



# House League Hockey Roundtable

**2021 AHAI AFFILIATE LEADERSHIP CONFERENCE**

# Panelists



## **JIM CLARE**

AHAI VP of Membership  
Illinois Coach-in-Chief

## **KERI ZSCHACH**

AHAI VP of Operations  
Tier II Presidents Council Chair

## **ANITA LICHTERMAN**

Girls Committee Chairperson

# House League Updates



## Northwest Hockey League

Tom Michon

Jack Wood



NSYHL

## Northshore Youth Hockey League

Tom Gullen



# House Hockey Discussion

- Growth Initiatives breakout session recap



# Growth: What Has Worked

- Girls Grow the Game Week/Event
- TGFF Events: **Goalie Specific**
- THFF Events: **Sponsoring 8U Jamborees**
- Equipment Grants / Lending Programs
- Social Media: **Grants, Advertising, Newsletters**
- Community Involvement: **Festivals, Yard Signs, Partner with Other Sports, Digital Backpacks, Local Media, Reading Programs, Girl/Boy Scouts, Local Businesses**



# What Has Worked

- Promotions: **Bring a Friend, LTS Promotions, Referral Discounts**
- After school hockey programming for free
- Host hockey event on a “no-school” day
- Direct phone call campaigns
- Work with local park districts
- Flex Development programs
- Get involved at High School events: **set-up a table pre-game, halftime, and or post-game, purchase ad in program, buy a public address announcement**



# What Is Available

- One Goal Gear Grant (while supplies last)
- Pure Hockey One Goal Gear
- Pure Hockey Quick Change Goalie Gear
- THFF
- TGFF
- Club/Rink visits from USA Hockey Staff (Dan Jablonic, USAH Regional Manager, [dan.jablonic@usahockey.org](mailto:dan.jablonic@usahockey.org))
- Club Social Media/Club Newsletter assistance, Gretchen Cockey, AHAI Communications Manager, [communications@ahai2.org](mailto:communications@ahai2.org)



# House Hockey Discussion

- Growth Initiatives breakout recap
- Where has it gone?
- What are the House Programs doing to attract players?
- Are House Programs tied into LTP/LTS?
- What is cost structure?





# House Hockey Discussion

- How are you promoting programs?
- What can the Chicago Blackhawks do to help?
- What can AHAI do to help?
- How do we elevate the importance of House League Hockey?

