



***nfhca***

# ANNUAL REPORT

2022-2023

National Field Hockey Coaches Association



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The 2022-2023 Annual Report covers the  
NFHCA fiscal year, which began  
July 1, 2022 and ended June 30, 2023.

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A photograph of three women standing on a grassy field, likely a field hockey field, during the day. They are all smiling and looking towards the camera. The woman on the left is wearing a black jacket with 'SAINT MICHAEL' visible on the collar and a pink headband. The woman in the middle is wearing a grey knit beanie with the 'NFHCA' logo and a dark jacket. The woman on the right is wearing a grey knit beanie and a dark jacket. They are all wearing athletic shoes. The background shows a clear blue sky and some trees in the distance.

## Executive Director's Message

The 2022-2023 NFHCA Annual Report highlights a year of remarkable achievements and contributions within the field hockey community. With nearly 1,400 members representing all levels of the game, the NFHCA continues to thrive and impact the sport on a national scale.

I'd like to acknowledge the invaluable contributions of the 225 dedicated committee members and 16 board members whose commitment and efforts continue to advance the Association's mission.

A standout moment this past year was the induction of the 22nd NFHCA Hall of Fame Class and Lifetime Achievement Award recipients, a ceremony at the NFHCA Annual Convention that honored exemplary individuals who have left an indelible mark on the sport.

The year celebrated coaching milestones, with acknowledgments for our newest Victory Club members and Collegiate Coaching Staffs of the Year. Additionally, the Junior Hockey Award, DEI Spotlight Recognition, and President's Service Award were presented to deserving individuals and groups. The NFHCA bestowed nearly 6,600 athletic and academic awards upon high school and collegiate student-athletes.

The NFHCA's commitment to inspiring excellence was exemplified through Ready2Coach clinics, virtual Coaches Corners, and the Annual Convention, benefitting over 600 participants. The Campfire Mentoring Program connected 71 coaches across 18 different Campfire groups.

Strategic collaborations with USA Field Hockey further underscores the NFHCA's dedication to promoting our sport and expanding our community. The inception of the *Field Hockey Forward* initiative, aimed at expanding the footprint of collegiate field hockey, emerged from the larger strategic alliance cultivated with USA Field Hockey.

We will continue to champion, strengthen, and celebrate field hockey coaches and the game!

Cheers and gratitude,

*Cate Clark*



# ***OUR VISION***

Every field hockey coach looks to the National Field Hockey Coaches Association for the resources to grow in the game and the inspiration to stay in the game.

# ***OUR MISSION***

To champion, strengthen, and celebrate field hockey coaches and the game.

# ***OUR VALUES***

Leadership  
Collaboration  
Belonging  
Celebration  
Stewardship





# OUR GOALS

- 1 Expand Our Community** - Grow memberships. Grow partnerships. Grow alliances.
- 2 Promote Our Sport** - Improve the awareness, understanding, promotion, and visibility of field hockey.
- 3 Inspire Excellence** - Provide tools, resources, education, and development opportunities to inspire the potential of coaches and athletes.
- 4 Be the Voice** - Elevate pathways for inclusion and serve as the collective voice to governing bodies.
- 5 Optimize Organizational Effectiveness** - Mobilize and align NFHCA resources, services, and capacity.

[2022-2025 Strategic Plan](#)





# OUR SPORT



Collegiate field  
hockey players



High school field  
hockey players



NCAA field hockey  
programs



**~30 million players  
worldwide\***

\*Source: International Hockey Federation





# At-A-Glance



**1395**

Members



**225**

Members on NFHCA  
committees



**18**

2023 Campfire Groups



**13**

New Victory Club  
Achievers



**85**

Coaches at regional  
Ready2Coach Clinics



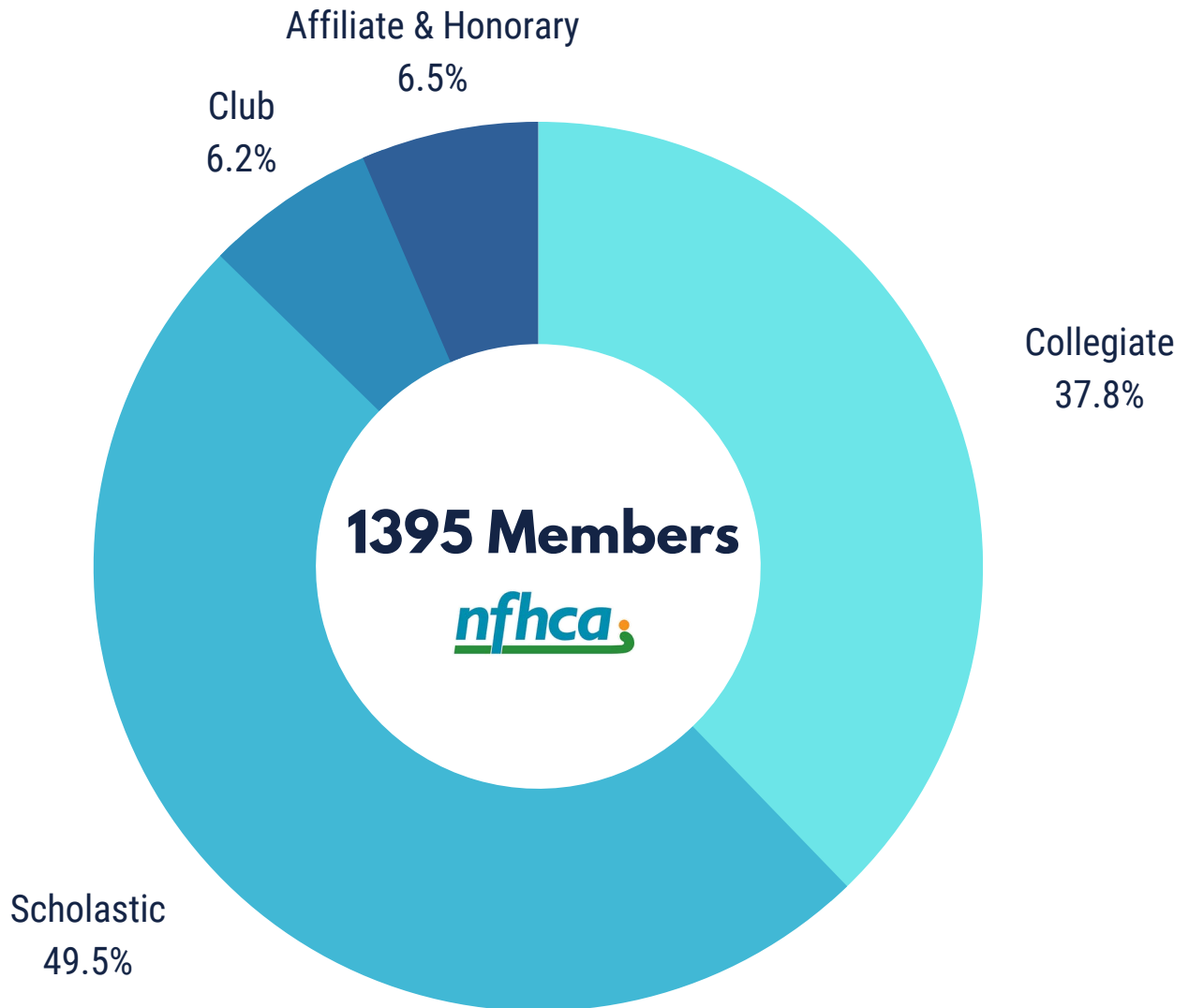
**176**

NFHCA All-Americans



# ***OUR COMMUNITY***

## **MEMBERS**



**4.4%**

Increase in membership  
year-over-year



# OUR COMMUNITY MEMBERS

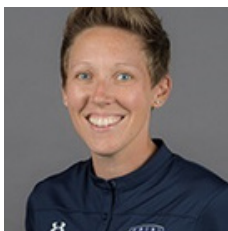
The NFHCA was proudly represented by nearly 1400 members in the 2022-2023 membership year. This group hailed from 28 states in the U.S. **Pennsylvania** led the way with over 200 members, followed by **Massachusetts** with 146 members. **New York** ranked third with 119 members, followed by **New Jersey** (106) and **Connecticut** (98) rounding out at 4th and 5th. ★





# ***OUR COMMUNITY***

## BOARD OF DIRECTORS



**Carolyn King-Robitaille**

*President*



**Tracey Fuchs**

*VP Member Services*



**Annie Kietzman**

*VP Sport Development*



**Cheryl Murtagh**

*VP Finance*



**Chrissy Summers\***

*VP Sport Development*



**Anne Parmenter\***

*Past President*



**Lauren Cornthwaite**

*Club Representative*



**Renée Toliver**

*Scholastic Representative*



**Jamie Montgomery**

*DI Representative*



**Jessica Spencer**

*DII Representative*



**Janelle Benner**

*DIII Representative*



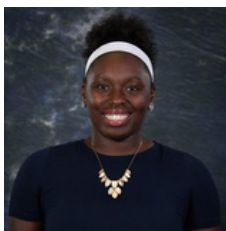
**Tamara Durante**

*Asst. Coach Representative*



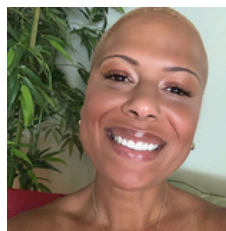
# ***OUR COMMUNITY***

## BOARD OF DIRECTORS



**Courtney  
Deena**

*DEI Representative*



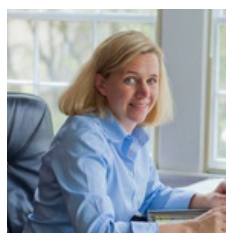
**Mimi  
Smith**

*Black Coaches Council*



**Heather  
Lewis**

*Honorary Member*



**Sam  
Ekstrand**

*Legal Counsel*



**Katie  
Kloeckener\***

*Asst. Coach Representative*

*\*Denotes term of service ended during the 2022-2023 year*

## NFHCA TEAM



**Cate Clark**

*Executive Director*



**Kelly  
Blackhurst**

*Awards & Digital  
Communications Manager*



**Becca Main**

*Director of Coach Education &  
Member Services*



# OUR COMMUNITY COMMITTEES

We express our gratitude to the 225 dedicated NFHCA committee members who have diligently contributed their valuable efforts in furthering our mission. Their service and active participation are greatly appreciated by the NFHCA.

## **Standing Committee - Leadership**

With 13 active Standing Committees, join us in sharing our gratitude for NFHCA committee members and their Chairs, listed below.

- **All-American** – Chip Rogers-DI, Marci Scheuing-DII, Janelle Benner-DIII, Mae Shoemaker-Scholastic
- **Awards** – Lauren Cornthwaite
- **Black Coaches Council** – Mimi Smith
- **Bylaws** – Leslie Frye
- **Collegiate Senior Team** – Carrera Lucas DI, Carolyn King-Robitaille DII, Laura-Ann Lane DIII
- **Convention** – Cheryl Murtagh, Meredith Spencer-Blaetz, Taylor Dyer
- **Diversity, Equity and Inclusion** – Brandi Kist
- **Hall of Fame** – Laura Gebhart
- **NCAA Legislation** – Jamie Montgomery, Jessica Spencer, Janelle Benner
- **Nominating** – Val Lohr & Jessica Weiss
- **Scholastic** - Renée Toliver
- **Sport Development** – Chrissy Summers & Annie Kietzman
- **Video Exchange & Technology** – Will Byrne

## **Ad Hoc Committee - Leadership**

- **Coaches Poll** – Georgia Holland
- **Umpire Task Force** – NFHCA Staff





# OUR COMMUNITY CELEBRATING COACHES



In January 2023, the 22nd NFHCA Hall of Fame class was warmly welcomed into the prestigious ranks at a memorable ceremony held in Lake Mary, Florida. This distinguished class included **Kathleen ‘Cookie’ Bromage, Katharine DeLorenzo, and Anne Horton**. Additionally, **Anne Sage** was recognized and commemorated with the esteemed NFHCA Lifetime Achievement Award.

“Her legacy to me is all of the lives she touched...

– Kara Whitlatch, Bexley High School Field Hockey Coach about inductee Anne Horton





# ***OUR COMMUNITY*** CELEBRATING COACHES

## **Victory Club**

### **200 WINS**

Michelle Andre, Rowan University  
Jodi Cipolla, Endicott College  
Kim Underwood, Wilson High School, Pennsylvania

### **300 WINS**

Robin Balducci, University of New Hampshire  
Pam Bustin, Duke University  
Kate Graft, Villa Dusesne, Missouri  
Karen Moschetto, Fredericksburg Academy, Virginia  
Maureen Perkins, Glastonbury High School, Connecticut  
Jo-Anne Hostig, Saratoga Springs High School, New York

### **400 WINS**

John Savage, Newtown High School, Connecticut  
Terri Ziemnicki, Avon High School, Connecticut

### **500 WINS**

Sally Starr, Boston University

### **700 WINS**

Sharon Sarsen, Lakeland High School, New York





# ***OUR COMMUNITY***

## **CELEBRATING COACHES**

**Junior Hockey Award** - Jim Emery, Herndon-Reston Youth Field Hockey, Virginia

**DEI Spotlight** - Long Island All Starz, New York

**President's Service Award (new!)** - Kelsi Lykens, University of New Haven (now at Lehigh University). Also acknowledged as 'Honorable Mentions' were Laura-Ann Lane from Nichols College (now at Clark University) and Jessica Weiss from Randolph-Macon College.

### **Collegiate Coaching Staffs of the Year**

#### **Division I**

Mid-Atlantic Region - University of Maryland

Mideast Region - Pennsylvania State University

Northeast Region - University at Albany

South Region & National Winner - **University of North Carolina**

West Region - Northwestern University

#### **Division II**

Atlantic Region & National Winner - **East Stroudsburg University**

East Region - Assumption University

#### **Division III**

Region I - Babson College

Region II & National Winner - **Middlebury College**

Region III - William Smith College

Region IV - Rowan University

Region V - Johns Hopkins University

Region VI - Salisbury University





# OUR COMMUNITY

## CELEBRATING PLAYERS

During the 2022 NCAA Championship weekend for their respective divisions, **106 selected seniors** were celebrated in the NFHCA Senior Game. This marked their final appearance in their team uniforms, with matches taking place at the various divisional championship venues.

Nearly **6,600 high school and collegiate student-athletes**, along with **110 collegiate teams**, were acknowledged through the NFHCA's five distinct Academic Awards Programs.

**350 collegiate and 161 high school student-athletes** were recognized to the NFHCA All-Region teams across the nation.

**254 collegiate student-athletes** were nominated by their coaches for the inaugural NFHCA Watchlist.

**176 student-athletes** were named to the 2022 NFHCA All-American Team.





# INSPIRING EXCELLENCE

## COACHING EDUCATION



**85** coaches attended one of six clinics offered from July 2022 through June 2023 across five regional locations. An additional **300+** coaches attended the Ready2Coach sessions hosted at the 2023 NFHCA Annual Convention.

**228** coaches attended virtual programming offered over eight hours of online sessions.

## COACHES CORNER



**18** new Campfire mentoring groups assembled in March 2023 with **71** mentor and mentee participants.

While two grant recipients completed their mentoring through the inaugural Redwood Grant program of last year, two additional recipients were awarded the grant in the spring of 2023. Danielle Baumgardner, founder of The Collab and Katie Clark, co-owner of Rocky Mountain Field Hockey Club will each receive \$2,500 each over the next year, along with mentoring to support their work.



*"The Redwood Grant allowed us to hire summer interns. Our interns helped develop our understanding of the youth sports landscape in the region, helped connect us with field hockey clubs and programs throughout the region, and created programs and communicated with new areas on our behalf. Additionally, we shared information with our interns on how our organization came about, what responsibilities we have as a non-profit and other organizational information. We hope to empower our interns to see how it can be possible to stay involved in the sport and create impact in their community."*

– **Keely Tamer**, inaugural recipient



# INSPIRING EXCELLENCE

## ANNUAL CONVENTION



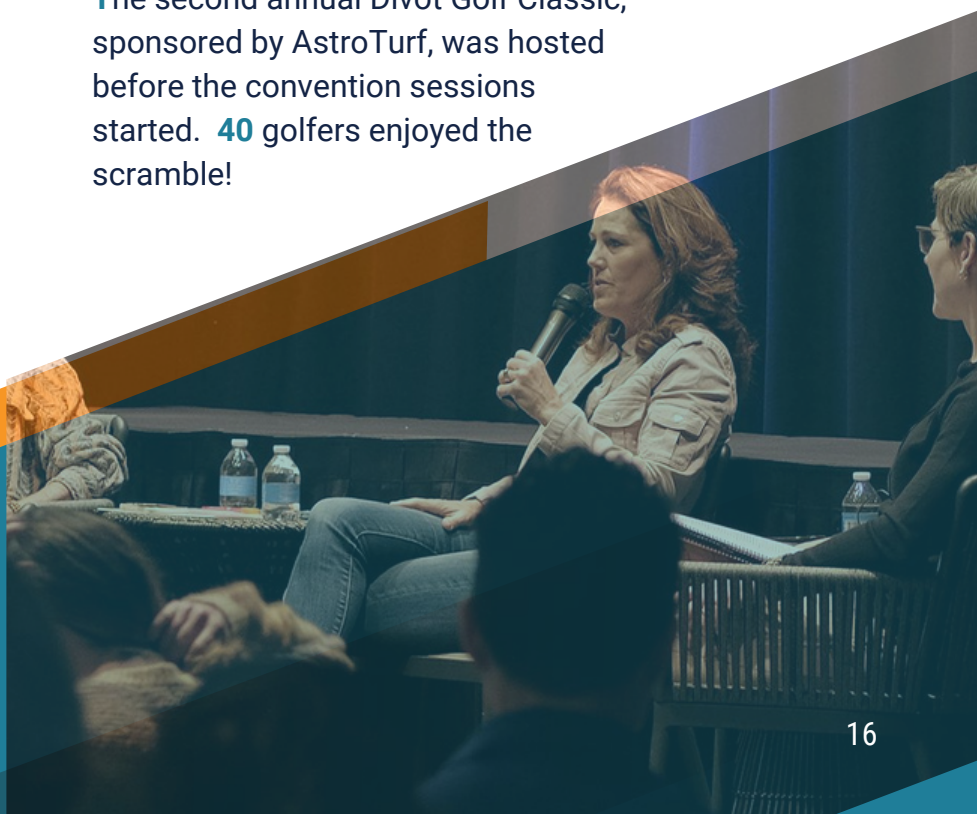
**345** members and **29** exhibitors attended the January 2023 Convention in Lake Mary, Florida, which was headlined by a keynote conversation with fan favorites Julie Foudy and Marlene Bjornsrud. **16** attended the inaugural Assistant Coach Workshop offered as a pre-convention option for assistant and associate coaches.



**105** teams and **1587 athletes** competed at the 2023 Winter Escape Showcase, with **over 200** college coaches in attendance during the three-day event in Sanford, Florida. 3Step Sports once again did a fantastic job of facilitating and operating this successful event.



The second annual Divot Golf Classic, sponsored by AstroTurf, was hosted before the convention sessions started. **40** golfers enjoyed the scramble!





# INSPIRING EXCELLENCE

## TOOLS & RESOURCES

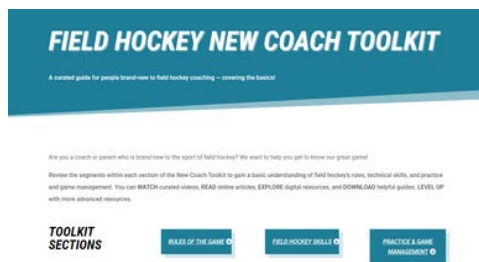


The fifth edition of the NFHCA Drill Booklet, sponsored by Penn Monto, was published in August. A special thanks to all the member coaches who contributed their drills! The Drill of the week was shared weekly via email during the fall season.



The fifth-edition of the NFHCA Annual Salary Survey results was published in March 2023. Based on the data provided, average head coach salaries across divisions continued to increase year-over-year and key takeaways were highlighted to assist coaches in their salary negotiations.

A curated online guide for coaches brand-new to field hockey coaching was launched on the NFHCA website in August 2022. The kit focuses on basics such as technical skills, rules, and practice management.





# OUR VOICE

## DIVERSITY, EQUITY, & INCLUSION



The DEI Spotlight Recognition was developed by the NFHCA DEI Committee to recognize a field hockey related person, group, or organization in the United States making an impact in the DEI space through education, advocacy, and allyship. Long Island All Starz Field Hockey Club from New York was selected as the first-event recipient of the DEI Spotlight recognition award. A disability inclusive field hockey program, their mission is to help level the playing field for all by aiming to support their athletes both on and off the field.

## DEI RESOURCE LIST

Developed and compiled by the NFHCA DEI Committee in June 2023, this list was designed as a resource to empower members to promote diversity, equity, and inclusion. Available on the NFHCA website and member portal, it encompasses a wide range of materials, including books, articles, videos, podcasts, and training programs, all geared towards equipping members with the knowledge and strategies needed to cultivate an equitable and supportive community.





# OUR VOICE

## BRAND & REACH

Promoting the awareness and visibility of our sport, expanding our NFHCA community, and serving as an ambassador of our coaching community with all governing bodies and external stakeholders continue to be key strategic initiatives for the NFHCA. The aim to amplify content and storytelling that helps our sport expand its footprint and visibility was brought to life through the Field Hockey Forward project as well as the strategic alliance developed with USA Field Hockey in December 2022.

As tactics are underway to promote our sport, expand our community, and serve as stewards and ambassadors of our sport, the ongoing elevation of our brand will only serve us well. Six of our signature recognition programs were honored with enhanced branding and graphics this past year, helping to promote brand awareness and identity with distinct, professional, and consistent graphics.

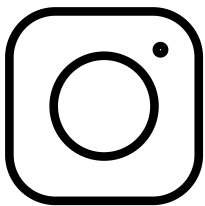




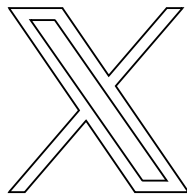
# OUR VOICE

## BRAND & REACH

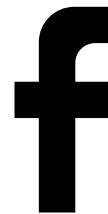
In the digital world we live in, progress with our Association's visibility and brand reputation can be measured through digital reach. The NFHCA expanded its reach on social media in 2022-2023, increasing across all major platforms during the year. Instagram tallied the most growth in followers with **21%** year-over-year.



**6,888 followers**  
+21% year over-year  
604,000 impressions



**7,084 followers**  
+9% year-over-year  
106.9 million impressions



**2,475 followers**  
+11% year-over-year  
10,773 profile visits



**575,837 unique  
webpage views**  
+4% year-over-year  
226,077 new users





# **COLLABORATION**

## STRATEGIC ALLIANCES

Recognizing the necessity to collaborate, **USA Field Hockey** and the **NFHCA** joined forces in December 2022 to establish a strategic alliance with the two main areas of focus as follows:

**1 Advancing the professional development, support, and recognition of coaches.**

**2 Advocating for the preservation and expansion of field hockey in the U.S.**

Recognizing the important areas of need to collaborate for the preservation, sustainability, and growth of our sport, both organizations believe there are mutual benefits to be achieved by working together.

The primary objectives of this alliance include:

- Understanding and respecting our unique roles and responsibilities as stewards of our sport in the U.S.
- Exploring the synergies and efficiencies which can be achieved by working together
- Identifying and collaborating on joint projects that fulfill our stated objectives
- Marketing and promoting one another's top initiatives where no overlap exists, and where existing individual organizational contractual obligations permit.

As a result of this alliance, the following initiatives have been achieved thus far:

- The **Field Hockey Forward (FHF)** initiative, dedicated to championing the growth and inclusion of women's field hockey at the collegiate level. FHF is committed to increasing the visibility and footprint of NCAA field hockey.
- USA Field Hockey Level 1 & 2 Certification Clinics in tandem with regional NFHCA Ready2Coach events and the Annual Convention.
- Promoting and amplifying coach education information, USWNT noteworthy news, and other relevant news with one another's membership.





# COLLABORATION STRATEGIC ALLIANCES

## SportsRecruits

The NFHCA entered into an exclusive long-term relationship with SportsRecruits to launch a suite of integrated technology products to coordinate and simplify the recruiting process for players, parents, club organizations, and college coaches. EventBeacon, which is the sideline evaluation tool for coaches to use on site at recruiting events, is part of the larger NFHCAREcruits platform, launched at the 2023 Winter Escape Showcase in Florida.

“Since 2008, we have been true to our mission of empowering student-athletes to pursue their dreams,” said Chris Meade, Co-Founder + Co-CEO of SportsRecruits.” The NFHCA is always looking to streamline the recruiting experience for both student-athletes and our membership base of over 500 college coaches,” said Cate Clark, Executive Director. “For over a decade, SportsRecruits has been a leader in college recruiting technology and we are excited to work with them to launch NFHCAREcruits and EventBeacon. Their customer service, responsiveness, professionalism, and willingness to listen to our needs is unmatched in the recruiting and evaluation tool space.”

SportsRecruits is a platform that provides clubs, players and their families access to every college coach in the country. Club organizations use the platform to empower their players in the recruiting process and oversee their efforts and communication with complete transparency. Connections made on the platform have resulted in commitments to the best academic and athletic institutions across the country.





# **COLLABORATION**

## DONOR SPOTLIGHT

**Karren Mann**, Assistant Coach/Goalkeeper Coach at Lynchburg University, committed to a yearly donation of \$3,000 for a decade, extending until July 2033. This generous gesture is intended to fund the NFHCA Collegiate Senior Team recognition and awards program. Any surplus from Mann's yearly gift will also go towards providing scholarships for assistant collegiate coaches facing financial constraints in attending the NFHCA Annual Convention.



***"I have a great passion for field hockey. For me, it's not just a game, it's a way of life. As a former player and coach, I have experienced the camaraderie and exhilaration that this sport brings. Contributing money to the field hockey community is my way of giving back and ensuring that future generations can enjoy the same love and passion I have for this beautiful game."***

- Karren Mann



**Andy Whitcomb**, Head Coach at Mount Holyoke College, touched hearts with a poignant story about her father and the impactful Richard & Barbara Whitcomb Foundation at the 2023 Annual Convention. Whitcomb bestowed a remarkably generous gift of \$7,500 dedicated to funding convention scholarships for assistant collegiate coaches. A total of 14 assistant coach convention scholarships were raffled off and gifted during the 2023 Coaches Appreciation Lunch. The remaining funds will be allocated for future scholarships.



# COLLABORATION DONORS

The generosity of donors is critical to fueling our future. Donations provide professional development opportunities to our members and a platform for our coaches to connect, engage, and grow. We are grateful for the 2022-2023 donors and anonymous donors whose gifts provide a brighter future for coaches and the NFHCA.

## **Visionary - \$2500+**

Karen Mann

Emily Snowden

Chrissy Summers

Andy Whitcomb - Richard & Barbara Whitcomb Foundation

## **Changemakers - \$1000-\$2499**

Mary McCracken

## **Advocates - \$300-\$999**

Suzanne Carlin

Katharine DeLorenzo

Stef Fee

Tracey Fuchs

Laura Gebhart

## **Friends - \$25-\$299**

Aby Deverka

Kelly Doton

Michael Eisenhour

Laine Greenwalt

Carla Hesler

Kelsi Lykens

Becca Main

Margaret Maclean

Pat Rudy

Jessica Spencer

Meredith Spencer-Blaetz

Rolf van de Kerkhof

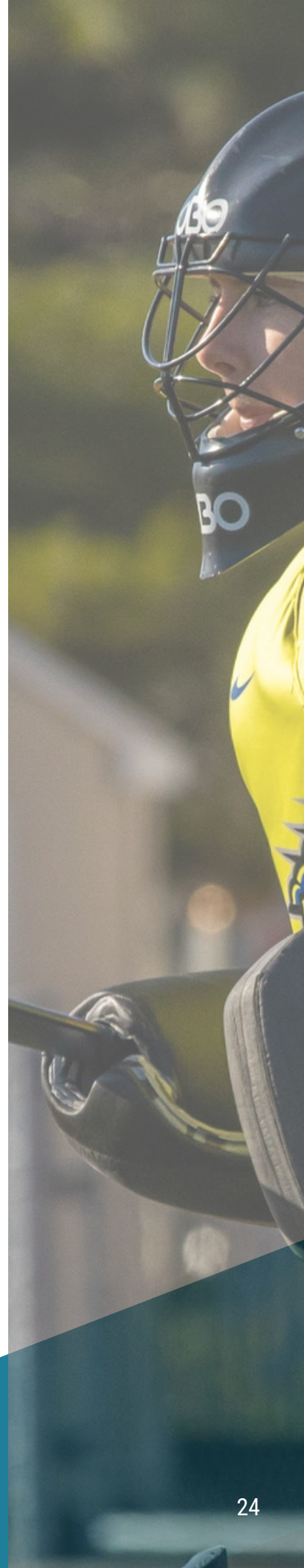
Kaitlyn Wahila

Jessica Weiss

Nancy Williams

Kelly Yates

*\*Note - The 2022-2023 Annual Report covers the NFHCA fiscal year, which began July 1, 2022 and ended June 30, 2023.*





# COLLABORATION

## PARTNERS & SPONSORS

We extend a heartfelt appreciation to our sponsors and partners whose contributions and support are instrumental in enabling us to fulfill our mission. Through their support, we are able to provide recognition, professional development, resources, and a networking platform for field hockey coaches throughout the U.S.

### Official Partners



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### Official Sponsors



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### Proud Supporters



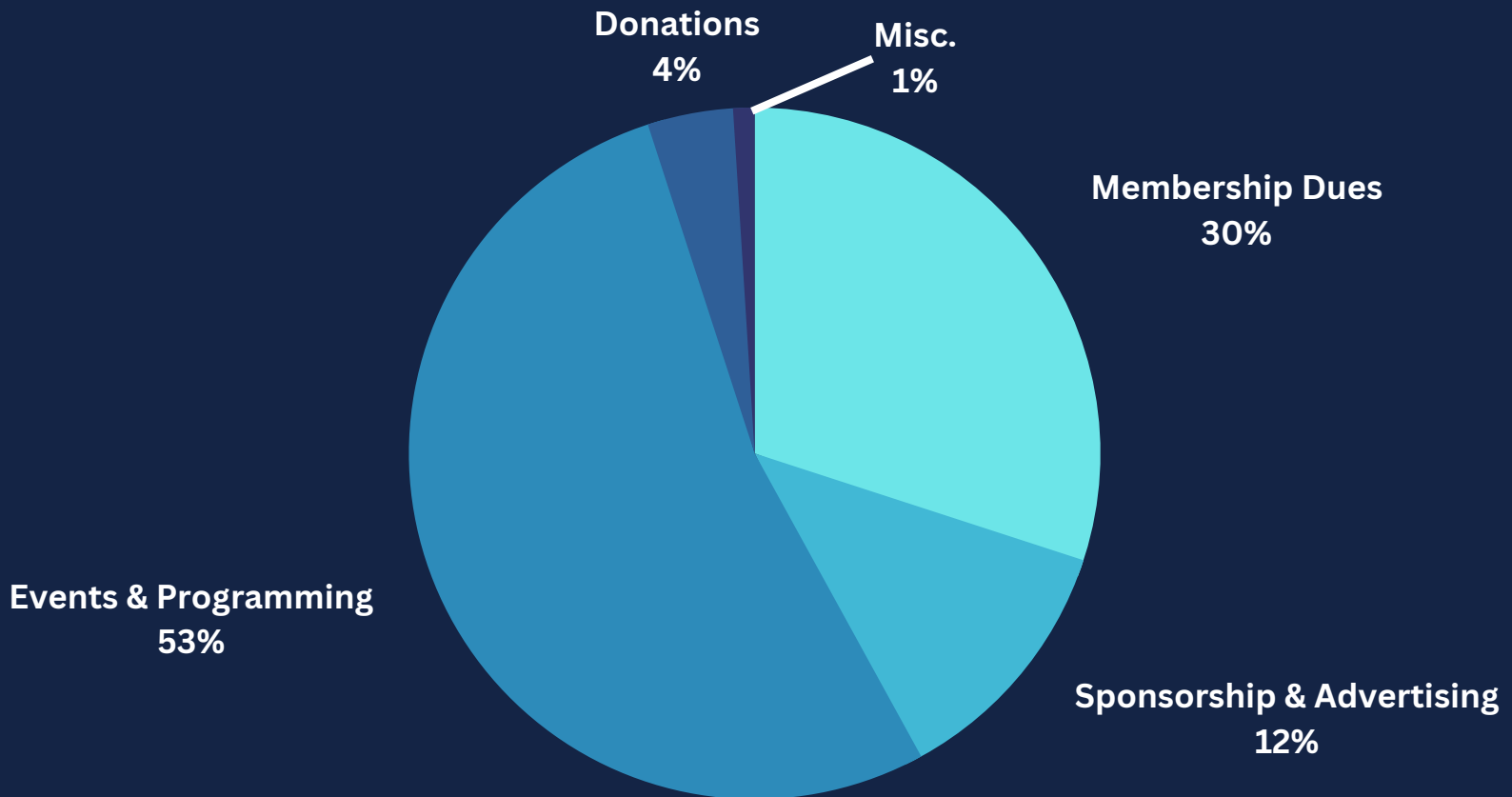


# **FINANCIAL**

## REVENUE

*\* The 2022-2023 Annual Report covers the NFHCA fiscal year, which began July 1, 2022 and ended June 30, 2023.*

**Total Revenue: \$526,742**



**2022-2023 Net Revenue: \$30,032**

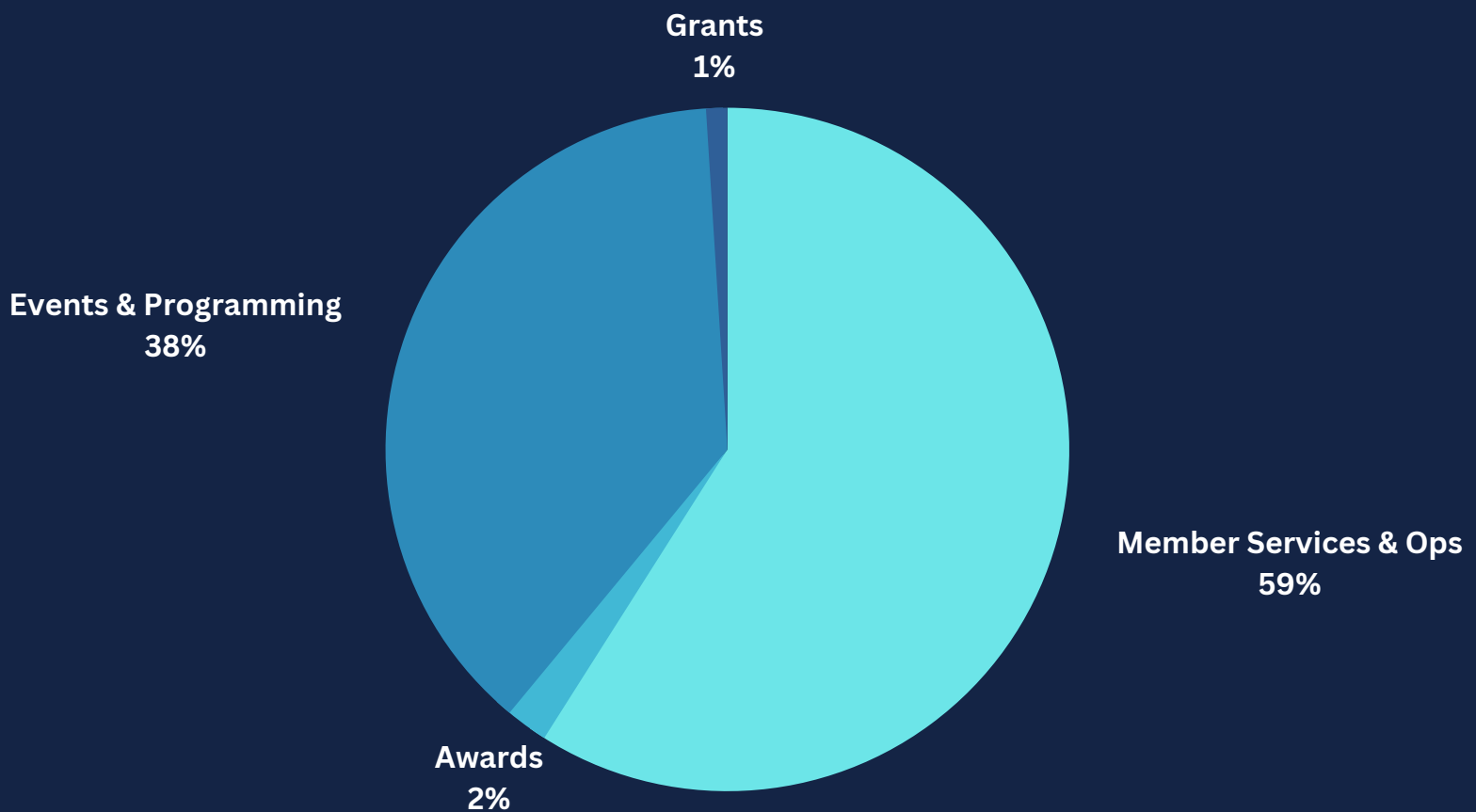


# **FINANCIAL**

## EXPENSES

*\* The 2022-2023 Annual Report covers the NFHCA fiscal year, which began July 1, 2022 and ended June 30, 2023.*

**Total Expenses: \$496,710**



**2022-2023 Net Revenue: \$30,032**



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NATIONAL FIELD HOCKEY COACHES ASSOCIATION

