



The Path to Success.

AGENDA

- FWAHA Overview
- 2018-2019 Season in Review
- “*The Path*” Strategic Plan
 - Culture
 - Member Engagement & MemberDibs
 - Fundraising
 - Communication
 - PSM Force Travel & Select Teams
 - FWAHA High School Teams
- Q&A

FWAHA Overview

FWAHA

MISSION

- We commit to provide all hockey players, families, and coaches with a premier development experience through appropriate levels of play.

VISION

- To be a hockey program developing the whole athlete for all levels of hockey.

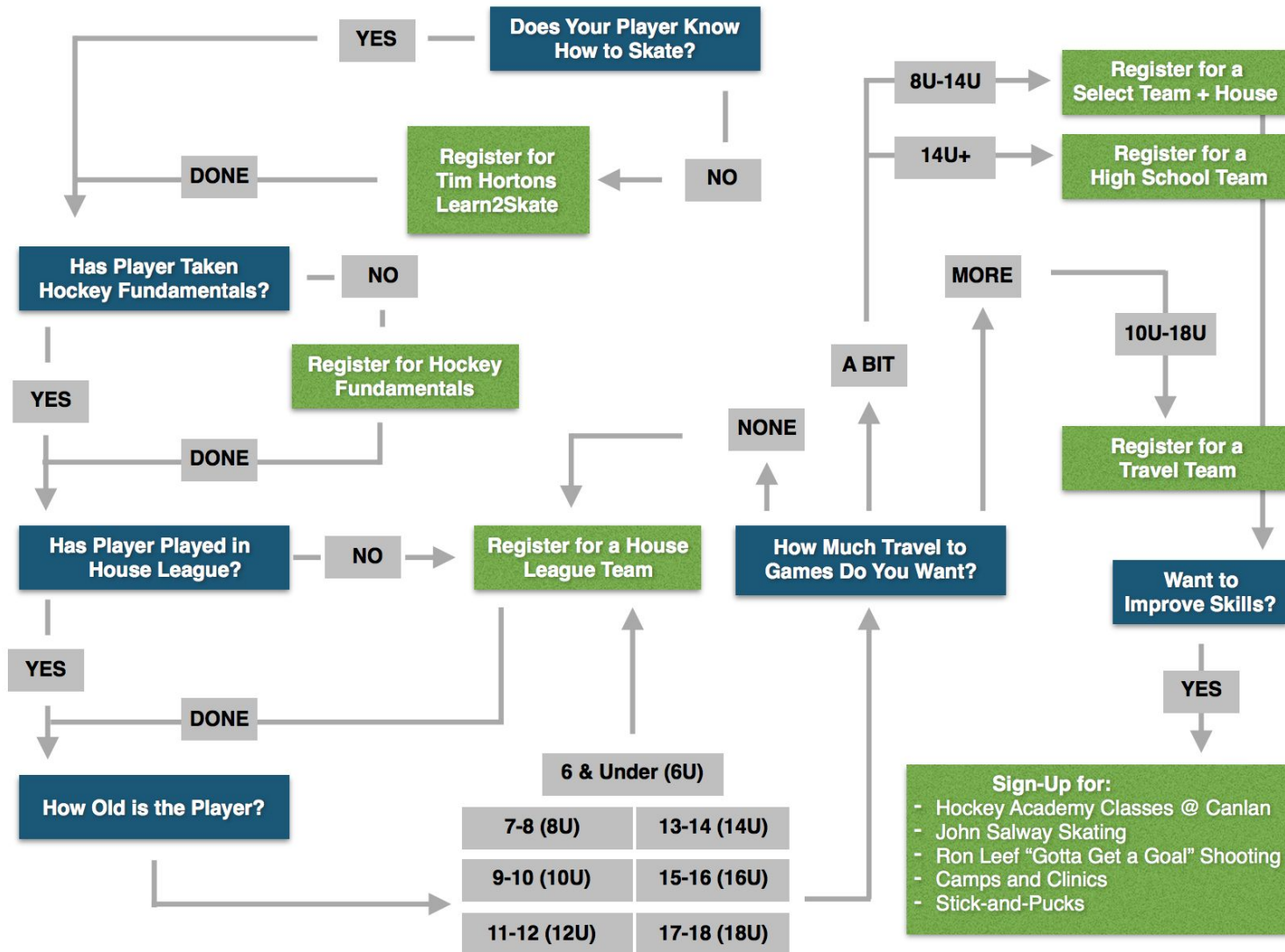
FWAHA | USA Hockey's ADM

ADM = American Development Model. Used nationwide to successfully developing American hockey players. Tool to ensure every kid will have a great chance to succeed. Blueprint designed to help kids reach their full potential.

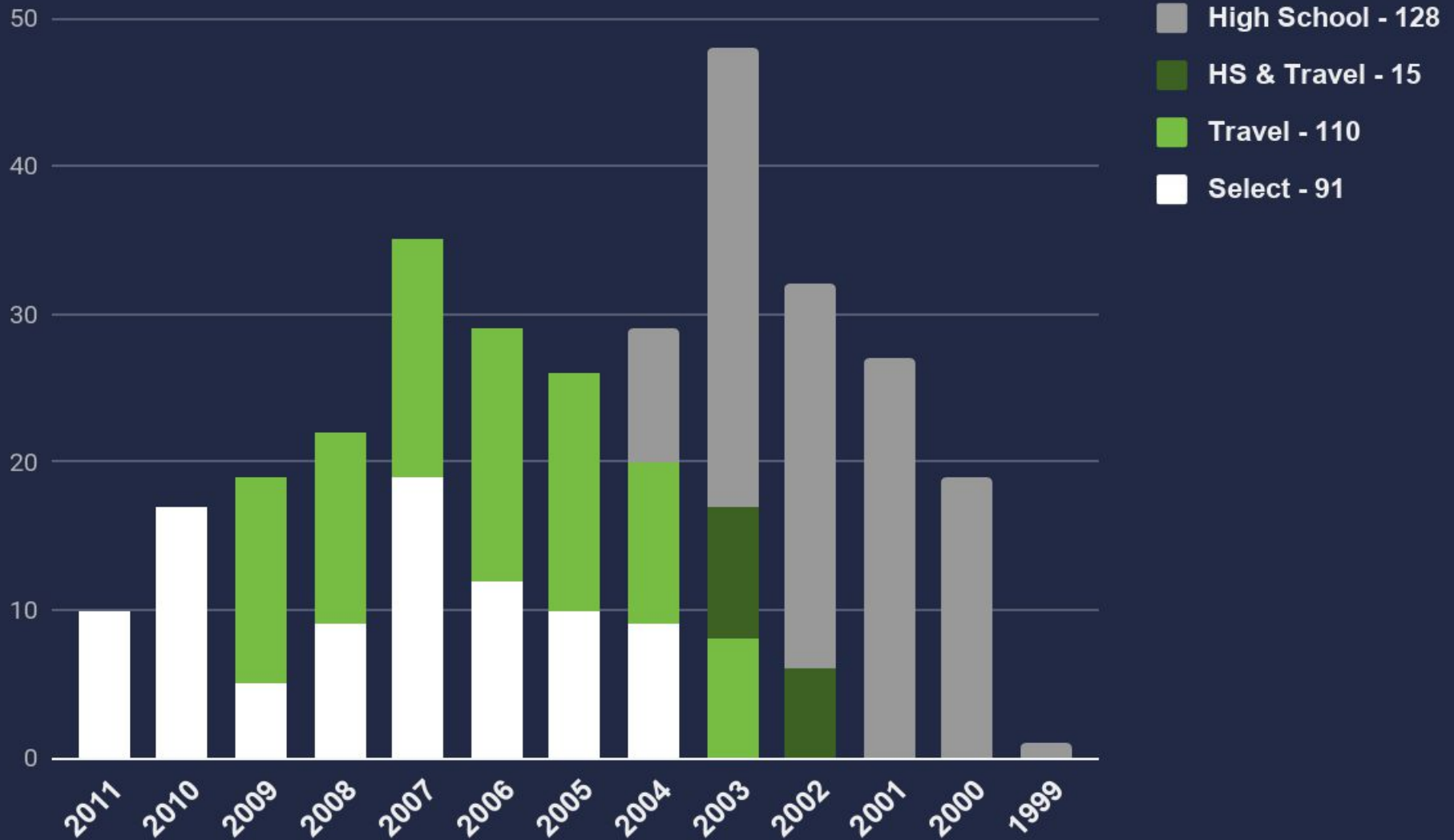
Associations using ADM will:

- Deliver more efficient skill development,
- Produce more skilled players, and
- Experience an increase in player retention.

FWAHA | Player Development Path



FWAHA | Growth



FWAHA | PSM Partnership

- \$10,000 (400 hours) of care provided by PSM Athletic Trainer to FWAHA at no cost
- \$20,000 for Skill Session sponsorship
- Baseline Concussion Testing at a reduced fee
- Parkview resources inside Fieldhouse
 - PSM Ortho Express Clinic
 - Parkview Athletic Rehab
- Coordinated Care across ONE Doctors - Performance - PAR - Nutrition

FWAHA | PSM Partnership

- All Travel & Select teams receiving PSM Performance off-ice training and nutrition education

	FWAHA AVERAGE	TOP TEAM
Vertical Jump +	1.6 inches	2.8 inches (14U Select)
Broad Jump +	3.8 inches	10.8 inches (14U Select)
Change in Direction Decrease in Time	0.2 seconds	R: 0.34 seconds (8U 2010 Blue) L: 0.51 (14U Select)
10 yd Sprint Time --	0.2 seconds	0.37 (10U Select)
20 yd Sprint Time --	0.3 seconds	0.48 (10U Select)

2018-2019 Season in Review

2018-2019 Season



2018-2019 Season



2018-2019 Season



2018-2019 Season | Fundraising

Repeat FWAHA Sponsors:

- Parkview Sports Medicine
- Lazer X

Player/Team Sponsorships = \$64,287 (avg. \$618/gift)

- 17-18 season = \$65,018 (avg. \$489/gift)
- 16-17 season = \$47,445 (avg. \$385/gift)

“RallyMe” and “RallyMe Rosters” = \$8,250

- Average Amount Raised: \$687.50

“The Path” Strategic Plan

“The Path” Strategic Plan

- What is a Strategic Plan
- Why does the FWAHA need a Strategic Plan?

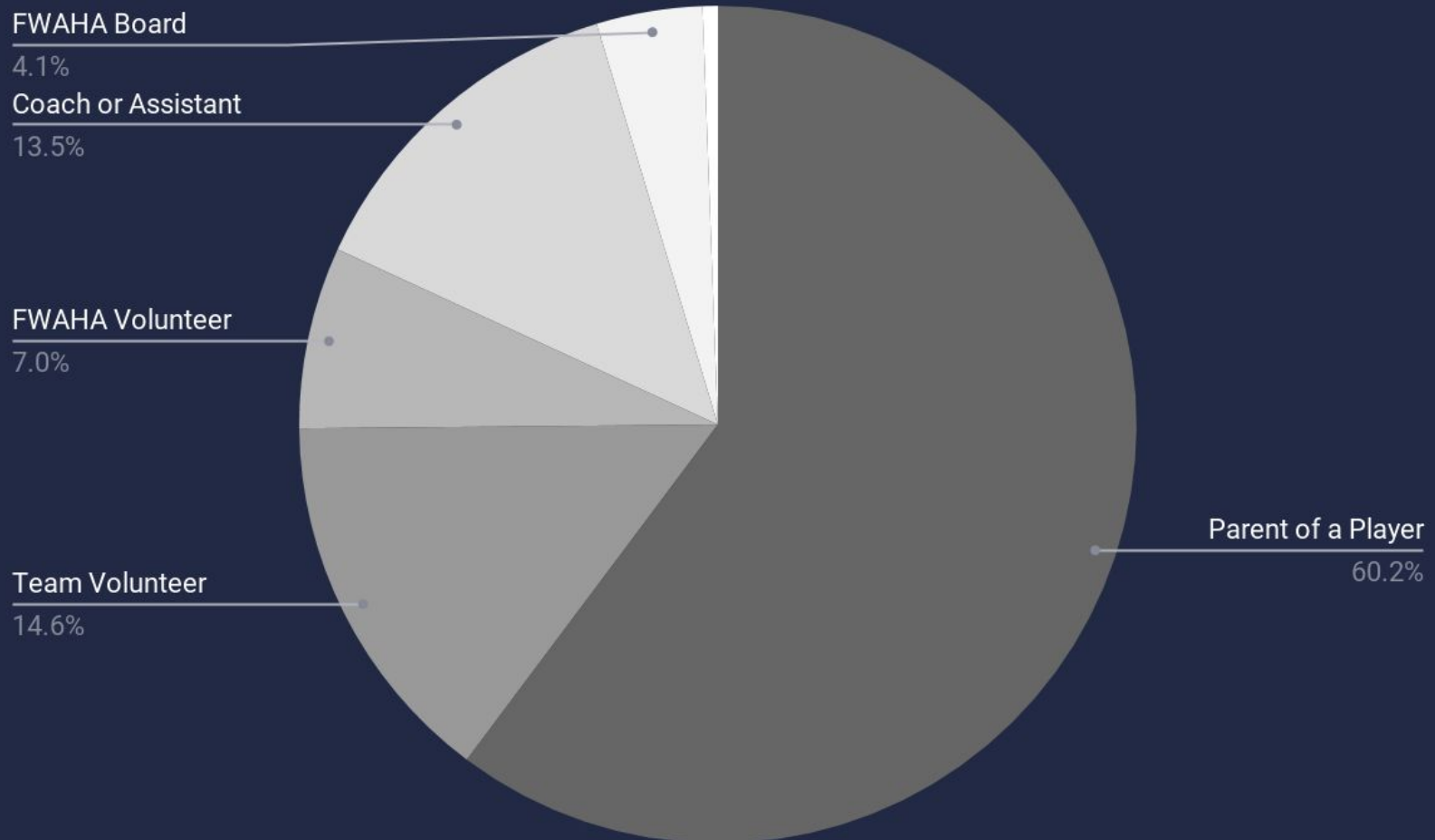
“The Path” Strategic Plan

- Builds on success and structure of previous two FWAHA seasons
- Includes feedback from families in August 2018 survey
- Improves delivery of Skills training
- Increases attention to USA Hockey’s ADM
- Continues collaboration between High School and Travel teams

“The Path” Strategic Plan

You Told Us....

What is your current involvement with the FWAHA? (Check all that apply) *n=110*



“The Path” Strategic Plan

You Told Us....

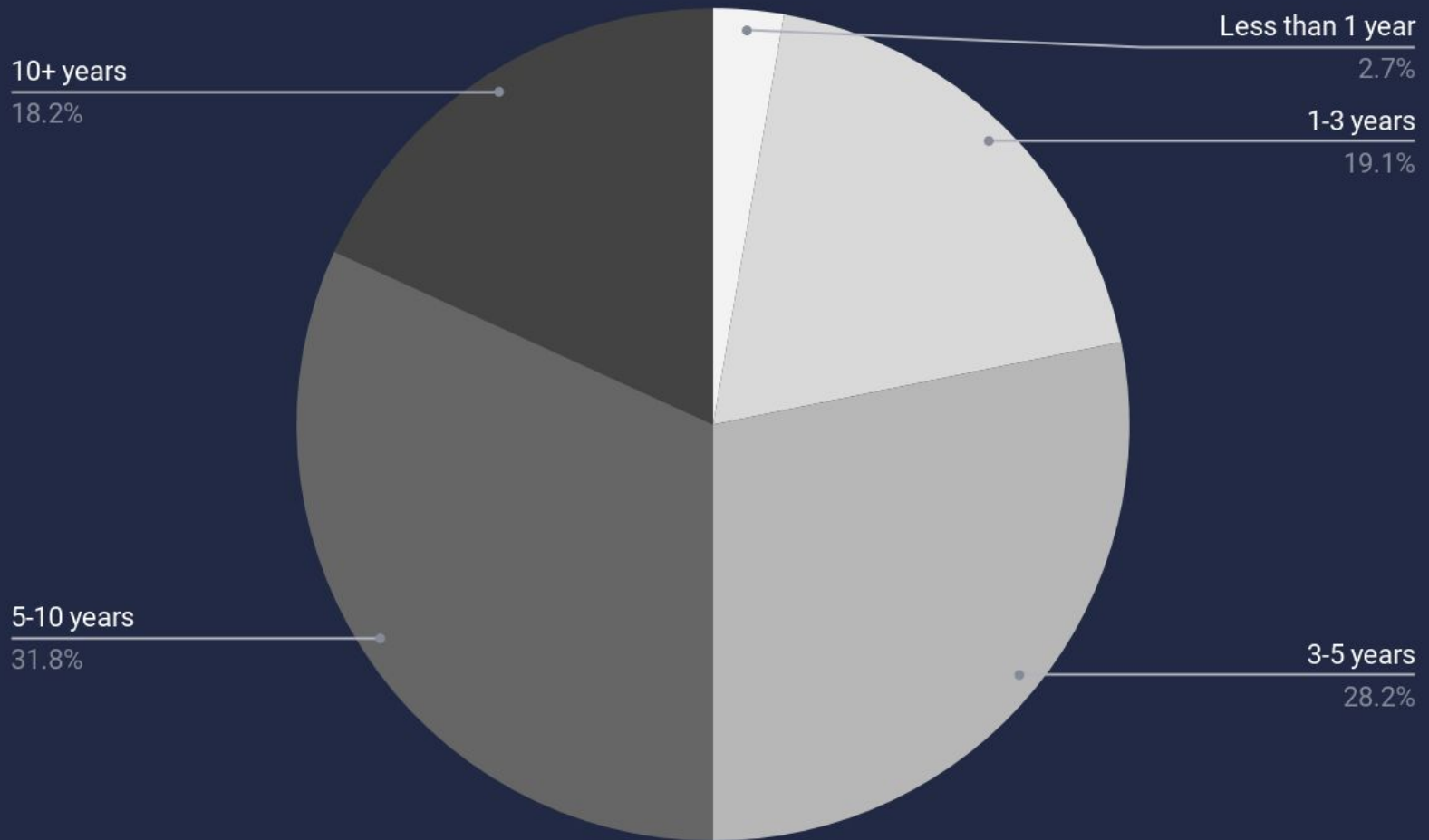
What type of team(s) does your son or daughter play on for the 2018-2019 season? (Check all that apply) n=110



“The Path” Strategic Plan

You Told Us....

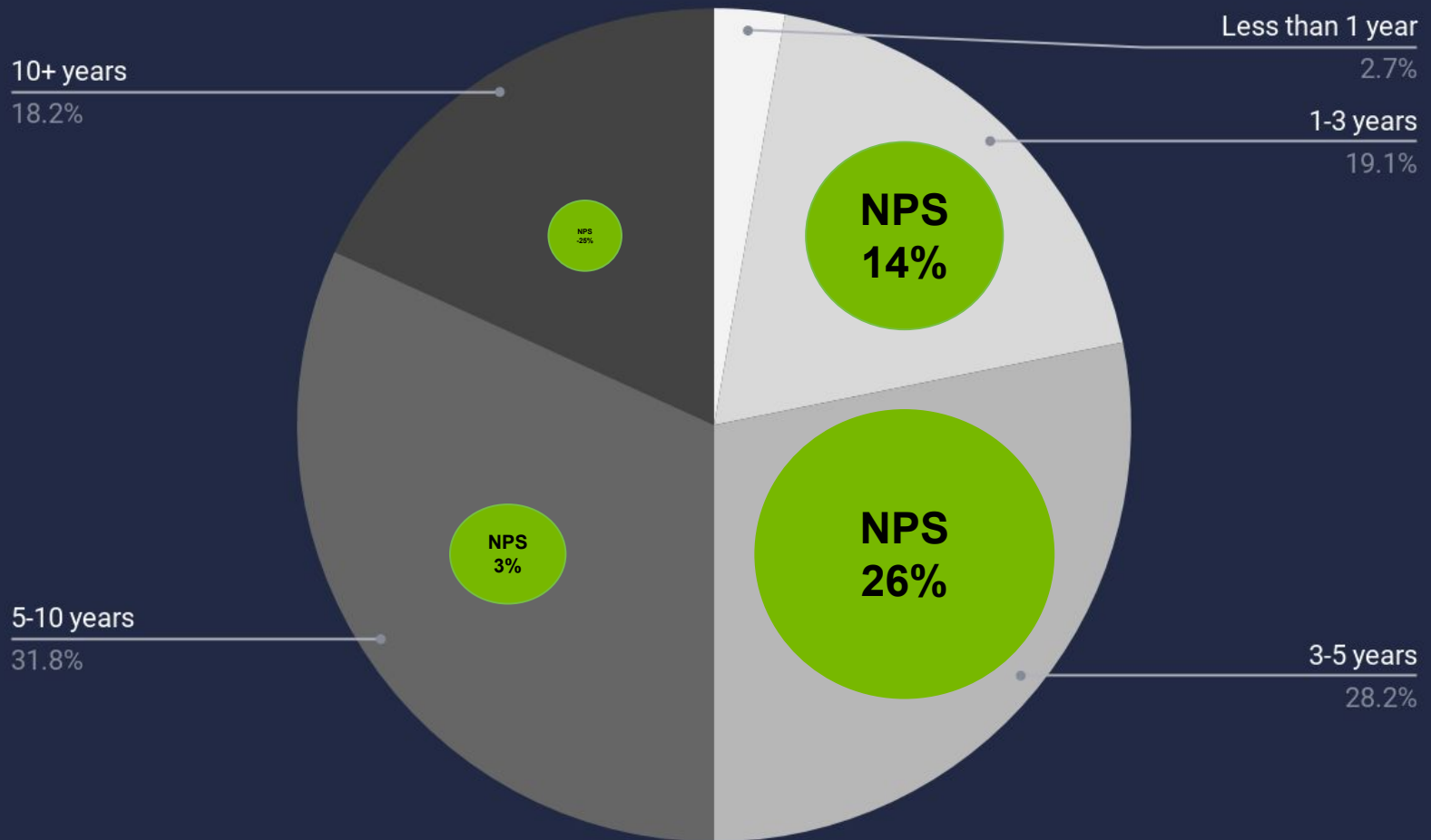
How long have you been involved with youth hockey in Fort Wayne? *n=110*



“The Path” Strategic Plan

You Told Us....

Net Promoter Score = % of Promoters - % of Detractors. n=110



“The Path” Strategic Plan

What “The Path” is....

Long-term, Individual Player Development

What “The Path” is not....

Team Focused

“We Play to Develop, then Win.”

“The Path” | Guiding Principles

- Striving to follow USA Hockey’s ADM Model
- Establishing a Player Development Path and Individual Path Tracking & Coaching
 - Offering a Hockey Product for Every Player
- Prioritizing Whole Athlete Development
 - Development Standards
 - Including off-season/other sport
- Enforcing the USA Hockey Coach’s, Player’s, Parent’s and Spectator’s Codes of Conduct
- Developing and Implementing Coaching Standards & Development
- Utilizing Transparency to build Trust

“The Path” | Big Goals (by 2024)

Further Develop and Define Products and Packages along Player Development Path including:

- Premiere Hockey Product
 - ADM Model Program designation
 - PSM Force Travel Teams:
 - All PSM Force Travel Teams Compete at Yzerman in LCAHL
 - All PSM Force Travel Teams Compete for National Championship
 - AAA/Tier 1 Pilot Program at younger Birth Years
 - Host a National Championship

Financial Sustainability & Growth - Partners, Players, and Coaches

“The Path” Culture

“The Path” | Culture

EXPECTATIONS



CODES OF CONDUCT

USA Hockey developed codes of conduct for coaches, parents, players and spectators to help everyone understand the expectations associated with their role in the game.

COACH'S Code of Conduct

WINNING is a consideration, but not the only one, nor the most important one. Care more about the child than winning the game.

REMEMBER, players are involved in hockey for fun and enjoyment.

BE A POSITIVE ROLE MODEL to your players. Display emotional maturity and be alert to the physical safety of players.

BE GENEROUS with your praise when it is deserved; be consistent and honest; be fair and just; do not criticize players publicly; learn to be a more effective communicator and coach; don't yell at players.

ADJUST to personal needs and problems of players; be a good listener; never verbally or physically abuse a player or official; give all players the opportunity to improve their skills, gain confidence and develop self-esteem; teach players the basics.

ORGANIZE practices that are fun and challenging for your players. Familiarize yourself with the rules, techniques and

strategies of hockey; encourage all your players to be team players.

MAINTAIN an open line of communication with your players' parents. Explain the goals and objectives of your association.

BE CONCERNED with the overall development of your players. Stress good health habits and clean living.

PLAYER'S Code of Conduct

PLAY for fun.

WORK HARD to improve your skills.

BE A TEAM PLAYER—get along with your teammates.

LEARN TEAMWORK, sportsmanship and discipline.

LEARN THE RULES and play by them. Always be a good sport.

RESPECT YOUR COACH, your teammates, your parents, opponents and officials.

BE ON TIME.

NEVER ARGUE with an official's decision.



PARENT'S Code of Conduct

DO NOT FORCE your children to participate in sports, but support their desires to play their chosen sports. Children are involved in organized sports for their enjoyment. Make it fun.

ENCOURAGE your child to play by the rules. Remember, children learn best by example, so applaud the good plays of both teams.

DO NOT EMBARRASS your child by yelling at players, coaches or officials. By showing a positive attitude toward the game and all of its participants, your child will benefit.

EMPHASIZE skill development and practices and how they benefit your young athlete. De-emphasize games and competition in the lower age groups.

KNOW AND STUDY the rules of the game and support the officials on and off the ice. This approach will help in the development and support of the game. Any criticism of the officials only hurts the game.

APPLAUD a good effort in both victory and defeat, and enforce the positive points of the game. Never yell or physically abuse your child after a game or practice—it is destructive. Work toward removing the physical and verbal abuse in youth sports.

RECOGNIZE the importance of volunteer coaches. They are important to the development of your child and the sport. Communicate with them and support them.

IF YOU ENJOY THE GAME, learn all you can about hockey—and volunteer.



SPECTATOR'S Code of Conduct

DISPLAY good sportsmanship. Always respect players, coaches and officials.

ACT APPROPRIATELY; do not taunt or disturb other fans; enjoy the game together.

CHEER GOOD PLAYS of all participants; avoid booing opponents.

CHEER IN A POSITIVE MANNER and encourage fair play; profanity and objectionable cheers or gestures are offensive.

HELP PROVIDE a safe and fun environment.



“The Path” | Culture

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“The Path” Member Engagement

“The Path” | Member Engagement

- USA Hockey Parent Code of Conduct
 - FWAHA is an all volunteer organization - member engagement is essential to sustainability
 - Capitalizes on all our talents and skills
 - Per Player:
 - Sign-Up to via MemberDibs for Mandatory Hours
 - Team Management
 - Events & Tournaments
 - Coaching
 - FWAHA Committees (ex: Apparel, Fundraising, etc.)
- OR
- \$100 Fee at Registration

“The Path” Fundraising

“The Path” | Fundraising

PLAYER: 90%/10% SPLIT

- Player Sponsorships. Using \$618 avg gift:
 - 18-19 Season: Player received \$494
 - 19-20 Season: Player receives \$556
- “RallyMe” and “RallyMe Rosters”

TEAM: = Max 1 per Team per Season

- Managers equipped with big \$ opportunities
- Funds raised will be equally distributed among participating players

“The Path” Communication

“The Path” | Communication

- www.FWAHA.org
 - News
 - Team Pages & App
- Email - *bi-weekly or monthly*
- Facebook - timely News and Events
- Instagram - News and Fun
- Twitter - Scores and News

#FWAHA

#PSMForce

#HighSchoolHockey

“The Path” PSM Force Teams

“The Path” | PSM Force Teams

	HOUSE	SELECT	TRAVEL
DEVELOPMENT			
SKILL INSTRUCTION			
COMPETITIVE LEVEL			
LEAGUE PLAY			
TOURNAMENTS			

“The Path” | PSM Force Teams

	HOUSE	SELECT	TRAVEL
DEVELOPMENT	ADM Practice:Game	ADM Practice:Game Team Size	ADM Practice:Game Team Size
SKILL INSTRUCTION	ADM Stations	Skill Instructors Weekly On-Ice Dry Land, Shooting, Goalie	Skill Instructions Weekly On-Ice +Add'l Dry Land, Shooting, Goalie
COMPETITIVE LEVEL	Recreational	A or B	AA
LEAGUE PLAY			LCAHL
TOURNAMENTS		Yes	Yes

“The Path” | PSM Force Teams

8U	
<i>Select</i> 7U	<i>Select</i> 8U
<p>FUNDamentals 9-13 Skaters; 0 Goalie 5-month season 75% training/25% competition 34-40 practices 16-20 games</p>	

10U		
<i>Select</i>	<i>Travel</i> <i>Minor</i>	<i>Travel</i> <i>Major</i>
<p>Learn to Train 10-12 Skaters; 1 Goalie 6--month season 70% training/30% competition 75-80 practices 20-25 games</p>		

12U		
<i>Select</i>	<i>Travel</i> <i>Minor</i>	<i>Travel</i> <i>Major</i>
<p>Training to Train 16 Skaters; 2 Goalies 7-8 months season 60% training/20% comp training/ 20% competition 80-85 practices 35-40 games</p>		

14U		
<i>Select</i>	<i>Travel</i> <i>Minor</i>	<i>Travel</i> <i>Major</i>
<p>Learn to Compete 16 Skaters; 2 Goalies 7 month season (or 10 months) 50% training/20% comp training/ 30% competition 80-85 practices 40-50 games</p>		

“The Path” | PSM Force Teams

Fixed Player Fee

- Set fee for set benefits per hockey product
- No team budget = no variance by team or year by year

Team Roles

- Manager - League Schedule; Tournament Selection; Hotel Blocks; Team Communication including website

“The Path” High School Teams

“The Path” | High School Teams

- Why Changes:
 - To improve development for kids at each phase of skill and competition
 - Decreasing number of players
- Who Decided:
 - Teams discussed and made decision themselves. (Summit City, Bruins, and Dwenger) after discussions by H.S. and FWAHA leadership

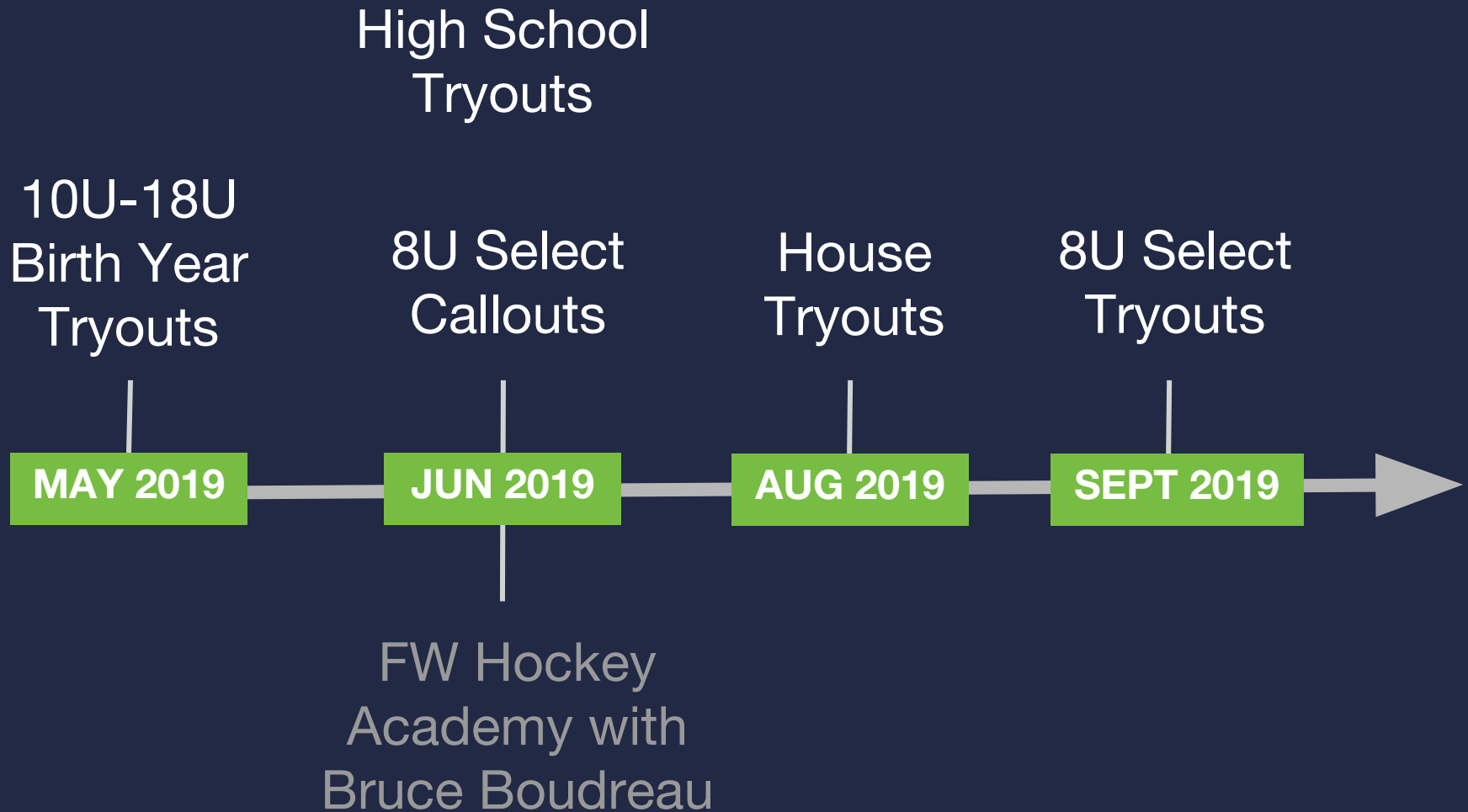
“The Path” | High School Teams

- “The Path” 2019-2020 Season:
 - Continued Collaboration with U16 & U18
 - Schedule compliments, not competes
 - Showcase and Compete against top talent
 - Exposure to College and Juniors teams
 - Four H.S. (Varsity) teams
 - Tryouts by School System
 - J.V. team

“The Path” | High School Teams

- What is still TBD
 - Season Length
 - Schedule
 - Tryout Process
 - JV Team details
- Save the Date: High School Parent Meeting

“The Path” | 19-20 Key Dates



“The Path” | Tryouts

2010



2009



2008



“The Path” | Tryouts

2007



2006



2005



“The Path” | Tryouts

2003 & 2004



2001 & 2002



“The Path” | FAQs

- Hockey Products Overview
 - By Age Group
 - Cost
- Tryouts
- Travel + High School Collaboration
- Additional Training Opportunities

Q&A



The Path to Success.