



2024-2025

**Mound Westonka
Annual Report**



President's Message



Hard to believe another season has come and gone. In 2024, we started to see the hard work that the Hockey Operations Committee and Board of Directors have done to set a course toward a more

competitive future. We had top level teams on both the Whitehawk and Warrior sides make it to regionals, and several Westonka teams found success in the new Super Series. We are excited about the direction of the program. Westonka also extended our partnership with Orono in the girls Warriors program to continue to build player development and success on and off the ice.

The work done to build the foundation starting at Rookie Camp and Mites is driving larger class sizes and more competitive players throughout the program. Families are starting to buy in, and we are seeing more and more Westonka skaters participating in competitive off-season training, making competitive

high-performance leagues through D3 and that is leading to team success on the ice.

The Westonka families are what will shape the next phase of development. We are working to build a top-class program with access to everything players need to be successful, and want families to dive in and take advantage. We want those families and skaters to stay and play their HS hockey here for Westonka.

We are also working to build an inclusive and cohesive community off the ice, and last year the team put together events like the Mom Prom, the Season kick-off event and Fire and Ice, bringing together folks of all ages.

We are excited for the future here in Westonka and have some exciting new things coming for the 2025-26 season that we look forward to sharing with you soon.

- CR Childers



Board of Directors



President

CR Childers

Term expires: 2024

president@westonkahockey.org



Vice President

Chris Dittrich

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Registrar

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Alternate Director

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Sponsorship Director

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Apparel and Equipment Coordinator

Jami Doolittle

equipment@westonkahockey.org



2024-2025 Year in Review

•••Player Numbers

	'23-'24	24-'25	'25-'26	'26-'27
6U	25	19		
8U	13	18		

	'23-'24	24-'25	'25-'26	'26-'27
Mini-Mites	44	40		



... Player Numbers (cont)

	'23-'24	24-'25	'25-'26	'26-'27
10U	30	25		
12U	16	19		
15U	6	6		

	'23-'24	24-'25	'25-'26	'26-'27
Total	354	360		
Total Mites /8U	175	177		
Total Travel	179	183		

	'23-'24	24-'25	'25-'26	'26-'27
Mite 1	36	33		
Mite 2	28	39		
Mite 3	29	28		
Squirt	51	51		
Pee-Wee	40	52		
Bantam	36	30		

... Standings

10U A Girls

Team	GP	Wins	Losses	Ties	Pts
Wayzata	8	4	2	2	18
Osseo Maple Grove	8	4	2	2	17
Warriors	8	3	2	3	17
Hopkins Park	8	3	3	2	16
Minneapolis	8	1	6	1	11

10U B1 Girls

Team	GP	Wins	Losses	Ties	Pts
Wayzata Gold	10	9	0	1	29
Delano	10	5	3	2	20
OMG Black	10	4	4	2	20
Minneapolis	10	4	4	2	20
Armstrong Cooper	10	4	5	1	19
Warriors	10	3	5	2	18
St Louis Park	10	0	8	2	12

10U B2 Girls

Team	GP	Wins	Losses	Ties	Pts
Wayzata Navy	10	10	0	0	30
Warriors	10	8	1	1	27
OMG Orange	10	6	3	1	23
Wayzata Yellow	10	6	4	0	22
HP Nordics	10	5	5	0	20
OMG Crimson	10	5	5	0	20
Minneapolis Grey	10	3	7	0	16
Delano	10	1	9	0	12
Armstrong Cooper	10	0	10	0	10

12U A Girls

Team	GP	Wins	Losses	Ties	Pts
OMG	15	13	1	1	41
Warriors	15	9	3	3	35
Wayzata	15	7	6	2	31
Armstrong Cooper	15	4	6	5	26
Minneapolis	15	5	9	1	24
Hopkins Park	15	0	13	2	14



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12U B1 Girls

Team	GP	Wins	Losses	Ties	Pts
OMGWhite	12	11	1	0	34
OMG-Black	12	9	2	1	30
Wayzata	12	8	4	0	28
Warriors	12	7	4	1	27
Wayzata Blue	12	4	8	0	20
Armstrong Cooper	12	0	12	0	12

15U A Girls

Team	GP	Wins	Losses	Ties	Pts
TBD					

15U B1 Girls

Team	GP	Wins	Losses	Ties	Pts
Wayzata Gold	12	11	0	1	34
OMG White	12	7	3	2	28
Wayzata White	12	7	5	0	26
Delano	12	6	5	1	25
OMG Black	12	6	6	0	24
St Louis Park	12	3	9	0	18
Warriors	12	0	12	0	12

12U B2 Girls

Team	GP	Wins	Losses	Ties	Pts
Warriors	12	9	1	2	32
Delano	12	7	4	1	27
OMG Orange	12	7	3	2	27
Wayzata Navy	12	4	5	3	23
Hopkins Park	12	5	6	1	23
OMGCrimson	12	3	5	4	22
Minneapolis	12	0	11	1	13

Squirt A Boys

Team	GP	Wins	Losses	Ties	Pts
OMG Crimson	8	8	0	0	23
Orono	8	7	1	0	21
Wayzata Blue	8	4	2	2	18
OMG White	8	3	4	1	14
Wayzata Gold	8	3	4	1	14
Westonka	8	3	4	1	13
Delano	8	2	5	1	13
Minneapolis	8	2	6	0	12
Armstrong Cooper	8	1	7	0	9

Squirt B1 Boys

Team	GP	Wins	Losses	Ties	Pts
St. Louis Park	10	10	0	0	29
Hopkins	10	9	1	0	28
OMG Black	10	7	3	0	24
Minneapolis	10	5	3	2	22
Wayzata Gold	10	4	5	1	18
Westonka	10	4	6	0	17
OMG Gold	10	3	6	1	16
Wayzata Blue	10	2	6	2	16
Orono	10	2	6	2	15
Delano	10	0	10	0	9

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Squirt B2 Boys

Team	GP	Wins	Losses	Ties	Pts
Wayzata Royal	19	18	1	0	54
OMG Orange	18	13	5	0	43
St Louis Park	18	12	4	2	43
Wayzata Navy	18	11	4	3	42
Minneapolis Grey	19	11	7	1	41
Armstrong Cooper	18	10	6	2	40
Wayzata Yellow	18	8	7	3	37
Orono Blue	18	8	8	2	35
Minneapolis White	18	8	8	2	34
Mound Westonka	18	8	9	1	33
Minneapolis Silver	18	6	10	2	32
Orono Red	18	7	10	1	30
OMG Crimson	18	3	12	3	27
Delano	18	1	17	0	20
Hopkins	18	1	17	0	20

Squirt C Boys

Team	GP	Wins	Losses	Ties	Pts
Wayzata Grey	18	14	1	3	49
Wayzata Ice	18	14	2	2	48
Mound Westonka	18	12	3	3	44
Orono Blue	18	12	5	1	41
Armstrong Cooper Red	18	10	5	3	41
Orono Red	18	10	5	3	41
Wayzata Silver	18	9	4	5	41
OMG Black	18	7	8	3	35
Delano	18	7	10	1	33
St. Louis Park	18	6	10	2	32
OMG White	18	6	11	1	31
Minneapolis Grey	18	2	11	5	27
Minneapolis Black	18	4	13	1	26
Armstrong Cooper Blue	18	2	14	2	24
OMG Gold	18	1	14	3	22

Peewee A Boys

Team	GP	Wins	Losses	Ties	Pts
OMG	14	14	0	0	41
Minneapolis	14	6	4	4	29
Westonka	14	6	5	3	29
Wayzata	14	6	6	2	28
Orono	14	6	6	2	27
Armstrong Cooper	14	5	7	2	26
Delano	14	4	10	0	21

Peewee B1 Boys

Team	GP	Wins	Losses	Ties	Pts
St Louis Park	18	14	1	3	49
OMG Black	18	14	3	1	47
Wayzata Blue	18	15	3	0	41
OMG White	18	10	7	1	39
Wayzata White	18	12	5	1	38
Westonka	18	8	8	2	35
Minneapolis Black	18	8	9	1	35
Minneapolis Grey	18	7	7	4	34
Armstrong Cooper	18	3	13	2	26
Delano	18	2	14	2	23
Orono	18	2	13	3	23
Hopkins	18	2	14	2	22

Peewee B2 Boys

Team	GP	Wins	Losses	Ties	Pts
OMG Crimson	18	15	1	2	49
Wayzata Yellow	18	14	1	3	47
OMG Maroon	18	12	4	2	43
Mound Westonka	18	12	5	1	43
OMG Gold	18	8	6	4	37
Orono	18	7	10	1	33
Minneapolis White	18	6	7	5	30
Wayzata Royal	18	5	10	3	30
Armstrong Cooper	18	4	11	3	28
Wayzata Navy	18	3	10	5	27
Minneapolis Silver	18	2	13	3	25
Minneapolis Black	18	3	13	2	22



Peewee C Boys

Team	GP	Wins	Losses	Ties	Pts
OMG Gold	16	11	1	4	42
OMG Black	16	11	3	2	40
Hopkins	16	10	3	3	39
St. Louis Park	16	11	4	1	39
Orono	16	10	4	2	37
Mound Westonka	16	9	4	3	37
OMG Crimson	16	6	6	4	32
Wayzata Grey	16	6	8	2	30
Delano	16	6	10	0	27
Minneapolis Grey	16	4	9	3	25
Minneapolis Black	16	3	10	3	25
Wayzata Ice	16	1	13	2	20
Armstrong Cooper	16	1	14	1	19

••• Playoffs

State Appearances	12U A Warriors (6th) 12U B Warriors (6th)
Regions Appearances	Bantam A (1-2-0) Peewee A (1-2-0) 15U A Warriors (1-2-0) 12U A Warriors (3-1-0) 12U B Warriors (4-0-0)
Super Series	Bantam B2 (1st) 12U B2 (1st) Peewee B2 (4th) Peewee C (5th)

Bantam A Boys

Team	GP	Wins	Losses	Ties	Pts
Mound Westonka	16	9	5	2	36
Armstrong Cooper	16	11	4	1	36
OMG	16	9	5	2	36
Delano	16	10	4	2	33
Minneapolis	16	8	6	2	31
Orono	16	6	8	2	28
St Louis Park	16	2	8	6	23
Hopkins	16	3	11	2	22

District Playoffs

Team	GP	Wins	Losses
10U A Girls	3	1	2
10U B1 Girls	4	3	1
10U B2 Girls	3	1	2
12U A Girls	3	2	1
12U B1 Girls	3	2	1
12U B2 Girls	2	2	0
15U A Girls	3	1	2
15U B1 Girls	2	0	2
Squirt A Boys	2	0	2
Squirt B1 Boys	3	1	2
Squirt B2 Boys	3	1	2
Squirt C Boys	3	3	0
Peewee A Boys	3	2	1
Peewee B1 Boys	5	3	2
Peewee B2 Boys	3	2	1
Peewee C Boys	3	2	1
Bantam A Boys	3	2	1
Bantam B2 Boys	3	2	1

Bantam B2 Boys

Team	GP	Wins	Losses	Ties	Pts
Mound Westonka	16	15	0	1	44
OMG Gold	16	11	3	2	36
Delano	16	7	4	5	32
Minneapolis White	16	7	6	3	31
Minneapolis Silver	16	6	8	2	29
St. Louis Park	16	5	8	3	28
Wayzata Navy	16	5	9	2	26
Wayzata Yellow	16	3	10	3	24
OMG Crimson	16	2	13	1	18

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Strategy and Planning

During the 2023-24 season, the MWA Board finalized a high-level, long-term plan to improve the development of our players, competitiveness of our teams and increase the footprint of the Association within our community.

Our high-level strategic plan provides guidance for decision-making, metrics to ensure the correct decisions are being made, accountability for hitting targets and that the best interests of our Association are met.

Vision:

The West Metro destination for youth hockey - enabling all kids the opportunity to play, develop, and achieve competitive excellence.

Our Vision defines where we intend to go as an Association. It defines the geographic boundary in which we compete, and defines the opportunities we will provide our players while focusing on competitiveness, fun and equal opportunity.

From our vision, we have defined 3 Strategic Priorities that form the foundation of our actions and goals.

1. Growth

Target: Increase travel-team participation by 36% over 5 years.

2. Player Development

Target: All A + B teams ranked in the top 30 (boys) and top 15 (girls) in the state within 6 years

3. Community Engagement and Cultural Growth

Target: Grow Community Participation thru alumni network, sponsorship opportunities and giving back to the community.

Strategic Priority 1: Growth

Why?	<p>The Mound+Watertown school districts have approx 4.2% of the total student population enrolled in Hockey.</p> <p>Compared to Orono (7.9%) and East Grand Forks (8.2%), we have significant room to grow.</p> <p>Growth increases competition, increases revenue, and increases opportunities</p>
Target	Increase travel-team participation by 36% over 5 years.
Target Details	<p>The organic growth of our organization with existing mite/8U numbers models 28% over 5yrs keeping the status quo.</p> <p>36% growth is a reasonable target with initiatives aimed specifically to promote participation. With current school district numbers, we would achieve a 6.5% participation rate</p>
2025 Status	NOT MEETING
2025 Details:	<p>2024 Travel Team Size: 179</p> <p>2025 Travel Team Size: 183</p> <p>Growth: 2%</p>



Strategic Priority 1: Growth (Cont)

Organic Growth Rates ** excludes mini-mites/6U

	2020	2021	2022	'23-'24	'24-'25	25-'26	'26-'27	'27-'28	'28-'29
Total Kids #	*	*	*	332	340				
Total Projected					339	345	385	398	425
Travel Kids #	131	125	142	179	183				
Travel Projected					183	186	208	215	229
Projected Growth					2%	4%	16%	20%	28%
Actual					2%				

Supporting Target Metrics																															
1.1	<p>Double participation rates in Learn-to-skate and Rookie Camp programs within 2yrs</p> <p>2025 Status: NOT MEETING</p> <p>Participation Data:</p> <table border="1"> <thead> <tr> <th></th> <th></th> <th>23-24</th> <th>24-25</th> <th>25-26</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Learn to Skate</td> <td>Session 1</td> <td>33</td> <td>-</td> <td></td> </tr> <tr> <td>Session 2</td> <td>63</td> <td>-</td> <td></td> </tr> <tr> <td>Session 3</td> <td>51</td> <td>-</td> <td></td> </tr> <tr> <td>Rookie Camp</td> <td></td> <td>58</td> <td>60</td> <td></td> </tr> </tbody> </table>			23-24	24-25	25-26	Learn to Skate	Session 1	33	-		Session 2	63	-		Session 3	51	-		Rookie Camp		58	60								
		23-24	24-25	25-26																											
Learn to Skate	Session 1	33	-																												
	Session 2	63	-																												
	Session 3	51	-																												
Rookie Camp		58	60																												
1.2	<p>Grow Mite/MiniMite/8U/6U numbers by 35% within 3yrs</p> <p>2025 Status: NOT MEETING</p> <p>Participation Data:</p> <table border="1"> <thead> <tr> <th></th> <th>23-24</th> <th>24-25</th> <th>25-26</th> <th>26-26</th> </tr> </thead> <tbody> <tr> <td>6U</td> <td>19</td> <td>16</td> <td></td> <td></td> </tr> <tr> <td>8U</td> <td>13</td> <td>18</td> <td></td> <td></td> </tr> <tr> <td>MiniMite</td> <td>28</td> <td>23</td> <td></td> <td></td> </tr> <tr> <td>Mite</td> <td>93</td> <td>100</td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>153</td> <td>157</td> <td></td> <td></td> </tr> </tbody> </table>		23-24	24-25	25-26	26-26	6U	19	16			8U	13	18			MiniMite	28	23			Mite	93	100			Total	153	157		
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1.3	<p>Increase Watertown and surrounding area participation by 50% in 2yrs</p> <p>2025 Status: TRACKING</p> <table border="1"> <thead> <tr> <th>Level</th> <th>23-24</th> <th>24-25</th> <th>25-26</th> <th>26-27</th> </tr> </thead> <tbody> <tr> <td>Travel</td> <td>39</td> <td>41</td> <td></td> <td></td> </tr> <tr> <td>Mites</td> <td>31</td> <td>37</td> <td></td> <td></td> </tr> </tbody> </table> <p>* registered players not in Mound, Minnetrista or St Bonifigus</p>	Level	23-24	24-25	25-26	26-27	Travel	39	41			Mites	31	37																																									
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1.4	<p>Minimize Barriers to Entry. Reduce registration fees to below the District 3 average while maintaining ice time.</p> <p>2025 Status: NOT MEETING</p> <p>Cost Percentile D3 (goal <50):</p> <table border="1"> <thead> <tr> <th></th> <th>23-24</th> <th>24-25</th> <th>25-26</th> <th>26-27</th> <th>27-28</th> </tr> </thead> <tbody> <tr> <td>Rank</td> <td>73rd</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Registration Fees:</p> <table border="1"> <thead> <tr> <th></th> <th>23-24</th> <th>24-25</th> <th>25-26</th> <th>26-27</th> <th>27-28</th> </tr> </thead> <tbody> <tr> <td>Squirt</td> <td>\$1650</td> <td>\$1700</td> <td></td> <td></td> <td></td> </tr> <tr> <td>10U</td> <td>\$1650</td> <td>\$1700</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Peewee</td> <td>\$1850</td> <td>\$1900</td> <td></td> <td></td> <td></td> </tr> <tr> <td>12U</td> <td>\$1950</td> <td>\$2000</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Bantam</td> <td>\$2150</td> <td>\$2250</td> <td></td> <td></td> <td></td> </tr> <tr> <td>15U</td> <td>\$2250</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		23-24	24-25	25-26	26-27	27-28	Rank	73rd						23-24	24-25	25-26	26-27	27-28	Squirt	\$1650	\$1700				10U	\$1650	\$1700				Peewee	\$1850	\$1900				12U	\$1950	\$2000				Bantam	\$2150	\$2250				15U	\$2250				
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15U	\$2250																																																						



Strategic Priority 2: Player Development

Why?	Hockey excellence begins with ensuring our players are given every opportunity to succeed
Target	Teams that rank in the top 30 for boys and top 15 for girls across the state at all levels. (youthhockeyhub + myhockeyrankings)
Target Details	<p>Measuring developmental success is difficult. However, good, well-run organizations achieve consistent results that surpass their competitors.</p> <p>Hockey team rankings are algorithmic measures that take into account win-loss records against the strength of opponent. Combined with other metrics, they can be beneficial in measuring developmental progress of our program.</p> <p>Top 30 targets and boys and Top 15 for girls (higher rankings because there are fewer girls teams) are realistic reflections of a competitive, well-run organization.</p>
2025 Status	TRACKING

Team Rankings:

Age	10U		12U		15U		Squirt		Peewee		Bantam	
	A	B	A	B	A	B	A	B	A	B	A	B
'23-'24	34	63	9	10	19	18	59	77	27	66	75	89
'24-'25	20	17	5	10	23	45	37	62	31	39	18	na
'25-'26												
'26-'27												

Source: youthhockeyhub.com + myhockeyrankings.com

Supporting Target Metrics

2.1	<p>District 3 High Performance + Tier 1: 2 MWAHA players at HP Phase3+ and/or Tier1/2 Teams at all levels.</p> <p>Details: Minnesota HP and Tier 1 programs select the best players from all districts to compete in the Spring and Fall. Players attend HP tryouts through a nomination process in which there are 5 phases: Phase 1: District tryouts Phase 2: District top 30 selection Phase 3: Spring Festival Phase 4: Select camp / Final 54 Phase 5: National camp.</p> <p>Tier 1 and Tier 2 Prospect Leagues are open to all. Each team has an opportunity to represent MN at Tier 1 and Tier 2 U.S. Nationals.</p> <p>2025 Status: TRACKING</p> <p>MWAHA Participation</p> <table border="1"> <thead> <tr> <th></th> <th></th> <th>2024</th> <th>2025</th> <th>2026</th> <th></th> </tr> </thead> <tbody> <tr> <td>HP 14U Boys</td> <td>Ph3+</td> <td>0</td> <td>1</td> <td></td> <td></td> </tr> <tr> <td>HP 15U Boys</td> <td>Ph3+</td> <td>0</td> <td>1</td> <td></td> <td></td> </tr> <tr> <td>HP 16 Boys</td> <td>Ph3+</td> <td>1</td> <td>0</td> <td></td> <td></td> </tr> <tr> <td>HP 17 Boys</td> <td>Ph3+</td> <td>0</td> <td>1</td> <td></td> <td></td> </tr> <tr> <td>HP 18 Boys</td> <td>Ph3+</td> <td>0</td> <td>1</td> <td></td> <td></td> </tr> <tr> <td>130 Boys Fall</td> <td>Tier1</td> <td>na</td> <td>0</td> <td></td> <td></td> </tr> <tr> <td>14U Boys Fall</td> <td>Tier 1</td> <td>1</td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td>Tier 2</td> <td>3</td> <td></td> <td></td> <td></td> </tr> <tr> <td>150 Boys Fall</td> <td>Tier 1</td> <td>0</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td></td> <td>5</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>			2024	2025	2026		HP 14U Boys	Ph3+	0	1			HP 15U Boys	Ph3+	0	1			HP 16 Boys	Ph3+	1	0			HP 17 Boys	Ph3+	0	1			HP 18 Boys	Ph3+	0	1			130 Boys Fall	Tier1	na	0			14U Boys Fall	Tier 1	1					Tier 2	3				150 Boys Fall	Tier 1	0				Total		5			
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Strategic Priority 2: Development (Cont)

Supporting Target Metrics						
2.1 (Cont)			2024	2025	2026	
	HP 14U Girls	Ph3+	0	1		
	HP 15U Girls	Ph3+	1	1		
	HP 16 Girls	Ph3+	1	1		
	HP 17 Girls	Ph3+	0	1		
	130 Girls Fall	Tier1	na	na		
	14U Girls Fall	Tier 1	2			
		Tier 2	1			
	150 Girls Fall	Tier 1	na	na		
Total		5	4			
2.2	Increase facility access time by 10hrs/wk per level within 2yrs.					
	Details: Unstructured play is important for skills development. We plan to offer increased on-ice and dryland practice time outside of normal practice hours.					
	2025 Status: NOT MEETING					
			2024	2025	2026	2027
	Winter	Dryland	0	0		
		On-Ice	0	0		
	Spring	Dryland	0			
		On-Ice	1			
	Summer	Dryland	2			
		On ice	1			
	Fall	Dryland	0			
On ice		0				

Supporting Target Metrics					
2.3	MWA represented by coaches at HP and/or Tier1 + Tier2 at all levels within 4 yrs				
	Details: For our players to achieve the highest standards in play, it is important our coaches understand and are exposed to the skill levels of other players participating at that level. Knowledge transfer from other coaches involved in these programs is another benefit our coaches and players will gain from participation.				
	2025 Status: NOT MEETING				
		23-24	'24-25	25-26	26-27
	HP/Tier1+2 14U Boys	0	0		
	HP/Tier1+2 15O Boys	0	1		
	HP/Tier1+2 16/17 U Boys	0	0		
	HP/Tier1+2 14U Girls	0	0		
	HP/Tier1+2 15O Girls	0	0		
	HP/Tier1+2 16/17 Girls	0	0		



Strategic Priority 2: Development (Cont)

2.4	<p>Participation in Elite summer programs (or equivalent) by 6 players at 12U/Peewee + 15U/Bantam levels within 3yrs.</p> <p>Details: The best teams in our district have top players in high-intensity summer training programs. These programs include MAP/FHIT, Base Elite and OS to name a few. While participation at these programs is not the goal, the high-level training opportunities these programs provide is important to the Association for competitive team development.</p> <p>Elite programs typically consist of 12-20 hrs of training per week during the off season and include dry-land skills, strength and conditioning programs and on-ice development. Players may also achieve this level of training by themselves in ad hoc skills sessions that are not part of an organized program.</p> <p>We will rely on parent/player feedback to track this data</p> <p>2025 Status: TRACKING</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>'24</th> <th>'25</th> <th>'26</th> <th>'27</th> </tr> </thead> <tbody> <tr> <td>Girls 12U</td> <td>0</td> <td>2</td> <td></td> <td></td> </tr> <tr> <td>Peewee</td> <td>0</td> <td>8</td> <td></td> <td></td> </tr> <tr> <td>Girls 15U</td> <td>0</td> <td>0</td> <td></td> <td></td> </tr> <tr> <td>Bantam</td> <td>0</td> <td>1</td> <td></td> <td></td> </tr> </tbody> </table>		'24	'25	'26	'27	Girls 12U	0	2			Peewee	0	8			Girls 15U	0	0			Bantam	0	1		
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Strategic Priority 3: Community Engagement and Cultural Growth

Why?	<p>A strong organizational culture built on transparency and open communication builds trust and a sense of pride. This in turn fosters growth, maturity and builds an organization to which people want to belong.</p> <p>Tracking this priority ensures that:</p> <ol style="list-style-type: none"> 1. We promote the vision of being a fun place to play. 2. We act by our mission and values 3. Our members are informed. 4. We enhance the perception of the organization in the community.
Target	Grow Community Participation thru alumni network, sponsorship opportunities and giving back to the community.
Target Details	Given the broader scope of this priority, there is no single metric we consider to track success. We will instead track a wider range of metrics to include fundraising, social media connections, event initiatives and alumni connections.
2025 Status	TRACKING

Tracking/Target Metrics																																																	
3.1	<p>Social initiatives promoting a fun place to play</p> <p>2025 Status: TRACKING</p> <table border="1"> <thead> <tr> <th>What?</th> <th>23-24</th> <th>24-25</th> <th colspan="2">25-26</th> </tr> </thead> <tbody> <tr> <td>Hockey Hair Day!</td> <td>Y</td> <td>Y</td> <td></td> <td></td> </tr> <tr> <td>Game of the Week</td> <td>Y</td> <td>Y</td> <td></td> <td></td> </tr> <tr> <td>Minnesota Wild Youth Day</td> <td>Y</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Hockey Moms Night Out</td> <td>Y</td> <td>Y</td> <td></td> <td></td> </tr> <tr> <td>Spirit of the Lakes Parade</td> <td>Y</td> <td>Plan</td> <td></td> <td></td> </tr> <tr> <td>Watertown Parade</td> <td>Y</td> <td>Plan</td> <td></td> <td></td> </tr> <tr> <td>MOM Prom</td> <td></td> <td>Y</td> <td></td> <td></td> </tr> <tr> <td>Gear Swap</td> <td>Y</td> <td>Plan</td> <td></td> <td></td> </tr> </tbody> </table>				What?	23-24	24-25	25-26		Hockey Hair Day!	Y	Y			Game of the Week	Y	Y			Minnesota Wild Youth Day	Y				Hockey Moms Night Out	Y	Y			Spirit of the Lakes Parade	Y	Plan			Watertown Parade	Y	Plan			MOM Prom		Y			Gear Swap	Y	Plan		
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3.2	<p>Increase Social Media Connections by 25% over 2 yrs</p> <p>Details: Growth of our Social Media presence contributes to communication and Community awareness</p> <p>2025 Status: TRACKING</p> <table border="1"> <thead> <tr> <th>Platform</th> <th>2023</th> <th>2024</th> <th>2025</th> <th>2026</th> </tr> </thead> <tbody> <tr> <td>Facebook Followers</td> <td>723</td> <td>1004</td> <td></td> <td></td> </tr> <tr> <td>Facebook Accts Reached</td> <td>26,427</td> <td>n/a</td> <td></td> <td></td> </tr> <tr> <td>Instagram Followers</td> <td>212</td> <td>498</td> <td></td> <td></td> </tr> <tr> <td>Instagram Posts</td> <td>187</td> <td>2,285</td> <td></td> <td></td> </tr> </tbody> </table>				Platform	2023	2024	2025	2026	Facebook Followers	723	1004			Facebook Accts Reached	26,427	n/a			Instagram Followers	212	498			Instagram Posts	187	2,285																						
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3.3	<p>Formalize Annual Report to track adherence to strategic objectives and goals. Add tracking to website.</p> <p>2025 Status: TRACKING</p> <p>'23-'24: Completed (not distributed) '24-'25: Completed</p>	3.5	<p>Formalize Alumni Network and Grow to 300 people within 2yrs.</p> <p>Target Details:</p> <p>Aim to capture and retain communication and engagement with players graduating from the program either to High School programs or elsewhere. Build a network to offer future community-building opportunities, feedback and contributions to the program's growth.</p> <p>2025 Status: NOT MEETING</p>
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3.4	<p>Grow Fundraising by 33% within 3 yrs</p> <p>Target Details:</p> <p>Fundraising capital negates the operating loss the Association would incur due to ice time and other operational expenses.</p> <p>Increases in fundraising, lower the costs on families to play and in turn generate more opportunities to attract families that might be turned away by an otherwise expensive sport.</p> <p>2025 Status: TRACKING</p>						
	Item	21-22	22-23	23-24	24-25	25-26	26-27
	Donations	10,096	9,732	23,884	5,000		
	Rookie Camp Dention	0	10,000	-150	5,800		
	Dryland Drop-in	0	729	0			
	Fundraising	8,362	75	1,007	9,210		
	Raffle	42,971	47,157	56,576	61,995		
	Golf	44,625	51,297	60,850	50,000*		
	HS Boosters	10,000	250	0			
	Misc. Fundraising	1,500	4,159	636	14,350		
	TBD Fundraising	8,790	4,365	0			
	Team Sponsorships	14,801	0	0	2,241		
	Mom Prom				5,997		
	Total	141,145	127,764	142,803	154,574		190,000



Hockey Operations Committee

An interview with Hockey Operations Director, Todd Schmidt:

Q: Let's start with a bit about your background, Todd, and how you got into the Hockey Operations Director (HOC) role?

I've been in the role 4 years now mainly because I wanted to give something back after my daughter joined the Warrior program.

I've been involved in different Associations for 20+ yrs now.

Q: What is the Hockey Operations Director and what are you responsible for managing?

The Hockey Operations Committee (HOC) is the heartbeat of the association. The roles on the committee are operationally focused

delivering both on and off-ice organization and programs. The HOC has 15 roles, which represent all aspects of our association. More detail can be found at:

<https://www.westonkahockey.org/page/show/47135-hockey-operations-committee>

Q: How did we develop these roles? Is it modelled off what other Associations are doing, or did they grow organically within our Organization?

The secret sauce? (smiling). No. If you look at other organizations they have very similar roles and similar structures.

Some of our roles come out of need, for instance, we just added a new role of JR Gold Coordinator, since we are planning to host a team this upcoming season.



Hockey Operations Director
Todd Schmidtt

hockeyoperations@westonkahockey.org

Dir of Player Development /
Boys High School Head Coach



Jeff Degree

mwhshockeycoach@gmail.com



Pewee Coordinator
Ryan Peckskamp



Goalie Coordinator
Brad Butler



Girls Hockey Director
Ken Witschorik

girlsdirector@westonkahockey.org



Bantam Coordinator
Aaron Bruggeman



Squirt Coordinator
Nate Geyen



Mini Mite/ Mite Co-coordinator
Ryan VanBockel



Skills Coordinator
Nick Zilka



Alternate Coordinator
Phil Kading



Facility Coordinator (Performance Center/Shirley Hills)
Phil Velsor



Tryout Coordinator
Greg Fuerstenberg



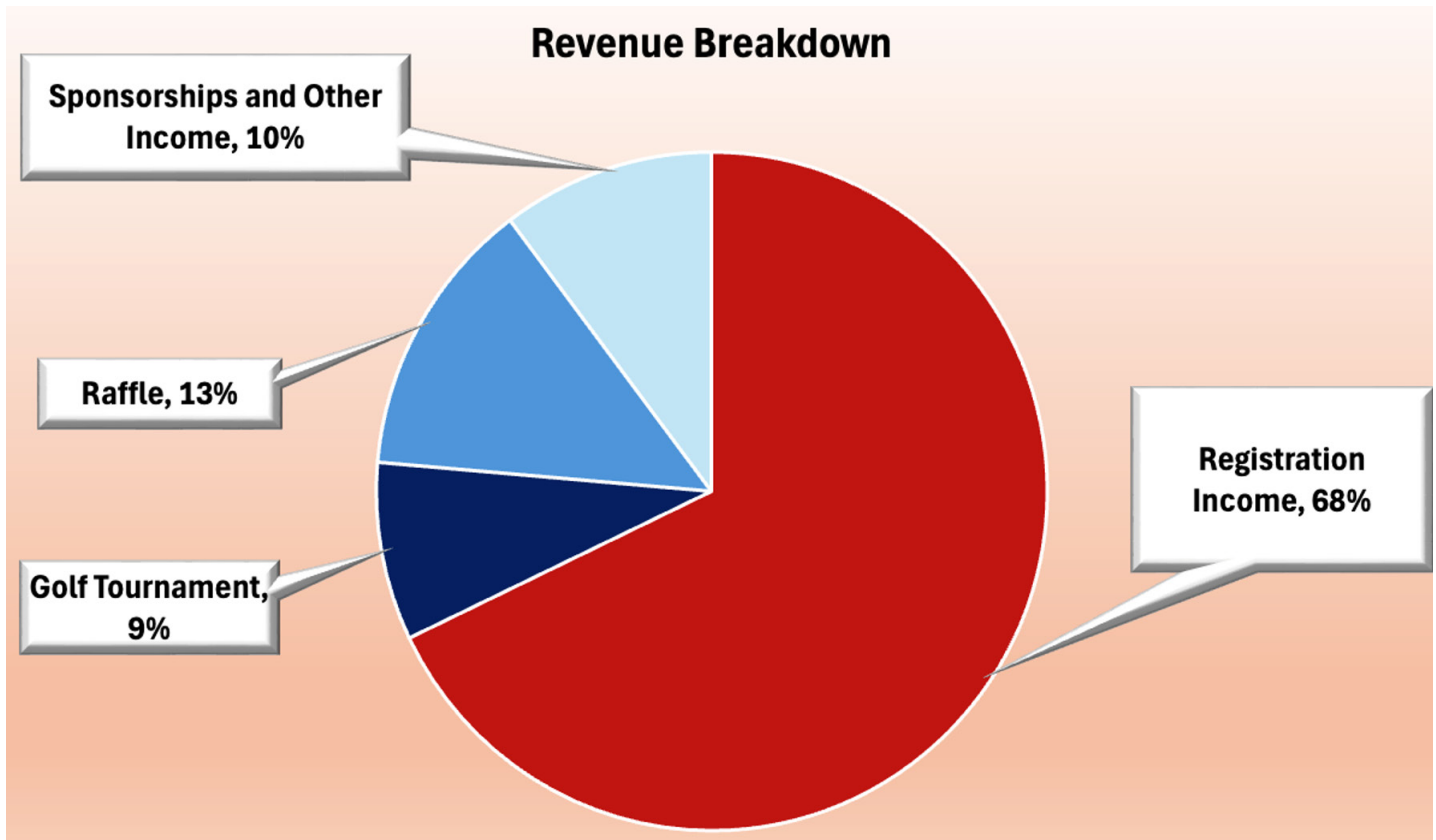
Tournament Coordinator
Justin Forbrook



Treasury

2024-2025 Budget - Revenue Breakdown

MWAHA 2024-2025 Budget Summary	
Income	24-25B
Registration Income	\$ 399,860
Golf Tournament	\$ 50,000
Raffle	\$ 78,750
Pull Tabs	\$ -
Sponsorships and Other Income	\$ 60,461
Total Income	\$ 589,071



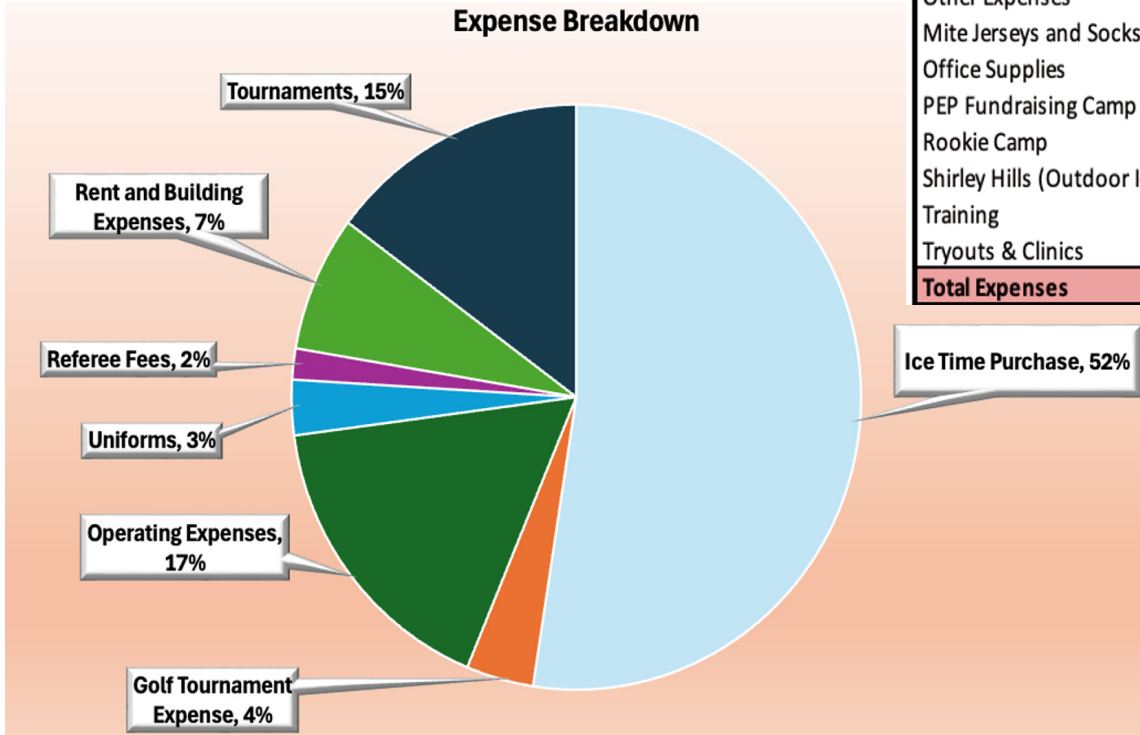


Treasury Cont...

2024-2025 Budget - Expense Breakdown

MWAHA 2024-2025 Budget Summary	
Expenses	
Ice Time Purchase	\$ 308,661
Golf Tournament Expense	\$ 22,500
Operating Expenses	\$ 97,970
Uniforms	\$ 18,000
Referee Fees	\$ 10,090
Rent and Building Expenses	\$ 44,228
Tournaments	\$ 87,225
Total Expenses	\$ 588,674

MWAHA 2024-2025 - Operating Expense Detail	
Accounting	\$ 7,200
Advertising & Print	\$ 2,250
Website	\$ 500
Bank Charges	\$ 120
Coach Stipend	\$ 4,500
Coaching Reimbursement	\$ 1,500
District 3 Fees	\$ 4,000
Dues & Subscriptions	\$ 9,850
Equipment	\$ 6,220
Fire & Ice Expenses	\$ 1,250
Raffle Expenses	\$ 10,000
Skater Skills	\$ 12,580
Equipment Skills	\$ -
Goalie Skills	\$ 18,750
Insurance	\$ 1,500
Meals	\$ 2,500
Misc	\$ 3,600
Other Expenses	\$ -
Mite Jerseys and Socks	\$ -
Office Supplies	\$ 150
PEP Fundraising Camp Expenses	\$ -
Rookie Camp	\$ 4,000
Shirley Hills (Outdoor Ice)	\$ 2,500
Training	\$ -
Tryouts & Clinics	\$ 5,000
Total Expenses	\$ 97,970





Interview with Todd Schmidt. Continued from Page 15

Q: Was this Organizational structure already in place when you joined?

Yes the core roles were in place. These core roles have been added to over the last few years, Dir of Player Development and JR Gold Coordinator as example. We will have a new role this coming season and that role will be focused on off-season programs and training.

Q: There's a lot of people on the HOC. How do individuals coordinate the program's goals?

In a lot of situations it's a top-down approach. The Board of Directors sets our vision and sets our strategic directionthen it's up to the HOC committee to implement those strategies to meet the strategic objectives.

Q: What are some of the objectives you're trying to achieve right now

Our first objective is to produce skaters and our second priority is to produce hockey players. Our focus is on not just improving the ability to skate, but the ability to skate as it relates to playing hockey and ultimately making a complete player.

*Q: What are we doing to improve Skating?
We're tackling it on a couple of fronts.*

We're tackling it on a couple of fronts.

Firstly, the Association has hired a Power Skating coach (Katrina Stewart) again this year that is working with the travel and mite teams.

Secondly, we are providing to coaches at all levels drills and videos to use in their team

practices, which is meant to re-enforce what is being taught by our skating coach.

Q: Do you think we're now on par with what other Associations are doing in terms of skating?

Yes, compared to other associations, we are now on par. However, there is still a need to focus on skating outside of the traditional association training. In most cases, families can find affordable 1:1 or small group skating instruction outside of the association. Work with your level coordinators and they can assist in options.

Q: What's the relationship like between the HOC and the HighSchool program?

The relationship between the high school and the association is important. The association produces hockey players, the association product is consumed by the high school. Having the high school involved with the association is important to overall development and repour.

I remember back when I was a mite, I dreamed of playing for my high school and those players seemed so big and powerful. I know our kids have the same dream. Since I've been in this role, we have lacked consistency in our high school programs until recently; we've had 6 High-school coaches - 3 each on the Boys and Girls sides.

We now have high school coaches with experience and Coach DeGree has provided us with consistency and set expectations between both groups. Our relationship with the Boys High-school program is the best it's been since I've been here.



Q: What are some of your long-term aims for the program and how do you hope to achieve them?

Long term we want to see more involvement in Tier 1 and Tier 2 programs during the summer.

We also want to see more involvement from our coaches in those programs. More delivery of talent to our High-school program to help them compete at State and ultimately win at State.

And then see players developed in Mound playing beyond High School in some Junior or College capacity.

Q: What are the kind of challenges do you face or the organization face?

Well, you can't make a cake without breaking a couple of eggs. What I mean by that is that no matter what decision we make, not everyone is going to be happy. We try to make the best decision for the entire Association not for the individual or player, parent or team.

Sometimes our decisions hit it out the park, sometimes we can't get it to the outfield, but we make these decisions with the facts we have.

Q: What are the kind of things other organizations are doing that you think MWAHA should be doing?

We've had conversations with East Grand Forks. We've looked at other Associations similar to us and asked them how they put out quality teams year over year over year.

Point of emphasis in the next season will be reevaluating our Mite Program. I don't know what that means right now, but we're asking "how do we develop a better, Mite player by the time they come to Squirts"

What's important at Mites? Mites is 98% development. How do we do things like more in-house cross ice games?

Another area we will focus on is the Squirts. This year the Squirts didn't do a traditional pre-season. We had the kids do cross-ice games every week similar to East Grand Forks and more small-area skills development. It was overwhelmingly received very well from both players and parents.

Q: How closely do we follow the American Development Model (ADM)? Any other development models you think we should be paying attention to?

ADM Is at the core of what we provide and teach. Our head coaches all have access to an online utility called IHS. IHS is a worldwide repository of drills, skills, on ice coaching clips, off-ice dryland work that our coaches can use to pull drills for any age group and build their own practice plans. IHS does include the ADM model, we empower through guidance, for our travel coaches to build their own practice plan to suit their own team. At the mite level, practice plans are provided to the coaches and on ice leadership is always present and helping.

Our Player Development coordinator, Coach Jeff and our Skills Coordinator, are also influencing that through drills of the week, on-ice coaching instruction and hosting different types of clinics.



Q: If we look at each level right now, what are some of the things you like and some of the things that could be improved?

Mites:

More emphasis on skating development, cross ice games, small area games and full ice games for our oldest mites.

Squirts:

Continued focus on skating development and increased puck on stick playing.

Minimize "system" work, focus on components of systems, which can be stitched together at Pee wee's into "systems".

Building a complete player and increasing the difficulty of the skills.

Peeweese:

By the time you get to peeweese, you combine development + training coupled numerous game play.

Components of "systems" taught in Squirts are now stitched together and players begin to demonstrate their ability to play full strength, with and without the man advantage and begin to understand all players have a role on a team and that role can change over time.

Bantams:

Bantams need to demonstrate both skating and playing skills learned over the years.

These players understand association concepts are begin to adopt high school concepts and language. At bantams, on ice development is as important as off-ice development.

Q: What does the future of Westonka Hockey look like 2 yrs / 5 yrs?

Our program is going to look considerably different.

We'll have more kids and more opportunities.

We'll have the numbers to support an in-house leagues if we choose to provide that.

We'll have the strongest skaters and best all-around hockey players.

We want to create a destination where people want to come to play hockey.

We want to build a world class youth program

