



December 20, 2018

Happy Holidays ACHA Membership,

With the holidays here, I wanted to take this time to wish you and your family a safe and wonderful holiday season! We have so much to be thankful for in the hockey world and I would like to thank each of you for all you do for our student-athletes and teams in the ACHA.

The ACHA entered the 2018-19 season with a record number of teams including 458 in the Men's Divisions and 73 on the Women's side. This is a credit to all of our coaches, league commissioners, divisional commissioners, operations and game staffs, and support received from your respective institutions. All of college hockey is seeing growth which is great as it provides more and more opportunities, but nothing compares to the growing number of teams in the ACHA.

As I stated on our October Town Hall calls, one of the biggest attributes of why I wanted to be part of the ACHA family is because of its uniqueness. We offer opportunities to college bound student-athletes nationwide. Student-athletes can choose any region of the United States to attend the university of their choice and chances are they will have an ACHA hockey program! Our challenge now is to keep assessing how things are going and look for ways to improve our operations to enhance our student-athletes experiences.

I have been spending much of my time reaching out to League Leaders and Coaches to introduce myself and talk about ACHA hockey. Many of you have also called me directly to talk about opportunities or challenges your group is facing, I can't thank you enough for reaching out as our discussions are very valuable for me as your new Executive Director. I welcome feedback from our members and encourage any of you to contact me to say hello and discuss ACHA matters. I may not have an immediate solution to a problem, but I can guarantee you if I don't know your concerns, I will never be able to help find a solution!

As some of you know, I have been involved in college athletics for the past 26 years as a hockey coach, athletic director and conference commissioner. **My number one goal has always been to provide as many resources as possible in order to create a positive environment for our student-athletes to be successful and to have an enjoyable college career.** As members of the ACHA, I want you to know that continues to be my philosophy and goal. We are in this business for the student-athletes and I hope we can work together to achieve this goal.

I would also like to use this opportunity to acknowledge some concerns that have been brought forward to the ACHA from a group in the Atlantic and South regions mainly comprised of conference commissioners within M3 and some M2. Some of the concerns raised by this group have been addressed by the ACHA and I continue to communicate back and forth with the group in hopes to find a resolution to their remaining concerns. However, certain other concerns raised by this group cannot be immediately acted upon due to the existing

parameters of the current ACHA policies and procedures which sets forth our process with how to deal with unfavorable and perhaps antiquated policies. I encourage any member of the ACHA to exercise your right to propose legislative changes according to our Manual so the entire membership can review. If you have any questions regarding this topic, please don't hesitate to contact me to discuss.

Listed below are some relevant topics and updates on what is ahead for us in the new year. I hope you find this helpful:

MEMBERSHIP – As mentioned above, we have a total of 531 teams in 2018-19. The breakdown is as such - M1 = 60; M2 = 248; M3 = 158; W1 = 23; W2 = 50.

SPONSORSHIPS

- **Warrior** – we have added some additional options including goalie sticks and Junior/Intermediate sticks which have greater flex options. You can visit the ACHA store at <https://squareup.com/store/ACHA>
- **Southwest** – If you are having trouble booking flights, we now have a direct number to call for support. Call 1.888.479.2249 and reference our SWABIZ account number=99856610. All details on booking flights can be found on our ACHA website.

NATIONAL TOURNEY PLANNING – The 2019 ACHA National Tournament will take place March 21-31, 2019 in Frisco, TX hosted by the Dallas Stars and the city of Frisco. Our ACHA website now has a lot of information including travel/flight information, host hotel and a one-stop booking platform, as well as car rental and schedule information. Look under the “National Tournament” menu and click 2019 Tournament option on the home page.

REGIONAL TOURNEYS – Information for the 2019 Regionals for M2 and M3 can also be found on their respective pages on the ACHA website.

- M2 Central Regionals – March 1-3 in Blaine, MN
- M2 Northeast Regionals – March 1-3 in Albany and Troy, NY
- M2 Southeast Regionals – March 1-3 in Lynchburg, VA
- M2 West Regionals – Feb. 28-March 2 in Tempe, AZ
- M3 North Regionals – March 8 & 9 in East Lansing, MI
- M3 Pacific Regionals – March 8 & 9 in Sioux Center, IA
- M3 South Regionals – March 9 & 10 in Huntsville, AL
- M3 Atlantic Regionals – March 9 & 10 in West Chester, PA

ANNUAL MEETING (NAPLES) INFO – Dates for AHCA Convention in Naples, FL are May 1-5, 2019. We are currently working on details for our annual ACHA meeting and will share the specifics with membership as soon as we have them finalized.

UPCOMING DEADLINES

- **JANUARY 31** – Submission of second semester ACHA eligibility forms. Teams are recommended to submit their eligibility form before their first game of the Winter/Spring semester. Please contact your ACHA Divisional Commissioner with any questions.
- **FEBRUARY 15** – All proposed agenda items for the Annual Meeting should be submitted to the ACHA Secretary– submit to cperry@achahockey.org

- **MARCH 1** – Membership will be polled on any proposed agenda items for the Annual Meeting via SurveyMonkey by this date. If a proposal receives 50% or greater support from membership, it will be included on the official agenda.
- **MAY 5** – Any current member that is planning to add a new team for next season (2019-20) or any team that is aware of a school seeking new membership into the ACHA, please have application sent to the ACHA (mo@achahockey.org) before this date. This is not a hard deadline but a request to ensure appropriate consideration and time for a new program to prepare successfully for next season.

Finally, throughout my first 3 months on the job, I have been working on the ACHA brand and marketing our product to many prospective student-athletes looking to advance their hockey careers at the college level. While developing presentations and marketing material, I have been identifying the benefits and values of the ACHA compared to some other National Club Sports Associations and put together a spreadsheet on the following page. Again, the purpose of this was to highlight our membership benefits and values and not so much demean other associations and the great job they do for their respective sports. I hope this document is informative and helpful to you as a member of the ACHA!





Thank you for your time and the opportunity for me to serve as your Executive Director. I look forward to the second half of our season and seeing many of you in the rinks!

Happy Holidays to you and yours during this festive time of year!

Respectfully,

Craig Barnett
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National Club Sports Association Comparisons: 2018-19 Season

		CWPA (Collegiate Water Polo Assoc.)	NCBA (National Collegiate Baseball Assoc.)	MCLA (Men's Collegiate Lacrosse Association)	NCFA (National Club Football Association)	NCBBA (National Club Basketball Assoc.)
MEMBERSHIP BENEFITS						
Non-Profit - 501 C(3) organizations	YES	YES	NO	NO	NO	NO
Annual Dues per Team	\$1,200 - \$2,000 depending on Division	\$2,750	\$2,100	\$2,000	\$1,400 + \$500 pers.bond	\$800 + \$150 bond
National Affiliation	YES	YES	YES	YES	YES	YES
# of Divisions	3 Men's and 2 Women's	2 Men's & 1 Women's	1 Men's	2 Men's	1 Men's	1 Men's
Membership # of Schools in 2018-19 season	531	250	140	200	30	161
# of States Schools are Located	49	unavailable	unavailable	43	16	30
National Standards - governance, oversight	YES	YES	YES	YES	YES	YES
National Rankings	YES	YES	NO	YES	NO	NO
National Tournament/Championship	YES	YES	YES	YES	YES	YES
Regional Tournaments	YES	YES	YES	YES	YES	YES
National Select Teams compete Internationally	YES	NO	NO	NO	NO	NO
National Recognition Teams - All-Conference, Divisional Player of the Year	YES	YES	YES	YES	YES	YES
National Corporate Sponsors	YES	YES	YES	YES	YES	YES
Regional / Sport Specific Sponsors - Equipment, Travel, Apparel companies	YES	YES	YES	YES	YES	YES
Association Staffing - Exec Board, Exec Director, Operations, etc.	YES	YES	YES	YES	YES	YES
Membership with Sports National Governing Body - USA Hockey, benefits include:	YES	NO	NO	NO	NO	NO
- Insurance	YES	NO	YES	NO	YES	YES
- Coaching Certifications (5 Levels)	YES	NO	NO	NO	NO	NO
- Back Ground Checks	YES	?	?	?	?	?
- Safe Sport (part of USOC)	YES	?	?	?	?	?
- International Recognition	YES	NO	NO	NO	NO	NO
Membership with Sports National Coaches Association - AHCA	YES	?	?	?	?	?
Website and Active Social Media handles	YES	YES	YES	YES	YES	YES
Live Broadcasts and Streaming	YES	YES	YES	YES	YES	YES
YouTube TV Channel	YES	YES	NO	NO	NO	NO
OTHER UNIQUE BENEFITS OF ACHA:		  				
ACHA selected as 1 of 17 Hockey Associations in the World to be part of NHL's Declaration of Principles Model	YES					
Partnership with European University Hockey League (EUHL) - provides post-grad opportunities in Europe	YES					
Partnership with Russia Student Hockey League (RSHL) - provides opportunity to compete in select tournaments in Russia.	YES					