



## Annual League Meeting

Seattle, Washington

February 15, 2008

- Minutes -

### I. Introduction

- a. Meeting called to order at 8:57am. Attendees were introduced.
- b. Meeting agenda, ground rules, proxy submission.
- c. Meeting minutes for 2007 unanimously approved.

### II. Team Reports

- a. Year in Review for the league. Executive Director Allen s opening remarks included the overall increase in the quality of league play and hopes for increased league representation via the Jeff Gibb on the ACHA Selects team. Associate Director Soriano commented on the lack of league representation in the regional tournament and that league representatives tend to vote internally. Coach Kelly felt that overall the league was improving but had concerns about the refereeing throughout the league. Coach Wilbur emphasized the importance of league members to not only play non-conference games, but to get the win to establish credibility.
- b. Active Team Reports:
  - i. Cal: Budget: \$50K. Dues: \$1800. University Support: \$1500. Seniors: 3. Increase in expenditures is the result of change of rink from Berkeley to Oakland. Resulted in problems with accessing fund from the university. The team picked up some promising new rookies, but lost some critical seniors. Problems led to short benches mid-season. In the off season, they are arranging for new fundraising and outreach directors.
  - ii. UCLA: Budget: \$60K. Dues: \$1500. University Support: \$6000. Seniors: 5. Tough season for UCLA with a heavy loss of players and problems with the rink management company. In addition, there were problems with getting payments issued by the university.
  - iii. ASU: Budget: \$81K. Dues: \$2500 + travel. University Support: \$0. Seniors: 5. Lack of fundraising and increased costs. Road trips (4) may have put too much strain on the budget. Agreed with the sentiment about winning non-conference games. Team tried to mend fences with the DI team, but met with internal program opposition and threats of cancellations. On-ice, overall a good season.
  - iv. Oregon: Budget: \$74K. Dues: \$1800. University Support: \$11000. Seniors: 5. The team had a good recruiting class and made the trip to Colorado. Overall good year on ice and received regionals bid. Received support from the university for post-season.
  - v. USC: Budget: \$80-95K. Dues: \$1575. University Support: \$0. Seniors: 6. Due to rulings from previous season, did not receive university funding. Suspended JV program for this season due to student operations problems, reducing budget by \$17K . Recovered via the strong network of alumni and sponsors built over Coach Wilbur s tenure, raising \$26K. Underlies the importance of networking.
  - vi. Washington: Budget: \$75K. Dues: \$2000. University Support: \$2000. Promising year thanks to good incoming class. On ice, difficult season. The team is in better financial shape. A major revenue stream was a deal to work concession stations at local PGA events.

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- vii. Washington State: Budget: \$25K. Dues: \$700. University Support: \$4000. Seniors: 3. Tough season due to smaller numbers of players. On ice, difficulty in putting together a 60 minute effort, leading to close losses. Problems on the student organizational level hindered effective operations, but looking for improvement next season. Home ice will probably move to the rink being built for EWU.
- viii. Stanford: Budget: \$40-50K. Dues \$600. University Support: \$5000-11000. Seniors: 5. Relative improvement of the quality of the on ice product, despite record. Biggest problem plaguing team is recruiting new members. Program looks to improve next season if they can overcome this problem.
- ix. Colorado comments from Coach Soriano. CU budget is \$80K including free ice time. Sponsored by Fury and has a full time dedicated volunteering and logistical staff.

### III. Season Problems

- a. Uniforms Oregon, Jeff Gibb. Discussion was started as a result of non-matching jerseys and socks during home games. The problem was the resulting inquiries from the sponsors and media present. It also reflects poorly on the league. Oregon purchases their socks from their local pro shop at a 50% discount. Jerseys are purchased from OT Sports at ACHA rate. Key for availability is to purchase jerseys in the summer and advance the capital costs. USC has direct relations with manufacturers, including a supplier of jerseys and bags, from Shenzhen, China. Associate Director Soriano would pursue possible league-wide rates for suppliers during the AHCA conference in Naples, FL.
- b. Game Start Times USC, Mark Wilbur. Unusual start times, either too early on a weekday or extremely late on the weekends, were particularly problematic this season. The source is the lack of ice time availability. It was requested that teams consider times carefully, especially keeping weekday games later in the interest of academics and logistics. In addition, this can be important for attendance, which can be aided by using home and away teams alumni associations local branches.
- c. Ineligible Players The Commissioner emphasized that there is no excuse for using ineligible players. Last year, the league agreed to the 12-unit requirement in the interest of maintaining a higher academic standard. Part of the problem is tied with trouble getting enough players. The group brainstormed on recruiting to prevent further similar situations.

### IV. Player Recruitment

- a. On-campus outreach Stanford. Group discussion facilitated by representatives from Stanford to aid the continuing problem of low numbers on the team. Their main problem comes from the smaller student body. The team has used all of its media outlets to increase public awareness. In addition, losing record further discourages team s limited numbers. Request for ideas from other representatives. UCLA increases numbers by offering to train new players interested in learning. ASU receives regular interest from high school students interested in attending, in part due to an upgrade of the website, thanks to an ASU marketing alum. Team also mans a booth on campus in the 10 days after the end of the season. In addition, teams all depend on word of mouth and active use of Facebook. USC mentioned actively recruiting out of state and leveraging that with the admissions office, who is interested in encouraging geographic diversity. Washington reps attend local hockey camps and make sure to follow through with prospects. Recruiting trips for team can be sold to the university benefit and may aid in getting a foothold into the office. Contacts within Admissions office may aid in second review or final review requests, taking hockey players from final admissions pool. However, before using the Admissions office, make sure that the player is worth the effort. Other ideas included reaching out to the Greek system and getting larger crowds to games to increase profile in the hopes of picking up 1 or 2 more players. Cal suggested taking advantage of free advertising via team members wearing team related gear to get the brand out in the public.

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## V. Financial Report

- a. 2007 PAC-8 Tournament budget matched expenditures and revenues.
- b. League has a reserve, which may be important, due to expected losses from this year's tournament.

## VI. Responsibilities

- a. Annual Dues
  - i. Because of increasing surplus it was suggested that a rebate be given to league members. Because of the small return amount, suggestion was made to put funds toward a league-wide project rather than returning a small amount of dues back to the team.
  - ii. Best Administrative Team Award went to Oregon this season, who will receive a \$50 break on dues.
- b. Teams were reminded that all information about registration forms and due dates for the ACHA are available on a central source on the ACHA DII website. This schedule and the league schedule can be found in the PAC-8 Handbook.
- c. Teams were reminded of the importance of submitting PAC-8 Registration forms in a timely fashion. For Fall Season registration, to aid quarter schools, it is advised to have all players trying out to fill out the PAC-8 Registration form so that an eligibility list is available during roster selection. All forms are available in the handbook so there is no reason for late Winter Season submission.
- d. Teams were reminded that they should register into the ACHA online system and submit their schedule in a timely fashion at the beginning of the season. Delaying could hurt the standing of other teams. As a courtesy, home teams should submit game scores online within 24 hours of game's end.
- e. Teams are recommended to have a team administrator to aid the team representative or president in ACHA and PAC-8 matters.
- f. Teams were issued a print copy of the PAC-8 Handbook for 2007-08. A request was made to review the handbook for additions and corrections. This resource should be used by teams for all elements of team operations.

## VII. Rules and Regulations

- a. This year, the ACHA moved to 4-on-4 play in the 5-minute overtime period, which varies from both the NCAA and the PAC-8. Motion was made for the league to follow this rule change in the league and was unanimously approved.
- b. Regarding the issue of referees, all teams were asked to get the contact info for their local referee supervisor and send it to the Commissioner. In addition, the possibility of a 4-official system was discussed. The rules currently forbid it. Motion to make games using 4-man system legal but not required was passed.
- c. Teams were advised that there is a scheduled change of goaltending equipment standards in the 2008-09 season. However, because of ACHA history of voted extensions on delaying the change, teams will be advised of the situation after the ACHA Conference in Naples, FL.

## VIII. Alaska Airlines Contract

- a. Associate Director Chris Soriano presented a contract negotiated with Alaska Airlines to provide the league with a group rate code.
- b. Highlights of the contract include 10% group pricing discount, no deposit required, and free name changes on tickets. Contract term is for one year and renewable after review. Applies to group travel only.
- c. For contract to be beneficial and maintained or improved if passed, league members must commit to using this negotiated contract rate when available.



- d. Motion to approve contract was passed unanimously. Details and group code would be provided after contract was officially signed.

**IX. Season Dates**

- a. It was proposed that the league leverage its weight when trying to deal with vendors. Considering the amount of money the league spends on the whole, it should be possible to broker better deals for member teams. A first attempt would be to try to get a large national corporation to provide a basic hockey services.
- b. The main promotion idea discussed was a golf tournament. It can be a lucrative event if you get a large sponsor to cover the costs; otherwise it could dramatically hurt the bottom line. To advertise your event, start from the ground (local hockey magazines and papers) up (USA Hockey magazine).

**X. PAC-8 Online**

- a. Start Date was confirmed to be October 1, 2008.
- b. End Date issue was discussed. Concerns were raised about the current close timing between the PAC-8 Tournament and the ACHA Regional Tournament. In addition, discussion was raised about having the PAC-8 Tournament before the final ACHA ranking period. To counter that point, it was suggest that teams in the tourney race should schedule with teams that would be in Regional race as well. All things considered, the league decided that the tentative end of the regular season would be February 1, 2009, but required further information from the ACHA about the Regional tournament schedule before any final approval would be given.

**XI. PAC-8 Championships**

- a. Alternate Options Washington, David Kell. In the interest of seeing more teams involved in the tournament, Coach Kell presented options for a new tournament format. Options included a 5, 6 and 8 team tournament. After considerable debate regarding the systems and a diversionary discussion over the league s weighted-point system, it was proposed to tentatively approve a 6-team, 7-game tournament trial at the 2009 PAC-8 tournament. The motion would be approved pending a formal written proposal to be prepared by the Secretary and reviewed by all member schools.
- b. ASU confirmed that it would be ready, willing and able to host the 2009 tournament.
- c. The league had concerns about Stanford s ability to host the 2010 tournament given its organizational problems. Both USC and Oregon offered to host the event in Stanford s place. The committee voted to table the issue for 1 year to see how the new format works out and in the hopes of improvements with Stanford.

**XII. Executives**

- a. The league unanimously voted Cyril Allen to another two year term as Executive Director.
- b. The league unanimously voted Chris Soriano to another two year term as Associate Director.
- c. The league unanimously voted Roger Kulpa to continue as Treasurer.
- d. The league unanimously voted William Tsai to continue as Secretary.
- e. Teams were reminded to submit contact information for league email addresses to the Commissioner.

**XIII. 2008-09 Scheduling**

- a. The business portion of the meeting was adjourned at 1:16pm. Team representatives broke into scheduling mode for the 2008-09 season.