

# ANNUAL REPORT



PROMOTING A LIFELONG LOVE OF THE SPORT.

USA HOCKEY PROVIDES THE FOUNDATION FOR THE SPORT OF ICE HOCKEY IN AMERICA; HELPS YOUNG PEOPLE BECOME LEADERS, EVEN OLYMPIC HEROES; AND CONNECTS THE GAME AT EVERY LEVEL.



2014/2015





Key Partners in Hockey



## OUR MISSION

USA Hockey provides *the foundation* for the sport of ice hockey in America; helps young people *become leaders*, even Olympic heroes; and *connects the game* at every level while promoting a lifelong *love of the sport*.



**With more players than ever before part of USA Hockey, record success in international competition and continued advancements in use of technology to help educate coaches, officials, parents and players, there's much to celebrate as we look back on the 2014-15 season.**

Our on-going emphasis on growing the sport was evident this year, not only with the fact that a record 533,172 players were part of USA Hockey, but for the fifth straight year, more than 100,000 kids ages eight and under played our sport.

In terms of gold medals, no nation enjoyed more success in the six major world championships than the United States. All total, the U.S. claimed four golds, with two coming on home ice as we welcomed the world in spectacular fashion at the brand new HARBORCENTER in Buffalo, New York, for both the IIHF U18 Women's World Championship and IPC Sled Hockey World Championship. Our nation also earned gold in the IIHF Women's World Championship for the fifth time in the last six competitions and the IIHF U18 Men's World Championship for the sixth time in the last seven seasons. And for the second time in three years, our U.S. Men's National Team earned the bronze medal in the IIHF Men's World Championship. Previously, we had not medaled in that event in two out of three years since 1952.

We're utilizing technology in cutting-edge ways, particularly through apps in support of our efforts in coaching and officiating education. In addition, our series of newsletters has been an effective means of educating our various constituent groups, highlighted by what we're doing with age-appropriate training in youth hockey through the American Development Model.

And speaking of the ADM, we continue to receive affirmation of our efforts from many, including the U.S. Olympic Committee, which adopted the name, mark and premise of the ADM to utilize across the entire Olympic landscape in our country.

It's been a terrific year for USA Hockey on all fronts. Enjoy the pages ahead as they touch on many more of the wonderful happenings of the 2014-15 season.



**Jim Smith**  
*President, 2015-present*



**Ron DeGregorio**  
*President, 2014-15*



**Dave Ogrea**  
*Executive Director*

## **2014-15 EXECUTIVE COMMITTEE**

### ***President***

Ron DeGregorio

### ***Treasurer***

Jim Smith

### ***Secretary***

Bill Hall

### ***Vice Presidents***

John Beadle  
Charles Fuertsch  
Dave Klasnick  
Gavin Regan  
Larry Reid  
John Vanbiesbrouck

### ***Director Representatives***

Donna Guariglia  
Donna Kaufman  
Mike Mulhall

### ***Athlete Representatives***

Shelley Looney  
Kevin Miller  
Jenny Potter



# PLAYERS



**The growing number of children playing hockey in the United States is a credit to the passionate efforts of volunteers nationwide, as well as to USA Hockey's focus on safety, skill development and, of course, fun.**

In terms of safety, USA Hockey emphasizes both on-ice and off-ice protection through numerous initiatives, resources and enforcement.

On the ice, USA Hockey's vigilance is exemplified in part by the of creation and enforcement of rules, research and guidance from some of the nation's leading medical professionals, and progressive coaching in the areas of body contact and injury prevention.

Off the ice, USA Hockey has long had systems in place to protect its participants from physical and sexual abuse and other types of misconduct. USA Hockey SafeSport includes those long-standing policies, as well as additional enhancements like an electronic communication policy and a streamlined abuse-reporting system.

Moving to player development, USA Hockey's American Development Model, based on long-term athlete development principles, continues to positively affect the landscape of youth hockey in America.

With the number of American children aged 8 and under playing hockey in excess of 100,000 for the fifth straight year in 2014-15, the base of the game continues to strengthen.

"We've made great strides in exposing new kids to our sport," said Pat Kelleher, assistant executive director of development for USA Hockey. "Whether through the ADM or events like the IIHF Girls Hockey Weekend or our Try Hockey for Free Days, or the countless other initiatives that make hockey an attractive option for kids and their families, we continually welcome new players to the game throughout every part of the country. It's exciting to see the momentum grow. The future is bright."

Keeping children in the game is just as important, which is why USA Hockey's youth initiatives emphasize engagement.

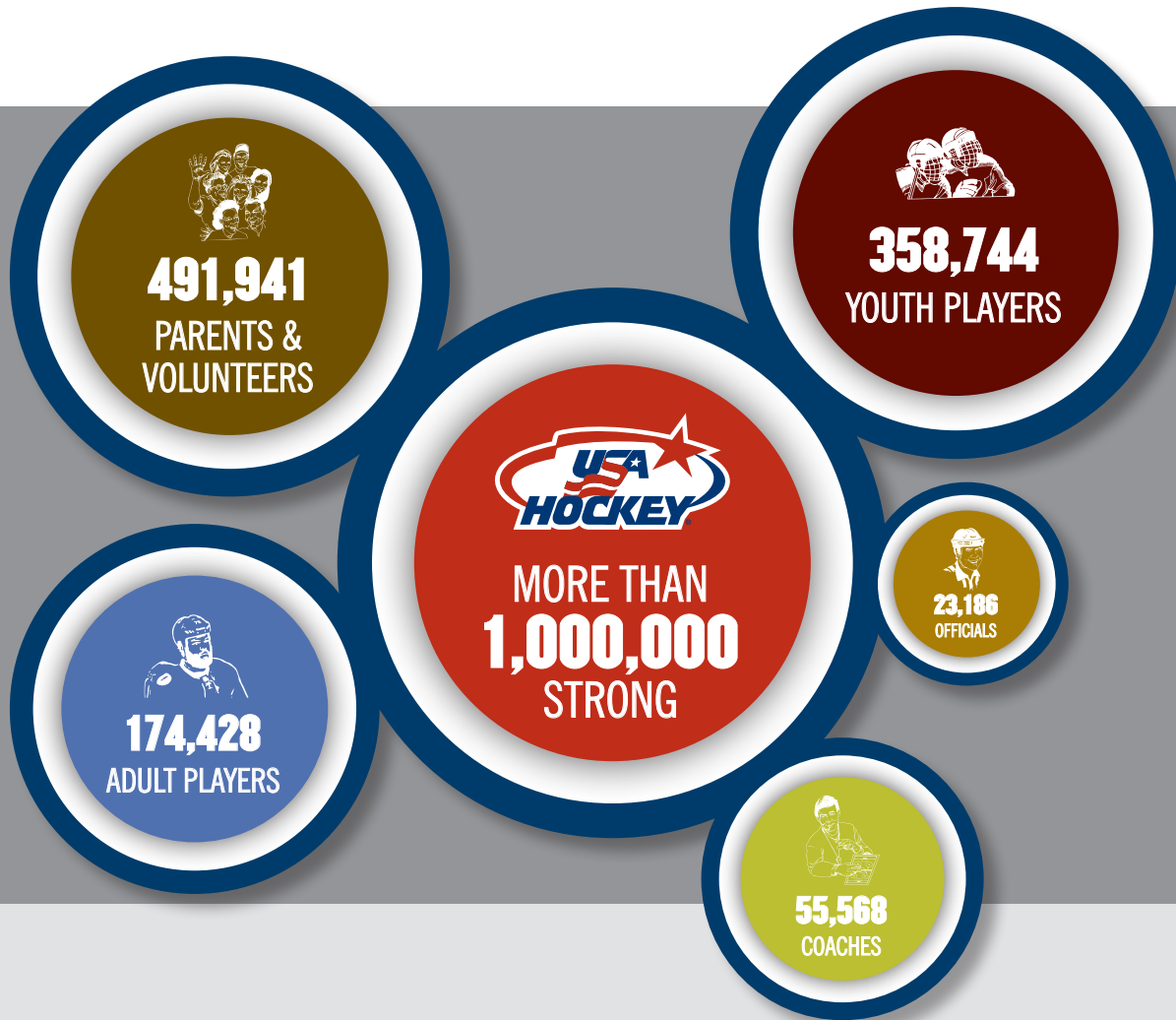
"It takes something special to spark kids' passion and keep their attention," said U.S. Hockey Hall of Famer Jeremy Roenick, a nine-time NHL All-Star and two-time U.S. Olympian. "USA Hockey keeps it kid-focused and development-minded; that keeps the kids coming back. And it helps them improve."





*"In a world where youth sports are under scrutiny, USA Hockey's American Development Model has been an industry-leading program that has the best interests of kids in mind. The bottom line is, the ADM has found a way to develop skills, commitment and athleticism, all the while making it fun and entertaining for the athletes. It's a fantastic program."*

— U.S. Olympian Meghan Duggan



### AMERICAN DEVELOPMENT MODEL: DOING WHAT'S BEST FOR KIDS

USA Hockey's American Development Model is a nationwide player-development initiative launched in 2009. It emphasizes age-appropriate, age-specific competition and training for children, with a heightened focus on skill development.

The ADM was founded on consensus sport science and child development research, the premise of which calls for creating fun, active environments focused on skill development and engagement — environments in which every child can excel and reach their true potential. In short, it's doing what's best for kids, while also delivering an ideal hockey education. The positive effect on American hockey is already shining through from coast to coast.

"The ADM has brought more kids to the game, kept more kids in the game and given them a more efficient pathway to develop their skills," said Ron DeGregorio, president of USA Hockey. "It's great to see the leap forward in skill development nationwide, and it's exciting to think about all the potential these players have to take American hockey to new heights."

Since its launch, the ADM has received national and international acclaim, gaining support from the National Hockey League, the NCAA, the American Hockey Coaches Association, the Aspen Institute and hockey parents alike. Its success has also resonated with the United States Olympic Committee, which adopted USA Hockey's ADM name and logo in 2015 to represent American athlete-development efforts across its entire sporting landscape.





## JUNIOR HOCKEY

USA Hockey's junior program provides opportunities for players ages 16-to-20 to hone and enhance their skills and is an important part of the organization's overall efforts related to player development.

To put things in perspective, in 2014-15 alone, junior leagues had a hand in helping 315 new players into NCAA Division I hockey and nearly 440 players onto NCAA Division III rosters. And, at the 2015 National Hockey League Entry Draft, a record 37 players who skated in the United States Hockey League in 2014-15 were chosen. Overall, 47 players with ties to the USHL were selected along with five North American Hockey League players and four players who spent time in Tier III junior hockey.

Player safety continues to be at the forefront at all levels of junior hockey and in 2014-15 enhanced efforts to affect behavior change was an on-going priority.

In terms of competition, the culmination of the season included crowning of champions at the Tier I, II and III levels. The Sioux Falls Stampede captured the Clark Cup as the playoff champion of the USHL, the only Tier I league in the United States. The Minnesota Wilderness earned the Tier II championship by claiming the NAHL's Robertson Cup, while the North Iowa Bulls and Boston Jr. Bruins won the Division I and Division II Tier III national championships.

## JUNIOR HOCKEY LEAGUES IN THE UNITED STATES

### TIER I

United States Hockey League

### TIER II

North American Hockey League

### TIER III

Eastern Hockey League  
 Empire Junior Hockey League  
 Metropolitan Junior Hockey League  
 Minnesota Junior Hockey League  
 North American 3 Hockey League  
 Northern Pacific Junior Hockey League  
 United States Premiere Hockey League  
 United States Premiere Hockey League – Elite

*Junior leagues had a hand in helping 315 new players into NCAA Division I hockey and nearly 440 players onto NCAA Division III rosters.*



## ADULT HOCKEY

USA Hockey's adult hockey program has grown for 12 consecutive years, with a record 174,428 participants in 2014-15 that played in recreational leagues, tournaments and other special events in all corners of the country.

The season was highlighted by the 10th anniversary of the Labatt Blue/USA Hockey Pond Hockey National Championships, a marquee event which included 330 teams and over 2,300 players across 19 divisions, including the addition of a sled hockey division for the first time. The event is held annually on Dollar Lake in Eagle River, Wisconsin, however, due to safety concerns, was shifted to outdoor rinks that were constructed at and around the Eagle River Derby Track. The alternate location included the mystique of some games being played under the lights at the Derby Track.

Sold out events in cities across the country, including locations like Lake Placid, New York, Indianapolis, Dallas and Anchorage, made up the signature Adult Classic tournament series in 2014-15.

The popular adult national championships, staged in Tampa, Florida, included 18 total divisions, with seven exclusively for women.

The American Collegiate Hockey Association is also an important part of USA Hockey's adult hockey program with more than 400 men's and women's teams playing at the non-varsity college hockey level. Players from ACHA teams made up USA Hockey's entries for the Winter World University Games that took place in Granada, Spain, with the women finishing fifth and the men placing seventh.

The Adult First Goal program, which provides opportunities for adults who have never tried the sport, included more than 600 sets of new equipment being utilized by adult leagues around the nation at Try Hockey for Free events and through other initiatives to engage new players.

## DISABLED HOCKEY

Fueled by the rise in exposure and passionate volunteers across the country, USA Hockey's disabled program continues to grow all across the United States. USA Hockey offers playing opportunities for the four disciplines of the sport including standing/amputee, deaf/hard of hearing, sled and special hockey.

A highlight of the season was the 11th annual National Disabled Festival, which took place at Northtown Center in Williamsville, New York. A record 71 teams and over 1,000 players participated, making the event the largest gathering of disabled hockey athletes anywhere in the world. The Festival included the Toyota-USA Hockey Adult Sled Hockey National Championships for the fifth straight season, where two four-team divisions competed for the national title.

The fifth annual USA Hockey Sled Classic, sponsored by the National Hockey League, was held in Washington, D.C., and hosted by the NHL's Washington Capitals. Sixteen teams, each affiliated with an NHL club and wearing the jersey of their NHL team at the event, participated in three divisions. The Chicago Blackhawks captured the Tier I Division, the Philadelphia Flyers claimed the Tier II Division and the Minnesota Wild won the Tier III Division.

In addition, USA Hockey staged a three-day disabled hockey workshop in Washington, D.C., to help educate new and existing programs on best practices for conducting disabled hockey programs.



# PLAYER DEVELOPMENT



Fueled by innovative and successful player development programs, USA Hockey has evolved into one of the world's most successful hockey nations.

## NATIONAL TEAM DEVELOPMENT PROGRAM

USA Hockey's National Team Development Program, recognized across the world as a catalyst in the success the United States has achieved in international competition since its inception, celebrated its 18th year in 2014-15.

Located in Plymouth, Michigan, the NTDP provides a concentrated on- and off-ice training environment for approximately 46 of America's premier ice hockey players under the age of 18. With an emphasis on athletic, academic, and social development, the goal of the full-time residency program is to prepare student-athletes for participation on U.S. National Teams and success in their future hockey careers. Its efforts not only focus on high-caliber participation on the ice, but also creating well-rounded individuals off the ice.

*Since the NTDP's inception, 263 alumni have been selected in the NHL Entry Draft and more than 350 have skated for NCAA Division I hockey programs.*

Unlike many competitive athletic teams, the success of the National Team Development Program is not gauged on wins and losses. Instead, the focus is on the development of skills and acquiring experience against older competitors.

The NTDP's player development efforts, which include use of The Hockey Intelligym training software, are highly regarded by collegiate and professional programs alike. The National Team Development Program has also made its mark on the National Hockey League, with 16 players having ties to the NTDP being selected at the 2015 NHL Entry Draft, including three of the first eight selections.

Since its inception, 263 alumni have been selected in the NHL Entry Draft and more than 350 have skated for NCAA Division I hockey programs.



*The NTDP provides a concentrated on- and off-ice training environment for America's premier ice hockey players.*





## PLAYER DEVELOPMENT CAMPS

USA Hockey continues to provide opportunities for the most advanced teenagers to measure and hone their skills against the best from other areas of the country each summer through its series of regional and national player development camps.

At the national level, USA Hockey conducted player development camps for boys and girls ages 15, 16 and 17. The boys camps were held in Williamsville, New York, and the girls camps were held in St. Cloud, Minnesota, and Biddeford, Maine. USA Hockey also hosted a sled hockey player development camp, which was also held in Williamsville, New York.

The 2014-15 season marked the fourth consecutive year of USA Hockey supporting district and regional player development camps across the nation for 14-year-old boys, with the objective of giving more players an opportunity to experience a development camp environment. And for the first time, USA Hockey also hosted district and regional development camps for 14-year-old girls.

A new addition in 2014-15 was USA Hockey's Girls U18 Select Player Development Camp, which gathered 66 of the nation's top female players between the ages of 15-17 at the University of New England campus. By adding this camp and expanding the Girls 15 Player Development Camp, USA Hockey generated a 17 percent increase in players who participate in USA Hockey's national girls player development camps.

Staffed by coaches from the NHL, the NCAA, USA Hockey and beyond, national development camp attendees are exposed to an intense week of on- and off-ice training that provides a foundation for the next step in their hockey careers.

All told, more than 2,000 athletes and 350 staff were part of USA Hockey regional and national player development camps in 2014-15.

## THE WARREN STRELOW NATIONAL GOALTENDING MENTOR PROGRAM

The Warren Strelow National Goaltending Mentor Program finished its seventh full season in 2014-15 and was founded to institute a consistent nationwide goaltending program to recruit and develop elite goaltenders.

The desired result is to produce goaltenders that consistently rank among the best in the world, while simultaneously increasing the depth of elite goaltenders in the United States in order to provide larger and more competitive selection pools for national teams.

The Warren Strelow National Goaltending Camp is an integral component to the program. In 2015, a total of 33 goaltenders were invited to participate, from ages 15 to 18.

As part of the education process, the Strelow staff continually produces goaltender specific content exclusive to USAHockey.com. The material includes instruction on learning the basics of the position, various on- and off-ice drills, helpful articles featuring tips from other goaltenders, and an "Ask the Mechanic" section, where goaltenders can submit their questions and have them answered.

To date, a total of 18 Strelow graduates have been selected in the NHL Entry Draft.

# COACHES



USA Hockey is a recognized leader in coaching education, not only in the United States, but also throughout the world. In 2014-15, the organization continued enhancing its unrivaled curriculum while also improving and expanding the delivery methods of those materials to coaches at all levels.

## HIGHLIGHTS

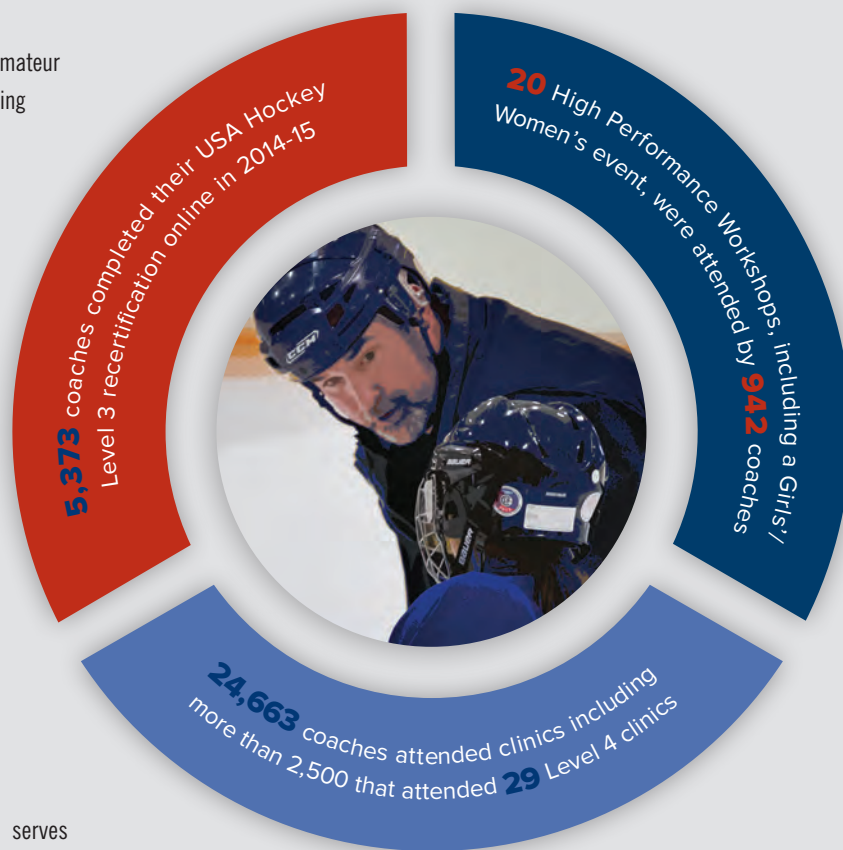
- USA Hockey continued to lead the way among amateur sport organizations with its online, age-specific training modules. These dynamic teaching tools are constantly refined and improved to provide an outstanding complement to classroom and on-ice education. During the 2014-15 season, updated 10U and 12U modules were developed and launched, providing the latest training on USA Hockey's American Development Model, practice planning, ice utilization and small-area games. Development also began on a new module that will be specific to coaches who work with disabled athletes.
- USA Hockey's Mobile Coach app, another marketplace leader, was downloaded more than 30,000 times in 2014-15, bringing its download total to more than 100,000 since the launch in October 2012. Educational videos within the app were viewed more than 600,000 times.
- USA Hockey distributes a monthly newsletter that serves as a regular connection and method to update coaches with the most pertinent, actionable information for the specific age level they are coaching.

"The Coaching Education Program continues to provide a first-class educational opportunity for our coaches across the country," said Mike MacMillan, USA Hockey's national coach-in-chief. "This past year, much of the focus was on creating new Level 2 classroom curriculum and launching a disabled hockey clinic for those who coach sled, special, standing amputee and deaf hockey. We also placed an emphasis on upgrading our technology-based resources and expanding our goaltending materials."

In addition to these resources aimed at helping coaches be the best they can be, USA Hockey also placed a sharp focus on the coaches' coaches. During the summer of 2015, two National Instructor Training programs

were held to keep USA Hockey's coaching education clinicians at the top of their teaching game. More than 150 instructors and 13 coaches-in-chief attended the programs, held in Minnesota and Connecticut.

"Our philosophy is to actively train the trainers, so they can provide the best possible guidance to our coaches throughout the nation," said MacMillan. "This helps us continually improve our classroom and on-ice sessions."





# OFFICIALS

**Efforts to advance the use of technology and attract new officials were at the forefront of objectives for the USA Hockey officiating education program in 2014-15.**

Project RODEO (Rebuilding Officiating Development Education Opportunities), an initiative to revamp officiating educational materials and fully leverage available technologies to disseminate the information, entered its second phase in 2014-15. After developing a mobile-friendly rulebook/casebook that includes video examples in 2013-14, Project Rodeo unveiled a comprehensive online officiating curriculum for officials in 2014-15.

Advancing communication with officials in various forms is an on-going priority. STRIPES Newsletter returned for its first full season in 2014-15 and is a monthly online publication distributed via email to all registered officials that features articles on a variety of topics pertinent to officiating.

Plans call for an @USAHOfficials Twitter account to be launched in 2015-16 to primarily share application dates and registration updates, program deadlines and other noteworthy topics of interest within the officiating community.

In 2014-15, USA Hockey continued its on-going, nationwide efforts to educate officials with district referees-in-chief and hundreds of trained instructors conducting some 500 officiating seminars across the country.

The rising number of U.S. officials who are advancing to work at the college, professional and/or international level is a result of on-going efforts through USA Hockey's Junior Officiating Development Program, which is focused on identification, recruitment, training, education, assignment, supervision and promotion of the top young officials in the United States. On the international front in 2014-15, a total of 23 American officials were selected to work various IIHF World Championships.

Efforts also continued in 2014-15 to further the strong relationship with the National Hockey League through joint efforts that positively benefit the officiating community at large.

*In 2014-15, 23 American officials were selected to work various IIHF World Championships.*



# NATIONAL TEAMS



**The 2014-15 season validated that the United States stands firmly among the top ice hockey federations in the world with more gold medals to its credit in world championship play than any other nation.**

On the women's side, the U.S. Women's National Team and U.S. Women's National Under-18 Team claimed gold medals, marking the first time since 2011 that both programs ended the season as world champions. On the men's side, the U.S. Men's National Under-18 Team captured its sixth gold medal in seven years while the Men's National Team earned a bronze medal at the International Ice Hockey Federation Men's World Championship. Additionally, the U.S. National Sled Hockey Team was crowned world champion on home ice and finished the season undefeated for the second time in program history.

## SENIOR TEAMS

The U.S. Women's National Team claimed its second consecutive IIHF Women's World Championship title with a 7-5 victory over Canada in the gold-medal game in Malmo, Sweden. Team USA went undefeated in the tournament and outscored its opponents, 30-6. Leading up to the gold-medal game, the U.S. defeated Canada, 4-2, Finland, 4-1, and Russia twice, 9-2 and 13-1.

The U.S. Men's National Team blanked the Czech Republic, 3-0, to capture the bronze medal at the 2015 IIHF Men's World Championship in Ostrava and Prague, Czech Republic. The medal was Team USA's second in the last three world championships, a feat the country had not accomplished since 1952. Additionally, its eight victories in tournament play tied the men's record for most victories in a single world championship.

## JUNIOR TEAMS

The U.S. National Junior Team earned fifth place at the 2015 IIHF World Junior Championship in Montreal and Toronto, Canada. Team USA (2-1-0-2, W-OTW-OTL-L) won its first three games then lost to Canada to finish second in preliminary round play. In the quarterfinals, despite outshooting Russia 41-25, including a 20-5 advantage in the third period, Team USA dropped a 3-2 decision.

## UNDER-18 TEAMS

The U.S. Women's National Under-18 Team topped Canada, 3-2, in overtime to claim the gold medal at the 2015 IIHF Under-18 Women's World Championship in Buffalo, New York. Team USA finished the tournament undefeated, with three regulation victories and two overtime wins, and outscored opponents, 20-4.

The U.S. Men's National Under-18 Team won the gold medal by defeating Finland, 2-1, in overtime at the IIHF Under-18 Men's World Championship in Zug, Switzerland. In seven games, the U.S. outscored its opponents, 46-13, and finished with a 5-1-0-1 (W-OTW-OTL-L) record.



USA Hockey updated their cover photo.  
January 13

2015 U18 Women's World Champions!







## SLED TEAM

The U.S. National Sled Hockey Team blanked Canada, 3-0, to earn the gold medal at the 2015 International Paralympic Committee Sled Hockey World Championship in Buffalo, New York. Team USA, which also won the 2015 World Sled Hockey Challenge in Leduc, Alberta, and swept its three-game series vs. Canada, finished the season unbeaten with a 12-1-0-0 (W-OTW-OTL-L) record and outscored its opponents, 59-6.

## NTDP TEAMS

Teams from USA Hockey's National Team Development Program participated in five international tournaments, with the U.S. National Under-17 Team earning second-place finishes at the 2014 World Under-17 Hockey Challenge in Sarnia, Ontario; the 2014 Under-17 Four Nations Tournament in Ann Arbor, Michigan; and the 2015 Under-17 Five Nations Tournament in Dmitrov, Russia. The U.S. National Under-18 Team won the 2014 Under-18 Four Nations Tournament in Sundsvall, Sweden, and earned second place at the 2015 Under-18 Five Nations Tournament in Kravare, Czech Republic.

## SELECT TEAMS

The U.S. Women's Under-18 Select Team took part in the 2015 Under-18 Series vs. Canada in Lake Placid, New York. Team USA was defeated by Canada, 3-2, in the first game of the series before blanking Canada, 2-0, to even the series. In the final game, the U.S. dropped a 5-2 decision.

The U.S. Junior Select Team won the 2014 World Junior A Challenge in Kindersley, Saskatchewan, after posting a 3-1-0-0 (W-OTW-OTL-L) record. The U.S. earned the title with a 3-2 victory in overtime over Denmark in the championship game. It was the sixth title in the last seven years for the U.S. in the event.

The U.S. Under-17 Select Team won all four of its games to win the 2015 Under-17 Five Nations Tournament in Arosa, Switzerland, while the U.S. Under-18 Select Team placed fifth at the 2015 Ivan Hlinka Memorial Tournament in Breclav, Czech Republic, and Piestany, Slovakia.

## INLINE TEAM

The U.S. National Inline Team went 3-0-1-1 (W-OTW-OTL-L) to earn fifth place at the 2015 IIHF Inline World Championship in Tampere, Finland.





# SIGNATURE EVENTS

USA Hockey regularly hosts significant events across the country to showcase the sport of ice hockey in the United States.

## CCM/USA HOCKEY ALL-AMERICAN PROSPECTS GAME

Team Grier came away with a 6-3 victory over Team Olczyk on Sept. 25 at First Niagara Center in Buffalo, New York, in the third annual CCM/USA Hockey All-American Prospects Game.

The game, televised live by NHL Network, was created by USA Hockey to showcase the top American players eligible for the upcoming NHL Entry Draft.

“It was fun to see all the talent on the ice,” said Jim Johannson, assistant executive director of hockey operations for USA Hockey. “Our talent pool continues to get deeper every year and that’s a tribute to many, including the thousands of volunteer youth coaches all across the country.”

An event record 7,310 fans watched live, in addition to some 200 NHL scouts and management personnel and 80 credentialed media.

Hockey luminaries Mike Grier and Eddie Olczyk served as head coaches for the game.

## U.S. HOCKEY HALL OF FAME

Minneapolis played host to the U.S. Hockey Hall of Fame Induction Celebration in 2014. A sold out crowd at the Minneapolis Marriott City Center welcomed Karyn Bye Dietz, Brian Rafalski, Jeff Sauer and Lou Vairo to the list of hockey immortals in America in early December.

In addition, Bill Daly and Paul Holmgren were honored with the Lester Patrick Trophy for outstanding service to hockey in the United States as part of the festivities.

The Class of 2015 is permanently honored on the Great Wall of Fame at the U.S. Hockey Hall of Fame Museum in Eveleth, Minnesota.

## PATTY KAZMAIER MEMORIAL AWARD

The Patty Kazmaier Memorial Award, annually bestowed upon the top player in NCAA Division I women’s ice hockey, was presented to Alex Carpenter from Boston College before a capacity crowd at the McNamara Alumni Center on the University of Minnesota campus on March 21. The “Patty,” presented as part of the festivities surrounding the NCAA Women’s Frozen Four, was awarded for the 18th time. For the 10th consecutive year, USA Hockey staged a free youth skills clinic and also conducted a Try Hockey for Free event as part of the celebration.







USA Hockey @usahockey · 6h

Here's your chance to witness their second first steps. Register at: [TryHockeyForFree.com](https://tryhockeyforfree.com) #TryHockey



20 29

### HOCKEY WEEKEND ACROSS AMERICA, PRESENTED BY CCM

The eighth edition of Hockey Weekend Across America, presented by CCM, was celebrated in grand fashion across the country from Feb. 20-22 and included the 35th anniversary festivities of Miracle on Ice, the historic game in which the 1980 U.S. Olympic Men's Ice Hockey Team defeated the heavily-favored Soviet Union.

A three-day effort to showcase the game at all levels all across the country, each day of Hockey Weekend Across America included a theme with Wear Your Favorite Jersey on Friday; Try Hockey Day on Saturday; and Celebrate Local Hockey Heroes on Sunday.

Saturday's Try Hockey Day included more than 10,000 boys and girls in all corners of the nation having a chance to Try Hockey for Free, presented by Kraft.

HWAA also provided the opportunity for young officials to shadow NHL officials. In addition, hockey was celebrated on NBC and NBCSN throughout the day and night on Sunday as part of the network's Hockey Day in America coverage.

Social media played a big part in the conversation about Hockey Weekend Across America, including more than 48 million impressions that reached nearly 40 million accounts on Twitter alone.

"Hockey Weekend Across America has become a much anticipated part of the hockey season," said Dave Ogrea, executive director of USA Hockey. "It's great to have the participation of the entire hockey community and we certainly appreciate all the wonderful stories NBC tells during its Hockey Day in America broadcast on Sunday."

### TRY HOCKEY FOR FREE, PRESENTED BY KRAFT

In its on-going effort to give more kids a chance to try hockey, USA Hockey, for the fourth straight year, conducted a pair of national Try Hockey for Free Days, presented by Kraft.

The events are tailored for children ages four through nine that have never before had a chance to try playing hockey. Equipment is provided free of charge and thousands of volunteers at arenas all across the country provide instruction and encouragement.

On Nov. 8, as part of Come Play Hockey Month, 14,767 turned out at the nearly 500 locations across 48 states. It was a record number for the November Try Hockey event.

Then, as part of Hockey Weekend Across America, presented by CCM, some 10,200 tried hockey for free on Feb. 21 with 300-plus locations in 47 states participating.

Liberty Mutual Insurance and Total Hockey are also sponsors of USA Hockey's Try Hockey for Free events.

*Social media played a big part in the conversation about Hockey Weekend Across America, including more than 48 million impressions that reached nearly 40 million accounts on Twitter alone.*





## NATIONAL CHAMPIONSHIPS

The culmination of each season is the series of national championships conducted by USA Hockey. Below is a list of national champions crowned in 2014-15.

### Youth Tier I

14-and-under:	Detroit Honeybaked (Mich.)
16-and-under:	Shattuck-St. Mary's (Minn.)
18-and-under:	Connecticut Wolf Pack

### Youth Tier II

14-and-under (1A):	Portland Jr. Winterhawks (Ore.)
14-and-under (2A):	Tampa Scorpions (Fla.)
14-and-under (3A):	Oakland Grizzlies (Mich.)
16-and-under (1A):	Team South Dakota
16-and-under (2A):	Tampa Scorpions (Fla.)
16-and-under (3A):	St. Clair Shores (Mich.)
18-and-under (1A):	Portland Junior Pirates (Maine)
18-and-under (2A):	Ashburn Xtreme (Va.)
18-and-under (3A):	Mid-State Mustangs (Pa.)

### Junior

Tier I (USHL):	Sioux Falls Stampede
Tier II (NAHL):	Minnesota Wilderness
Tier III Division 1:	North Iowa Bulls
Tier III Division 2:	Boston Junior Bruins (Mass.)

### Girls Tier I

14-and-under:	Boston Junior Eagles (Mass.)
16-and-under:	Shattuck-St. Mary's (Minn.)
18-and-under:	Chicago Mission (Ill.)

### Girls Tier II

14-and-under:	Assabet Valley Red (Mass.)
16-and-under:	East Coast Wizards (Mass.)
18-and-under:	Portland Pirates (Maine)



### High School

Pure:	Regis Jesuit (Colo.)
Combined:	Cherry Creek (Colo.)

### Adult Sled

Adult Sled:	Colorado Avalanche
-------------	--------------------

### Adult Men

Rec. 30-and-over:	Ragold Lucent (Ill.)
Rec. 40-and-over Tier I:	Chicago Sharks (Ill.)
Rec. 40-and-over Tier II:	Team Cyclones (Fla.)
Rec. 50-and-over Tier I:	Sun Valley Suns (Idaho)
Rec. 50-and-over Tier II:	New England Polar Bears (Mass.)
Rec. 50-and-over Tier III:	Illinois Ice Holes 50
Rec. 50-and-over Tier IV:	Florida
Rec. 60-and-over Tier I:	Heartland Hockey Camp (Minn.)
Rec. 60-and-over Tier II:	Tampa Tropics (Fla.)
Rec. 65-and-over Tier I:	Byfuglien Trucking (Minn.)
Rec. 65-and-over Tier II:	Michigan Sting
Rec. 70-and over:	Minnesota Old Timers

### Adult Women

Senior A:	Minnesota McGoverns
Senior B:	Anaheim Lady Ducks (Calif.)
Senior C:	Minnesota Blue J Bandits
Rec. 30-and-over Tier I:	Nighthawks (Mass.)
Rec. 30-and-over Tier II:	Illinois Stars
Rec. 40-and-over Tier I:	Cape Cod Black Dog (Mass.)
Rec. 40-and-over Tier II:	Westchester WildCats (N.Y.)
Rec. 50-and-over Tier I:	IMS (Fla.)
Rec. 50-and-over Tier II:	Final Period (Minn.)
Rec. 50-and-over Tier III:	Massachusetts Lady Lobsters





# VOLUNTEERS

**The secret ingredient that helps shape USA Hockey's success is its cast of thousands of volunteers that make hockey go in communities all across the United States.**

It was humble beginnings in 1937 when USA Hockey was founded out of a shoebox in Tom Lockhart's New York City apartment. Today, the organization is more than one million strong, but the thing that has remained constant is the prominent role volunteers play in ensuring the sport is vibrant.

Each year, USA Hockey recognizes one person with its most prestigious honor — the Wm. Thayer Tutt Award. The distinction is bestowed upon a volunteer who, during many years of service, has displayed a selfless dedication to the enhancement of ice hockey at the grassroots level in America. The 2015 recipient was Teddy Cunniff.



## **TEDDY CUNNIFF**

A South Boston hockey inspiration, Teddy Cunniff helped shape the game in Massachusetts and beyond with more than 30 years of dedication still on display at Frank Murphy Memorial Rink alongside Southie's Pleasure Bay.

As a player, coach and so much more, Cunniff advanced the legacy of those who brought the game to him at M Street Park in the 1950s. His greatest contributions came at the arena bearing his first coach's name, that of a hero firefighter who died in the line of duty, but not before teaching Cunniff and his brother, John, the joys of hockey.

Cunniff brought that same zeal to the South Boston Youth Hockey League, serving as president, vice president and coach of countless teams at every level over four decades of dedication. But those labels fall short of capturing Cunniff's colossal contributions to the game. Whether he was sharpening skates, finding equipment for a child in need or sharing the wisdom gained from his brother's professional and Olympic coaching career, Cunniff was a wellspring of hockey passion, a true ambassador for the game. He inspired, he taught, he nurtured.

As a coach, Cunniff led teams to 17 state championships and five national titles. He also helped develop several college hockey players and three skaters who competed in the NHL.

As a player, Cunniff was a schoolboy hockey legend, scoring 13 goals in a single game for South Boston High School.

Candid and caring, he was inducted into the Massachusetts Hockey Hall of Fame as a builder in November 2014.

He has truly led a hockey life, and to his hockey brethren, it seemed that Cunniff was always at the rink, always building a strong foundation for the game.

Cunniff and his wife, Marie, have two children and four grandchildren.

# MARKETING

The value associated with the USA Hockey brand continued to be reflected through a successful year in attracting and maintaining business partners interested in aligning and supporting the organization.

## SPONSORSHIP

It was an important year in terms of renewing sponsorships and deals were extended and enhanced with Bauer Hockey, CCM Hockey, Easton Hockey, Enterprise/National/Alamo Car Rental, Labatt Breweries, Liberty Mutual Insurance, Turnkey Merchandising Program and United Airlines. All total, those companies account for more than \$4.5 million in value to USA Hockey.

In addition, new sponsors were signed, including Kraft and Tire Rack.

USA Hockey played a key role in the success of the first-ever Kraft Hockeyville in the U.S. with some 1,400 submissions representing rinks nationwide vying for a total pool of \$425,000 in arena upgrades. Overall, Kraft Hockeyville generated more than two billion market impressions.

Another significant initiative put in place through USA Hockey's sponsorship agreement with Labatt Breweries this year was the "Pass It Forward" program, which provides \$250,000 to the USA Hockey Foundation to utilize in advancing sled hockey across the country. The first full year of implementation will come in the 2015-16 season.

## RETAIL

The ShopUSAHockey.com online store and the retail store in Lake Placid, New York, both had strong years, growing at 35% and 23% respectively compared to the prior post-Olympic year. Plans are in place for product line expansions into new categories in 2015-16 which is expected to increase overall response rates and order size.



## PARTNERS & SUPPLIERS 2014-15

**BAUER**



**Reebok Kraft Heinz**



**CCM EASTON**

**SPORTS+NGIN**

**TIRE RACK .com Marriott**

**UNITED**



**Schwan's Cares**  
A Fundraising Network



**Sani Sport**



**RENFREW HOCKEY TAPE**



**FAST HOCKEY**





# FINANCIAL STATEMENT

As of August 31, 2015

## ASSETS

	2015	2014
<b>Current Assets</b>		
Cash and cash equivalents	11,412,345	10,089,819
Accounts receivable <sup>1</sup>	1,382,021	968,073
Grants receivable	3,626,097	3,782,193
Prepaid expenses	1,599,435	1,549,914
<b>Total Current Assets</b>	<b>\$18,019,898</b>	<b>\$16,389,999</b>
<b>Property and Equipment</b>		
At cost	5,893,987	5,578,033
Less accumulated depreciation	(4,014,050)	(3,618,933)
<b>Total Property and Equipment</b>	<b>\$1,879,937</b>	<b>\$1,959,100</b>
<b>Other Assets</b>		
Investment in HARP	750,000	750,000
<b>Total Other Assets</b>	<b>\$750,000</b>	<b>\$750,000</b>
<b>TOTAL ASSETS</b>	<b>\$20,649,835</b>	<b>\$19,099,099</b>

## LIABILITIES & NET ASSETS

	2015	2014
<b>Current Liabilities</b>		
Accounts payable	2,392,986	2,437,950
Accrued payroll and related benefits	652,299	679,873
Deferred revenue	13,677,145	12,717,130
<b>Total Current Liabilities</b>	<b>\$16,722,430</b>	<b>\$15,834,953</b>
<b>Net Assets</b>		
Unrestricted	3,888,744	3,225,485
Temporarily restricted	38,661	38,661
<b>Total Net Assets</b>	<b>\$3,927,405</b>	<b>\$3,264,146</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$20,649,835</b>	<b>\$19,099,099</b>

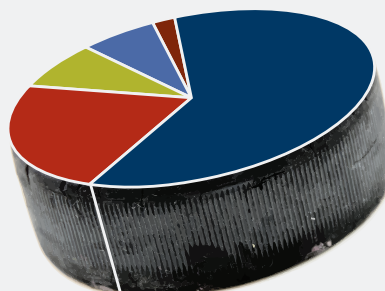
<sup>1</sup> Includes accounts receivable from The USA Hockey Foundation and STAR.

\*These statements represent USA Hockey, Inc. only and do not include The USA Hockey Foundation. The USA Hockey Foundation is a 501(c)(3) corporation. The majority of The USA Hockey Foundation Board of Directors are appointed by the USA Hockey Board of Directors.

## REVENUE BREAKDOWN

2014-15

Dues & Membership Registrations	61.09%
Grants	23.30%
Corporate Sponsorship	7.39%
Tournaments & Exhibitions	6.46%
Advertising, Merchandise	
Sales & Other Income	1.76%



# FINANCIAL STATEMENT

As of August 31, 2015



## UNRESTRICTED REVENUES, EXPENSES & OTHER CHANGES IN UNRESTRICTED NET ASSETS

Revenue	2015	2014
Membership registrations and dues	25,709,262	25,220,046
Corporate sponsorship	3,110,830	3,725,048
USOC grants	1,427,500	1,921,000
Tournaments and exhibitions	2,717,469	3,392,730
Interest and dividends	7,173	7,017
Advertising and merchandise sales net of cost	318,586	329,931
Other income	365,060	384,198
Contributions	51,700	—
USA Hockey Foundation grants	8,380,389	8,108,274
Satisfied program restrictions	—	21,000
<b>Total Revenue</b>	<b>\$42,087,969</b>	<b>\$43,109,244</b>

Expenses		
Membership services	9,917,605	9,637,379
National team development	3,687,838	3,609,265
International programs	6,067,539	7,817,414
Internet program	354,761	481,897
Player development	2,791,262	2,511,856
Officials	2,321,555	2,235,004
Coaching	2,043,391	2,059,511
Junior program	467,213	447,288
Adult program	1,970,906	1,879,098
Annual Congress/Winter Meetings	1,258,532	1,034,270
Youth program	662,893	624,262
Membership development	1,235,316	1,337,738
American Development Model	2,119,556	1,887,197
<b>Total Expenses</b>	<b>\$34,898,367</b>	<b>\$35,562,179</b>

Supporting Services		
General and administrative	4,661,742	4,797,919
Marketing and fundraising	1,864,601	1,177,732
<b>Total Supporting Services</b>	<b>\$6,526,343</b>	<b>\$5,975,651</b>

<b>CHANGE IN NET ASSETS</b>	<b>\$663,259</b>	<b>\$1,571,414</b>
-----------------------------	------------------	--------------------



