

Minnesota Hockey Executive Director Report

Glen Andresen – April 20, 2013

Region / State Tournament Merchandise Update

Region Tournaments –

- Northwest Designs provided apparel at Region sites for the second consecutive year.
- MH receives 20% of gross sales. If sales exceed \$75K, Northwest Designs contributes \$1K to Gear Up Minnesota! Minnesota Hockey incurs zero expense.
- 2012 Total Sales: \$99,429 – 2012 commission: \$19,886 – Gear Up contribution: \$1,000
- **2013 Total Sales: \$129,342 – 2013 commission: \$31,042 – Gear Up contribution: \$1,000**

State Tournaments –

- Signature Concepts provided apparel at State sites for second consecutive year
- Most sales occurred via online presale, but some merchandise was provided for on-site sale. Hosts were required to provide volunteers to sell merchandise on-site.
- Signature Concepts also produced 20 state champion hats at all 14 locations that were a huge hit for the championship teams.
- The selection and quality of apparel was outstanding. There was only one hiccup with half of the delivery to Roseau showing up Friday as opposed to Thursday.
- Contract details:
 - MH will receive 30% of all internet sales.
 - MH will pay for all merchandise sold on-site and will keep all sales revenue.
 - MH receives a \$2000 clothing credit from SC
- 2012 Online Sales: \$85,090 – Rebate to MH: \$25,357 – Check to MH: \$7,201
- 2013 Online Sales: \$98,450 – Rebate to MH: \$29,542 – Check to MH: \$16,201
- Total Net Profit from Online Sales: \$34,290
- Estimated On-site Sales: 18,089 – Total Cost for On-site merchandise: 13,341
- **Total Estimated State Profit: \$34,290**

Minnesota Sports Broadcasting Network

The Minnesota Sports Broadcasting Network provided internet video coverage of State Tournament championship brackets this year at the 12U A, 14U A, Pee Wee A, Pee Wee AA, Bantam A, Bantam AA and Junior Gold A levels. MSBN also broadcasted all Junior Gold championship games. Total numbers for seven tournaments and 58 games were 20,518, marking the first time getting more than 20,000 views. This is not unexpected with two additional tournaments, but overall numbers were up as well.

Here's the breakdown of tournaments:

Bantam AA Tourney (8 Games): 4,308
Pee Wee AA Tourney (8 Games): 3,221
Bantam A Tourney (8 Games): 3,417
Pee Wee A Tourney (8 Games): 3,806
Junior Gold Tourney (9 Games): 1,381
Girls 14-U Tourney (8 Games): 1,469
Girls 12-U Tourney (9 Games): 2,916

State Tournament coverage and promotion

In 2013, Minnesota Hockey hosted a record 14 state tournaments at 10 locations. The weekend was a great success with added improvements this year:

- *Commemorative State Tournament Program* – For the first year, tournament programs were the same at all locations. They were color magazines featuring every team roster and logo as well as tournament brackets. The program was very well done, and will be improved upon next year.
- *Live Scoring* – We also introduced live scoring this year. There were very few issues with this new method and it should only improve. Future tournament hosts should be made aware of this feature so they are prepared when hosting a tournament. We will also work to implement this for region tournaments next year.
- *Minnesota Hockey Journal* – March issue was almost entirely state tournament related
- *Fox Sports North* – I was on the FSN pregame show prior to the Wild game on March 10 vs. Vancouver, and the Gopher Hockey game on February 22 vs. UMD.
- *Let's Play Hockey Expo* – The Minnesota Hockey booth was expanded to include a 20 x 20 space as well as a 10 x 40 space. The 20 x 20 space will be entirely state tournament related and featured state tournament apparel, a photo booth, state champion photos, 2013 state tournament banners and Championship Sunday ticket giveaways.
- *MSBN coverage* – Expanded – please see above
- *In-Arena* – The presence at the Tournaments in the arena was enhanced with banners, dasher boards and apparel stands. Also had PA announcements to thank our supporters.

Blue Cross and Blue Shield Skate For State Display at Xcel Energy Center

- On April 13, the Wild and Blue Cross and Blue Shield unveiled the Skate for State display inside Xcel Energy Center in the concourse to honor the year's past state champions. The display launch coincided with Youth Hockey Night when all 14 state champions were provided 20 tickets to the Wild game against Columbus. Four members from each team were on the ice as part of a ceremony during the first intermission.

Let's Play Hockey Expo Booth

- This year, our LPH Expo booth doubled in size which helped us promote more of our programs and affiliates, as well as showcase our state tournaments. Our second space featured Disabled Hockey, Safesport, ADM, Junior Gold, Reebok Minnesota Hockey High Performance programs and Women's and Adult hockey. We may have tried to show off too much in that space, but overall the booth looked great and a special thanks to all who volunteered to work at the booth.

***Gear Up Minnesota!* Equipment Grant Program Update**

Minnesota Hockey is now in its third year utilizing the *Gear Up Minnesota!* granting program. Total Hockey and the Minnesota Wild Foundation were the signature supporters along with contributions from West Bend Insurance, Subway, Northwest Designs and Fruchi. Thanks to their generosity, The Gear Up Minnesota! program will be granting a to be determined number of sets to associations across Minnesota. Each set is valued at \$200 and includes everything other than skates and a stick.

This year's evaluators included Katy Benoit (Total Hockey), Amy Woog-Patnode (Minnesota Wild), Shannon Webster (USAH), Shari Olson, Scott Gray, Steve Oleheiser, Derek Ricke and myself. Thanks to all of them for their time and support of the program. We will be ranking and awarding the sets to associations next week.

Try Hockey For Free Day/Chevy Youth Hockey Clinic

On February 16, eight locations hosted a Try Hockey for Free event as part of Hockey Weekend Across America. More than 170 skaters participated in the events. There were also two THFF events in conjunction with the NCAA Womens' Frozen Four at Ridder Arena. One was aimed at girls, and the other at women. Each event had 20 participants.

On March 30, Select Heartland Chevy Dealers hosted a Youth Hockey clinic at Ridder Arena for Mites/8U, Squirrels/10U and Peewees/12U. Becker Arena Products supplied a set of cross-ice hard rink dividers for the clinic. Special thanks to Terry Evavold and Rick Lowe for securing USA Hockey coaches at the event. They included Wes Bolin, Sean Stewart, Dave Margenau, Terry and Rick.

We hope this leads to an ongoing partnership with Chevy.

Minnesota Wild Partnership

Due to the NHL lockout, the Minnesota Wild Foundation was unable to provide the usual funding to Minnesota Hockey. I have been assured it will return for the 2013-14 season. The Wild was still a tremendous supporter of Minnesota Hockey:

- 300 tickets donated to the April 13 game for Youth Hockey Night and the Skate for State display (see above)
- Youth hockey teams sold (or are selling) game programs at 21 of the 24 Wild home games this season. All but one district was represented at least once.
- Minnesota Hockey has been given three 50/50 raffle nights on the last three home game nights of the season: April 21, April 23 and April 26. It's also possible there could be an additional night in the playoffs.

Minnesota Hockey Golf Tournament Update

The 2013 Minnesota Hockey Benefit Golf tournament will take place at Bunker Hills again on July 23. A meeting will be held soon with the committee to begin planning and more information will follow in an email.

Hockey Day Minnesota

Elk River has been selected as the host of Hockey Day Minnesota in 2014. The date is to be determined but the aim is January 18. I have spoken with the Elk River contacts about a Disabled Hockey demonstration at some point on the Handke Pit location.

A number of locations have expressed interest in hosting HDM in 2015 including: Bemidji, Eveleth, Roseau, Duluth, St. Cloud, Waconia and White Bear Lake.

Social Media Update/Policy

Minnesota Hockey launched a Twitter account (@MinnHockey) in mid-November and the account is now just shy of 1,500 followers. Shortly after the Twitter launch, a Facebook page was created, which is now just shy of 300 "likes." Please see the attached proposed social media policy that, upon approval, would be added to the Minnesota Hockey handbook.

Website

Special thanks to everyone who gave input into the website redesign. The new site was ready to launch in early March, but was delayed simply to avoid any potential hiccups that might occur during our busiest time.

As it was, the new site launched without a hitch and received an overwhelmingly positive response. We did have some feedback on some text being hard to read which we made efforts to fix. Hopefully folks aren't having trouble anymore.

This year, visits to our site from September 1 to April 1 rose from 172,735 page views and 132,627 page views in 2011-12 to 208,883 page views and 155,505 unique page views this season.

We had 229,263 page views from March 1 through March 4, and 203,887 from March 15 through 18.

Minnesota Hockey Newsletter update

Please see attachment

Skate For State



Chevy Youth Clinic



Minnesota Hockey Email Results

As of the April 9, 2013 Send the list was at 60,332

Since September we have delivered 27 email newsletters – once in September and weekly since October 16. We have also delivered 2 single topic alerts.

| | Open Rate | Click Through Rate | Click to Open Rate |
|------------------------|-----------|--------------------|--------------------|
| Since inception | 23.1% | 5.7% | 24.7% |
| Last 10 sends | 25.0% | 6.9% | 27.7% |
| Last 10 high | 30.1% | 10.6% | 39.7% |
| Last 10 low | 20.3% | 3.5% | 16.5% |

The growth in the open and click through rates means that the email newsletter is consistently delivering content and information that is engaging the membership. To further that point we have added analytics for the click to open rate. This is a metric that measures the unique clicks as a percentage of unique opens, or, of the people that opened the email, what percentage then clicked on at least one link. The results show that on average one out of every four people who open one of our emails is also clicking through to one of our stories. This is a very strong indication that we are content strategy is working.

The chart below breaks out the articles by category. We have continued to use the Parent content as the lead story and feature story content to drive the engagement level, while also maintaining a large amount of Admin and Sponsor content that is so important to the brand message of the Association.

| Category | Number of Articles | Number of Clicks |
|------------------------------|--------------------|------------------|
| Admin | 56 | 166 |
| Sponsors | 60 | 89 |
| Parents | 50 | 1,390 |
| Players/Teams/Leagues | 16 | 533 |
| Coaches | 11 | 515 |
| Skills | 12 | 821 |
| Tournaments | 12 | 826 |

The chart below lists the top 20 stories as ranked by total clicks. Not surprisingly, 13 of the top twenty (and the top six) are Parents focused stories, with the rest of the top stories shared by the four other player-oriented categories. The list also shows that all of the top 20 stories were placed in the three “above-the-fold” locations: 9 were in the Lead Story position, 8 were in the Feature Story position and the other three were in the Top right column. It is also interesting to note that although the top six stories are all in the Parents category, further analysis of those stories shows that they represent a broad spectrum of content, which supports the strength of the editorial strategy.

The twenty ten Stories have been:

| Issue | Placement | Article | Clicks | Category |
|-----------|---------------|------------------------------|--------|----------|
| 19 | Lead Story | 5 Unwritten Rules of Hockey | 6,237 | Parent |
| 20 | Feature Story | How to Sink the Hockey Stink | 5,936 | Parent |

| | | | | |
|-----------|-----------------|--|-------|-----------------------|
| 21 | Feature Story | Dad you Love Hockey – Don't Ruin it for Me | 5,550 | Parent |
| 14 | Lead Story | 3 Keys to Motivating Players | 5,068 | Parent |
| 7 | Feature Story | I Hope They Didn't Bring Apple Juice | 4,653 | Parent |
| 11 | Lead Story | The Car Ride Home | 4,278 | Parent |
| 26 | Top Right Story | State Champions Crowned | 3,763 | Tournaments |
| 27 | Lead Story | Top Prospects Shine | 3,651 | Players/Teams/Leagues |
| 12 | Feature Story | 5 ways to Impress Wild Coach | 3,556 | Parent |
| 15 | Lead Story | What Stats don't Tell You | 2,809 | Parent |
| 11 | Feature Story | 3 Ways Girls Can Improve their Shot | 2,455 | Skills |
| 22 | Feature Story | Keys to Pulling the Big Upset | 2,349 | Coaches |
| 3 | Lead Story | Tryouts: The Day After | 2,274 | Parent |
| 17 | Lead Story | Am I a Valuable Teammate | 2,044 | Parent |
| 16 | Top Right Story | 4 Ways to Fight the Flu | 1,889 | Parent |
| 29 | Lead Story | Passing Tips with Zach Parise | 1,871 | Skills |
| 9 | Top Right Story | Turkey Tourney Champions | 1,857 | Tournaments |
| 15 | Feature Story | 4 Ways to Make Morning Practice Easier | 1,849 | Parent |
| 24 | Lead Story | When Parents Act Like Kids | 1,683 | Parent |
| 25 | Feature Story | Watch and Learn: Tips for Observing Games | 1,567 | Skills |



Social Media

Mission

To utilize social media platforms in supporting Minnesota Hockey's mission of promoting the growth of hockey in the state and development of players while providing the best possible experience for all participants by encouraging, developing, advancing and administering the sport.

Purpose

To create a landscape of two-way communication between Minnesota Hockey and its members and/or potential members, while delivering relevant news and program information to those interested in the sport of hockey. Utilizing social media's tools for expansion, Minnesota Hockey will form a connected community to foster dialogue and interactions among and with consumers, and a platform to spread Minnesota Hockey messages, drive membership and encourage growth of the sport.

Overall Goals

1. Engage and interact with players, fans, parents, administrators, officials and coaches using pertinent topics to drive conversation.
2. Create awareness and loyalty for the Minnesota Hockey brand, the USA Hockey brand and their programs.
3. Develop creative measures to grow social media membership.
4. Support prominent Minnesota Hockey initiatives, notably membership development, the American Development Model, Grant and Scholarship programs and SafeSport among others.
5. Provide greater benefit to Minnesota Hockey's partners with regard to access to consumers.

Social Media Policy

The following social media policy focuses on Facebook, Twitter and YouTube, but applies to all social media platforms and message boards, including those that have yet to be developed.

Definition

Social media is an instrument of communication that uses technology to transform communication into interactive dialogue.

Maintenance Guidelines

1. Content must represent Minnesota Hockey in a **positive** manner.
2. Content must utilize proper spelling and grammar.
3. Accounts must be monitored on a daily basis (**minimum of three times**), with any explicit comments/posts being **removed immediately where applicable**.
4. Account administrators should be active in directing questions and interjecting posts/comments to balance negative sentiment or incorrect information where appropriate; however, Minnesota Hockey staff should always maintain a professional tone and refrain from back-and-forth engagement with consumers.
5. To be most effective, accounts should be active on a weekly basis (suggested minimum of two posts).
6. Posts should engage consumers and create dialogue and/or feedback, such as likes, comments, posts, replies, retweets, mentions and utilization of intended hashtags.
7. A department should establish objectives for each social media platform it utilizes.

Promotion

The Facebook and Twitter logos will be included in all Minnesota Hockey promotional materials, with a link to the main pages - Facebook.com/MinnHockey and Twitter.com/MinnHockey - where applicable. Secondary pages may be promoted, as long as there is also reference and/or links to the main pages.

Personal Use

For Minnesota Hockey employees, representatives and board members, personal use of social media platforms that include discussion of matters pertinent to Minnesota Hockey in any fashion must positively represent the organization and reflect its goals and vision at all times. This holds true regardless of whether your name is visible on the account or not.

Matters pertaining to Minnesota Hockey rules, regulations or legal issues should not be commented on without the approval of an appointed member of the Minnesota Hockey Board of Directors.

Comments or posts should never disparage a child at any time. They should also never reflect negatively on a parent, coach or referee currently under Minnesota Hockey membership.