



**USFHA Board of Directors' Meeting
EXECUTIVE DIRECTOR'S REPORT
Sunday, May 6, 2012**

All

Laura, Janet and I are looking forward to our meeting with the Board this weekend near Camden, NJ. Numerous other staff members will be available via phone throughout the day and at the convenience of the Board.

There has been a massive amount of work and progress taking place since the last Board meeting, and I am hopeful we will be able to cover it all in this report and/or throughout the span of our meeting on May 6th. This organization is vibrant and financially stable as we head into the London Olympic Games. Our athletes, although having had a rough patch in Oceania, will be peaked and well prepared for the London based competition.

This report will cover a wide array of topic areas that all relate to our financial health, preparation for London's Olympic Games, many new youth, umpire, and event development programs, television/streaming expansion, and sponsor development. Here goes:

Financial health: Each month you receive financial updates from Janet. The most recent was sent during the last week of April and illustrated that we are tracking well ahead of budget through the first three months of 2012. Revenues have been strong in Futures, as we exceeded the number of budgeted athletes. We expect Futures revenue to exceed budget by \$175K (will have some increased expenses due to more coaches, facilities, etcetera to support the additional athletes). Membership revenues continue to be strong, and with new sponsorships we should see increased revenue in this area as well. Expenses are tracking close to budget, with roughly \$20K saved thus far in salaries due to timing of hiring of staff.

These results really demonstrate the increased awareness of the financial position of the company. The staff is accountable for the financial performance in each of the areas they control. There are quarterly one-on-one meetings with the directors to discuss year-to-date performance, as well as a forecast for the remainder of the year. This keeps everyone in tune to what's going on their area, and across the company.

We recently met with our business banker from Chase, who happens to be on the board of another NGB. When asked what his philosophy is on having a reserve, his immediate response was at least 50% of the annual operating budget. For USA Field Hockey, that would be over \$3.5M – we are at roughly \$600K. We have a long way to go, thus the need for constant monitoring of our financial performance.

Preparation for London's Olympic Games: In honor of the upcoming Olympic Games in London, this year's lead up theme to the Games is "Lighting the Way to London and Beyond." Our goal is to embrace the membership as part of the Olympic dream which starts in the minds and spirits of our members and continues through the young women whose Olympic dreams become a reality. As we build for the Games, there are several events which will offer the opportunity for our athletes, friends, family, sponsors, and general members to witness special moments as our team completes their final preparations for London. The excitement began with the 100 Days Out Celebration in Times Square and will continue until the final moments when the Team boards the plane for London. Between the USA v ARG series in June (the first ever NBC live broadcast of USA v ARG), followed by the Olympic Celebration extravaganza in Virginia Beach on June 23 and then the Eve of the Olympics on June 26 at Ursinus College, the Olympic buzz is building.

Additionally, we have continued our work with our London 2012 partner *Ludus* to offer accommodation packages to traveling fans. We are hosting two events at *USA House* in London on August 6th (Friends and Family) and August 7th (Sponsors, Donors, Board Members); both events are being managed by Meg Connolly. Meg is also hosting a number of *pre-Olympic* functions to engage the donor community.

Youth, umpire, and event development programs: Our membership continues to grow and has now reached 21,466. On April 28th we launched a new category *Friends of Field Hockey* at \$25. This category is designed to engage field hockey fans across the country. Importantly *Friends of Field Hockey* is our only membership offering not related to participation in events. We aim to offer value to *Friends of Field Hockey* and offer them opportunities to re-engage with the sport through umpiring, coaching, playing, donating, starting a club, or simply supporting the game from grassroots to supporting our team at London 2012.

Liz and her team in youth development continue to roll out the *FUNDamental Field Hockey* program. The first programs will be activated in May, as the 8,000 sticks and other equipment arrives at *Harrow HQ*. The focus of the Youth Development Team is now to secure qualified programs and they are underway with their extensive marketing program detailed in the Q1 report. In addition to magnificent support of *Harrow Sports*, the Equipment Partner, who have provided an unprecedented quantity of equipment, we are very optimistic to be announcing two substantial partnerships to *FUNDamental Field Hockey* in coming days, fingers crossed...!

Umpire Development has progressed in several areas. Currently we have recruited 10 new umpire members as of April 30. A recruitment campaign in conjunction with our advertising and marketing group is expected to be published mid-May. This should help tremendously with recruiting of umpires. The education platform has been established and is being fine-tuned with Nick Conway, Assistant National Women's Team Coach, and is expected to be ready on or about July 1st. The release of the education platform will have three levels; Youth (high school and below), College (NCAA level), and High Performance levels of umpiring/ rules. Educational materials for athlete development will be part of the platform of education Umpire instructors and Managers will be trained using the webcasting system currently purchased to stream content. Currently we have some Umpire Managers and Instructors across the country, but are looking to increase the pool of Ums and instructors through webinars.. We will be having seminar/classes in June-July. The Rating

and Evaluation System has been tested and we are making final adjustments. It will be in place on or around June 1. RUC's and UM's are being trained on the system in about a week. Domestic Appointments; appointments for the summer have been sent out this week. We have all events covered which include Futures / RCC's / WNC/Argentina v USA; NCC registrations close June 1 and Steve Horgan is monitoring.

We currently have 4 FIH International Women Umpires, 4 International Men Umpires, three more women in the development group and two more men. Meetings are scheduled with the NCAA and the NFHS July 23-24 to discuss umpiring/assigning /evaluations/rankings of umpires/USA Field Hockey membership and further partnerships.

A request for Steve Horgan to the Pan Am Federation has been placed to allow for the possibility to become a certified Umpire Manager through the Pan Am's.

Television/streaming enhancement This year's first-ever nationwide mainstream broadcast at Virginia Beach should not be a one-off extraordinary event for the organization. Mainstream exposure through electronic and print media is essential to keeping a top-of-mind presence for the sport in the mainstream. While streaming of events on our own website or that of the USOC is of some benefit, it generally only hits the "choir" and we are more interested in the vast numbers of kids from age 8 through 16 throughout the USA. Exposing them to an exciting sport is always a positive especially since we are in a competitive marketplace with other sports trying to gain their interest. Both Simon Hoskins and I have been exploring options with the NBC Sports Network and ESPN. The key question is how are kids of that age getting their information stereotypically. We are looking into that question and gaining information from several sources. The other key question is 'what we can afford?' We are looking at options of time and production buys, bartered tradeoffs of ad inventory in lieu of production costs, and if streaming media compared to cable is the pathway or a combination of both, or vice-versa. This sport is certainly a grown-up sport and worthy of mainstream coverage. By exploring options and the economics of media, and then exercising the most logical approach will be a huge step as we endeavor to continue growing interest in hockey.

Sponsor development:

We are delighted to announce a new multiyear partnership with *gloProfessional*, a premium international skincare brand. The *glo* brand will be placed on the front of the Women's National Team uniforms and carried through on all WNT player and coach apparel. *glo* will also be working in partnership with *USA Field Hockey* to promote greater understanding of safe play in the sun through an extensive "Sun, Safe, Play" campaign. They will receive Premier Partner status and will benefit from the same marketing rights as *ASICS* in event, digital, and print assets of *USA Field Hockey*.

In addition, we welcome *Harrow Sports* as our third Premier Partner (alongside *ASICS* and *glo*). *Harrow* has continued to broaden their support of our programming and sponsor the National and Regional Club Championships, *FUNDamental Field Hockey*, umpire shirts, and have licensed marks for the *National Hockey Festival*, *USA Field Hockey*, the *Olympic Exhibition* and *Team USA/Field Hockey*.

The support of these three Premier Partners, which are multiyear agreements, are providing significant financial support, and underpinning our sponsor program. They are reflective of the growing value we can provide to corporate partners as we grow the sport from grassroots to elite.

We have added budget relieving agreements for *EC3D* (compression wear), *S'well* water bottles, *Timex* (GPS HRM devices), *nuun* (electrolyte tabs), *Polymem* (sports tape).

In addition to the above topics, we will be discussing several other topics of significant interest during Sunday's meeting.

Steve Locke