

Executive Director Report to the USAFH Board (Board Meeting January 19/20, 2013)

All

The 2012 year was a raucous year to say the least. We had our series of ups and downs and it was a true rollercoaster ride. The highlights included the success of our new developmental program *FUNdamental Field Hockey*; the finding of a site and development of that site into a *Home of Hockey* in Lancaster, PA; meeting a major milestone in the development of over \$1,000,000 in sponsor/partner revenue; the continuation of increasing membership numbers; hitting record high numbers in *Futures* participation that continues into 2013; and the ongoing development of surpluses to be devoted to a reserve. Our mid-level successes were in the area of fundraising (we started a fundraising program that experienced limited success, but shows promise for the future as we build momentum and a base of potential contributors to this organization), working with the Men's Foundation and achieving investment from them for boys/men's programs; in the development of a sanctioning program for privately conducted events (Nigel Traverso's event in NYC was the first and we continue to work with *Cal Cup* to be the second), and the continuation of providing premium hockey events throughout the USA. Our 2012 disappointment was the outcome from the London Olympic Games. While our HP staff predicted a top five finish, and the USOC asked for a podium finish, our team finished twelfth out of the twelve teams participating. It was traumatic. The trauma produced the need to create a third party assessment and the assessment was completed by Dr. Peter Davis, PhD, a renowned sport scientist with global credentials. The assessment outcome showed a number of deficiencies that are being worked through with a new approach and new HP staffing coming on-board for the women's national teams. The future looks promising.

The men's program steadily progressed in 2012 through the leadership of national men's coach Chris Clements. Our relationships with the USOC Chula Vista OTC staff vastly improved and we made some significant changes by the provision of honoraria to team members, job and educational opportunities in the CV vicinity and also based training out of the CVOTC exclusively.

Through Steve Horgan, we are revamping the umpiring program with an emphasis of recruiting young and fit umpires and highlighting education. It is an excruciatingly slow process but is worth the effort. Steve also incorporated, at a number of USAFH tournaments, technical officials at the sideline tables for purposes of administering timing, sideline behavior, and substitutions per international protocol. Steve is also working with the NCAA to expose more USAFH umpires to college officiating opportunities. He is continually working with the NFHS to use USAFH rules...but unfortunately was shot down. But, we will continue those NFHS efforts. Rome was not built in a day. Steve will soon finalize the umpire evaluation system using web-point. This program will provide excellent tracking of umpires as we objectively provide umpires critique and upgrades. We are looking toward developing more on-line and hands-on education in 2013. With our umpires, a new look uniform shirt was provided to present a crisp new professional look and comfort. Our umpires look marvelous! And, finally in regard to umpires, for 2013 *USA Field Hockey* has 17 international appointments already. They include 4 Technical Officials, 12 Umpires and 1 Umpire Manager Appointment.

For our first meeting of the year, we are providing some educational components. It is really important that we make every effort to bring to our Board information on what this organization does. The theory is to have a Board totally engaged with the staff as we meet our business plan objectives to fulfill the *USAFH 2020 Strategic Plan*. Time will be spent also with each Board member introducing his or herself

and talking about expectations. This Board meeting should be highly productive and I look forward to seeing everyone.