

# **WESTERN WASHINGTON FEMALE HOCKEY ASSOCIATION**



**ANNUAL GENERAL MEETING  
MAY 19, 2013**

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# AGENDA

- 2012 – 2013 Year In Review
  - On & Off Ice
  - Survey
  
- 2013 – 2014
  - Board
  - Teams & Coaches
  - Season Prep
  - Development: Players & Coaches
  - Sponsorships



**2012 - 2013**

**YEAR IN REVIEW**

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# YEAR IN REVIEW: ON ICE

## Growth!

- The 19U teams boasted their largest tryout attendance ever— 38 girls — with several new players joining WWFHA.
- The 14U team stretches to largest roster ever, with 18 players, 7 of whom are new to WWFHA.

## Success!

- USA Hockey District Champions – first time ever!
- USA Hockey Nationals – Quarterfinalist – first time ever!
- More free clinics than ever before!

# YEAR IN REVIEW: OFF ICE

**Re-branding, new jerseys and new apparel**

**Websites** – association and stats

**Fundraising** – T-birds Foundation, corporate matching of donated time



**Documents** – reviewed and revised all policy and procedure documents for consistency and better communication (ready for the 2013-14 season)

## **Marketing & Promotion**

- Entered video contest promoting girls hockey and 'Cartwheels for a Cause'
- Road-side signs placed in high traffic areas in the community
- Newly designed website promotes WWFHA and its teams
- Board embraces mission of reaching out to community. Continue to strengthen relationships with other local associations and support each other to ensure girls continue to play hockey

# YEAR IN REVIEW: OFF ICE

## Communication

- Key goal of the season (based on feedback from last season's survey) was to have more regular communication; thus, we implemented the weekly *WWFHA Assists!* email to communicate news, payment deadlines, announcements, etc., as well as team schedules and results.
- New website bolsters our communication effort by providing a constant source of WWFHA related information.
- "State of the association" message mid-season updates membership on board activities.
- Year-end survey.
- Board meetings are open and all are welcome to attend (noted in *WWFHA Assists!*). We appreciate the coaches and parents that have attended thus far!
- Board attends various practices and games to actively make ourselves more available.
- Coaching Director (Cindy Dayley) reaches out to coaches, fills in and supports the coaching staff on an as-requested basis.
- WWFHA president regularly attends PNAHA and PCAHA meetings locally and in Canada to remain connected with our governing leagues and to represent WWFHA's interests
- Update of documents

# YEAR IN REVIEW: OFF ICE

## Growth

- 19U teams boast their largest tryout attendance ever—38 girls—with several new players joining WWFHA.
- 14U team roster expands to largest roster ever—18 players, 7 of whom are new to WWFHA.
- WWFHA hosts a number of successful 14U and 10U clinics this year, introducing over 25 girls to all-girl hockey for the first time. Our philosophy: girls should play hockey, whether with boys, double rostering, or with girls. We encourage more girls to play hockey.

## • Education

- WWFHA sponsors and pays for 8 coaches to be certified and trained by USA Hockey this season. Our pool of highly qualified coaches will be able to support WWFHA for years to come.
- WWFHA hosts “The Collegiate Hockey Process” sessions to review with parents and players what it takes to play hockey in college.
- WWFHA co-hosts a concussion awareness seminar in January by a Harborview neurosurgeon, and plans a nutrition seminar at a later date.

# **YEAR IN REVIEW: SURVEY**

## **WWFHA Members majority consensus:**

- **‘WWFHA improved communications – better than ever’**
- **‘Their season was their best season ever, all-around’**
- **Would like more frequent website news / stats updates**
  - **WWFHA Board Goals for 2013-14:**
    - Work more closely with team volunteers who are responsible for updating stats and providing news from each team
    - Add more news / educational articles to website
- **Would like to see more Development (in-season / off-season)**
  - **WWFHA Goal for 2013-14**
    - See next season’s plans for in-season guest coaches and supporting off-season local programs and clinics



**2013 - 2014**

**LOOKING TO NEXT SEASON**

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# 2013 - 2014 BOARD

Person	Position	
Keith Schubert	President	Association oversight and representation of WWFHA and our teams in US and Canadian league meetings.
Zoë Harris	Vice President	Re-branding, apparel, marketing, website(s) and educational efforts.
Cindy Dayley	Treasurer/Coaching Dir.	Team slush fund monitoring, WWFHA budget, accounts receivable and payable, taxes, and other financial reports + coach support.
Lisa McNeill	Secretary	WWFHA communications, editing, inquiries and ice scheduling.
Teri Bauer	Registrar	WWFHA and USA Hockey registration and sanctioning.
Colin Nurse	Fundraising	Fundraising efforts, such as grant writing and donations.
Matt Harrow	Outreach	Member growth and outreach.

**Board Positions to be selected in July Board Meeting**

# WWFHA TEAMS GOALS

Teams	Description
<b>19U Rep</b>	Elite players looking to move to play collegiate hockey <ul style="list-style-type: none"> <li>• Compete in PCAHA</li> <li>• 2 practices per week (subject to # of players &amp; budget)</li> <li>• 5-7 scouted tournaments</li> <li>• Regionals / Nationals</li> </ul>
<b>19U</b>	Players looking to build skills to move to the next level or play recreationally <ul style="list-style-type: none"> <li>• Compete in PCAHA</li> <li>• 2 practice per week (subject to # of players &amp; budget)</li> <li>• 5 tournaments</li> </ul>
<b>14U</b>	Players looking to build skills, learn systems and hockey knowledge <ul style="list-style-type: none"> <li>• Compete in NPSHL</li> <li>• 2 practices per week (subject to # of players &amp; budget)</li> <li>• 3 tournaments</li> </ul>
<b>12U</b>	Players looking to build skills, learn systems and hockey knowledge <ul style="list-style-type: none"> <li>• Compete in NPSHL/other new local league</li> <li>• 1 practice per week (subject to # of players &amp; budget)</li> <li>• 2 tournaments</li> </ul>

# WWFHA TEAMS – 2013-14 MEMBERSHIP FEES

<b>Teams</b>	<b>Membership Fee</b>
<b>19U Rep</b>	<b>\$1,900*</b>
<b>19U</b>	<b>\$1,600*</b>
<b>14U</b>	<b>\$950*</b>
<b>12U</b>	<b>\$850*</b>

- Fees cover practices, games, referees, league fees, and general operation costs
- Fees are based on # of players and budget
- Additional slush fund monies will be owed for coaches' travel stipend, tournaments, etc.
- PayPal option coming to website soon

# WWFHA COACHES

- 2013 – 2014 Coaches will be announced once secured for each team—final discussions in progress

*More soon!*

# INTERESTED IN VOLUNTEERING?

**It take a Village; Each Team Needs Your Support!**

- Manager
- Slush Fund Manager
- Stats Manager
- Jersey Manager
- Travel / Tournament Manager
- Writer: Monthly Team Review / Article for Website
- Photographer
- Fundraiser Manager

*Contact WWFHA with your interest today!*

# INFO MEETING / SKATE / EARLY REG.

**Saturday June 1<sup>st</sup> at Lynnwood Ice Center**

**LEARN MORE ~ SKATE ~ SAVE on REGISTRATION**

- **12U Team** (ages 9-12) and **14U Team** (ages 12-14+)
  - 1:45pm – 2:45pm 12U & 14U Informational Meeting
  - 3:00pm – 4:00pm 12U & 14U Clinic / Skate\*
- **19U Teams** (19U Rep and 19U Dev teams; ages 13-19)
  - *If you plan to try out for the 19U Rep team, please attend this session*
  - 3:00pm – 4:15pm 19U Informational Meeting
  - 4:15pm – 5:15pm 19U Clinic / Skate\*

**\*Please skate in only one session, but you may attend either or both info meetings**

## • **RSVP DEADLINE**

- Please register by May 25<sup>th</sup>, 2013 to [vicepresident@wwfha.com](mailto:vicepresident@wwfha.com)

# 19U TRYOUTS

## *Save the Date:*

- Saturday Aug. 3rd and Sunday Aug. 4th, 2013  
at Lynnwood Arena
- [more details coming soon]

# **COACHING EDUCATION & DEVELOPMENT**

## **Focus**

- **Continued support of on-ice improvement**
- **Growth and development of additional 'soft' skills**
- **Learn from each other / connection of all coaches**

## **Goals**

- **Support coaches in USA Hockey training**
- **Add additional quarterly WWFHA coaching / education meetings**
- **Coaching & leadership training (booklets, etc.)**

# **ADDITIONAL PLAYER ON-ICE DEVELOPMENT**

## **Focus**

- **Explosive Skating**
- **Shooting**

## **Goals**

- **Supporting summer options for additional ice and clinics**
  - **3Sneaks - June 15th**
  - **Girls'/Women's Spring and Summer League - 5/28-8/16 (Tues)**
  - **Girls' Drop-In - Every Sunday afternoon starting June 2<sup>nd</sup>**
  - **Various collegiate camps - see email**
- **Using occasional team ice practices to bring in guest coaches for sessions or clinics**

# **ADDITIONAL PLAYER OFF-ICE EDUCATION**

## **Focus**

- **Teaching systems**
- **The collegiate process**
- **Leadership**
- **Nutrition**

## **Goals**

- **Host stick and puck gymnasium sessions to teach positioning and systems and enhance stick handling skills**
- **Workshops / educational sessions**

# SPONSORSHIP OPPORTUNITIES

Website – WWFHA.com

Website - Stats

Team Banner

Weekly Emails

Jerseys

*Contact WWFHA for more details on these opportunities.*

# EXAMPLE: JERSEYS WITH SPONSOR

## ALL TEAMS



# DISCUSSION FROM THE MEETING

- **How does double rostering work (playing for WWFHA and a boys' team)?**
  - **19U Rep**
    - A WWFHA player may *not* 'double roster' on another Rep team (girls or boys) that is going to Regionals and vying for Nationals.
  - **19U Rep and 19U Dev**
    - A WWFHA player must declare WWFHA her 'primary' association. If she double rosters on a boys' house team, she must commit to all WWFHA practices, games, travel, tournaments, and events; thus, if there is a conflict with her boys' team, the WWFHA team takes precedence.
    - This policy is primarily due to the extensive travel schedule and the need for every player on these typically small teams.
  - **14U and 12U**
    - A WWFHA player may select either WWFHA or her boys' association as her 'primary' association.
    - Since girls' teams are typically smaller than boys' teams and when someone is missing there is an impact to the team, the preference is that WWFHA is the 'primary' association; however, it is not required.
    - Please note that the expectation is that WWFHA practice and game ice, travel, tournaments and events are fully attended; however, discussion with the head coach is open when the boys' association is 'primary' and typically not an issue.

# DISCUSSION FROM THE MEETING

- **Glad to see a 2<sup>nd</sup> practice for the 14U team**
  - Yes! We are working to secure ice for a 2<sup>nd</sup> weekly practice for the 14U team; however, note this will mean increased association fees from more ice.
- **Why can't we add more practices, clinics, etc.?**
  - Our biggest challenge is finding ice in the area for all age groups.
  - We are working on securing practice ice and have budgeted Association fees based on the best case scenario. Thus, fees may be reduced if less ice (or half sheets) are secured.
- **Can WWFHA start a 12-week beginner program for players new to the sport?**
  - An excellent idea! We will discuss in the coming months; however, obtaining ice is always a challenge.
  - We typically send all new skaters to the association closest to them for their 'Learn to Skate and Play session.' These associations typically have 2-3 girls each year in their program with the boys. It would be a challenge for us to support this sort of program with so few girls (e.g. a 12 week program for only 2-3 girls).

# DISCUSSION FROM THE MEETING

- **We would like to see a recreational, local team for players aged 13-16 years old (playing against the boys).**
  - We agree; however, we currently don't have enough players in this age group.
    - The 19U Dev team includes players 15-19 years old who are either working to make the Rep team or want to play recreationally.
    - There aren't enough girls to have a 16U local team and a 19U Dev team.
    - Creating a 13-16 year old team for local competition would mean some players over 16 would have no place to play, which is contrary to WWFHA's mission.
    - The 19U Dev team is about developing girls both on and off the ice (learning to manage and balance their schedules with school, family, hockey, travel and other obligations—a great life lesson before college).
- **When will forms and registration be ready?**
  - Registration forms and all new documents will be available on the website before the June 1<sup>st</sup> Info Meeting / Clinic / Early Registration event

# THANK YOU!

Any comments or questions should be sent to [info@wwfha.com](mailto:info@wwfha.com)