



2008/2009
ANNUAL REPORT





HISTORY OF USA HOCKEY

Hockey has been part of the American sporting culture since before the turn of the 20th century. Once considered a regional sport limited to cold-climate locales such as New England, Michigan, Minnesota and New York, today USA Hockey has members in all 50 states.

With the advent of inline hockey, ice is no longer a necessity to play the game. All-purpose facilities continue to operate across the country, providing more playing opportunities for participants.

USA Hockey, Inc. was established in 1937. In 1990-91, USA Hockey had just over 200,000 registered members while in 2008-09, the organization had a membership base of nearly 600,000.

Core Values

The following core values of USA Hockey have been adopted to guide associations in their planning, programming and play, both now and in the future.

Sportsmanship – Foremost of all values is to learn a sense of fair play. Become humble in victory, gracious in defeat. We will foster friendship with teammates and opponents alike.

Respect for the Individual – Treat others as you expect to be treated.

Integrity – We seek to foster honesty and fair play beyond mere strict interpretation of the rules and regulations of the game.

Pursuit of Excellence at the Individual, Team and Organizational Levels – Each member of the organization, whether player, volunteer or staff, should seek to perform each aspect of the game to the highest level of his or her ability.

Enjoyment – It is important for the hockey experience to be fun, satisfying and rewarding for all participants.

Loyalty – We aspire to teach loyalty to the ideals and fellow members of the sport of hockey.

Teamwork – We value the strength of learning to work together. The use of teamwork is reinforced and rewarded by success in the hockey experience.

MISSION

USA Hockey, Inc. is the National Governing Body for the sport of ice hockey in the United States. Its mission is to promote the growth of hockey in America and provide the best possible experience for all participants by encouraging, developing, advancing and administering the sport.

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A MESSAGE FROM OUR LEADERSHIP

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*Ron DeGregorio
President*



*Dave Ogrea
Executive Director*

The 2008-09 season was filled with golden moments that indeed help validate the hard work that our countless volunteers at every level across the country put forth in advancing our great sport.

Despite some of the economic challenges facing our country, we continued to expand hockey's reach while retaining those whom we have touched in the past.

Perhaps the most expansive and important initiative moved forward in 2008-09 was the launch of the American Development Model, a program supported by the National Hockey League which, for the first time ever, provides local associations across the country with an age-appropriate blueprint for optimal athlete development.

Meanwhile, Hockey Weekend Across America marked its second year in 2009, giving us a chance to celebrate those who have made hockey such an important part of our lives while providing a vehicle to expose our sport to previously untouched audiences through grassroots outreach.

Additionally, we launched our Come Play Youth Hockey campaign, a program geared to complement the OneGoal initiative in attracting four- to eight-year-olds to our sport, while educating parents about the benefits that hockey provides to their children both physically and mentally.

As you may know, it was a year of unprecedented success for our national teams, and we are looking forward to the 2010 Olympic Winter Games as an unparalleled platform to gain visibility for our sport and organization.

We hope you enjoy a more in-depth look at USA Hockey and its successes in 2008-09 in the following pages.

MEMBERSHIP DEVELOPMENT

USA Hockey launched its membership development department in June 2008 with the mission to drive USA Hockey grassroots membership growth and retention initiatives and further develop ice hockey in the United States. The department is focused on the acquisition and retention of players at the youth level.

With the emphasis centered around growing membership in the four-to-eight-year-old entry level category of players, the 2008-09 season included a three percent growth in the six-and-under category and a one percent increase in the eight-and-under age category.

The task of growing participation in youth hockey is one that requires cooperation on all levels of the sport. USA Hockey is committed to providing districts, affiliates and local associations with the tools, resources and programs to attract new participants.

HIGHLIGHTS

- Created and launched a “Come Play Youth Hockey” campaign to attract new participants to youth hockey in the four-to-eight year-old category.
- Introduced the national “2 & 2 Challenge” to encourage local associations to focus on both acquisition and retention at the youngest age levels.
- Established a program services division to work with youth associations in specific regions of the country.
- Undertook a comprehensive research project to uncover trends in membership and provide solutions.
- Created an online resource center for local youth association leaders.
- Developed “best practice” materials to assist associations on the most efficient ways to manage and grow their organizations.
- Assisted in effort to increase number of OneGoal starter equipment sets in the U.S. to over 14,000, providing opportunities for more kids to try hockey without the cost of purchasing equipment.

What will youth hockey
bring out of your kid?



2008/09 Statistics



Total membership – 574,781

Youth Players – 339,280

Adult Players – 126,695

Coaches – 55,448

Officials – 26,866

Inline members – 26,492

Numbers include 59,506 female players



AMERICAN DEVELOPMENT MODEL

Likely the most significant USA Hockey initiative in a generation, the American Development Model will help associations across the nation provide the best possible learning environment for youth players.

The American Development Model, launched in January 2009, provides local associations nationwide – for the first-time ever – a blueprint for optimal athlete development.

The ADM is based on long-term athlete development principles and is focused on age-appropriate training.

With the endorsement of the National Hockey League, the initial emphasis of the ADM is to assist associations across the country in implementing the principles of the program, particularly at the youngest age levels.

Ken Martel, director of the ADM for USA Hockey, has comprised a high-profile team of regional ADM managers, each responsible for assisting associations in a specific region of the country.

ADM REGIONAL MANAGERS

Joe Doyle (*Rocky Mountain & Pacific Districts, Mont., Wyo.*)

Guy Gosselin (*Minn., Wis., N.D., S.D., Neb., Iowa*)

Roger Grillo (*Massachusetts & New England Districts*)

Jim Hunt (*N.Y., N.J., Eastern Pa., Del., Va., D.C., Md.*)

Bob Mancini (*Mich., Ill., Mo.*)

Scott Paluch (*Mid-American & Southeast Districts, excluding Del., Va., Md., and D.C.*)

Specifics of the ADM, including objectives associated with each age group, can be found at admkids.com.

“ THE PROGRAM IS ABSOLUTELY FANTASTIC. THE PRINCIPLES ARE DEAD ON.

BRIAN BURKE

General manager of the 2010 U.S. Olympic Men's Ice Hockey Team



I AM POTENTIAL

The “I Am Potential” campaign continues to be used to generate awareness of the ADM across the country.



I AM
POTENTIAL.

“PEOPLE COMPARE ME WITH MY OLDER BROTHER. HE SKATES FASTER, BUT WHEN IT COMES TO ART I DRAW CIRCLES AROUND HIM. SO REALLY THERE’S NO COMPARISON.”

Let’s unlock each kid’s boundless potential, on the ice and off. The American Development Model (ADM) provides age-appropriate guidelines and curriculum to hockey associations across America to help more kids play, love and excel at hockey. Learn more at admkids.com.



A BRIGHTER FUTURE FOR ALL



PLAYERS

Fun. An opportunity to compete. Exercise. Life-long friends. Playing hockey provides that and much more for those young and old, male and female, able-bodied and disabled. Hockey is truly a sport for everybody.

YOUTH

With the introduction of the American Development Model, the nearly 340,000 boys and girls youth players will have the opportunity to be trained in a system utilizing long-term athlete development principles, including age-appropriate learning.

The ADM includes cross-ice hockey for young players, which provides a landscape for better learning and reduced costs.

Each year, USA Hockey provides a national championship program for multiple age levels. In 2008-09, more than 2,400 players participated and the following national champions were crowned:

Tier I

- 12 & Under:** St. Louis AAA Blues
- 14 & Under:** Detroit Compuware
- 16 & Under:** Detroit Compuware
- 18 & Under:** Detroit Little Caesar's

Tier II

- 12 & Under:** Midland North Stars
- 14 & Under:** L.A. Selects
- 16 & Under:** Mid Fairfield
- 18 & Under:** Dallas Stars

Girls

- 12 & Under:** Assabet Valley
- 14 & Under:** Assabet Valley
- 16 & Under:** Assabet Valley
- 19 & Under:** Shattuck St. Mary's

A new high school national championships program, including varsity and prep divisions, was approved in 2008-09 and will be implemented in time for the 2009-10 season.

JUNIOR

Growing to 199 teams in six different certified levels of competition in 2008-09, USA Hockey's junior program continues to excel as an important part of the American Development Model ladder.

National champions in 2008-09 included the Indiana Ice in Tier I; the St. Louis Bandits in Tier II Junior A; the New Hampshire Junior Monarch in Tier III Junior A; Suffolk PAL from Tier III Junior B; and the Chicago Royals from Tier III Junior C.

The junior program's impact on college hockey continues to be significant. In 2008-09, 270 freshmen on NCAA Division I hockey rosters had roots in USA Hockey's junior program. In addition, more than 300 recent junior hockey graduates were part of NCAA Division III rosters.

At the highest level, a total of 17 players with ties to junior hockey were selected in the 2009 National Hockey League Entry Draft, including two first-round picks.





ADULT

The adult ice hockey program provides playing opportunities for both male and female adult players that range from pond hockey championships to skills clinics. The adult program conducted 16 classic tournaments, two skills clinics, one pond hockey championship and six national championship tournaments in 2008-09.

New opportunities included a classic event in Kansas City, Mo., and the recreational National Championship for women 50 & older in Tampa, Fla.

The total package of benefits and services offered to adult hockey players, league operators and facility owners has helped expand USA Hockey's adult membership to more than 126,000, an all-time record.

DISABLED

USA Hockey's disabled hockey program, where hockey is for every body, is divided into four disciplines: standing/amputee, deaf/hard of hearing, sled and special hockey. Programs are conducted in each of these disciplines throughout the country.

In 2008-09, a record 1,500 athletes representing 42 teams from over 40 U.S. cities took part in the fifth annual USA Hockey Disabled Festival at the Amherst Pepsi Center just outside of Buffalo, N.Y. The event, staged March 20-22, included 75 games covering all four disciplines of disabled hockey.

INLINE

USA Hockey InLine's mission is to increase participation in the sport of inline hockey; provide standardization, unification and structure for the benefit of the participants; enhance the overall skill development of all participants; increase the public awareness and exposure for the sport; and offer high quality educational programs and tournaments in order to foster the development of inline hockey for all members.

In 2008-09, for the first time ever, inline coaches and officials were able to obtain certification at any USA Hockey clinic.

The fourth annual Labatt Blue/USA Hockey Pond Hockey Championship in Eagle River, Wis., included a record field of 196 teams.

Lonnie Hannah, who founded and is also a player on the San Antonio Rampage, was named the 2009 Disabled Athlete of the Year.

Ed Nickey and Rodger Moy were honored with the Adult Member and Adult Ironman of the Year Awards.

A record 399 non-varsity men's and women's college hockey teams comprised the American Collegiate Hockey Association in 2008-09.

USA Hockey InLine awarded the grant in its college scholarship program to Chelsi Wells of Lakewood, Colo.



OFFICIALS AND COACHES

The education and certification program USA Hockey has in place for its officials and coaches is looked to as a model by many youth sports organizations not only in the United States, but across the world.

OFFICIALS

The objective of the Officiating Education Program is to equip all officials with knowledge of their responsibilities, and the skills necessary to perform at the highest level. Instructional and support materials have been developed enabling officials to improve their ability and effectiveness, giving them the assurance that they have received the necessary training to do an effective job. USA Hockey continues to place emphasis on the Standard of Play initiative, instructing officials to have zero tolerance for restraining fouls.

In terms of operation, the online seminar and testing programs allowed over 26,500 officials to efficiently and effectively complete their registration process. Our volunteer local seminar instructors conducted over 450 one-day seminars at the beginning of the 2008-09 season and our evaluation program continues to provide performance feedback to officials throughout the country. All of these initiatives allow USA Hockey's Officiating Program to fulfill its educational mission.

2008/09 Highlights

- National Hockey League referee and USA Hockey Officiating Program graduate Dennis LaRue became the first American-born referee to work the Stanley Cup Finals since the decade of the 1950s. In addition, Bryan Pancich was hired by the NHL as a linesman and became the first official to go from the junior officiating development program directly into NHL.
- John Robinson was awarded the Chet Stewart Award for his countless years as an official, mentor and local supervisor in the Southeastern District.
- BJ Ringrose joined the national office staff as coordinator of the Officiating Education Program. Ringrose assists in day-to-day operations, including volunteer support and the development of educational materials.
- A total of 28 USA Hockey officials were selected to work international events including various World Championships and the Winter University games.
- USA Hockey continues to accept leadership roles in global officiating initiatives as evidenced by Stacey Livingston's appointment as an IIHF referee supervisor and Matt Leaf's selection to the IIHF officiating committee.





COACHES

With the American Development Model in place, the Coaching Education Program has begun the process of revising the curriculum and requirements to meet the needs and expectations of the more than 55,000 coaches across the country.

“We are incorporating the concepts and philosophies of the ADM,” notes Al Bloomer, USA Hockey’s national coach-in-chief. “Excellence in hockey through education continues to be our focus.”

USA Hockey’s Coaching Education Program certifies coaches at five different levels, from beginning (Level 1) to advanced (Level 5).

In 2008-09, more than 680 coaching clinics were conducted throughout the nation, including:

- 650 Level 1, 2 and 3 clinics (28,450 coaches were in attendance)
- 17 Level 4 clinics (2,000 coaches were in attendance)
- 3,650 coaches completed their Level 3 online recertification through flexxCoach
- 20 skills workshops

The Association Coaching and Education (ACE) Program continues to be an integral part of the Coaching Education Program. It provides development opportunities and learning experiences for associations and their members by distributing materials and presentations developed by the CEP.

National Hockey Coaches Symposium was held August 12-15 in St. Paul, Minn., with a record 576 coaches in attendance.

Off-Ice Training for the Complete Player and Coach DVD, the much-anticipated follow-up to the *Skills and Drills for the Complete Player and Coach DVD*, was introduced.

More than 34,000 coaches attended Level 1-4 clinics and utilized the Level 3 online recertification program.

Ed Gosek from Oswego, N.Y., was honored with the Walter Yaciuk Award for his efforts and support of the CEP in the New York District.





PLAYER DEVELOPMENT

USA Hockey continues to develop innovative programs to help players reach their fullest potential.

NATIONAL TEAM DEVELOPMENT PROGRAM

USA Hockey's National Team Development Program celebrated its 13th anniversary of existence and 12th year on the ice in 2008-09. Based in Ann Arbor, Mich., the NTDP provides a concentrated on- and off-ice training environment for America's premier ice hockey players under the age of 18. With an emphasis on athletic, academic and social development, the NTDP prepares America's world-class ice hockey players for success at the highest levels of competition including the International Ice Hockey Federation World Junior and Men's Under-18 Championships, the college, junior and professional levels of play, and, ultimately, the National Hockey League.

Unlike many competitive athletic teams, the success of the NTDP is not gauged on wins and losses. Instead, the focus is on the development of skills and acquiring experience against older competitors.

The NTDP's player development efforts have been highly regarded by collegiate and professional programs alike. During the 2008-09 season, 17 players from the NTDP signed with NCAA Division I colleges and universities and 14 NTDP alumni were taken in the 2009 NHL Entry Draft.

In the short history of the program, over 250 NTDP athletes have committed to NCAA Division I colleges and universities and 166 alumni have been selected in the NHL Entry Draft.

2008/09 Highlights

- The U.S. Men's National Under-18 Team, comprised largely of members of the National Team Development Program, captured its fourth gold medal at the 2009 International Ice Hockey Federation Men's World Under-18 Championship in Fargo, N.D. & Moorhead, Minn. The gold marked Team USA's sixth straight medal at the event and seventh overall. No other country has won four or more gold medals at the IIHF World Under-18 Championship.
- Cam Fowler received the directorate award as the best defenseman at the IIHF World Under-18 Championship. Fowler, forward Jerry D'Amigo and goaltender Jack Campbell were also named to the tournament all-star team.
- A total of 14 players with connections to the NTDP were selected in the 2008 NHL Entry Draft, including the Vancouver Canucks 22nd overall pick, Jordan Schroeder.
- Patrick Kane of the Chicago Blackhawks and Montreal Canadien Mike Komisarek became the first NTDP alumni voted to start at an NHL All-Star Game.
- Ten NTDP Alumni were invited to USA Hockey's Men's Olympic Orientation Camp.
- Four NTDP alumni, including Ian Cole (Univ. of Notre Dame), Jamie McBain (Univ. of Wisconsin), Ryan Stoa (Univ. of Minnesota) and Colin Wilson (Boston Univ.) were named NCAA First-Team All-Americans. Wilson was named USA Hockey's College Player of the Year and was a finalist for the Hobey Baker Memorial Award.



2008/09 Camps



Girls' Select 14 & 15 • July 22-28
ESL Sports Center • Rochester, N.Y.

Girls' Select 16 & 17 • June 26-July 2
National Sports Center • St. Cloud, Minn.

Boys' Select 14 • July 8-14
ESL Sports Center • Rochester, N.Y.

Boys' Select 15 • July 15-21
ESL Sports Center • Rochester, N.Y.

Boys' Select 16 • June 26-July 2
ESL Sports Center • Rochester, N.Y.

Boys' Select 17 • July 7-13
ESL Sports Center • Rochester, N.Y.

Sled Hockey • June 26-July 1
ESL Sports Center • Rochester, N.Y.

THE WARREN STRELOW NATIONAL GOALTENDING MENTOR PROGRAM

The Warren Strelow National Goaltending Mentor Program was started to institute a consistent nationwide goaltending program to recruit, develop and produce elite goaltenders.

The desired end result is to produce goaltenders that consistently rank among the best in the world and to increase the depth of elite goaltenders in the United States to the point where it becomes difficult to select goaltenders for national teams.

Part of the program is the Warren Strelow National Goaltending Camp. In 2009, a total of 36 goaltenders were invited to participate. Included were 24 boys and 12 girls ranging in age from 15 to 17.

As part of the on-going education process, the Strelow staff has produced online content specific to goaltenders at usahockey.com, including the basics of the position, various on- and off-ice drills, helpful articles featuring tips from other goaltenders, and an "Ask the Mechanic," section where goaltenders can submit their questions and have them answered.

PLAYER DEVELOPMENT CAMPS

USA Hockey provided opportunities for more than 1,250 players and 250 staff to be part of its nine player development camps in the summer of 2009. The weeklong sessions annually provide many of the United States' finest young hockey players with concentrated on- and off-ice training and instruction, as well as the chance to compete against other top players from their age group.





NATIONAL TEAMS

Teams representing the United States and USA Hockey captured four gold medals in world championships in 2008-09, including the second straight titles for the U.S. women's teams and the first-ever IPC World Championship for the U.S. National Sled Hockey Team. Overall, U.S. squads competed in 17 international competitions and finished first in nine.

MEN'S SENIOR TEAM

The U.S. Men's National Team posted a 4-0-2-3 record at the 2009 International Ice Hockey Federation Men's World Championship in Bern, Switzerland, advancing to the bronze-medal game. Team USA's fourth-place effort marked the squad's best finish since 2004, when the U.S. captured bronze. Additionally, the U.S. improved its world ranking from sixth to fifth.

WOMEN'S SENIOR TEAMS

Three senior-level teams were fielded on the women's side, including the U.S. Women's Under-22 Select Team, the U.S. Women's Select Team and the U.S. Women's National Team.

Of the three teams, two left their respective tournaments with first-place finishes. Team USA took home the title at the Four Nations Tournament in Lake Placid, N.Y., thanks to a thrilling shootout victory over rival Canada.

Meanwhile, the U.S. won its second consecutive IIHF World Women's Championship in Hameenlinna, Finland, marking the first time that the U.S. Women's National Team had accomplished such a feat. Team USA posted a 4-0-0-1 record overall, with its only loss coming to Canada in the final preliminary round matchup. The U.S. got its revenge in the gold-medal rematch, winning 4-1 and overtaking Canada as No. 1 in the world for the first time since the ranking system was introduced in 2004.





2008/09 Highlights



The U.S. Women's National Team won the gold medal at the 2009 IIHF World Women's Championship and overtook Canada as No. 1 in world for the first time since the ranking system was introduced in 2004. The victory marked back-to-back world championships for the U.S. women for the first time ever.

JUNIOR TEAM

The U.S. National Junior Team took part in the 2009 IIHF World Junior Championship in Ottawa. Team USA compiled a 4-0-0-2 record for the second straight year, but fell to Slovakia in the quarterfinal round before defeating the Czech Republic to finish fifth overall.

UNDER-18 TEAMS

The United States entered national under-18 teams on both the men's and women's side for the second straight year. In 2009, Team USA took home gold in both, including a second-straight first-place finish for the U.S. Women's National Under-18 Team.

The women breezed through their four preliminary-round games at the IIHF World Women's Under-18 Championship in Füssen, Germany, outscoring their opponents, 55-2. Team USA then captured the gold with a thrilling 3-2 overtime victory over rival Canada.

The U.S. Men's National Under-18 Team also raced to the gold in front of a home crowd in Fargo, N.D., and Moorhead, Minn. Team USA posted a 6-0-0-1 overall record, including knocking off Russia, 5-0, in the gold-medal game. The win marked the first world title for a U.S. national team on home soil since the 1980 Olympic Winter Games.



The U.S. Men's National Under-18 Team won gold at the 2009 IIHF World Under-18 Championship in Fargo, N.D., and Moorhead, Minn., marking the first world title for a U.S. national team on home soil since the 1980 Olympic Winter Games in Lake Placid, N.Y.

The U.S. Women's National Under-18 Team won its second straight IIHF World Women's Under-18 Championship in Füssen, Germany, knocking off rival Canada, 3-2, in overtime of the gold-medal game.

The U.S. National Sled Hockey Team captured its first-ever IPC Ice Sledge Hockey World Championship. Goalie Steve Cash allowed only four goals in five games, posting a 0.80 goals-against average and .940 save percentage.

SLED TEAM

The U.S. National Sled Hockey Team competed in a pair of IPC sanctioned events – the Japan Four Nations Tournament and Hockey Canada Cup – prior to the IPC Ice Sledge Hockey World Championship in the Czech Republic. There, Team USA won its first-ever world championship, defeating Norway, 1-0, by scoring with just 11 seconds remaining in regulation.

SELECT TEAMS

USA Hockey fielded three men's select teams, including the U.S. Junior Select Team that secured a first-place finish at the 2008 World Junior A Challenge in Camrose, Alta.; the U.S. Under-18 Select Team that competed in the 2009 Memorial of Ivan Hlinka Tournament in Breclav, Czech Republic; and the U.S. Under-17 Select Team that finished third at the 2009 Five Nations Tournament in Füssen, Germany.

INLINE TEAM

The U.S. National Inline Team earned the silver medal at the 2009 IIHF Inline World Championship held in Inglestodt, Germany. The U.S. has captured a medal in 10 of the 13 IIHF Inline World Championships conducted.



VOLUNTEERS

USA Hockey's stature as one of the top amateur sports organizations in the United States is a result of the hard work and selflessness of its thousands of volunteers across the country.

USA Hockey has enjoyed tremendous success in its more than 80-year history due largely to its large corps of volunteers across the country.

Whether contributing as a coach or team manager or perhaps as a concession stand worker or P.A. announcer, USA Hockey's thousands upon thousands of volunteers are the critical element to the overall success of the organization.

Each year, USA Hockey honors one person with its most prestigious honor, the Wm Thayer Tutt Award. The honor is bestowed upon a volunteer who, during many years of service, has displayed a selfless dedication to the enhancement of ice hockey at the grassroots level in America. The 2009 recipient was Ron Hayes.

RON HAYES

Ron Hayes has been involved in hockey as a player, coach official and administrator for nearly his entire life. Through his passion and dedication for the sport at the grassroots

level, he has spread the game to thousands of kids in the state of Michigan during his countless years of service.

He began officiating amateur hockey in 1957 and has been a referee in more than 30 USA Hockey district and state tournaments, as well as two national tournaments. In the mid-70s, Hayes ventured into both coaching and administration. While he has served as the president of the Plymouth-Canton Hockey Association (1979-82) and held various roles in the Michigan Amateur Hockey Association, including director (1977-95), district director (1977-80), district chairman (1981-84), executive board member (1985-91), president (1990-91) and district referee-in-chief (1991-2002), his true dedication has been to the PCHA mini-mite program that he started over three decades ago. The PCHA learn-to-skate program has averaged almost 100 kids per year and Hayes is now instructing the children of former graduates of his program.

Hayes, who resides with his wife Mary in South Lyon, Mich., is currently the skills development director for the Michigan District.



MARKETING, SPONSORSHIP & EVENTS

In one of the most difficult sponsorship and retails markets in modern history, USA Hockey performed counter to expectations as it showed significant growth in all areas.

By focusing on sponsor service, providing exceptional value for each dollar spent and developing creative activation elements, not only did revenue from existing sponsors increase and merchandise sales grow, but USA Hockey was also able to attract new sponsors in an extremely challenging economic climate.

Overall in 2008-09, sponsorship revenue and value-in-kind increased by 20 percent compared to the 2007-08 season.

On the event side, USA Hockey successfully hosted the 2009 IIHF World U18 Championship in Fargo, N.D. and Moorhead, Minn. In addition, the bid process and site selection for the 2011 IIHF World U20 Championship was completed and planning and organizing continued for the Qwest Tour, 2011 IIHF World U18 Women's Championship and 2012 IIHF World Women's Championship.

2008/09 Highlights



McDonald's was added as a major sponsor.

Reebok Hockey renewed its sponsorship for an additional three-year period.

Sales for ShopUSAHockey.com increased by 110 percent.

Obtained a grant from the BIRD Foundation to develop groundbreaking training software – the Hockey IntelliGym.

Developed a new licensing and branding program with Infinity Hockey, which will promote the growth of hockey.

PARTNERS





SUPPLIERS






SPECIAL EVENTS

Celebrating the game of hockey and paying tribute to those that have made extraordinary contributions to our great game is an important and on-going effort of USA Hockey.

HOCKEY WEEKEND ACROSS AMERICA

presented by Reebok

USA Hockey led the hockey community in the second annual Hockey Weekend Across America, presented by Reebok, Feb. 13-15, 2009. The nationwide initiative was created to celebrate the game of hockey and those involved at all levels and also expose the game to new audiences across the United States. With the participation of professional, college, junior and high school teams, along with local hockey associations and volunteers from every corner of the country, the event was a tremendous success.

Hyland Hills (Westminster, Colo.) Hockey Association won the grand prize in Hockey Weekend Across America's best programming contest and collected 25 sets of OneGoal starter equipment and \$2,000 in cash.

Additionally, five runner-up prizes of \$1,000 were awarded to: Center State Youth Hockey (Morrisville, N.Y.), Fairbanks (Alaska) Hockey Hall of Fame, Hershey (Pa.) Jr. Bears Girls, Redding (Calif.) Hockey and Siouxland Youth Hockey Association (Sioux City, Iowa).

Each day of Hockey Weekend Across America had a theme.

- Friday:** Wear Your Favorite Hockey Jersey, presented by ShopUSAHockey.com
- Saturday:** Bring A Friend to the Rink, presented by the NHL
- Sunday:** Celebrate Local Hockey Heroes, presented by Liberty Mutual Responsible Sports



presented by
Reebok





The U.S. Hockey Hall of Fame Class of 2009 included Tony Amonte, Tom Barrasso, John LeClair, the late Frank Zamboni and the 1998 U.S. Olympic Women's Ice Hockey Team.

The group was formally enshrined into the Hall on Dec. 1 at the Westin Boston Waterfront Hotel before a near capacity audience. The evening's festivities included a tribute to the 1960 gold medal-winning U.S. Olympic Men's Ice Hockey Team, which celebrates its 50th anniversary in 2010.

Mike "Doc" Emrick served as the master of ceremonies for the event and the program included remarks from Dave Ogreaan, executive director of USA Hockey and Gary Bettman, commissioner of the National Hockey League, among others.

The event was recorded and will be packaged and broadcast on the NHL Network for the first time as part of the 2010 Hockey Weekend Across America celebration.





BOB O'CONNOR RESOURCE CENTER

The Bob O'Connor Resource Center includes the most extensive collection of ice hockey coaching resources in the world.

USA Hockey's National Office in Colorado Springs, Colo., includes the Bob O'Connor International Coaching Resource Center, a one-of-a-kind educational center that includes the most extensive collection of ice hockey coaching resources in the world. Filled with ice hockey coaching books, manuals and videos, those visiting will also find Olympic and championship game videos, ice hockey magazines, ice hockey memorabilia and original artwork.

The Bob O'Connor International Coaching Resource Center is open to the public during normal USA Hockey operating hours and at other times by special arrangement.

ABOUT BOB O'CONNOR

An amazing contributor to hockey at all levels for more than 50 years, Bob O'Connor's positive impact on the sport of hockey will be felt for generations to come.

He's coached athletes at nearly every level – from youth and high school players to college and Olympic athletes.

"Bob O'Connor encouraged me and gave me a chance," says Brian Burke, general manager of the 2010 U.S. Olympic Men's Ice Hockey Team and also president and general manager of the National Hockey League's Toronto Maple Leafs. "I will forever be grateful to him. He's a wonderful man."

A Rhode Island native, O'Connor spent most of his adult life in Minnesota. He was the boys' high school hockey coach at Edina for 20 seasons and compiled an amazing .850 winning percentage (323-48-22). His career also included a stint as an assistant men's ice hockey coach at Hamline University and roles as assistant coach for the 1984 U.S. Men's Olympic Ice Hockey Team and the 1997 U.S. Women's National Team.

O'Connor, the former USA Hockey national coach-in-chief and a USA Hockey director emeritus, is retired and resides in Hopkins, Minn., with his wife Alice.





STATEMENTS OF FINANCIAL POSITION

AUGUST 31, 2009

ASSETS	2009	2008
Current Assets		
Cash and cash equivalents	3,999,448	3,076,281
Short-term investments	1,002,604	1,415,255
Accounts receivable ¹	2,908,503	1,011,340
Prepaid expenses	1,460,142	1,289,977
Total Current Assets	\$9,370,697	\$6,792,853
Property and Equipment		
At cost	4,683,017	3,898,193
Less accumulated depreciation	(2,979,682)	(2,698,909)
Property and Equipment – net	\$1,703,335	\$1,199,284
Other Assets		
Investment in HARP	750,000	750,000
Total Other Assets	\$750,000	\$750,000
TOTAL ASSETS	\$11,824,032	\$8,742,137
 LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts Payable	2,500,499	1,830,036
Accrued payroll and related benefits	340,330	313,362
Deferred revenue	8,153,800	6,833,855
Total Current Liabilities	\$10,994,629	\$8,977,253
Net Assets		
Unrestricted	770,242	(287,077)
Temporarily Restricted	59,161	51,961
Total Net Assets	\$829,403	(235,116)
TOTAL LIABILITIES AND NET ASSETS	\$11,824,032	\$8,742,137

¹ Includes accounts receivable from The USA Hockey Foundation and STAR.

* These statements represent USA Hockey, Inc. only and do not include The USA Hockey Foundation. The USA Hockey Foundation is a 501(c)(3) corporation. The majority of The USA Hockey Foundation Board of Directors are appointed by the USA Hockey Board of Directors.



STATEMENTS OF UNRESTRICTED REVENUES, EXPENSES & OTHER CHANGES IN UNRESTRICTED NET ASSETS

AUGUST 31, 2009

Revenue	2009	2008
Membership registrations and dues	19,379,067	19,325,039
Corporate sponsorship	2,235,867	1,879,275
USOC grants	1,529,912	1,447,176
Tournaments and exhibitions	2,256,868	1,461,426
Interest and dividends	37,727	164,953
Advertising and merchandise sales net of cost	321,353	1,017,454
Other income	187,096	188,225
National Hockey League	3,997,103	1,100,000
Contributions	760	1,855
USA Hockey Foundation grant	330,503	114,756
Satisfied program restrictions	5,300	106,039
Total Revenue	\$30,281,556	\$26,806,198
Expenses		
Membership services	8,705,361	8,360,681
Inline hockey	734,274	1,043,406
National team development	2,897,266	2,642,600
International programs	3,802,488	2,995,942
Internet program	579,139	853,281
Player development	1,336,820	1,385,622
Officials	1,425,553	1,509,030
Coaching	1,683,663	1,307,304
Junior program	355,517	274,146
Adult program	1,123,080	992,276
Annual Congress/Winter Meetings	640,598	738,416
Youth program	442,431	486,667
Membership development	586,687	0
American Development Model	379,899	0
Total Program Services	\$24,692,776	\$22,589,371
Supporting Services		
General and administrative	3,758,830	3,487,867
Marketing and fundraising	772,631	1,275,360
Total Supporting Services	\$4,531,461	\$4,763,227
Change in Temporarily Restricted Assets	\$7,200	\$51,961
INCREASE (DECREASE) IN NET ASSETS	\$1,064,519	(\$494,439)

REVENUE BREAKDOWN



- Dues & Membership Registrations (64.00%)
- Grants and Other Income (20.11%)
- Tournaments & Exhibitions (7.45%)
- Corporate Sponsorship (7.38%)
- Advertising & Merchandise Sales (1.06%)



