LOCAL CONTACTS

Steve Sochaneck, GRATA Goalie Coach
stevsochaneck@gmail.com



GET IN TOUCH...

Check with your associations for:

- QuickChange gear for you to use, or any gear. If not, contact your ODC for assistance.
- A goalbinding specialist to help guide you towards the next steps.

Address: 1775 4th Avenue Drive
Columbia, Georgia, GA 31906
Phone: (770) 524-USAH (9746)
E-mail: usah@ushahockey.org
Web: www.usahockey.org



USA-HockeyGoalbinding.com

TRY GOALIE FOR FREE GUIDE FOR PARENTS

This Parent Guide is designed to answer many of your questions following a TRY GOALIE FOR FREE day, and give you some next step and website to help your child play one of the best positions in sports.



MYTHS AND MISCONCEPTIONS

Q:MYTH: Being a goalie is a "boring" job.
A:THE TRUTH: Goaltenders tend to be more supporters of their goaltender.

Q:MYTH: Goaltending isn't fun!
A:THE TRUTH: Goaltenders do not have a lot of down-outside time, but they do have a lot of fun when they are on the ice.

Q:MYTH: Being a goalie is a "last resort" job.
A:THE TRUTH: Goaltenders are not "last resort" players. They are the most important players on the team.

Q:MYTH: Goaltending is a "dead end" job.
A:THE TRUTH: Goaltenders can play other positions if they want to. They are not "dead end" players.



IT'S AWESOME TO BE A GOALIE

Goaltending is the best position in hockey because goalies get all the benefits from being part of a team: sport, respect, teamwork, leadership, and responsibility, but they also get the benefits of playing an individual position where they learn perseverance, self-confidence, and handling pressure.



CRUISER PUCK ANSWERS YOUR QUESTIONS

AGES AND GOALIES

8U: Everyone should play Goalie, along with being a forward and defenseman.

10U: Everyone that still wants to play Goalie should have the chance to do so.

12U+: Goalie specialization begins, but the opportunity to play Goalie should always be available.

EQUIPMENT RESOURCES

USED GEAR
www.SideLineSwap.com
www.PlayAgainSports.com
www.Facebook.com/16102191261261

NEW GEAR
www.PureGoalie.com
www.RodneyWorld.com

THANK YOU GOALIE PARENT

The only role aside from being the goalie is being the goalie parent! Thank you for providing all of the time and love that is required when your son or daughter chooses a position with so much responsibility. Welcome to Goalie Nation and please let us know if you ever have any questions along the coaching journey.

Steve Thompson
ADM Manager of Goalbinding
USA Hockey



WHY BE A GOALIE?

“I just wanted to do something and be engaged in a real sport. I'm 10 years old.

“It's a unique position that not everyone has. I've been playing competitive like football and baseball but I love being a goalie. I'm 10 years old.

“Because I wanted to be like everyone's hero and the one who people could rely on. I'm 10 years old.

“I love to be a goalie because I can be the last person for stopping opposing players from scoring. Most of all, it's a fun position and I love it more than being out there for the rest of the team. I'm 12 years old.



USA HOCKEY GOALBINDING

USA Hockey is committed to providing opportunities for every young hockey player to play goalie if they want to. For more information on additional opportunities to play goal, contact your local association or your District Goalie Coach in Chief for more information.

Brad Johnson, Associate Coach in Chief Goalbinding
bjohnson@usa-hockey.org

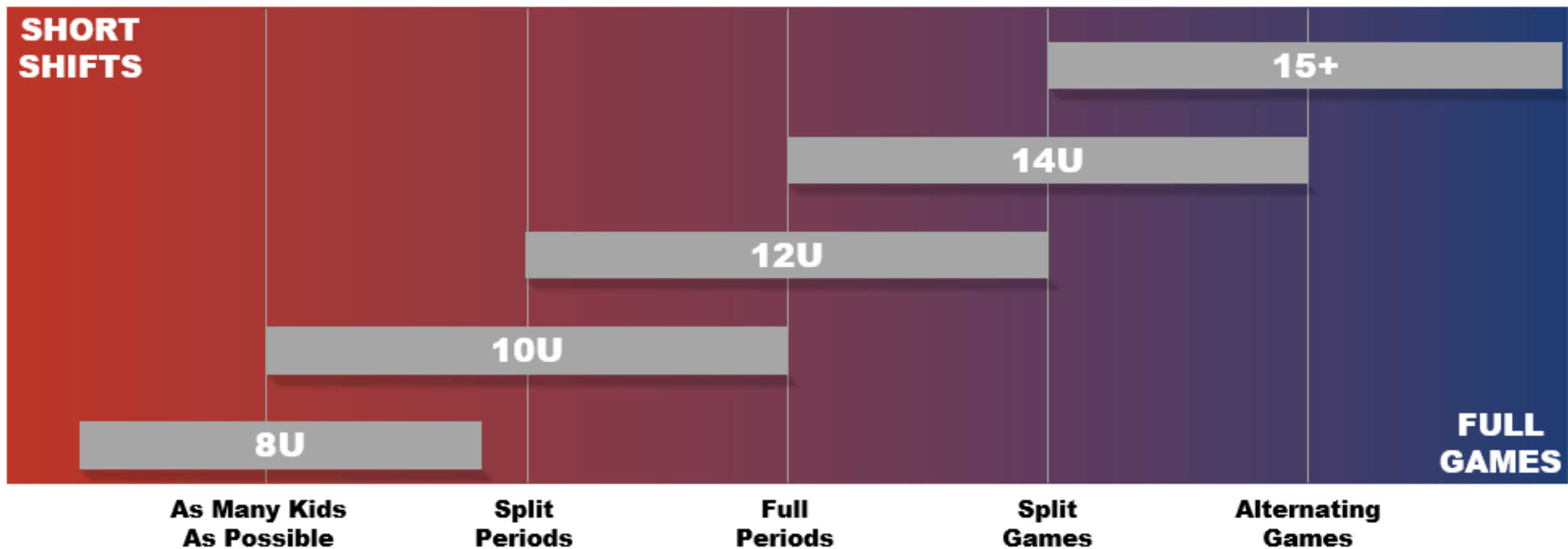


**Everyone
Implements our Age
Appropriate
Recommendations**

Player Development (From Level 1)



Goaltending Game Time Recommendations





THE GOALIE CONUNDRUM SOLVED





BRAD JOHNSON

ASSOCIATE CIC GOALTENDING

STONEWALL0001@GMAIL.COM

734.751.8281

Growth Initiatives

‘Try Goalie For Free’ Initiative

- **Equipment Activation**

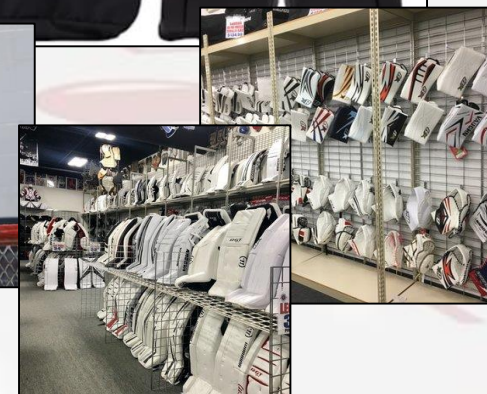
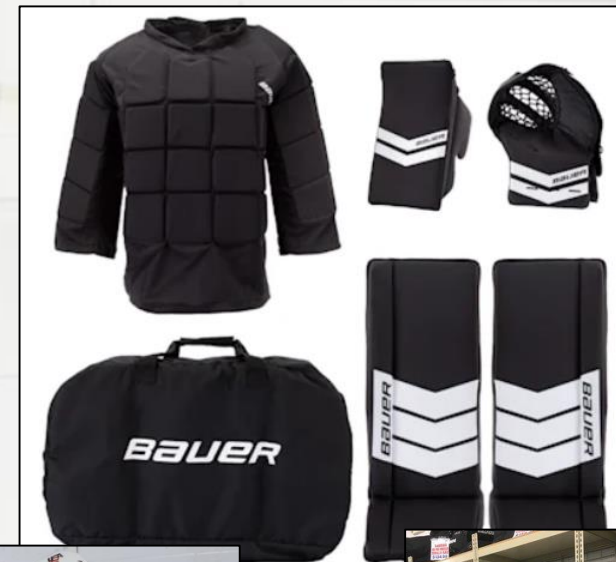
- QuickChange Goalie Gear
- Available for ‘TGFF’ stations in non-national THFF events

- **Instructor Support**

- Call-to-Action to goalie coaches across Michigan
- Available for ‘TGFF’ stations in non-national THFF events

- **Goalie Grant Program**

- **Sponsoring partner(s) to be announced**
- Resource for those ready to commit to goaltending position
- Funds provided will offset equipment costs
 - Work with retail partners to honor investment and service customers
 - Grant Amount - \$200-\$250



Growth Initiatives

NHL Learn to Play (Little Wings)

- **Low-cost hockey for ages 5-9**
 - **6-week sessions (1 hour of ice per week)**
 - **Cost: \$230**
 - **Includes:**
 - **Full set of Little Wings-branded equipment**
 - **On-ice instruction**
 - **Little Wings jersey**
 - **Open to Michigan residents only**
 - **Rink Receives:**
 - **DRW partnership banner to hang in the arena**
 - **Ice time stipend**
 - **Appearances from DRW Alumni**
 - **Assist coaching on-ice**
 - **Attend Equipment Fitting Event**



Interested in hosting? E-mail littlewings@hockeytown.com



Growth Initiatives

‘Earn Your Stripes’ Invitational

- **Confidence, education & experience for Level 1 officials**
 - Real-time, on-ice mentoring
 - Live game setting
 - 10u teams are invited to participate – FREE!
- **2024-25 dates / locations being finalized!**
 - Encourage your teams, AND young officials, to register!



2nd Annual
EARN YOUR STRIPES
INVITATIONAL

Saturday, September 16th, 2023
Patterson Ice Center & Kentwood Ice Arena

The ‘Earn Your Stripes’ Invitational is a unique opportunity for Level 1 Officials to receive real-time, on-ice mentoring and instruction during a live game setting. Participating officials gain confidence, education, and experience!

FOR MORE INFORMATION OR TO SIGN UP: [CLICK HERE FOR VIDEO!](#)

Contact:
Brent Gawlik
Email: gawlik2015@gmail.com
Phone: 616-994-2067



Growth Initiatives

‘Association of the Year’ Contest

- Incentivizing local associations to grow participation in the game, primarily at the 8u level
- Associations measured on several specific growth measurements
 - Points are earned based on performance in each category
 - Measurements tracked throughout the season
- Cash awards for the top 3 performing associations
 - 1st Place - \$7,500
 - 2nd Place - \$5,000
 - 3rd Place - \$2,500



First Points of 2024-25 Contest

Affiliate Agreements (due in August!)

- **PLEASE** select and list a 'Growth Coordinator' for your local association
- **Include contact information (name, email, and phone number)**



2024-25 Programs

MAHA '8u Plus' Program

- **Designed for 8-year-old players transitioning to 10u (full-ice hockey) the following season**
- **8-10 week program with games beginning in January 2025**
- **Benefits:**
 - **Clear path – from Learn to Play, to Cross-Ice Hockey, to Full-Ice Hockey**
 - **More participation in ADM development programs providing proper player development for more players at the 8u age level**
 - **Retain more 8-year-old players within MAHA / USA Hockey for the full season**
 - **Provides training ground for new Level 1 Officials**

