



2015 ANNUAL REPORT

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Annual Report Photo Credits

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- o Hockey Canada Images - Strathmore Bisons, Edmonton Thunder, Red Deer Chiefs
- o Canada Winter Games Images (Jeff Postnikoff and Shawn Haines) - Canada Winter Games Photos

MESSAGE FROM THE BOARD CHAIR

Hockey in Alberta is changing.

Participants, parents, minor hockey associations, and other groups and individuals involved in the sport have new expectations. Concerns are being expressed about cost, travel, schedule flexibility, and other longstanding aspects of the sport. For our members, and for the hockey community in Alberta, the old way of doing things is no longer acceptable.

The result is that Hockey Alberta has to be prepared to look at new and exciting ways of providing the programs and services that support amateur hockey in the province. Because, from the perspective of the Board of Directors, the members are always right.

In last year's annual report, we referred to 2013-14 as a year of change. I would describe 2014-15 as a year of transition as we finalized the implementation of the new organizational model for Hockey Alberta. We have worked towards establishing a core of volunteers who are confident in their roles and responsibilities in setting the new direction for hockey in the province.

And now, Hockey Alberta is on the cusp of making the system work much better than it has in the past, and in a way that benefits the entire hockey community.

At the 2013 Alberta Hockey Summit, participants told us that our number one focus needed to be on the player. Over the past two years, that message has been at the forefront in helping set the direction for the organization. To that end, the Board of Directors, along with senior staff and key volunteers, spent significant time in 2014-15 reviewing the Vision and Mission statements for Hockey Alberta.

Hockey Alberta is ready to have those key statements reflect the importance of ensuring that we meet the needs of our players in the province, regardless of age, experience, skill or location. This new focus will have a significant impact on potentially everything from strategic planning to recruitment, scheduling, registration processes and provincial championships. It will help us attract new participants to the game and, in the end, will help ensure that hockey in Alberta not only remains viable, but increases in popularity.

It will be exciting, and challenging, and in the long run, it will make a difference.

I would like to thank my fellow members of the Board of Directors for their hard work during the past year, and their commitment to setting this new course for Hockey Alberta. As a Board, we have been willing to look at new challenges, and we recognize that we need to be more available to the membership. We were successful in doing some of that this year, and there will be more opportunities to interact with the Board in the coming year.



I would also like to extend a sincere thank you to our extensive group of volunteers. Without you, Hockey Alberta would not have achieved the successes it has to date. And I would like to recognize and thank the staff in the office in Red Deer, and in the Regional Centres across the province.

As Board Chair, I am proud of everyone who has grown into the "Hockey Alberta family".

HOCKEY ALBERTA BOARD OF DIRECTORS

Terry Engen, Chair

Fran Zinger, Vice-Chair

Fred Horbay, Director at Large

Laury Schmidt, Director at Large

Dave Sevalrud, Director at Large

Len Samletski, Director of Finance

Rob Virgil, Past Chair

OPERATIONS OVERVIEW

It was a busy and exciting year for Hockey Alberta, starting with the Annual General Meeting and Hockey Conference in Edmonton in June 2014, where we kicked off the year by continuing to discuss the player-first themes that had emerged from the Alberta Hockey Summit.

The Hockey Conference and AGM helped set the tone for the year, as Hockey Alberta worked towards the six priorities identified in our Business Plan.

As we look forward to 2015-16, we will continue to work towards creating a better experience in the game for people across the province.

Those priorities, along with some of the achievements in 2014-15, are listed below:

1. Hockey Alberta Purpose/Identity

- Operated a hockey conference, in conjunction with the annual general meeting
- Identified a need to review the Vision and Mission statements.

2. Hockey Delivery System

- Continued to develop a new Hockey Delivery Model that includes options for all players, at any level, regardless of age, skill or experience.
- Reviewed the structure of Female Hockey, receiving Board of Directors approval to undertake significant changes to the current structure.
- Approved recommendations to create a new structure at the AA level for Pee wee, Bantam and Midget players.
- Worked with Minor Hockey Leagues towards a more unified system of league play with consistent rules across the province.
- Encouraged new players to try hockey, through Bauer First Shift program offerings, while continuing our Pond Hockey program.
- Reviewed and built a plan to launch Province-wide guidelines for Minor Hockey Associations with regard to implementing a focused Initiation program.

3. Improve Participant Experience

- Recruited Coach Directors for each Minor Hockey Association, with a Coach Director session included at the Hockey Conference.

4. People Capacity/Alignment

- Approved the Operations Advisory Committee Terms of Reference.
- Completed the second year of recruiting volunteers for our core operational committees.

5. Organizational Partnerships

- With the successful bid of the 2019 Canada Winter Games, a new facility will be built at Red Deer College. The facility will eventually house Hockey Alberta's office, some programs, and future events.

6. Operational Excellence

- Distributed and completed our first Customer Satisfaction survey of all participants to gain feedback on their hockey experiences in 2014-15.
- Reported to the Board of Directors in four primary areas: Customer Satisfaction, Financial Sustainability, Organizational Outcomes, and Workforce Alignment.



"We have to provide hockey as we have traditionally, but we have to look at new ways to get more people in the game."

Rob Litwinski,
Executive Director, Hockey Alberta

ALBERTA HOCKEY SUMMIT THEMES

- Focus on the player.
- Develop a model for the ideal local minor hockey association.
- Train our future leaders.
- Open doors to non-traditional participants.
- Shared leadership across sports.
- Reduce system bias.

WHO WE ARE

Every year, more than 500 volunteers step forward to provide direction and fulfill key roles representing Hockey Alberta's Board of Directors, committees, councils, programs and work groups. Without the devotion of these people, Hockey Alberta would not be a leader in hockey development.



BOARD OF DIRECTORS

- | | |
|--|--|
| FEMALE HOCKEY | MINOR ADMINISTRATION |
| ALBERTA CUP CAMPS/COMPETITION | AA HOCKEY |
| COACH SKILL INSTRUCTORS | MINOR REGULATIONS |
| JUNIOR B/C MALE | VOLUNTEER HR |
| COACH CLINIC FACILITATORS | OFFICIALS |
| PROVINCIAL CHAMPIONSHIPS | HOCKEY ALBERTA FOUNDATION |
| DISCIPLINE | OPERATIONS ADVISORY |
| ELITE HOCKEY | ABORIGINAL HOCKEY |
| SPORT SCHOOLS | POND HOCKEY |
| APPEALS | PEEWEE PROSPECTS CUP CAMPS/COMPETITION |
| JUNIOR/SENIOR FEMALE | PLAYER SAFETY |
| ALBERTA CHALLENGE CAMPS/COMPETITION | MINOR LEAGUES |
| SENIOR MALE | AWARDS |
| CANADA WINTER GAMES (MALE AND FEMALE), CAMPS/COMPETITION | |



PROVINCIAL CHAMPIONSHIPS

The March to a provincial championship



Six months of regular season and tournament action, including up to six weeks of provincial playdown action culminated in March with the 2015 Hockey Alberta Provincial Championships.

Tournament action determined the majority of the 2015 provincial champions. Fourteen titles were awarded on March 15, and 18 on March

22, with several other champs crowned on March 29 and April 5. As well, Junior A and AAA league champions also claimed provincial titles to accompany their league crowns.

Host communities for provincial championship tournaments in 2015 were: Beaverlodge, Big Valley, Bow Island, Calgary, Camrose, Caroline, Daysland, Devon, Edmonton, Edson, Grande Prairie, Lac La Biche, Lacombe, Leduc, Lethbridge, Mayerthorpe, Red Deer, Ponoka, Kneehill, Olds, Sexsmith, Sherwood Park, Stettler, Stony Plain, Tofield, Vermilion, Viking, and Warburg.



In addition to the on-ice action, several communities participated in the second year of the Tundra True Spirit of Hockey Day, a partnership between Tundra Process Solutions Ltd. and Hockey Alberta to celebrate a shared love for hockey and the community that supports the sport. Participating communities in 2015 were: Bow Island, Caroline, Lacombe, Mayerthorpe, Olds, Ponoka, Sexsmith, Viking, and Warburg.



2015 PROVINCIAL CHAMPIONS

Senior AAA Male.....	Bentley Generals
Senior AA Male	Nanton Palominos
Senior AA Female	Calgary Coyotes
Senior A Female.....	Grande Prairie Panthers
Senior B Female	Peace River Sharks
Junior A Male	Spruce Grove Saints
Junior B Male	North Edmonton Red Wings
Junior C Male	Edmonton Avalanche
Midget AAA.....	UFA Bisons (Strathmore)
Minor Midget AAA.....	SSAC Bulldogs (Edmonton)
Midget AA Major.....	Calgary Royals
Midget AA Minor	Calgary Trails West Wolves
Midget A	Wetaskiwin Ice Kings
Midget B	Viking Gas Kings
Midget C	La Crete Lumberjacks
Midget D	Oyen Bees
Midget AAA Female	Edmonton Thunder
Midget A Female.....	Calgary Chaos
Midget B Female.....	St. Albert Rush
Bantam AAA	Rocky Mountain Raiders
Bantam AA Major.....	CBHA Blackhawks (Calgary)
Bantam AA Minor.....	Lloydminster Blazers
Bantam A.....	Stettler Storm
Bantam B.....	Barrhead Pirates
Bantam C	St. Paul Canadiens
Bantam D	Oyen Bees
Bantam AAA Female	Edmonton Lightning
Bantam A Female.....	Sherwood Park Squad
Bantam B Female.....	Stettler Storm
Pee wee AA Major.....	St. Albert Sabres
Pee wee AA Minor	Lethbridge Hurricanes
Pee wee A	Strathcona Warriors
Pee wee B.....	Blackfalds Bulldogs
Pee wee C.....	High Prairie Blades
Pee wee D	Big Valley Thunder
Pee wee A Female.....	St. Albert The Hit
Pee wee B Female.....	Irma Aces
Atom AA Major.....	Strathcona Warriors
Atom AA Minor	Beaumont Braves
Atom A	St. Paul Canadiens
Atom B	Rimbey Renegades
Atom C	Bow Island Rebels
Atom D	Mayerthorpe Mustangs
Atom Female	Lloydminster Blazers

CANADA WINTER GAMES

Silver and Bronze at the Canada Winter Games

The 2015 Canada Winter Games in Prince George, BC proved to be very successful as both of Alberta's hockey teams earned a trip to the medal podium.



The Team Alberta Under-16 Male squad earned the silver medal, going unbeaten until the gold medal match, where they suffered a 3-1 loss to Team Ontario. It was Alberta's fourth silver medal, winning previously in 1971, 1991 and 1995. Alberta advanced to the finals with a 3-1 semi-final win over Manitoba, and round-robin victories over Quebec, Nova Scotia and Saskatchewan.

Team Alberta Under-16 Male Squad

PLAYERS: Ryan Anderson (Edmonton), Jaret Anderson-Dolan (Calgary), Dane Dow (Rivercourse), Zane Franklin (Marwayne), Jarrod Gourley (Calgary), James Hamblin (Edmonton), Jeremy Klessens (Red Deer County), Brett Leason (Calgary), Jantzen Leslie (Lloydminster), Logan Mazerolle (Grande Prairie), Ethan McIndoe (Camrose), Ian Mitchell (Calahoo), Kobe Mohr (Lloydminster), Kyle Olson (Calgary), Josh Paterson (Edmonton), Ryan Peckford (Stony Plain), Dylan Plouffe (Sherwood Park), Dominic Schiemann (James River Bridge), Ian Scott (Calgary), Ty Smith (Lloydminster).

STAFF: Michael Dyck (Head Coach, Lethbridge), Blair Becker (Assistant Coach, Edmonton), Sean Beissel (Assistant Coach, Edmonton), Matt Bachewich (Video Coach, St. Albert), Barry Medori (Coach Mentor, Spruce Grove), Wade Klippenstein (Head Scout, Coaldale), Tim Leer (Hockey Alberta, Red Deer), Jerrold Lemko (Mission Staff, Vegreville), Marty Palechuk (Athletic Trainer, Red Deer), Jade Viegas (Athletic Trainer, Calgary).

The Team Alberta Under-18 Female squad captured the bronze medal, defeating Saskatchewan, 5-3. The team was perfect through round-robin play, with wins over Nova Scotia, Manitoba and Saskatchewan, and then defeated Manitoba in the quarter-finals. The team's lone loss came in the semi-finals, 5-2, to Ontario.

Team Alberta Under-18 Female Squad

PLAYERS: Channia Alexander (Calgary), Erin Baddock (Vermilion), Abigail Benning (St. Albert), Lauren Bowman (Calgary), Codie Cross (Airdrie), Jolene Debruyne (Grande Prairie), Cayle Dillon (Edmonton), Kennedy Ganser (Provost), Emma Keenan (Calgary), Shae Labbe (Calgary), Sarah Lecavalier (Strathmore), Amanda McLeod (Okotoks), Abigail Niewchach (Cochrane), Daria O'Neill (Cochrane), Dayna Owen (Calgary), Alexandra Poznikoff (Edmonton), Elizabeth Salyn (Edmonton), Taylor Sawka (Cochrane), Malia Schneider (Millarville), Regan Wright (Calgary).

STAFF: Howie Draper (Head Coach, Edmonton), Wade Borynec (Assistant Coach, Carvel), Leah Copeland (Assistant Coach, Edmonton), Amanda Tapp (Goalie Coach, Calgary), Stu Pietersma (Goalie Coach, Brooks), Barry Medori (Coach Mentor, Spruce Grove), Michael Kraichy (Hockey Alberta, Red Deer), Wes Nystrom (Equipment Manager, Edmonton), Heather Osgood (Strength and Conditioning, Edmonton), Jade Viegas (Athletic Trainer, Calgary).

HOCKEY DEVELOPMENT

A busy year behind the bench

Coaches in Alberta received some special recognition during the 2014-15 season, as Hockey Alberta unveiled the Coach of the Month program.

More than 300 parents, players and Local Minor Hockey Association executives submitted nominations for the Coach of the Month, which was presented from September to March. Coach of the Month recipients were Chris Levesque (Fort McMurray), Blain Shackleton (Medicine Hat), Curtis Belton (Bowden), Jason Schuller (Edmonton), Charles Bullee (Sedgewick), Ian Barnett (Sundre), and Allyson Bendfeld (Red Deer).

The 2014-2015 season marked a busy year for coach certification as many changes to course content and delivery created new and more efficient ways to educate and develop coaches. The Coach Level clinic is in its third year offering an online component which allows for a more practical focus on skills-based instruction and an emphasis on the on-ice component of clinics.

Hockey Development and Regional Centre staff members were busy during the year, with more than 17,000 participants completing NCCP and Hockey Canada coach clinics. That included more than 6,000 parents and 4,700 coaches who completed Respect in Sport, and almost 1,600 coaches who completed the mandatory Checking Skills clinic. The checking clinic emphasized basic checking skills and the importance of having players develop confidence, respect and an awareness of the checking process.

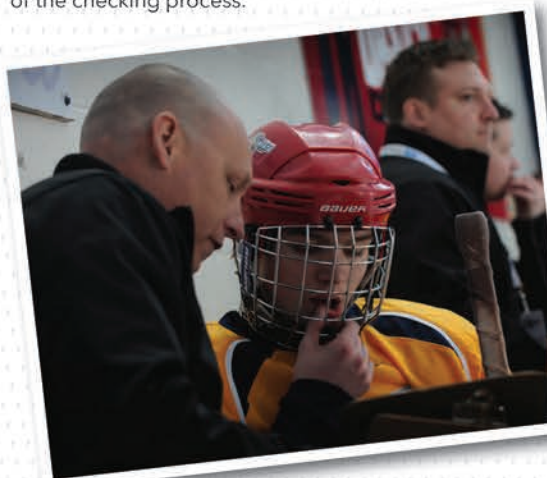
NCCP & Hockey Canada Coach Clinics

Course Name	Number of Courses	Participants
HU - Coach 1 & 2	Online	1,616
Coach 2 - Coach Level	71	1,558
Checking Skills	79	1,587
Development 1	10	149
High Performance 1	1	12
High Performance 2	1 (by Hockey Canada)	4 (Alberta delegates)
Hockey Canada Safety	Online	2,134
Respect in Sport - Parent	Online	6,088
Respect in Sport - Coach	Online	4,705

As well, more than 750 coaches participated in 61 NCCP Instructional Stream Coach Clinics – including Developing Defencemen, Skills Level 1, Skating Level 1, Goaltending Level 1 and Small Area Games – offered in conjunction with Hockey Alberta's Regional Centres.

These courses are offered to coaches in Alberta free of charge and are delivered by Hockey Alberta trained instructors. The clinics consist of classroom and on-ice instruction, and have been developed to offer coaches a practical session on teaching skills and tactics. This approach allows coaches to further educate themselves on the skill development of their players.

Planning is already underway for 2015-16, as an NCCP High Performance 1 Seminar will be held in Camrose in July in conjunction with the Team Alberta Male Elite Development Camp. The seminar has a full registration of 36 delegates who will learn from professional speakers in sessions on topics such as special teams, yearly planning, offensive/defensive individual tactics, offensive/defensive team play systems, goaltending, and ethical decision making.



BUSY YEAR FOR TEAM ALBERTA

Inaugural Pee wee Prospects Cup joins the Team Alberta program

More than 750 athletes born in 2002 ushered in a new era for the Team Alberta program, as they attended zone tryouts in April to participate in the inaugural ATB Pee wee Prospects Cup.

From the tryouts, 160 players were selected to compete in the tournament in Olds in May, and Edmonton Green captured the first championship crown, 4-2, over South Black in the A Final.

The Pee wee Prospects Cup culminated a busy couple of months for Team Alberta, which included the ATB Alberta Cup and the ATB Alberta Challenge at the end of April. Those events were preceded by several weekends of zone tryout selection camps, as well as the application and selection process to establish coaching and support staff for each team.

The focus of the Team Alberta program is to identify up and coming players who eventually could compete in events such as the Canada Winter Games. All three events also identify interested coaches, trainers, coach mentors, officials and administrators who are interested in working at higher levels of competition.



In Medicine Hat, the North Predators were crowned champions of the ATB Alberta Challenge, defeating the South Lightning, 2-1, in the A final. The six-team Challenge featured the top 120 female players born in 2001-02. They were selected from more than 300 players who attended zone selection camps. They were also competing for one of 60 invites to the U16 Female Provincial Camp in July. The Team Alberta Female program is a four-year progression that begins at the ATB Alberta Challenge, a U16 age level event, and progresses to the U18 level.

And in Canmore, Calgary South won the Alberta Cup title for the third time, defeating South, 4-3. The ATB Alberta Cup is the premier event in the province that helps identify the top male players in Alberta. It is well attended by scouts as they prepare for the Western Hockey League's bantam draft.

The eight-team tournament featured the top 160 male players born in 2000, who were selected from more than 700 who attended zone selection camps. Alberta Cup competitors were competing for one of 80 invites to the U16 Male Provincial Camp in July in Camrose. The 2000-born athletes will also be the group representing Alberta at the Western Canada Challenge Cup taking place in Calgary in October.

Hockey Alberta is pleased to recognize the continued title sponsorship provide by ATB Financial Services to the Team Alberta program. Team Alberta programs feed into Hockey Canada's Program of Excellence.

OFFICIALS

Officials working hard locally, provincially, nationally and internationally

For the Hockey Alberta Referee's Council, 2014-15 was a busy and successful season.

The Council had an increase of 150 officials registered compared to the previous year, and development, supervision and mentoring, and clinic programs continued to grow with a focus of increasing retention rates from year-to-year.

Development programs utilized the ATB Alberta Cup (Canmore) and ATB Alberta Challenge (Medicine Hat) tournaments. Officials were selected out of the zone camps for each of the events that are held across the province. Twelve male officials worked in Canmore and eight female officials worked in Medicine Hat, officiating some of the top 2000-01 born players in the province.

Supervision and Mentorship programs continued to assist new officials, with most of the Level 1 and new Level 2 officials across the province receiving feedback and support from senior officials. Mentorship is a significant area for the Referee's Council, as the group looks at new ways of providing feedback to help officials do the job required and prepare them for tough situations that occur.

The Clinic program worked on a couple of pilot projects in the Edmonton area, including one clinic of purely new Level 1 officials held in conjunction with a Minor Hockey Association's novice tryouts. New officials worked the games with mentors, and all officials not working sat in the stands with instructors and supervisors to see the game from a little different perspective. Officials who attended this clinic are being tracked for their progress, and the goal is to have as high a return rate as possible from this group of new officials. Similar clinics are being planned for this year.

Hockey Alberta officials were selected to work at international, national and regional events.

At the international level, several Alberta officials were selected to represent Canada:

- Lacey Senuk, a Level IV referee from St. Albert, was selected to work the World Women's U18 championship in Buffalo, New York in January.
- Chris Carlson of Edmonton was named to the long list to officiate at the 2015 IIHF Ice Hockey World Championship in the Czech Republic.
- Colin Watt and Fraser Lawrence were named to the referee crew working the World Junior A Challenge in Kindersley, Sask. Sean Donnelly was also named as a linesman.

At the national level, Hockey Canada selected five officials to work at the 2015 Canadian Interuniversity Sport (CIS) national championships in March: Tyler Adair (men's tournament in Halifax); Senuk (referee, CIS Women's Nationals in Calgary); and Shannon Kline, Erica Holmes and Alana Cabana (lines, CIS Women's Nationals)

The Esso Cup Canadian midget girls' championship in Red Deer was staffed by an impressive crew of Alberta officials. Referees were Michelle Barry and Erica Holmes of Calgary, Carrie Keller of Lethbridge and Jessica Trombley of Sherwood Park. Linesmen were Alana Cabana and Cassandra Gregory of Edmonton, Ashley Schneider of Leduc, Jacqueline Fitz and Shannon Kline of Calgary and Megan French of Lethbridge.

As well, five referees and 10 linesmen officiated at the Keystone Cup Western Canadian Junior B championship in Cold Lake in April. Referees were Steven Cousens, Beau Gavin, Brent Ramsay, Brad Shura and Daniel Gadowski. Linesmen were Clayton Brown, Cedric Erzinger, Craig Morrow, Justin Geeraert, Mason Stewart, Will Moss, Devin Kohlhauser, George Hart, Taylor Burzminski and Greg Lightburn.



NATIONAL CHAMPIONSHIPS

Three medals for Alberta teams on the national stage

Teams representing Alberta on the national stage in 2015 brought home one national championship, two second place, and one fourth-place finish.

The University of Alberta Golden Bears won their second consecutive Canadian Interuniversity Sport (CIS) National Championship, defeating the University of New Brunswick in the final in Halifax. After finishing the 2014-15 regular season with a 24-4-0 record, the Golden Bears blew past competition at the nationals, defeating St. Francis Xavier (STFX) University and Universite du Quebec a Trois-Rivieres (UQTR) to earn a berth in the finals, where they defeated the Varsity Reds, 6-3.

The Bentley Generals captured the silver medal in the Allan Cup (Senior Male AAA). The Generals made the trek across country to Clarenville, Newfoundland and Labrador, as they competed in their third consecutive Allan Cup. Bentley entered the tournament having lost only three games all season. In Clarenville, they defeated the host Caribous and Lameque Au P'tit Mousse in round-robin action, and then edged the Grand Falls-Windsor Cataracts in overtime to earn a spot in finals against Manitoba's South East Prairie Thunder on April 13. The Thunder held on for a 2-0 victory to win the Allan Cup, with Bentley returning home with the silver medal.

The Red Deer Midget AAA Female Chiefs earned the silver medal at the Esso Cup (Midget Female AAA), and set a record in the process, becoming the first host team in the history of the tournament to qualify for the championship game. Two teams represented Alberta at the Esso Cup, as the provincial champion Edmonton Thunder (they defeated Red Deer in the provincial final) defeated Prince George, B.C. to qualify as the Pacific representative. In round-robin action, Red Deer finished third and qualified for the semi-finals with a 3-2 record, with wins over Moncton Rockets, Edmonton Thunder and Central Plain Capitals (Manitoba). Edmonton, meanwhile, finished with a 1-3-1 record, missing the playoffs. In the semi-final, Red Deer scored the only goal in the shootout against Saskatoon to avenge an earlier loss in round-robin and advance to gold medal match. In the final, Red Deer lost 2-1 to the Sudbury Lady Wolves, earning the silver medal in front of a large crowd in the Red Deer Arena.

The Strathmore UFA Bisons finished fourth in the Telus Cup (Midget Male AAA). The Bisons were the first Strathmore team to ever qualify for the Telus Cup, and they actually defeated the eventual champions, Toronto Young Nationals, 5-3, during round-robin play. However, the Bisons finished with a 3-4 record, good for fourth overall. Their other wins came over the tournament hosts, Albatros du College Notre-Dame, and Nova Scotia's Newbridge Academy.

Two Alberta teams competed in this year's CIS Women's National Championships. The University of Calgary hosted the event, while the University of Alberta Pandas also qualified as the Canada West representatives.



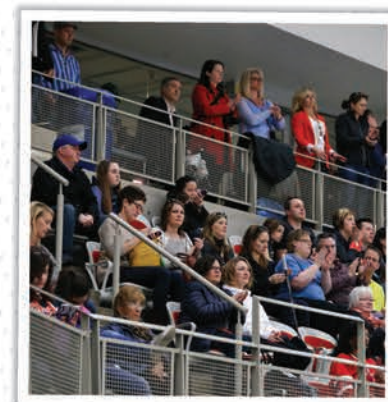
5 YEAR REGISTRATION TRENDS

MALE PLAYER REGISTRATION SUMMARY

Division	2014-15	2013-14	2012-13	2011-12	2010-11
Adult Recreation	0	0	0	2,580	317
College/University	318	317	282	241	293
Senior Male AAA	194	144	155	227	154
Senior Male (Other)	1,153	1,268	1,171	1,248	1,277
Junior A	580	568	553	573	876
Junior B	1,487	2,002	2,081	2,160	2,330
Junior C	544				
Sports Schools	185				
Midget	7,535	7,702	8,160	7,963	8,034
Bantam	7,082	7,193	7,549	7,407	7,738
Peeewe	8,753	8,644	8,711	8,638	8,783
Atom	9,060	9,011	9,193	8,963	8,921
Novice	9,486	9,099	8,965	8,923	8,815
Initiation	8,926	9,211	9,063	8,520	8,438
TOTALS	55,303	55,159	55,883	57,443	55,976

FEMALE PLAYER REGISTRATION SUMMARY

Division	2014-15	2013-14	2012-13	2011-12	2010-11
Adult Recreation	0	0	0	900	828
College/University	194	181	175	157	187
Senior Female AAA	24	28	23	24	53
Senior Female (Other)	952	980	1,043	1,200	1,322
Junior A	0	0	0	1	0
Junior Female	225	226	242	207	221
Sports Schools	91				
Midget	1,292	1,357	1,246	1,263	1,396
Bantam	981	995	1,100	1,072	973
Peeewe	1,168	1,053	1,119	1,106	1,116
Atom	1,217	1,150	1,105	1,076	1,016
Novice	1,119	985	1,016	1,024	915
Initiation	1,306	1,178	1,097	1,036	1,106
TOTALS	8,569	8,133	8,166	9,066	9,133



5 YEAR REGISTRATION TRENDS

OTHER PARTICIPANT REGISTRATION SUMMARY

Division	2014-15	2013-14	2012-13	2011-12	2010-11
Pond	3,248	2,323	2,351	2,400	2,120
Inline	244	935	732	1,040	1,156
Sledge	159	111	123	124	119
Official	4,873	4,719	4,993	4,968	5,147
Team Official	18,152	17,628	17,347	20,585	20,705
Aboriginal	830				
HCSA	207				



TEAM REGISTRATION SUMMARY

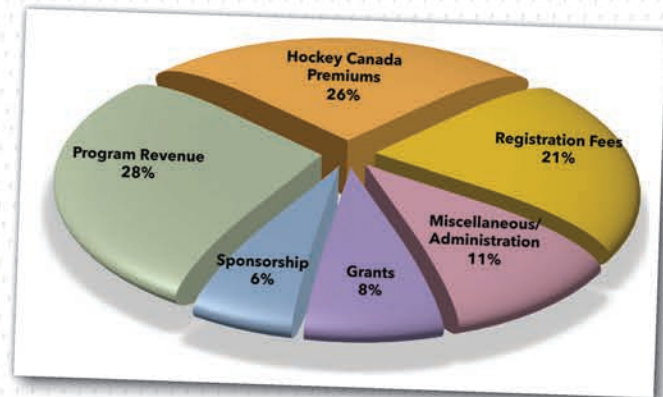
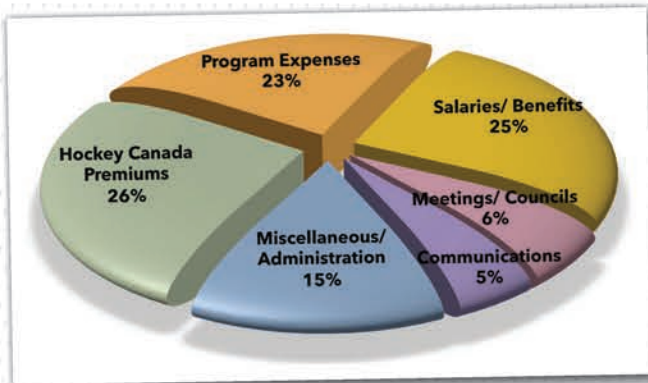
Division	2014-15	2013-14	2012-13	2011-12	2010-11
Adult Recreation	0	0	0	0	0
College/University	0	20	19	18	18
Senior Male AAA	5	4	4	5	4
Senior Male (Other)	37	41	36	37	40
Senior Female AAA	1	1	1	1	2
Senior Female (Other)	48	48	50	60	60
Junior A	16	16	16	16	16
Junior B	49	74	75	77	92
Junior C	23				
Junior Female	10	11	11	10	N/A
Sports Schools	15				
Midget	497	524	519	552	550
Bantam	481	491	509	515	530
Pewee	641	624	612	622	626
Atom	680	671	669	669	661
Novice	720	705	681	690	668
Initiation	722	734	711	681	683
TOTALS	3,945	3,964	3,913	3,953	3,950



FINANCIAL BREAKDOWN

Expense	Percentage
Hockey Canada Premiums	26%
Program Expenses	23%
Salaries/ Benefits	25%
Meetings/ Councils	6%
Communications	5%
Miscellaneous/ Administration	15%

Revenue	Percentage
Program Revenue	28%
Hockey Canada Premiums	26%
Registration Fees	21%
Miscellaneous/ Administration	11%
Grants	8%
Sponsorship	6%



POND HOCKEY AND MORE

More chances to try hockey

Athletes in Alberta had more opportunities to try out the sport of hockey, or to participate at a non-competitive level, in 2014-15.

Pond Hockey celebrated its 11th anniversary as a Hockey Alberta program area by welcoming nine new member communities, and approximately 700 new participants.

New Pond Hockey groups this year included Airdrie, Bow Island, Bow Valley, Grande Cache, Mallaig, Sherwood Park, St. Albert, St. Paul, and Strathcona. Registration numbers increased from 2,702 to 3,418, an increase of about 21 per cent.

Pond Hockey embraces the concepts of fun, skill development and family involvement in a less structured environment. Pond Hockey Host Groups determine the age divisions and structure depending of their individual needs; however, body checking has been eliminated.

Pond Hockey is not intended to replace the competitive and recreational programs already offered by Minor Hockey Associations. Rather, Pond Hockey is intended as another opportunity for youth to play hockey and, in some cases, utilize outdoor ice as a venue.

Pond Hockey host groups include: Airdrie, Athabasca, Banff, Bonnyville, Bow Island, Bow Valley, Calmar, Carstairs, CFB Suffield, Chestermere, Cochrane, Daysland, Drayton Valley, Edson, Elk Point, Fort McKay, Fort Saskatchewan, Gleichen, Grande Cache, High Prairie, Jasper, Mallaig, Mundare, Oilfields, Peace Smoky, Priddis, Red Deer, Sherwood Park, St Albert, St Paul, Standard, Stavely, Strathcona, Thorsby and Wainwright.

Hockey Alberta has the mandate of getting as many kids on the ice as possible, and Pond Hockey provides an opportunity for those looking for an alternative that is affordable, less structured and requires relaxed commitment.

Meanwhile, Alberta youth interested in getting into hockey, but unable for financial or other reasons got that chance through the Bauer First Shift program launched in 2014 by Bauer and Hockey Canada. More than 25 programs were offered across Canada, with a goal of adding one million new players to the sport over the next decade.

In Alberta, Bauer First shift programs were held in Lethbridge, Calgary, Red Deer and Edmonton for boys and girls, ages 6-10 who have never registered in hockey before. The program included six on-ice sessions, and each player outfitted from head to toe with Bauer gear including: helmet combo and facemask, shoulder and elbow pads, base layer top and neck guard, jersey, pants, socks, shin guards, jock/jill under protective shorts, gloves, stick and skates.

The results have been overwhelmingly positive. A total of 268 children participated in the program in Alberta, along with 70 volunteer coaches. And parents responded, with more than 80 per cent re-enrolling their child to continue playing hockey with their local minor hockey association.



HALLS OF FAME



Alberta's halls of fame welcome 10 members of the hockey community

Ten members of the Alberta hockey community received Hall of Fame recognition in 2015, through the Alberta Hockey Hall of Fame (AHHF), and the Alberta Sports Hall of Fame (ASHFM).

Four individuals and one team comprise the 2015 Induction Class for the AHHF. The induction ceremony will be held in July at Canmore during the annual Hockey Alberta and Hockey Alberta Foundation Awards Gala:

Ken Babey (Builder)

Canada's winningest post-secondary level hockey coach with Calgary's SAIT Trojans at SAIT Polytechnic.

George Kallay (Builder)

Dedicated volunteer for more than two decades with Hockey Alberta, the Hockey Alberta Foundation and Hockey Canada.

Al Hamilton (Achievement)

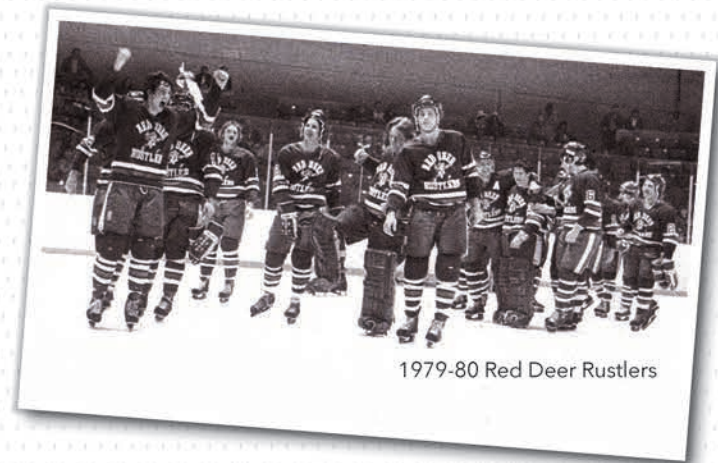
Memorial Cup winner, National Hockey League and World Hockey Association player, member of Team Canada versus Russia in 1974.

Lanny McDonald (Achievement)

Sixteen-year career in the National Hockey League, Stanley Cup champion in 1989 with the Calgary Flames, enshrined in the Hockey Hall of Fame in 1992.

1979-80 Red Deer Rustlers (Achievement):

Centennial Cup Canadian Junior A champions, the second title in the franchise's history.



1979-80 Red Deer Rustlers

Five individuals from the world of hockey were inducted into the ASHFM in May. The induction class included:

Carla MacLeod (Athlete)

Olympic gold medalist in 2006 and 2010, and is a four-time medalist at the IIHF world championships; a member of Team Alberta at the Canada Winter Games in 1995 and 1999.

Bruce MacGregor (Athlete)

16-year professional career in the NHL and WHA, and five-time Stanley Cup winner as assistant GM with the Oilers.

James (Bearcat) Murray (Builder)

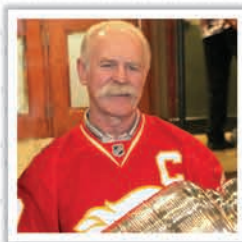
Long-time athletic trainer for the Calgary Flames

Peter Maher (Bell Memorial Award)

Long-time play-by-play announcer for the Calgary Flames.

Joey Moss (Achievement Award)

Long-time locker room assistant with the Edmonton Oilers and Edmonton Eskimos.



Lanny McDonald



Ken Babey



George Kallay



Al Hamilton



HOCKEY ALBERTA FOUNDATION

The Hockey Alberta Foundation is an active and significant supporter of hockey in Alberta through its charitable mandate.

2014-15 was a busy year, featuring the evolution of our Alberta Hockey Hall of Fame Gala to a standalone event, and ongoing investment in the leadership of the game through the Future Leaders Scholarship Program and continued growth in grants dispersed through the Every Kid Every Community Program.

WHERE WE GIVE

FUTURE LEADERS SCHOLARSHIP PROGRAM

The Hockey Alberta Foundation continues to invest in the development of great leaders for the future of the game and our communities across Alberta.

In 2014-15, more than \$30,000 was distributed in program support to Hockey Alberta and in scholarships to 10 worthy post-secondary students. The scholarships are awarded to students who demonstrate commitment to the game through leadership and skill development in the area of coaching and officiating.

As well, two of the students achieved "distinguished" status for going over and above the expectations of the program, and received additional funding. Recipients were (*indicates Distinguished Status):

Coaches:

Chris Collins
 Sherri Bowles*
 Tanika Dawson
 Jordy Jones
 Cason Machacek
 Mitchell Maxwell
 Sam Waterfield
 Brett Wold*

Officials:

Warren Bragg
 Matthew Wass



ALBERTA HOCKEY HALL OF FAME

In early 2015, the Hockey Alberta Foundation renovated the Alberta Hockey Hall of Fame (AHHF) with a \$13,000 facelift, including a splash of paint on the walls, a slick new floor and some other rearranging. In June, an additional transformation will occur to acknowledge the 2015 Alberta Hockey Hall of Fame Inductees. The AHHF is located in the Alberta Sports Hall of Fame and Museum, along Highway 2, in Red Deer.

EVERY KID EVERY COMMUNITY

The need for additional resources and support for the game continues to grow in communities across the province. In 2014-15, the Hockey Alberta Foundation awarded more than \$90,000 in program and player assistance grants through the Every Kid Every Community program. These funds reached more than 10 different community groups and there is an expected impact for more than 450 young athletes as some programs will continue to run annually.



Every Kid Every Community recipients included: Cochrane Minor Hockey, Cold Lake Minor Hockey, Delburne, Football Hockey Link Society, Grande Prairie Minor Hockey, Jasper Minor Sports, Lacombe Minor Hockey, Raymond Minor Hockey, the Rinks to Links Program, Rocky Minor Hockey, Red Deer Minor Hockey, and Hockey Alberta.



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