



# Northern California Women's Hockey League

**General Membership Meeting**

**March 6, 2010**

## Agenda

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- 2:00 – 2:05 Welcome
- 2:05 – 2:15 2009 Goals & Accomplishments
- 2:15 – 2:20 2010 Goals
- 2:20 – 2:30 Vice President's Report
- 2:30 – 2:40 Treasurer's Report
- 2:40 – 2:45 USAH Registration Changes
- 2:45 – 2:55 Elections
- 2:55 – 3:05 Dates to Remember
- 3:05 – 3:20 Questions and Answers
- 3:20 – 3:30 Raffle



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## 2009 Goals Enhance League Member Experience

-  Increased inter-division engagement  
3 League-wide Scrimmages and 5 Divisional Challenges over 2009
-  Launch Facebook page
-  Implement end-of-season player survey  
Keep an eye out for the survey in April
-  Improve Processes  
Updated Sub & Buyout Policies; Red Skills Criteria  
Goalies: full-season schedules, formalized evals and goalie clinics  
NCWHL schedule on Google Calendar:  
[http://www.nickyrobinson.com/ncwhl/ncwhl\\_calendar.html](http://www.nickyrobinson.com/ncwhl/ncwhl_calendar.html)
-  Succession planning to facilitate transition for all volunteer positions
-  Benefit Tournament



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Increased inter-division engagement: Have increased number of league wide and intra divisional ice slots from 1 League-Wide Scrimmage in Summer/Winter 2008 to 3 League-Wide Scrimmages and 5 Divisional Challenges in Summer/Winter 2009

Launch Facebook page: Launched; still working through process to keep up-to-date and meaningful to league

Implement end-of-season player survey: In progress for EOWinter 2009 season

Improve Processes: Sub Policy, buyout Policy, Red Skills Criteria; Implemented full season goalie assignments and Improved goalie development and support: more formalized eval; two goalie clinics; Google calendar schedule

Benefit Tournament: Stalled due to challenges obtaining ice time; still under review

## 2009 Goals: Maintain Increased Player Registration

- ✓ Launch Trial Referral Bonus (Summer 2009)  
19 referrals in 2009; New skaters in Green (12), Red (4), Maroon (2), and Blue (1)
- 🕒 GHATD player conversion  
Feb 2009 GHATD – 25% conversion; Aug 2009 GHATD – 19% conversion
- ✓ Player retention  
League has grown 12% since Winter 2007; average skater retention of 90%  
Maintaining division growth: 5 teams in Red, 4 teams in Blue
- ✓ Continue NCWHL Assistance Fund  
8 awards in 2009; 20 awards in 3 years of program
- ✓ Continue to offer best league value

According to the IIHF, there are 166 registered women hockey players in China ... the NCWHL currently has 218 players!!!



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### Launch Trial Referral Bonus:

#### Summer 2009:

- \* 10 total referrals
- \* 6 placed Green
- \* 2 placed Red
- \* 1 placed Maroon
- \* 1 unknown: Laura Rinde (Shaunda McKimmie) ???

#### Winter '09:

- \* 9 total referrals:
  - \* 6 placed into Green
  - \* 2 placed into Red
  - \* 1 placed into Maroon

### GHATD player conversion; Two SOLD OUT GHATDs

#### Player retention

- Continue NCWHL Assistance Fund: I don't have the full time of program. Again, if you need this, I can try to spend some "sitting up time" this afternoon digging through Sharyn's old notes. Since I became treasurer, though, we've spent \$1487.50 on 7 applicants.
- Continue to offer best league value: CAROLYN – can you update the comp chart?; Trial run of Saturday Ice Oasis slot

## Comparison of Bay Area Adult Hockey Leagues

League	Rinks	Ice Slots / Season	Cost / Season	Cost / Ice Slot
<b>NCWHL</b>	<b>Belmont, Fremont, Redwood City</b>	<b>24</b>	<b>\$425</b>	<b>\$17.71</b>
Sharks Ice Adult Hockey League	Oakland, San Jose, Fremont	24 plus playoffs	\$567	\$21.79
Pacific Hockey Association	Cupertino, San Mateo	17 plus Playoffs	\$488	\$25.68
San Francisco Adult Hockey League	Yerba Buena	15 plus playoffs	\$500 (estimated)	\$27.78
Ice Oasis	Redwood City	26	\$815	\$31.35

Notes:

1. Prices as of February 2010 for the current season.
2. Price for Sharks Ice, PHA, and SFAH can change depending on the number of players a team chooses to put on its roster. The costs above are calculated based on 15 players per team, the NCWHL maximum.
3. For Sharks Ice and PHA, playoffs are not always guaranteed. This calculation assumes 2 playoff games.



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# NCWHL Press



LOCAL

[Print] [Email]



## Women encouraged to 'Give Hockey a Try'

By: Lindsay Smith  
Special to The Examiner  
August 19, 2009

BELMONT — Women interested in picking up the sport of hockey now have a chance to face off against one another.

The Northern California Women's Hockey League is hosting their semiannual "Give Hockey a Try Day" Aug. 29 at Belmont Iceland. Offered to women 18 years of age and older, the two-hour Saturday event will allow potential players to try the sport with other beginners and see if it is right for them.

There is no experience necessary for "Give Hockey a Try Day." Many women who attend have only been on skates a couple times and know nothing about hockey, according to event organizers.



Power play: The play is not rough during the NCWHL's "Give Hockey a Try Day" but participants should be comfortable with a moderate level of physical activity. (Courtesy of April Tse.)

<http://www.sfexaminer.com/local/Women-encouraged-to-Give-Hockey-a-Try-53743507.html>



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## 2010 Goals

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### Enhance League Member Experience

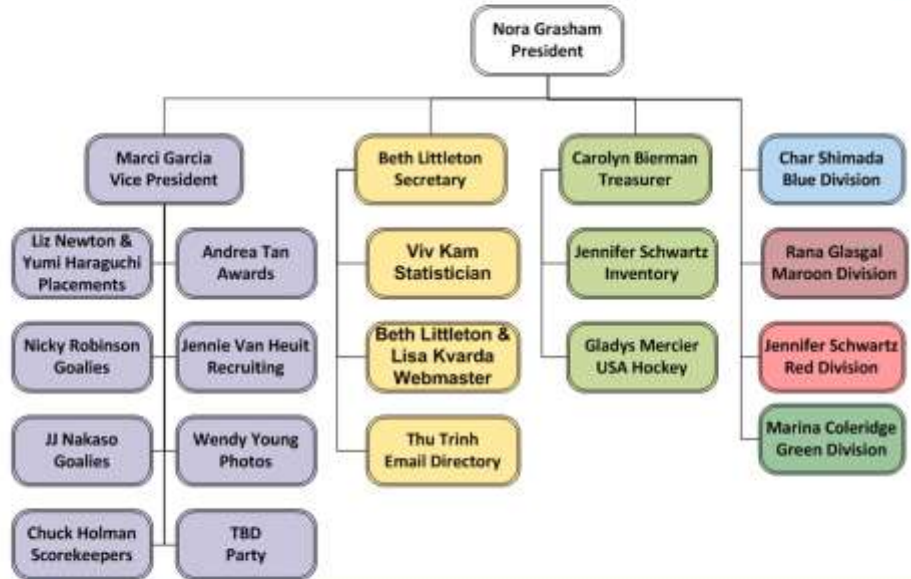
- Continue inter-division engagement
- Maintain increased goalie engagement
- Benefit Tournament / Charity event

### Maintain Increased Player Registration

- Increase publicity and league exposure
- GHATD player conversion
- Player retention
- Publicize and continue NCWHL Assistance Fund & Referral Bonus
- Offer best league value in Bay Area



# NCWHL Organization



## Vice President's Report

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- Award Coordinator – Andrea Tan
- Coach Coordinator – Katherine Yoshii
- Goalie Coordinator – Nicky Robinson
- Photo Coordinator – Wendy Young
- Party Coordinator – **\*\*Help Wanted Again\*\***
- Placement Coordinator – Liz Newton & Yumi Haraguchi
- Recruitment Coordinator – Jennie Van Heuit
- Referee Coordinator – JJ Nakaso
- Scorekeeper Coordinator – Chuck Holman



## Current Goalie Assignment System

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Goalies are currently assigned to a division, similarly to skaters

### Division ratings perceptions

- Goalie ceiling
- Goalie's jersey color influences team perception
- Not enough goalies for some divisions

### Divisional ratings challenges

- Difficulty putting goalies into games in "lower" divisions
- Limits bringing in higher-skilled (e.g. Blue-level) goalies
- Schedule difficulties when we have variation in both team and goalie numbers in each division



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### Problem Statement:

Goalies are currently assigned to a division, similarly to skaters; there is no process to move a goalie "down" to a lower division, though skills do change over time.

Current divisional ratings have led to a perception by goalies of a ceiling (as goalies improve, they can't "break in" to Maroon / Blue Divisions). This means: (1) we lose skilled goalies who believe they can't get more challenging games; and (2) possible perception by teams based on a goalie's jersey color when she show up for a game (e.g. "Why do we have a Green goalie?!?")

Attachment to divisional ratings can introduce challenges in putting goalies into games in "lower" divisions.

Current divisional ratings have also led us to not bring some higher-skilled (e.g. Blue-level) goalies into the league.

Variation in the number of both teams and goalies in each division makes it challenging to schedule goalies into games based on divisional ratings, both initially and as the season progresses.

## New Goalie Assignment System

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Formalize relative skill level ranking and assignment

Ranking will be based on a combination of criteria

Removes divisional ratings for goalies and move to a ranking system 1 – N

Supports movement up and down the ranks

Goalies will no longer wear divisional colors

- White (home) and black (away) jerseys
- Costs: New home and away jerseys for each goalie

Goalie coordinator will

- Assign two similarly skilled goalies in net for each game
- Offer goalies opportunities to “play up the rank” to improve their skills
- Cap the total number of goalies in the league
- Determine “cut lines” for assigning goalies games in a given division
- After the schedule is published, use rankings for appropriate substitute goalies



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### Proposal:

We already schedule goalies using relative skill level as a guideline, and try to offer goalies opportunities to “play up” to improve their skill own skills. We would like to formalize some of this approach.

Remove divisional ratings for goalies and move to a ranking system for our goalies (1-N, this is already used in large part for scheduling). For Winter 2009, goalies did go through an evaluation and rating process

Ratings would be based on a combination of goalie evaluations (which should occur every season), previous season stats/play, and play in eval sessions.

The goal of the goalie coordinator will be to put two similarly skilled goalies in net for each game. This is consistent with the scheduling process used for this season.

A secondary goal will be to offer goalies some opportunities to “play up” to improve their skills.

Goalie coordinator will cap the total number of goalies in the league (number TBD), giving returning goalies priority over new-to-league goalies.

Based on the goalie pool for a season, Goalie Coordinator will determine where “cut lines” for giving goalies games in a given division, based on rankings, rather than relying primarily on divisional ratings. This adjusts for both the current goalie pool and individual goalie progress.

Goalies will no longer wear divisional colors, but white (home) and black (away) jerseys.

*After the schedule is published, the Goalie Coordinator will use rankings when trying to find substitute goalies, but her primary obligation will be to have two goalies in net for each game.*

**Costs:** New Home and Away jerseys) for each goalie

## Goalie Assignments Structure



# GHATD



**Give HOCKEY a Try!**  
**WOMEN**

**LEARN TO PLAY HOCKEY  
IN A FUN & SAFE ENVIRONMENT**

NO EXPERIENCE NEEDED  
NO EQUIPMENT NEEDED

**SATURDAY, APRIL 3, 2010**  
6:15 to 7:15 pm

**BELMONT ICELAND**  
815 Old County Road, Belmont CA  
94501-0533  
www.belmontice.com

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Join the NCWHL for the Semi-Annual  
**GIVE HOCKEY A TRY DAY (GHATD)**

GHATD is an opportunity for women of ALL ages\* to try hockey in an encouraging & safe setting. The Northern California Women's Hockey League (NCWHL) will dress you in the necessary gear, give you on-ice instruction, and finish off the session with a scrimmage.  
\*minimum age is 18

**Cost is \$20.00**  
To Register Email: [ncwhl\\_ghatd@gmail.com](mailto:ncwhl_ghatd@gmail.com)  
(please provide your name, address, email, and equipment needs and size)

**PLEASE REGISTER EARLY!**  
(spaces are limited for this popular event)

For league info, visit: [www.ncwhl.com](http://www.ncwhl.com)



**Give HOCKEY a Try!**  
**WOMEN**

**LEARN TO PLAY HOCKEY  
IN A FUN & SAFE ENVIRONMENT**

NO EXPERIENCE NEEDED  
NO EQUIPMENT NEEDED

**SATURDAY, APRIL 24, 2010**  
6:15 to 8:15 pm

**BELMONT ICELAND**  
815 Old County Road, Belmont CA  
94501-0533  
www.belmontice.com

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## Added Session!!!

**April 3, 5:15 pm**

**April 24, 6:15 pm**



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### Suggestions

- Give a discount to people attending GHATD if they register within 24 hours of GHATD
  - Would need to open Summer registration on April 3 instead of April 10
- GHATD seems to be geared towards beginners – would be good to have a session for experienced skaters to find out where they fit in NCWHL
- Facebook page
  - Add video of games/scrimmages/practices
  - Post conditioning ideas
  - Post rule info (high sticking, slashing, etc)

## Treasurer's Report: P&L\*

	Winter 2008	Summer 2009
Beginning Balance	\$45,199.59	\$49,329.52
Income	\$77,453.03	\$76,084.43
(Expense)	(\$73,323.10)	(\$67,726.42)
Ending Balance	\$49,329.52	\$57,937.78
<b>Profit/(Loss)</b>	<b>\$4,129.93</b>	<b>\$8,358.01</b>

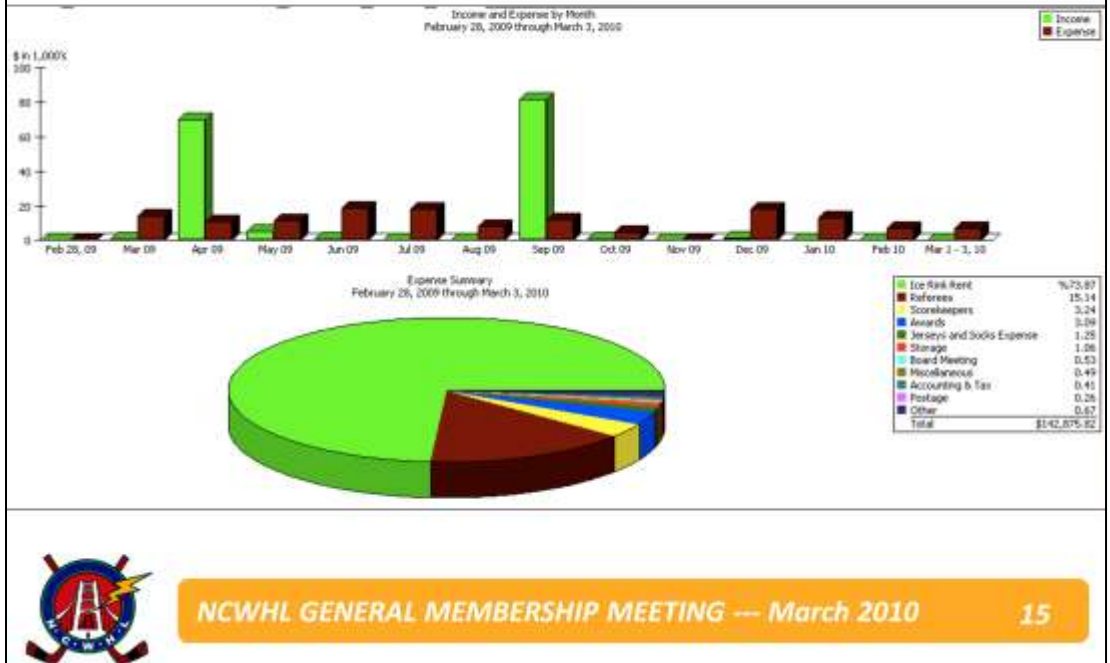
\* These statements have not been verified or audited



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## Treasurer's Report: Where's the Money Go?



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- Ice cost is paid monthly to Fremont
- Belmont sends an invoice letting us know what we owe

## USA Hockey Registration Changes

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- For 2009 registrations, USA Hockey changed their registration period to May 1 – April 30
  - NCWHL extended Winter 2009 season from September 1 – April 30 to remain consistent with USA Hockey registration
- In November, USA Hockey announced they were returning to a Sept 1 – Aug 31 registration period
  - To comply with USA Hockey registration guidelines, the NCWHL needs to end the Summer 2010 season on Aug 31
- The NCWHL Summer 2010 Season will run from May 2 – Aug 31, 2010
  - If we continue the Saturday Ice Oasis slots, this should result in a total of ~20 fewer ice slots for the season
  - We're looking at eliminating some evaluation slots to increase the number of games available per skater
  - Registration fees may be slightly decreased for Summer 2010 only to reflect the changes in number of ice slots



## Elections

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### President

Nominee(s): Nora Grasham

### Vice President

Nominee(s): Jennifer Schwartz

### Secretary

Nominee(s): Beth Littleton

### Treasurer

Nominee(s): Carolyn Bierman

### Blue Division Coordinator

Nominee(s): Char Shimada

### Maroon Division Coordinator

Nominee(s): Rana Glasgal

### Red Division Coordinator

Nominee(s): **Andrea Tan** &  
Susie Guszella

### Green Division Coordinator

Nominee(s): Marina Coleridge



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- Susie Guszella stepped down as nominee for VP and offered to be Red Division Coordinator
- All positions, except Red Coordinator, were voted unanimously into their position
- Red Division Coordinator – Andrea Tan was voted in as Red Division Coordinator

## Dates to Remember

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- Saturday, April 3<sup>rd</sup>; Belmont @ 5:15 – GHATD  
We need gear ...
- Saturday, April 10<sup>th</sup> – Summer 2010 Registration Opens  
Register before fees increase on Sunday, May 2
- Sunday, April 11<sup>th</sup> – Assistance Fund Application Deadline
- Saturday, April 24<sup>th</sup> – Early Bird Raffle Deadline  
Register by the 24<sup>th</sup> and you could win the raffle for 50% off your Summer 2010 registration fees
- Saturday, April 24<sup>th</sup>; Belmont @ 6:15 – GHATD Two  
With two GHATDs, we need your help to spread the word! And we still need gear ...
- Sunday, May 2<sup>nd</sup> – Summer 2010 Evaluations Begin  
Evaluation schedule TBD; Summer 2010 season runs May 2 – Aug 31



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Q&A

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## Q&A

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Ice slots – always a challenge to get ice. Plan is to get one slot per person per week, however this could lead to back-to-back games.

Goalie jerseys – new jerseys will be black and white. Need to let refs know that goalies will no longer be wearing divisional colored jerseys.

Ice conditions at Belmont

- Nora has talked to Alyssa about Zamboni drivers need more training, area by boards is missed regularly

- let division coordinator know of specific issues to give to Nora so she can address with Alyssa

Refs – JJ occasionally can only get one ref and sometimes has to look outside her normal pool of people

Timing of Sunday slots at Fremont & Belmont- will this change to make it easier to get from one rink to the other? Nora will ask Fremont about this.



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## Raffle

*Please support the organizations that made these donations.*

- T-shirts (6)
- USAH hat
- Water bottle (3)
- \$25 of skate sharpening
- Free equipment sanitizing
- Free custom profiling and \$25 of skate sharpening
- NCWHL blanket (2)
- 50% off Summer 2010 fees – **Marie Farina**



### Cross-Check Cleaners

@ Nazareth Ice Oasis  
Tony Crossler  
[tcrossler@iceoasis.com](mailto:tcrossler@iceoasis.com)



**East West Hockey San Jose**  
(sharpening and profiling)  
1535 South 10th Street  
San Jose CA 95112  
1 (408) 287 2244



**Hockey X-Sport Superstore**  
Located within Dry Ice Hockey Arena  
210 Hegenberger Loop  
Oakland, CA . 94621  
[510] 638-6004



**Nazareth Ice Oasis**  
3140 Bay Rd  
Redwood City, CA 94063  
(650) 364-8090  
[iceoasis.com](http://iceoasis.com)



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½ off Summer 2010 Fees Winner – Marie Farina

## Attendees

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Nora Grasham  
Marci Garcia  
Carolyn Bierman  
Beth Littleton  
Charlotte Shimada  
Rana Glasgal  
Jennifer Schwartz  
Marina Coleridge  
Yvonne Cheng  
Nancy Glidden  
Holly Kreuter  
Susie Guzsella  
Felicia Kemp  
Torie Oreilly  
Leslie Stepanek

Andrea Tan  
Liz Doughty  
Wendy Burbrink  
Irene LePage  
JJ Nakano  
Heather McLane  
Janice Scott  
Catherine Murty  
Suzette Hrudowsky  
Gwenn Rauchle  
Ellen Woods  
Marie Farina  
Jennie Van Heuit  
April Tse





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