



**USFHA Board of Directors' Meeting  
FUNDAMENTAL FIELD HOCKEY REPORT  
Sunday, May 6, 2012**

**Fundamental Field Hockey is in the final stages of preparation and the Youth Development Team has been working diligently to launch this first phase of the program.**

**Short term Goals - Moving Forward**

Liz, Simone and Courtney have each focused efforts to communicate with potential hosts and clubs. So far, the response has been great. In the next week, the Team will look to target the top tier of USA Field Hockey Member Clubs to plant programs in their proximity. We approved our first hosts of FUNDamental Field Hockey this past week – 30 APPROVED as of 5/1/12.

**“The Reality”**

? Lacrosse has ‘taken’ over many areas where hockey was once popular and thriving. We must get USA FH back into these areas and help support youth development. We are late, but not out of the picture. This is a crucial time!

? We are spending time ‘reviving’ and ‘mending’ relationships with people who have had past issues with USA FH. We have kept our message positive and all about the future. Those that are not on board at this point may never be, therefore, we move forward without them.

? With our aggressive numbers, comes a calendar. We have to be aware that during the summer months, teachers are, in a lot of cases, going to be unreachable. The end of June and July numbers may lessen, because of this. Our team is pushing to get programs signed up now for the fall season. During the fall season, programs will be signing up for indoor, 2013. We are still confident that we will hit our marks.

**Curriculum**

Liz has worked to complete the curriculum for the program, which will complete each of the 250 equipment packs. The final design of the curriculum and the finishing touches on curriculum are currently being made.

**Harrow Sports**

Harrow Sports has completed the manufacturing process and the equipment is on its way from Pakistan.

**Technology**

The group has worked with the Webpoint software to streamline the approval and equipment process, with Front Rush software to manage contacts and programs, with ArcGIS mapping software to plot each program and for geographic strategy, and finally, WebEx to host weekly informative webinars.

## **Travel**

In early April, Liz and Simone attended the National Afterschool Association convention, which allowed access to 1,500 afterschool professionals and publically introduce the program.

In April, Liz traveled to California to meet with Northern California Youth Development coaches and Moorpark Committee members. April 14 and 15 – Liz attended a fundraiser tournament at Stanford. The 7v7 clinic/tournament boasted over 45 teams (26 teams in open club/U19. 16 teams in U16. 5 teams in U14 and 5 teams in U12. Great turnout and interest in FUN FH.

During the week, Liz met with Tom Harris, Dave Jackson, Ben Maruquin and others. We have targeted 4 towns in and around Moorpark that need FUNDamental FH.

April 22 and 23, Steve, Chris, Liz and Meagan Connelly traveled to Stanford to observe U17 Ventura Red Devils vs. Stanford University, U13 Ventura County Red Devils vs. U13 Stanford Storm and U17 Ventura Red Devils vs. Nor Cal High Performance U17. We felt that the positive energy created during this trip should mark the beginning of a resurgence of hockey in Northern California.

## **MARKETING AND PROMOTIONS**

Within the next week, P&G will announce the winners of their Youth Fund. The Youth Development Team has also worked to join the First Lady's initiative, Let's Move, along with a handful of other NGB's for a promotional campaign driven by Let's Move and a Partnership for a Healthier America.

## **Note from Liz Tchou, Youth Development Manager, USA Field Hockey**

We have been working diligently to reach the 'aggressive' goals set in the Q1 report. Since this is a brand new program, there will no doubt be times where we will be 'finding creative ways to make the program work'. FUN FH is a flexible program for this purpose.

We have learned a lot by talking with many passionate 'hockey' coaches, club leaders, to parents who have volunteered their time to the sport. We are learning something 'new' every day which is great! Our top priority is to get our program in and around a strong infrastructure, which includes identifying EVERY club and rec leader that is passionate about youth development and getting everybody on the same page. Please recognize that building strong relationships that need to last takes time. If we rush this process, we will repeat mistakes of the past and we don't want to 'go there' at this critical time.

I realize that the Q1 report has produced questions about timelines and approach. If anyone has any questions, please don't hesitate to call, so we can explain. To simply look at the Q1 report, it is difficult to see what we are doing and talking about 'behind the scenes'. Thanks.

Liz Tchou