



Coach in Chief Report

The local association coach skills clinics just completed the fourth year of this very popular program. Again we visited 30 youth associations to help coaches learn how to teach skills on ice. We also added an off ice component as a supplement to the program to enhance learning. The instructors travelled all over the state from Ely all the way down to Marshall, Minnesota and many stops in between. Over 600 coaches attend these clinics which touch 10,000 players. Additionally this program brings Minnesota Hockey to the local rinks and shows tangible value in their membership.

This year we used 5 instructors to staff the program. We hope to expand the program next year with a Body Contact/Checking clinic for squirt and pee wee coaches.

We have produced a couple videos this year regarding concussions. Although these are more safety related they are important non the less.

Skills videos updates:

12 Skills video on our website; 14,438 views
3 on YouTube : 4,283 views
2 new videos on concussions: new this week.

It is pretty clear that viewers want to learn about teaching creativity, lateral movement, skating fundamentals, cycling and backwards skating. These have the highest numbers of viewings. The two Cross ice Mite videos have also been seen 3,400 times.

Each month in the *"Thoughts from the Bench"* Enewsletter I highlight a couple videos which drives viewers to our site. I expect the view numbers to have gone up some this week with the January issue.

The monthly newsletter goes to every registered family in Minnesota plus it is widely distributed throughout all of the other USA Hockey districts in the country.

We are also working on a giveaway poster for a kid that conveys the message of "**If it is going to be it is up to me**". The idea is to encourage youth players to spend time working on their skills alone, with friends, on the pond, in the driveway etc. We also want to emphasize school work. The idea for this piece came from Bob O'Connor. I have been working with a class at the Minneapolis College of Art and Design to develop a series of posters around this theme. I will bring a copy of each original design to the winter meeting this coming weekend. This is an exciting collaboration with a

group of college students who aspire to be commercial artists. I believe these posters will be of a quality that kids will want to put it on their wall at home.