

Publicity & Promotions
January 22, 2010
Marriott Minneapolis West

The following committee members were in attendance:

Dave Meisner	Jim Bullard	Phil Graber	Dave Margenau
Mike Snee	Lynn Olson	Tom Mickus	Pete Hill
Dennis Green			

Custom Lettering – John Petrangelo

New this year all orders will be done by email – electronically. They are now CCM/Reebok distributor.

All garments for the state tournaments will be embroidered this year – nor more screening.

Clothing Contract & Committee Change

The contract will be reviewed this year. The committee will be asking for input from the districts. The clothing line will be moved from the P&P to the Tournaments Committee.

MH 2010 Golf Fundraiser

Switching to Bunker Hills this year. Tuesday, July 20 is the date for the tournament. More updates coming.

Recruitment & Retention

They are putting together a handbook for recruiting and retention and it will be sent out to all associations in February.

Getting the Brady Brady books for high school players to read to the younger kids and hopefully help with recruiting.

Dennis mentioned that the USA Hockey recap of affiliate growth shows that we do a great job of bringing kids into the program but not so good at retaining them. MN Hockey needs to focus on the retention rate versus the recruitment. Dennis asked that the recruitment/retention sub-committee dig into the issues as to why we are not retaining the kids.

David Meisner reported that we are now leading the country in the number of registrations. Minnesota is now at 86% registered online with is an increase from 38% last year.

Hockey Day in Minnesota

The host is Hermantown that will have 3 high school games that are to be broadcast on TV. Fox sports wants Minnesota Hockey to be more involved next year.

Corporate Sponsorship

Minnesota Hockey sponsorships are looking strong. As of 1/17/10 we anticipate \$210,000+ of sponsorship revenue for FY10. Highlights include:

- Minnesota Wild appointing Minnesota Hockey as the beneficiary for five of its newly created 50/50 drawings.
- Prairie Island adding an additional \$10K of sponsorship for Disabled Hockey.
- Reebok CCM coming on board for a significant trade relationship.

FY10 Minnesota Hockey Sponsorships – as of 1/17/10

<u>Partner</u>	<u>\$ Amount</u>
Minnesota Wild	\$70,000
Minnesota Wild 50/50	\$9,000 (approximately)
Prairie Island	\$64,000(approximately)
Kemps	\$30,000+ the final \$7K payment from 2009
Reebok CCM	\$25,000 (approximately...in budget relieving trade)
3M	\$3,685 (must take 67% of this)
Red Baron	\$2,500
No Name Steak	\$2,000
Brakebush Chicken	\$2,500
CSM Lodging	\$????
Maravonda Coffee	\$400
Shock Doctor	\$2,375
Lorenz Bus	<u>\$400</u>
TOTALS	\$212,000+

Other Top Prospects
National Guard
Nesbit Insurance
Liberty Mutual Insurance
Lifetime Fitness

Reebok will be supplying the jerseys for our Advanced Programs.

Degree Jersey Program

2020-11 Season for house leagues only. All ordering will be done online and ordering can start in April. The jerseys are on a first come first serve basis and when they run out they are gone.

Hockey Weekend Across America – Feb 13 -15
High School Girls' State tourney – February 24 – 27 at Xcel Energy Center
High School Boys' State tourney – March 10 – 12 at Xcel Energy Center
Let's Play Hockey Show – March 12 & 13 (at Xcel)
WCHA Final 5 March 19 – 21 at Xcel
2010 Division NCAA Men's Western Regional March 26 & 27 at Xcel
Patty Kazmaier Brunch March 20 at University of Minnesota McNamara Alumni Center

Natalie Darwitz is the Caption of the Women's Olympic team and Jamie Langenbrunner is captain of the Men's team.

Meeting adjourned at 8:19

Respectfully submitted,
Carol D. Carlson