

Presidents Report – April 21, 2013

The landscape of Minnesota youth hockey continues to evolve as more options become available. We should not view these as threats but rather as catalyst to continue to ever evaluate and improve the programs and the quality of the programs we and our community based associations provide to the hockey players in Minnesota.

Our fundamental strategies of growing the game, providing players with programs and developmental opportunities and insuring the safest possible environment on and off the ice will keep our community based hockey model the envy of the United States.

These strategies are supported with the following tactics:

Education – Parents, coaches and administrators (CEP, ACE, HEP)

Branding/Marketing – Minnesota Hockey fuels your Legacy in the State of Hockey

Programs – ADM, High Performance, Rec Hockey, Gear Up Minnesota, THFF, etc.

SafeSport – Off and On Ice

Communication – Website, e-news and social media

Robust Financial Systems – Budgeting and audits

While strategies/tactics are intellectually simple, their execution is not.

That is our challenge, we have the tactics, we need to continue and accelerate their execution. During the 12-13 season we made significant improvements, expanded Hockey Expo presence, expansion of the A/AA state tournaments, increased celebration of the state tournaments, and the comprehensive communication plan for website, e-news and social media just to highlight a few. But we can't rest. We need every committee focused on how we with our local affiliates can continue grow, provide quality programs and development opportunities and insure the safest possible environment. While we have a dedicated volunteer base, we also need to look to the potential of expanding our Minnesota Hockey staff and increasing our use of USA Hockey resources to achieve our goals.

We have a lot to feel good about. The passion and energy of the association leaders who recently participated in the Growth Workshops, the continued expanded adoption of the Red White and Blue hockey, the smiles of our youngest players as they leave the ice, the excitement of our State Tournament Champions as they put on their State Champion hat and the practices and games going on in every arena throughout the state on any given day. This wouldn't be possible if not for your efforts, thank you !!