

# Rochester Junior Americans Uniform Policies and Standards

## Preamble

USA Hockey Rule 203(b) states, "Each player and goalkeeper on the game roster shall wear a visible individually identifying number (only whole numbers 0-99 inclusive) that is proportionate to the size of the participants. All players of each team shall be dressed uniformly." To that end, the Rochester Jr. Americans provides players opportunities to purchase jerseys and other apparel with their chosen uniform number.

## Policy on Uniform Numbers

Rochester Jr. Americans (Jr. Amerks ) players may select any number excluding the following: 0, 00, 60, 69, and 99; any number preceded by 0 (e.g. 07); and 3-digit numbers. Players currently wearing these numbers may continue to do so until they leave the organization.

The number 60 has been reserved for use as an emergency number. The Jr. Amerks maintain a supply of nameless number 60 jerseys for use in emergency situations, travel call-ups, forgotten, etc. The number is not in conflict with any other player in the organization. To obtain an emergency jersey, please send an email to [uniforms@jrmerks.com](mailto:uniforms@jrmerks.com) for further information.

## Number Conflict Resolution Process

### Introduction

There are occasions when due to player transfers between teams, new players arriving into the organization, or other reasons, two teammates have duplicate numbers. Should this happen the following steps will take place to determine the most favorable outcome for all affected players.

This policy is only expected to apply towards the change of two game jerseys. Other customized equipment and apparel is not covered by this policy.

There are two separate issues to be considered: The steps taken to determine which player should change, and how to pay for the jersey expenses for the change.

### Steps to Determine Who Changes

A discussion will be had between the two players, their responsible paying parties (typically a parent) and the head coach or other team-based non-involved adult designee to determine if one player would be willing to change numbers. This is the first step in determining the change. If an agreement is not reached during this discussion, seniority rules will be applied in the following order. If the players have the same seniority at the first level, they move on through the levels in order until one player is determined to have seniority. In general, the most senior player retains their chosen number.

- A. Seniority is first determined by the number of seasons a player has been with the organization in the level their team is currently assigned. Each paid season at this level counts as one credit.

- a. Example: Team is a U18. Player A is entering their third season of U18 play, Player B is entering their first season of U18 play. Player A has seniority.
  - b. Example: Team is AAA team. Player D has played AAA for the previous two seasons. Player E has played AA for the previous three seasons and moved to AAA this season. Since Player D has played at the level their team is currently assigned for more seasons, Player D has seniority.
  - c. Example: Team is a House team. Player G has played the previous five seasons at AA and has moved to House for this season. Player H has played House for the previous three seasons. Since Player H has played more years at the level their team is currently assigned, Player H has seniority.
- B. Seniority is then determined by the number of consecutive seasons a player has been with the organization regardless of their level. Each paid season counts as one credit.
- a. If a player left the Rochester Jr. Americans for a season and has returned to the organization, the player loses all seniority claims.
    - i. A break in continuous participation is defined as a season where the player did not incur any registration fees payable to the Rochester Jr. Americans organization, or a partnered organization as detailed below.
    - ii. A player playing for the Rochester Jr. Americans and a high school varsity or JV hockey team in the same season is not considered to have left the organization.
    - iii. If one of the conflicting players was injured for the entirety of a season, seniority is exempted from application of this rule and we move to the next rule.
  - b. Female players playing on any team subject to an agreement between the Rochester Jr. Americans and another organization who alternate seasons playing for one or the other organization are considered to have played continuously with the Rochester Jr. Americans and will receive one credit per season.
    - i. Example: Player C's Jr. Amerks youth career spans 2 seasons of U10 with the Rochester Jr. Americans, a season of girl's hockey with a partnered organization of the Rochester Jr. Americans, and is entering their second season of U12 with the Jr. Americans. Player C is credited with four seasons of continuous play.
  - c. Doodlebugs and similar programs sponsored by and paid to the Rochester Jr. Americans and resulting in the player being rostered on a USA Hockey roster linked to the organization all count equally as one credit. Programs sponsored by and paid to the Rochester Ice Center or other non Jr. Amerks entities do not earn credit.
- C. Seniority is determined by the level of participation by any parents or guardians on the current team.
- a. Seniority will be applied in the following order, based on the current USA Hockey roster
    - i. Head Coach
    - ii. Assistant Coach
    - iii. Manager/Team Rep
    - iv. Scheduler
    - v. Volunteer at the organizational level - i.e. Board Member
  - b. If a parent or guardian performs one or more of the roles above, the parent or guardian may choose the role most advantageous for seniority.

- D. Seniority is then determined by the number of seasons a player has been with the organization playing under the Head Coach currently assigned to their team. A player having more seasons playing under the Head Coach has seniority.
  - a. The Head Coach must have been USA Hockey rostered as a Head Coach for the season to be counted. If the Head Coach previously coached the player while USA Hockey rostered as another role, the season will not be considered for this rule.
  - b. The seasons played together need not be continuous.
  - c. Seasons playing under the same Head Coach outside the Rochester Jr. Americans organization or a partnered girls organization are not considered for this rule.
  
- E. Seniority is finally determined by the age of the player, with the older player having priority. Age will first be determined by birth year, then by birth month, and if needed, by birth date.

Note for all cases: Any season(s) a player received registration scholarships or financial assistance from the Rochester Jr. Americans organization or other sources will be counted as a fully paid season the same as if the player had not received any such assistance.

## Options for Obtaining New Jerseys

There are two options for obtaining new jerseys: Replacing and Renumbering. Both need to be coordinated through the Rochester Ice Center Pro Shop as soon as possible to allow for production time. Again, this policy only covers customized jerseys. Other customized equipment is not addressed by this policy, and replacement/renumbering of these items is up to the responsible party to pursue if so desired at their own expense.

The Rochester Jr. Americans has a swap area on their website where gently used equipment and jerseys can be bought or sold between interested parties.

## Jersey Expense

The cost for the jersey replacement will be borne exclusively by the changing party. Renumbering a jersey is an option in some instances where purchasing new jerseys is not practical. The cost for the jersey renumbering will be borne exclusively by the changing party.

## Organizational Assistance

The Rochester Jr. Americans maintains a fund to assist families with unexpected jersey renumbering or replacement expenses. More information about this fund can be obtained by contacting the Uniform representative at [Uniforms@Jramerks.com](mailto:Uniforms@Jramerks.com).

## Uniform Requirements for Players

### All Players within the organization, regardless of age, gender, or level

All players registered in the organization are required to adhere to the following uniform requirements. Required equipment with the Rochester Jr. Americans logo, trademarks and trade dress is available exclusively from the Rochester Ice Center pro shop, and shall not be acquired from any other commercial vendor. Private parties may sell, trade, or barter good condition used equipment amongst one another in compliance with this policy. The Rochester Jr. Americans provide opportunities for private party equipment sales in person or via their website.

House, Overaged Beginners, Mite, and Doodlebug players entering the organization or playing for the first time must wear required equipment, but it need not conform to the color or design of the standards below. Upon replacement of their non-conforming items, players should strive to match the established standard of the organization. This exemption does not apply to game jerseys.

- A) Any Uniforms or Equipment issued by or lent to players by the Jr. Amerks organization (typically at Learn to Skate/Play and Doodlebug levels) shall be in compliance with this policy regardless of the color or style of equipment.
- B) Skates, Sticks, and protective equipment worn underneath outer layers: The player is free to choose this equipment that the player and parent/guardian feel provides appropriate levels of protection, durability, fit, comfort, and cost, provided such equipment is within the parameters of USA Hockey rules as detailed in Section 3- Equipment.
- C) HECC Certified Helmet in Blue (as an example, NY Rangers Blue or Fairport Blue, Pantone 286 C. Not Buffalo Sabres Navy Blue or Victor Navy Blue), with appropriate full face protection.
  - a) The helmet shall conform to the USA Hockey standards set out in Rule 304(c), including an HECC expiration date on the sticker. A helmet that has an expiration date that has expired is no longer considered certified. The player may not wear a helmet that does not have a valid and current certification sticker.
  - b) The helmet shall display two Rochester Americans shield decals, one on each side of the shell, affixed so the Americans script is as close to horizontal as practical. No other team decals may be worn on helmets while playing games in a Jr. Amerks jersey. A player may choose to display their uniform number on the rear central base of the helmet in 2" tall red numbers with white background. All of these decals are available at no charge to the player via the Rochester Jr. Americans website.
  - c) Goalies may choose to personalize or customize their helmet, at their own expense, provided the design is in good taste and well maintained.
  - d) House, Overaged Beginners, Mite, and Doodlebug players entering the organization or playing for the first time are not required to purchase or wear a blue helmet, but upon replacement of their non-conforming helmet, should match the established standard of the organization.
  - e) While a helmet is required equipment, as this item is not sold with the Rochester Americans logo, it may be acquired from any commercial vendor.

## Policy on Protective Equipment for All Players

USA Hockey Rule 304 specifies the need for protective equipment for players. 304(f) addresses mouth guards, and 304(g) addresses the use of neck laceration protection.

The Rochester Jr. Americans require players to wear colored (i.e. not clear) mouthguards in accordance with USA Hockey's guidelines. The organization recommends players of all ages, genders, and skill levels wear neck laceration protection the player's parent or guardian feels will meet the needs of their player, again in accordance with USA Hockey's guidelines.

## Requirements for Players ages 9 and older, regardless of age, gender, or level

- A) Game Jerseys: One Blue Game jersey, One White Game jersey, in the design and style as chosen exclusively by the Rochester Americans Hockey Club, owner of the trade marks and trade dress under which the Rochester Jr. Americans play. Game Jerseys may be personalized with the player's name in the design and style as chosen exclusively by the Rochester Americans Hockey Club, owner of the trade marks and trade dress under which the Rochester Jr. Americans play. Game Jerseys shall be kept in good repair, and replaced when the jersey fails to properly fit the player or represent the organization in a positive fashion. Game jerseys should not be worn during practices. All players at all levels must wear the proper game jersey during contests without exception.
- B) Practice Jerseys, in various colors, bearing the logo of the Rochester Jr. Americans, in the design and style as chosen exclusively by the Rochester Americans Hockey Club, owner of the trade marks and trade dress under which the Rochester Jr. Americans play.
- C) Pants or Shell: in the design and style as chosen exclusively by the Rochester Americans Hockey Club, owner of the trade marks and trade dress under which the Rochester Jr. Americans play. Pants and shells shall not have the player's number affixed. House players entering the organization or playing for the first time are not required to purchase or wear blue pants or shell, but upon replacement of their non-conforming item, should match the established standard of the organization.
- D) Gloves: in the design and style as chosen exclusively by the Rochester Americans Hockey Club, owner of the trade marks and trade dress under which the Rochester Jr. Americans play. House players entering the organization or playing for the first time are not required to purchase or wear organizational gloves, but upon replacement of their non-conforming item, should match the established standard of the organization.
- E) Game Socks: One pair of white socks, and one pair of blue socks, in the design and style as chosen exclusively by the Rochester Americans Hockey Club, owner of the trade marks and trade dress under which the Rochester Jr. Americans play. Game socks should not be worn during practices.
- F) Practice Socks: During practices, socks, in any customary style or design of a player's choosing, may be worn.

## Mites, Doodlebugs/Learn to Skate Learn to Play, and Overaged Beginners

Players in these classifications will be issued jerseys and/or socks complying with the design standards of the Jr. Amerks organization, which may vary from the standards for older players. Players may wear other outer equipment of their choice of colors and styles, whether provided by the Jr. Amerks organization or

outside vendors. Select Mite teams may be required to adhere to the uniform standards of older players, at their own expense, based on their level of play and expected season plan.

### Off Ice Apparel, Outer Wear, and Equipment Bags

Players at various levels of the organization are expected to acquire and wear/utilize other Jr. Amerks logoed apparel, sports wear, and equipment bags when traveling, representing the organization at local, regional, and national events, or engaged in off-ice training. Specific information around other required equipment will be disseminated during the registration period for the following season, typically in May. These items are available exclusively from the Rochester Ice Center Pro Shop.

### Custom Apparel or Promotional Items

Should a team wish to create a custom piece of logoed sportswear (for example, a Jr. Amerks t-shirt with a motivational slogan), the team is free to do so provided that a) permission is sought from, and granted by, the Rochester Americans Hockey Club and b) the items are acquired exclusively from the Rochester Ice Center pro shop. This process can be initiated by having a discussion with the Rochester Ice Center Pro Shop who will work with the team on their specific needs.

### Commemorative Patches or Decals

From time to time, as authorized by the Rochester Americans Hockey Club and the Rochester Jr. Americans board of directors, commemorative patches or helmet decals may be issued to players of a specific team, level, or organization-wide. Requests for such items should be first initiated by contacting [uniforms@jramerks.com](mailto:uniforms@jramerks.com) to review the specific requirements and needs. From there, design, approval, and designated location of the commemorative items will be directed by the Rochester Americans Hockey Club, with production being conducted through the Rochester Ice Center Pro Shop, unless exigent circumstances are present. Installation or application of the patch will be the responsibility of the individual player.

## Policy on the use of Sponsor Logos on Uniforms

The Rochester Americans Hockey Club, as owners of the trademarks and trade dress used by the Rochester Jr. Americans organization, prohibit the use or display of any sponsor or commercial logo on game uniforms, including jerseys, pants, gloves, socks, skates, sticks, and helmets. The manufacturer's logo of the equipment used by an individual player is exempted from this prohibition.

Practice Jerseys may have a sponsor logo provided: a) the logo is used across all Rochester Jr. Americans practice jerseys ordered for the organization for that particular season and b) permission is sought from, and granted by, the Rochester Americans Hockey Club and the board of directors of the Rochester Jr. Americans, and c) the practice jersey is acquired exclusively from the Rochester Ice Center Pro Shop.

Sponsors wishing to support an organizational wide initiative are requested to reach out to the Jr. Americans' Community Relations Manager, presently Jeff Reinholtz, for additional information.



## Revision History

Accepted by Board of Directors at the meeting of 25 August 2021.

Number 60 emergency number approved at Board of Directors meeting of 16 Feb 2022.

Reviewed 14 April 2022, changed abbreviations to full names.

Defined specific uniform requirements, removed reference to House silk screened jersey in Jersey renumbering; added Board's stance on protective equipment; and added information prohibiting the use of outside logos on the uniform, as approved by the Board of Directors on 12 May 2022.

Added Uniform Requirements, Policy on Protective Equipment, and Policy on Use of Sponsorship, reviewed by Board of Directors on 22 June 2022