



2009 - 2010 8 & Under Membership Report



Table of Contents

Background	Page 1
National Analysis	Pages 2
Southern Amateur Analysis	Pages 3-4
2 & 2 Challenge	Page 5
Southern Amateur's 2009-10 Association Performance	Page 6
Local Association Analysis	Pages 7-15
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This report focuses on the foundation of USA Hockey’s membership – the 4 to 8 year old age category. To increase participation in youth hockey, a consistent effort must be made to target growth and retention of players in this age category. Analysis of USA Hockey’s membership data has shown that growth in the 4 to 8 age category will positively impact the larger 9 to 14 age group for years to come. Conversely, a recent decline in 4 to 8 year old membership is to blame for the current membership situation in the 9 to 14 age range.

To increase participation and membership, USA Hockey has created an effective plan based around the following two initiatives:

- Attracting new players each season in the key 4 to 8 year old age category
- Retaining participants from one season to the next in local youth hockey programs

After two seasons of concentrated efforts to grow youth hockey participation in the 4 to 8 year old age category, there has been a positive impact. The age segment has seen a 7% increase in membership since the 2007-08 season, including a 4.5% growth in the 2009-10 season (see chart below). Historically, the age segments best years come during Post-Olympic seasons which means that the 2010-11 season should result in a third consecutive growth year in 4 to 8 year old membership.

The analysis contained in this report examines the membership in the 4 to 8 year old category on the National, Affiliate and Local Association levels for the past 10 seasons (2000-01 through 2009-10). This is done to help all levels of USA Hockey’s structure understand their past performance in membership at this age level and to create reasonable growth goals for the 2010-11 season.

Unfortunately, 44% of children still leave youth hockey before age 9. This sobering statistic disproves the notion that “once a kid gets on the ice, they are hooked on hockey.” Barriers to entry such as time commitment, cost and enjoyment must be addressed to retain a child in youth hockey.

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and youth hockey volunteers at the grassroots level. USA Hockey provides resources for local associations to use in both the acquisition and retention of 4 to 8 year olds. The 2 & 2 Challenge, explained in greater detail in this report, defines membership goals by asking youth associations to grow by acquiring two more players and retaining two more players than last season.

Combining growth of the game at the youngest age levels with USA Hockey’s new American Development Model (ADM) will ensure the future health of the game in the U.S.

HOW TO READ THE DATA CHARTS IN THIS REPORT

NHL Lockout (04-05) & post-NHL Lockout (05-06)

BOYS & GIRLS YOUTH HOCKEY_ TOTAL 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	96538	95006	97070	95907	92121	88213	89956	89423	91622	95775
NEW	N/A	-1.6%	2.2%	-1.2%	-3.9%	-4.2%	2.0%	-0.6%	2.5%	4.5%
RET	54261	53687	54185	55176	53988	52106	51013	51410	52042	53808
LOST	17726	16993	15960	16552	17043	15929	14752	15899	15305	15184
RR	N/A	-4.1%	-6.1%	3.7%	3.0%	-6.5%	-7.4%	7.8%	-3.7%	-0.8%
	56.2%	56.5%	55.8%	57.5%	58.6%	59.1%	56.7%	57.5%	56.8%	56.2%

Number of players acquired (points to NEW row)

Number of players retained (points to RET row)

Number of players that left association (points to LOST row)

Rate of Retention: percentage of players returning from year before (points to RR row)

post-Olympic years (02-03/06-07) (bracketed under 02-03 to 06-07)



2009-10 KEY TAKEAWAYS—NATIONAL

Total

- The total number of children ages 4 to 8 playing youth hockey in 2009-10 increased by 4,153 (4.5%) to 95,775.
- 2008-09 and 2009-10 marks back-to-back years of growth in the 4 to 8 age category.

Acquisition

- New players increased by 2,387 (6.0%) from 2008-09 to 41,967.
- Two consecutive years of new growth.

Retention

- Retained players increased by 1,766 (3.4%) to 53,808.
- The 2009-10 retention increase was the largest of the past decade and the third consecutive year of growth.

Lost

- Unfortunately, 15,184 players left youth hockey in 2009-10.

Rate of Retention

- In 2009-10, the rate of retention was 56.2%; this means 43.8% are out of youth hockey.

BOYS & GIRLS YOUTH HOCKEY_ TOTAL 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	96538	95006	97070	95907	92121	88213	89956	89423	91622	95775
	N/A	-1.6%	2.2%	-1.2%	-3.9%	-4.2%	2.0%	-0.6%	2.5%	4.5%
NEW	42277	41319	42885	40731	38133	36107	38943	38013	39580	41967
	N/A	-2.3%	3.8%	-5.0%	-6.4%	-5.3%	7.9%	-2.4%	4.1%	6.0%
RET	54261	53687	54185	55176	53988	52106	51013	51410	52042	53808
	N/A	-1.1%	0.9%	1.8%	-2.2%	-3.5%	-2.1%	0.8%	1.2%	3.4%
LOST	17726	16993	15960	16552	17043	15929	14752	15899	15305	15184
	N/A	-4.1%	-6.1%	3.7%	3.0%	-6.5%	-7.4%	7.8%	-3.7%	-0.8%
RR	56.2%	56.5%	55.8%	57.5%	58.6%	59.1%	56.7%	57.5%	56.8%	56.2%

BOYS YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	87826	86090	87207	85205	81578	76849	77755	77128	78782	81978
	N/A	-2.0%	1.3%	-2.3%	-4.3%	-5.8%	1.2%	-0.8%	2.1%	4.1%
NEW	37397	36539	37356	34909	32703	30103	32487	31733	33013	34819
	N/A	-2.3%	2.2%	-6.6%	-6.3%	-8.0%	7.9%	-2.3%	4.0%	5.5%
RET	50429	49551	49851	50296	48875	46746	45268	45395	45769	47159
	N/A	-1.7%	0.6%	0.9%	-2.8%	-4.4%	-3.2%	0.3%	0.8%	3.0%
LOST	15354	14427	13464	13912	14092	13220	11881	12672	12161	11932
	N/A	-6.0%	-6.7%	3.3%	1.3%	-6.2%	-10.1%	6.7%	-4.0%	-1.9%
RR	57.4%	57.6%	57.2%	59.0%	59.9%	60.8%	58.2%	58.9%	58.1%	57.5%

GIRLS YOUTH HOCKEY_ 4 TO 8 YEAR OLDS_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	8713	8916	9864	10704	10544	11367	12203	12295	12876	13798
	N/A	2.3%	10.6%	8.5%	-1.5%	7.8%	7.4%	0.8%	4.7%	7.2%
NEW	4880	4783	5532	5823	5436	6014	6461	6285	6604	7149
	N/A	-2.0%	15.7%	5.3%	-6.6%	10.6%	7.4%	-2.7%	5.1%	8.3%
RET	3833	4133	4332	4881	5108	5353	5742	6010	6272	6649
	N/A	7.8%	4.8%	12.7%	4.7%	4.8%	7.3%	4.7%	4.4%	6.0%
LOST	2373	2570	2498	2641	2956	2714	2875	3234	3145	3253
	N/A	8.3%	-2.8%	5.7%	11.9%	-8.2%	5.9%	12.5%	-2.8%	3.4%
RR	44.0%	46.4%	43.9%	45.6%	48.4%	47.1%	47.1%	48.9%	48.7%	48.2%



2009-10 KEY TAKEAWAYS—SOUTHERN AMATEUR

Total

- The total number of children ages 4 to 8 playing youth hockey in Southern Amateur increased by 130 (13.0%) to 1,132.
- Highest number of total players this decade.

Acquisition

- New players decreased by 144 (31.9%) from 2008-09 to 596.
- Second highest number of acquired players in the past 10 years.

Retention

- Retained players decreased by 14 (-2.5%) from 2008-09 to 536.
- First retention decrease in four seasons.

Lost

- Unfortunately, 186 players left youth hockey in Southern Amateur in 2009-10.

Rate of Retention

- In 2009-10, the rate of retention was 47.3%; this means 52.7% are out of youth hockey.

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	889	923	927	913	827	810	1031	1068	1002	1132
	N/A	3.8%	0.4%	-1.5%	-9.4%	-2.1%	27.3%	3.6%	-6.2%	13.0%
NEW	470	510	473	459	392	447	622	563	452	596
	N/A	8.5%	-7.3%	-3.0%	-14.6%	14.0%	39.1%	-9.5%	-19.7%	31.9%
RETAINED	419	413	454	454	435	363	409	505	550	536
	N/A	-1.4%	9.9%	0.0%	-4.2%	-16.6%	12.7%	23.5%	8.9%	-2.5%
LOST	167	185	161	183	164	227	140	273	259	186
	N/A	10.8%	-13.0%	13.7%	-10.4%	38.4%	-38.3%	95.0%	-5.1%	-28.2%
RR	47.1%	44.7%	49.0%	49.7%	52.6%	44.8%	39.7%	47.3%	54.9%	47.3%

BOYS YOUTH HOCKEY_8 & UNDER_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	861	887	882	869	788	771	965	1006	947	1074
	N/A	3.0%	-0.6%	-1.5%	-9.3%	-2.2%	25.2%	4.2%	-5.9%	13.4%
NEW	453	487	443	434	374	418	574	523	418	562
	N/A	7.5%	-9.0%	-2.0%	-13.8%	11.8%	37.3%	-8.9%	-20.1%	34.4%
RETAINED	408	400	439	435	414	353	391	483	529	512
	N/A	-2.0%	9.8%	-0.9%	-4.8%	-14.7%	10.8%	23.5%	9.5%	-3.2%
LOST	163	178	155	167	155	210	133	240	232	167
	N/A	9.2%	-12.9%	7.7%	-7.2%	35.5%	-36.7%	80.5%	-3.3%	-28.0%
RR	47.4%	45.1%	49.8%	50.1%	52.5%	45.8%	40.5%	48.0%	55.9%	47.7%

GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY										
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10
TOTAL	28	36	45	44	39	39	66	62	55	58
	N/A	28.6%	25.0%	-2.2%	-11.4%	0.0%	69.2%	-6.1%	-11.3%	5.5%
NEW	17	23	30	25	18	29	48	40	34	34
	N/A	35.3%	30.4%	-16.7%	-28.0%	61.1%	65.5%	-16.7%	-15.0%	0.0%
RETAINED	11	13	15	19	21	10	18	22	21	24
	N/A	18.2%	15.4%	26.7%	10.5%	-52.4%	80.0%	22.2%	-4.5%	14.3%
LOST	4	7	6	16	9	17	7	33	27	19
	N/A	75.0%	-14.3%	166.7%	-43.8%	88.9%	-58.8%	371.4%	-18.2%	-29.6%
RR	39.3%	36.1%	33.3%	43.2%	53.8%	25.6%	27.3%	35.5%	38.2%	41.4%



RETENTION INCREASES WITH AGE

The older a player gets and/or the more seasons a player plays, the more likely that player will stick with youth hockey. So while retention rates are high from Squirrels on up, the overall growth of hockey relies on acquiring more 4 to 8 year olds.

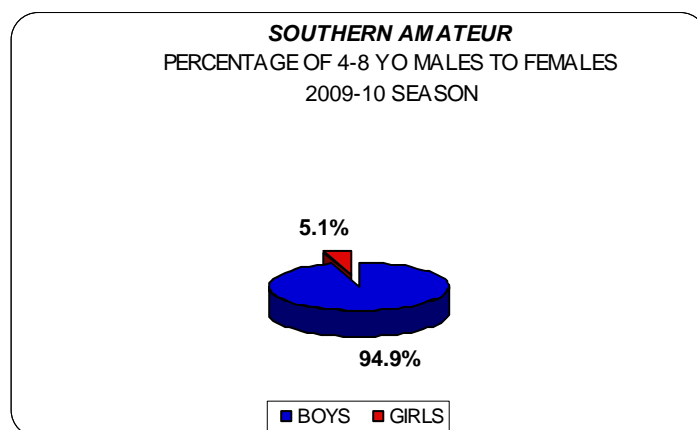
Southern Amateur retention results for 2009-10 by age segment:

- **25.5% of all 4 Year Olds returned as 5 Year Olds** – National Average 32.1%
 - **41.8% of all 5 Year Olds returned as 6 Year Olds** – National Average 52.5%
 - **57.3% of all 6 Year Olds returned as 7 Year Olds** – National Average 67.8%
 - **67.7% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.2%
- | | | | |
|--|-------|-------------------|-------|
| ▪ Retention rate for Squirrels in 2009-10: | 74.2% | National Average: | 85.6% |
| ▪ Retention rate for Pee Wees in 2009-10: | 85.0% | National Average: | 91.2% |
| ▪ Retention rate for Bantams in 2009-10: | 89.2% | National Average: | 93.6% |

RATIO OF BOYS TO GIRLS – 4 TO 8 YEAR OLDS

Boys represented 94.9% of all 4 to 8 year olds in Southern Amateur in 2009-10 while girls represented 5.1%.

Nationally, boys represented 85.6% of all 4 to 8 year olds in 2009-10 while girls represented 14.4%.





2 & 2 CHALLENGE

The 2 & 2 Challenge is a call to action for local associations. It is designed to provide an attainable goal for growth at the 4 to 8 age group, regardless of the size of the local youth association.

Example:

Each association **acquires two** more players than last year.

- 2009-10: if your association added 22 new players, your 2010-11 goal is acquire 22 players + 2 more = 24 new players

Each association **retains two** more players than last year.

- 2009-10: if your association retained 30 players, your 2010-11 goal is to retain 30 players + 2 more = 32 retained players

RESULTS: Meeting this challenge could help this association grow by 7.7% and contribute to the overall growth of the game.

2009-10: 2 & 2 CHALLENGE RESULTS - NATIONAL

- Missed 09-10 goal by 1,411 players
 - Underperformed in acquisition of new players by (395)
 - Underperformed retention goal by (1,016)

2010-11: 2 & 2 CHALLENGE GOALS - NATIONAL

- Based on 1,332 associations
 - 2,664 new players acquired (2 per association)
 - 2,664 players retained (2 per association)
- 2010-11 goal is 101,103 (5.6% increase) total youth hockey 4 to 8 year olds

NATIONAL	2008-09 ACTUAL	2009-10 ACTUAL	2009-10 GOAL	VS. GOAL	VS. ACTUAL	2010-11 GOAL
TOTAL	91,622	95,775	97,186	(1,411)	4,153	101,103
NEW	39,580	41,967	42,362	(395)	2,387	44,631
RETAINED	52,042	53,808	54,824	(1,016)	1,766	56,472

2009-10: 2 & 2 CHALLENGE RESULTS – SOUTHERN AMATEUR

- Achieved overall growth but did not meet the 2 & 2 Challenge
 - Over-performed in acquisition goal of new players by 110
 - Under-performed in retention goal by 48

2010-11: 2 & 2 CHALLENGE GOALS – SOUTHERN AMATEUR

- Based on 17 associations that registered 5 players or more in the age group
 - 34 new kids acquired (2 per association)
 - 34 kids retained (2 per association)
- 2010-11 goal is 1,200 (6.0% increase) total youth hockey 4 to 8 year old players

SOUTHERN AMATEUR	2008-09 ACTUAL	2009-10 ACTUAL	2009-10 GOAL	VS. GOAL	VS. ACTUAL	2010-11 GOAL
TOTAL	1,002	1,132	1,070	62	130	1,200
NEW	452	596	486	110	144	630
RETAINED	550	536	584	(48)	(14)	570



ASSOCIATIONS ACCOMPLISHING THE 2 & 2 CHALLENGE

Congratulations to Huntsville Amateur Hockey Association, Junior Mudbugs Youth Hockey and Memphis Youth Hockey League (highlighted in yellow below) for successfully meeting the 2 & 2 Challenge! Southern Amateur had a successful growth year. While many associations had tremendous growth, only 3 associations were able to accomplish the 2 & 2 Challenge.

SOUTHERN AMATEUR'S 2009-10 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Cooler Hockey Club	+100
2. Huntsville Amateur Hockey Association	+30
3. Knoxville Amateur Hockey Association	+23
4. Nashville Youth Hockey League	+17
5. Junior Mudbugs Youth Hockey	+10
6. Memphis Youth Hockey League	+7
7. Columbus Hockey Association	+1
8. Ice Forum Hockey Association-Kennesaw	0
9. Arkansas Ice Hockey Association/Youth	-2
10. Columbus Travel Hockey Association	-2
11. A-Game Southern Ice	-6
12. Pelham Youth Hockey League	-7
13. Gulf Coast Youth Hockey Association	-13
14. NW Arkansas Hockey	-13
15. Baton Rouge Youth Ice Hockey Association	-24
16. Ice Forum Hockey Association-Duluth	-30
17. Atlanta Junior Knights Hockey Assoc	-38

SOUTHERN AMATEUR ASSOCIATIONS (17)

ALABAMA

ALH0003 HUNTSVILLE AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	139	157	144	125	125	102	80	111	117	147	121	26	30	151
	N/A	12.9%	-8.3%	-13.2%	0.0%	-18.4%	-21.6%	38.8%	5.4%	25.6%				
NEW	52	73	44	44	47	37	46	63	52	79	54	25	27	81
	N/A	40.4%	-39.7%	0.0%	6.8%	-21.3%	24.3%	37.0%	-17.5%	51.9%				
RETAINED	87	84	100	81	78	65	34	48	65	68	67	1	3	70
	N/A	-3.4%	19.0%	-19.0%	-3.7%	-16.7%	-47.7%	41.2%	35.4%	4.6%				
LOST	18	25	22	29	17	30	27	15	22	13				
	N/A	38.9%	-12.0%	31.8%	-41.4%	76.5%	-10.0%	-44.4%	46.7%	-40.9%				
RR	62.6%	53.5%	69.4%	64.8%	62.4%	63.7%	42.5%	43.2%	55.6%	46.3%				

ALH0006 PELHAM YOUTH HOCKEY LEAGUE

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	0	0	0	0	64	43	25	18	29	(11)	(7)	22
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-32.8%	-41.9%	-28.0%				
NEW	0	0	0	0	0	0	64	11	6	8	8	0	2	10
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-82.8%	-45.5%	33.3%				
RETAINED	0	0	0	0	0	0	0	32	19	10	21	(11)	(9)	12
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-40.6%	-47.4%				
LOST	0	0	0	0	0	0	0	7	8	3				
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	-62.5%				
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	74.4%	76.0%	55.6%				

ALH0004 THUNDER HOCKEY INC

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	0	0	21	0	0	40	28	3	32	(29)	(25)	7
	N/A	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	0.0%	-30.0%	-89.3%				
NEW	0	0	0	0	21	0	0	40	18	3	20	(17)	(15)	5
	N/A	0.0%	0.0%	0.0%	0.0%	-100.0%	0.0%	0.0%	-55.0%	-83.3%				
RETAINED	0	0	0	0	0	0	0	0	10	0	12	(12)	(10)	2
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%				
LOST	0	0	0	0	0	0	0	0	7	3				
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-57.1%				
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	35.7%	0.0%				

ARKANSAS

ARH0001 ARKANSAS ICE HOCKEY ASSOCIATION/YOUTH

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	21	28	27	22	18	30	27	20	10	8	14	(6)	(2)	12
	N/A	33.3%	-3.6%	-18.5%	-18.2%	66.7%	-10.0%	-25.9%	-50.0%	-20.0%				
NEW	21	18	10	10	6	20	17	7	2	2	4	(2)	0	4
	N/A	-14.3%	-44.4%	0.0%	-40.0%	233.3%	-15.0%	-58.8%	-71.4%	0.0%				
RETAINED	0	10	17	12	12	10	10	13	8	6	10	(4)	(2)	8
	N/A	0.0%	70.0%	-29.4%	0.0%	-16.7%	0.0%	30.0%	-38.5%	-25.0%				
LOST	0	4	3	7	4	3	8	7	9	3				
	N/A	0.0%	-25.0%	133.3%	-42.9%	-25.0%	166.7%	-12.5%	28.6%	-66.7%				
RR	0.0%	35.7%	63.0%	54.5%	66.7%	33.3%	37.0%	65.0%	80.0%	75.0%				

ARH0010 NW ARKANSAS HOCKEY

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	18	24	27	22	21	23	36	38	31	18	35	(17)	(13)	22
	N/A	33.3%	12.5%	-18.5%	-4.5%	9.5%	56.5%	5.6%	-18.4%	-41.9%				
NEW	13	15	15	12	11	12	22	19	11	8	13	(5)	(3)	10
	N/A	15.4%	0.0%	-20.0%	-8.3%	9.1%	83.3%	-13.6%	-42.1%	-27.3%				
RETAINED	5	9	12	10	10	11	14	19	20	10	22	(12)	(10)	12
	N/A	80.0%	33.3%	-16.7%	0.0%	10.0%	27.3%	35.7%	5.3%	-50.0%				
LOST	3	3	5	8	3	3	4	5	9	3				
	N/A	0.0%	66.7%	60.0%	-62.5%	0.0%	33.3%	25.0%	80.0%	-66.7%				
RR	27.8%	37.5%	44.4%	45.5%	47.6%	47.8%	38.9%	50.0%	64.5%	55.6%				

GEORGIA

GAH0019 ATLANTA JUNIOR KNIGHTS HOCKEY ASSOC

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	0	0	0	0	41	56	46	8	50	(42)	(38)	12
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.6%	-17.9%	-82.6%				
NEW	0	0	0	0	0	0	41	35	25	4	27	(23)	(21)	6
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-14.6%	-28.6%	-84.0%				
RETAINED	0	0	0	0	0	0	0	21	21	4	23	(19)	(17)	6
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-81.0%				
LOST	0	0	0	0	0	0	0	6	11	20				
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	83.3%	81.8%				
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	37.5%	45.7%	50.0%				

GAH0025 COLUMBUS HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	24	35	40	36	59	63	63	64	67	(3)	1	68
	N/A	0.0%	0.0%	45.8%	14.3%	-10.0%	63.9%	6.8%	0.0%	1.6%				
NEW	0	0	24	25	21	20	40	30	27	24	29	(5)	(3)	26
	N/A	0.0%	0.0%	4.2%	-16.0%	-4.8%	100.0%	-25.0%	-10.0%	-11.1%				
RETAINED	0	0	0	10	19	16	19	33	36	40	38	2	4	42
	N/A	0.0%	0.0%	0.0%	90.0%	-15.8%	18.8%	73.7%	9.1%	11.1%				
LOST	0	0	0	7	6	15	5	24	31	20				
	N/A	0.0%	0.0%	0.0%	-14.3%	150.0%	-66.7%	380.0%	29.2%	-35.5%				
RR	0.0%	0.0%	0.0%	28.6%	47.5%	44.4%	32.2%	52.4%	57.1%	62.5%				

GAH0008 COLUMBUS TRAVEL HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	21	38	30	23	38	23	8	14	7	5	11	(6)	(2)	9
	N/A	81.0%	-21.1%	-23.3%	65.2%	-39.5%	-65.2%	75.0%	-50.0%	-28.6%				
NEW	8	30	9	12	25	8	4	11	4	5	6	(1)	1	7
	N/A	275.0%	-70.0%	33.3%	108.3%	-68.0%	-50.0%	175.0%	-63.6%	25.0%				
RETAINED	13	8	21	11	13	15	4	3	3	0	5	(5)	(3)	2
	N/A	-38.5%	162.5%	-47.6%	18.2%	15.4%	-73.3%	-25.0%	0.0%	-100.0%				
LOST	19	4	5	8	7	19	5	2	5	1				
	N/A	-78.9%	25.0%	60.0%	-12.5%	171.4%	-73.7%	-60.0%	150.0%	-80.0%				
RR	61.9%	21.1%	70.0%	47.8%	34.2%	65.2%	50.0%	21.4%	42.9%	0.0%				

GAH0075

COOLER HOCKEY CLUB

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	74	54	20	53	15	64	32	32	29	129	33	96	100	133
	N/A	-27.0%	-63.0%	165.0%	-71.7%	326.7%	-50.0%	0.0%	-9.4%	344.8%				
NEW	45	34	8	46	5	58	14	14	17	120	19	101	103	122
	N/A	-24.4%	-76.5%	475.0%	-89.1%	1060.0%	-75.9%	0.0%	21.4%	605.9%				
RETAINED	29	20	12	7	10	6	18	18	12	9	14	(5)	(3)	11
	N/A	-31.0%	-40.0%	-41.7%	42.9%	-40.0%	200.0%	0.0%	-33.3%	-25.0%				
LOST	14	27	15	3	16	3	16	4	1	1				
	N/A	92.9%	-44.4%	-80.0%	433.3%	-81.3%	433.3%	-75.0%	-75.0%	0.0%				
RR	39.2%	37.0%	60.0%	13.2%	66.7%	9.4%	56.3%	56.3%	41.4%	7.0%				

GAH0003

ICEFORUM HOCKEY ASSOCIATION-DULUTH

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	31	74	81	88	100	99	97	84	66	36	70	(34)	(30)	40
	N/A	138.7%	9.5%	8.6%	13.6%	-1.0%	-2.0%	-13.4%	-21.4%	-45.5%				
NEW	21	58	49	54	58	44	49	36	28	16	30	(14)	(12)	18
	N/A	176.2%	-15.5%	10.2%	7.4%	-24.1%	11.4%	-26.5%	-22.2%	-42.9%				
RETAINED	10	16	32	34	42	55	48	48	38	20	40	(20)	(18)	22
	N/A	60.0%	100.0%	6.3%	23.5%	31.0%	-12.7%	0.0%	-20.8%	-47.4%				
LOST	17	3	6	13	5	9	8	14	8	12				
	N/A	-82.4%	100.0%	116.7%	-61.5%	80.0%	-11.1%	75.0%	-42.9%	50.0%				
RR	32.3%	21.6%	39.5%	38.6%	42.0%	55.6%	49.5%	57.1%	57.6%	55.6%				

GAH0004

ICEFORUM HOCKEY ASSOCIATION-KENNESAW

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	29	25	31	38	33	34	28	30	31	31	35	(4)	0	35
	N/A	-13.8%	24.0%	22.6%	-13.2%	3.0%	-17.6%	7.1%	3.3%	0.0%				
NEW	29	12	21	22	19	19	19	18	17	17	19	(2)	0	19
	N/A	-58.6%	75.0%	4.8%	-13.6%	0.0%	0.0%	-5.3%	-5.6%	0.0%				
RETAINED	0	13	10	16	14	15	9	12	14	14	16	(2)	0	16
	N/A	0.0%	-23.1%	60.0%	-12.5%	7.1%	-40.0%	33.3%	16.7%	0.0%				
LOST	0	6	0	3	3	7	8	3	8	4				
	N/A	0.0%	-100.0%	0.0%	0.0%	133.3%	14.3%	-62.5%	166.7%	-50.0%				
RR	0.0%	52.0%	32.3%	42.1%	42.4%	44.1%	32.1%	40.0%	45.2%	45.2%				

GAH0020

ONE CHILDHOOD SLED HOCKEY

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	23	7	1	0	0	0	0	0	10	0	14	(14)	(10)	4
	N/A	-69.6%	-85.7%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%				
NEW	14	6	1	0	0	0	0	0	10	0	12	(12)	(10)	2
	N/A	-57.1%	-83.3%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-100.0%				
RETAINED	9	1	0	0	0	0	0	0	0	0	2	(2)	0	2
	N/A	-88.9%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
LOST	6	11	3	0	0	0	0	0	0	7				
	N/A	83.3%	-72.7%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
RR	39.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				

LOUISIANA

LAH0002 BATON ROUGE YOUTH ICE HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	44	38	34	28	19	19	16	16	35	11	39	(28)	(24)	15
	N/A	-13.6%	-10.5%	-17.6%	-32.1%	0.0%	-15.8%	0.0%	118.8%	-68.6%				
NEW	14	14	19	13	4	11	6	6	25	4	27	(23)	(21)	6
	N/A	0.0%	35.7%	-31.6%	-69.2%	175.0%	-45.5%	0.0%	316.7%	-84.0%				
RETAINED	30	24	15	15	15	8	10	10	10	7	12	(5)	(3)	9
	N/A	-20.0%	-37.5%	0.0%	0.0%	-46.7%	25.0%	0.0%	0.0%	-30.0%				
LOST	11	5	5	5	9	6	4	2	1	10				
	N/A	-54.5%	0.0%	0.0%	80.0%	-33.3%	-33.3%	-50.0%	-50.0%	900.0%				
RR	68.2%	63.2%	44.1%	53.6%	78.9%	42.1%	62.5%	62.5%	28.6%	63.6%				

LAH0012 JUNIOR MUDBUGS YOUTH HOCKEY

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	0	0	0	0	0	40	32	42	36	6	10	46
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-20.0%	31.3%				
NEW	0	0	0	0	0	0	0	40	12	18	14	4	6	20
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-70.0%	50.0%				
RETAINED	0	0	0	0	0	0	0	0	20	24	22	2	4	26
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%				
LOST	0	0	0	0	0	0	0	0	12	11				
	N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-8.3%				
RR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	62.5%	57.1%				

MISSISSIPPI

MSH0005 GULF COAST YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_ 8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	0	0	24	24	40	18	0	23	22	9	26	(17)	(13)	13
	N/A	0.0%	0.0%	0.0%	66.7%	-55.0%	-100.0%	0.0%	-4.3%	-59.1%				
NEW	0	0	24	14	30	11	0	18	12	3	14	(11)	(9)	5
	N/A	0.0%	0.0%	-41.7%	114.3%	-63.3%	-100.0%	0.0%	-33.3%	-75.0%				
RETAINED	0	0	0	10	10	7	0	5	10	6	12	(6)	(4)	8
	N/A	0.0%	0.0%	0.0%	0.0%	-30.0%	-100.0%	0.0%	100.0%	-40.0%				
LOST	0	0	0	9	3	26	5	0	8	12				
	N/A	0.0%	0.0%	0.0%	-66.7%	766.7%	-80.8%	-100.0%	0.0%	50.0%				
RR	0.0%	0.0%	0.0%	41.7%	25.0%	38.9%	0.0%	21.7%	45.5%	66.7%				

TENNESSEE

TNH0003 A-GAME SOUTHERN ICE

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	64	113	103	95	82	15	127	68	81	75	85	(10)	(6)	79
	N/A	76.6%	-8.8%	-7.8%	-13.7%	-81.7%	746.7%	-46.5%	19.1%	-7.4%				
NEW	64	83	56	42	42	6	105	47	60	39	62	(23)	(21)	41
	N/A	29.7%	-32.5%	-25.0%	0.0%	-85.7%	1650.0%	-55.2%	27.7%	-35.0%				
RETAINED	0	30	47	53	40	9	22	21	21	36	23	13	15	38
	N/A	0.0%	56.7%	12.8%	-24.5%	-77.5%	144.4%	-4.5%	0.0%	71.4%				
LOST	0	17	32	11	22	40	4	72	24	16				
	N/A	0.0%	88.2%	-65.6%	100.0%	81.8%	-90.0%	1700.0%	-66.7%	-33.3%				
RR	0.0%	26.5%	45.6%	55.8%	48.8%	60.0%	17.3%	30.9%	25.9%	48.0%				

TNH0051 KNOXVILLE AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	45	48	40	46	35	2	114	114	99	122	103	19	23	126
	N/A	6.7%	-16.7%	15.0%	-23.9%	-94.3%	5600.0%	0.0%	-13.2%	23.2%				
NEW	27	31	18	28	21	2	110	55	34	70	36	34	36	72
	N/A	14.8%	-41.9%	55.6%	-25.0%	-90.5%	5400.0%	-50.0%	-38.2%	105.9%				
RETAINED	18	17	22	18	14	0	4	59	65	52	67	(15)	(13)	54
	N/A	-5.6%	29.4%	-18.2%	-22.2%	-100.0%	0.0%	1375.0%	10.2%	-20.0%				
LOST	9	15	14	9	16	22	0	39	32	25				
	N/A	66.7%	-6.7%	-35.7%	77.8%	37.5%	-100.0%	0.0%	-17.9%	-21.9%				
RR	40.0%	35.4%	55.0%	39.1%	40.0%	0.0%	3.5%	51.8%	65.7%	42.6%				

TNH0045 MEMPHIS YOUTH HOCKEY LEAGUE

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	32	32	39	40	28	50	49	37	43	50	47	3	7	54
	N/A	0.0%	21.9%	2.6%	-30.0%	78.6%	-2.0%	-24.5%	16.2%	16.3%				
NEW	17	19	21	19	9	38	25	17	22	24	24	0	2	26
	N/A	11.8%	10.5%	-9.5%	-52.6%	322.2%	-34.2%	-32.0%	29.4%	9.1%				
RETAINED	15	13	18	21	19	12	24	20	21	26	23	3	5	28
	N/A	-13.3%	38.5%	16.7%	-9.5%	-36.8%	100.0%	-16.7%	5.0%	23.8%				
LOST	3	6	4	4	8	9	6	14	8	10				
	N/A	100.0%	-33.3%	0.0%	100.0%	12.5%	-33.3%	133.3%	-42.9%	25.0%				
RR	46.9%	40.6%	46.2%	52.5%	67.9%	24.0%	49.0%	54.1%	48.8%	52.0%				

TNH0037

NASHVILLE YOUTH HOCKEY LEAGUE

BOYS & GIRLS YOUTH HOCKEY_8 & UNDER_ SUMMARY											2 AND 2 CHALLENGE			
	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	09-10 GOAL	VS. GOAL	VS. ACTUAL	10-11 GOAL
TOTAL	156	105	110	131	115	98	145	114	90	107	94	13	17	111
	N/A	-32.7%	4.8%	19.1%	-12.2%	-14.8%	48.0%	-21.4%	-21.1%	18.9%				
NEW	51	55	63	72	57	43	84	54	45	71	47	24	26	73
	N/A	7.8%	14.5%	14.3%	-20.8%	-24.6%	95.3%	-35.7%	-16.7%	57.8%				
RETAINED	105	50	47	59	58	55	61	60	45	36	47	(11)	(9)	38
	N/A	-52.4%	-6.0%	25.5%	-1.7%	-5.2%	10.9%	-1.6%	-25.0%	-20.0%				
LOST	26	50	33	24	21	28	15	62	33	17				
	N/A	92.3%	-34.0%	-27.3%	-12.5%	33.3%	-46.4%	313.3%	-46.8%	-48.5%				
RR	67.3%	47.6%	42.7%	45.0%	50.4%	56.1%	42.1%	52.6%	50.0%	33.6%				