



ATB Financial PRESENTS
**ALBERTA
HOCKEY
SUMMIT**
2013 BANFF, ALBERTA

2013 ALBERTA HOCKEY SUMMIT REPORT

August 22 – 24, 2013
Banff Centre





EXECUTIVE SUMMARY

The 2013 Alberta Hockey Summit posed itself to be an event unlike any other held before it in the province of Alberta. The plan was set months in advance: three days of Alberta Hockey's members, leaders and stakeholders in the Canadian Rockies meeting to discuss and dissect the issues facing the sport of hockey within the province.

With topics including Leadership, Long Term Player Development and The Future of the Game set in advance, more than 200 people descended upon Banff, Alberta for the Summit.

Speakers included Ken Dryden (former NHL Goaltender and Member of Parliament), Ryan Walter (Abbotsford Heat President), Steve Norris (Winsport Canada), and George Kingston (International Hockey Coach), the Summit's subjects became very heated debates.

The Summit purpose was threefold. First, to engage all stakeholders in the game in Alberta. Second, to have expert presentations around key areas and ensure delegates understand the opportunities and issues facing the game. Lastly, to have open dialogue and discussion as to where we in Alberta want the game to go.

Emerging from Summit dialogue were eight themes that are to be addressed by future leadership groups made up of key stakeholders. These themes are: to create a clear alignment and vision for the game in Alberta, to create a shared leadership across sports, to train our future leaders, to strengthen business relationships, to develop a model for the ideal LMHA, to reduce system bias, to open the doors for 'non-traditional' participants, and lastly, to focus on the player.

Found within the pages of this report is a complete summary of the Summit, including some of the most prominent delegate comments heard at the Summit.



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INTRODUCTION

Dear Reader,

We are pleased to present the final report of the Alberta Hockey Summit held August 22-24, 2013, at the Banff Centre in Banff, Alberta.

The Alberta Hockey Summit was a gathering of all participants in Hockey in Canada, and within Alberta, and was organized by Hockey Alberta, Hockey Canada, the Calgary Flames, the Edmonton Oilers, and the Western Hockey League.

The Summit was an excellent opportunity to share information, to reflect on common issues, and finally, to contribute to player development and success.

In order to translate this vision as faithfully as possible, we decided to create a complete summary of the discussions held during the event.

Hockey Alberta and Hockey Canada have compiled a list of themes emerging from the discussions at the Alberta Hockey Summit, which you will find in this report. It is the intent of the invested stakeholders at the Summit to build specific actions for these themes to help the game in Alberta in the year ahead.

We hope that you enjoy reading the summary and experiencing the richness of ideas that are proof of the energy we experienced during our Alberta Hockey Summit.

Sincerely,

The 2013 Alberta Hockey Summit Organizing Committee





EMERGING THEMES

1. Clear Alignment and Vision for Hockey in Alberta

Supporting Statements:

- One brand for hockey in Alberta
- Set goals for successful alignment
- Ensure the key partners are all at the table

Priority Delegate Comments:

Leadership Session

- Development of consistent leaders with a common vision across all levels and associations
- Lead a coordinated focus of core values and positive experience for development (hockey skills, athlete, team, citizenship)
- Refocus the leadership on the concept that hockey develops excellent citizens
- Shared vision via positive communication about hockey in Canadian culture
- Collaboration through improved communication between Hockey Canada, Hockey Alberta and right through to the grassroots levels so everyone is working together for the betterment of the game (“Share graciously, steal shamelessly”)

Player Development Session

- Create a system of accountability and provide guidance and education
- Adamant, clear and persistent messages to develop young people
- Communication of common objectives of player development to all involved hockey players, parents and coaches
- Improve player development by having the courage to embrace the changes we know need to be made
- Establish a shared vision for the community that is one consistent message

Sustainability of Hockey Session

- Communicate the benefits of the values of the game
- Hockey leaders all have the same insights yet why hasn't the opinions/facts developed by leaders come into practice yet?
- As a whole, the hockey community needs to be assertive in shaping the hockey culture as to what is right for everyone
- Visionaries are making the same comments – It's time to communicate what's right
- The critical mass is needed to build a strong foundation



2. Shared Leadership Across Sports

Supporting Statements

- Stronger advocacy for government
- Promote families registering their children in multiple sports and reducing the cost
- Modifying or removing boundaries to line up opportunities – boundaries limit opportunities
- Focus efforts on communities that are willing to accept change

Priority Delegate Comments:

Leadership Session

- Will creating multiple options of athletes to play across different sports help us towards keeping kids in hockey for a lifetime?
- Is there another model that can be used by LMHA's?
- There is a need to provide alternate streams or shorter season options
- Flexibility in the structure – player management
- Develop a plan of partnership with other sport groups to lobby for the construction of multi-sport facilities (with an urban focus)

Player Development Session

- Multi-sport incorporation into the game and the showcase of the value that it provides to athletes
- Confirmation players becoming too specialized – no emphasis on broad sense of athleticism
- Pressure and demand from 'for profit' organizations on parenting and parents
- Seek partnerships with other sports to create better athletes by allowing for, and promoting a multi-sport experience
- Partner with other sports to coordinate participation seasonally

Sustainability of Hockey Session

- Move away from structured activities
- Leadership, governance regulations action plan – failure of MHA's to provide basic board structure, municipal responsibility to provide vision, stewardship to volunteer driven organizations that lack capacity
- Utilize parks, fields to play road hockey, municipalities and allowing road hockey to happen.
- Get rid of boundaries and let kids play where they want, with their friends
- Adjust schedules to allow families to have choices for other sports and choices



3. Train our Future Leaders

Supporting Statements:

- Identify leaders at younger ages and train them to be great volunteers
- Clearly outline what leadership skills we are trying to develop
- Active recruitment of graduating players
- Engage the education system
- Utilize stakeholders like ATB to train hockey leaders under the parameters of their personal development

Priority Delegate Comments:

Leadership Session:

- How do we break the streams of hockey into leadership roles?
- Increased capacity of leaders (coaches, players, administrators, officials, parents)
- Create core values for leadership personnel
- Creating a good atmosphere for volunteers
- Recruiting graduating midget, junior and college players to volunteer and give back

Player Development Session

- Coach and parental education of the LTPD needs to be better
- Lack of knowledge of LTPD and use of it in the community
- A formal coach evaluation and development program to ensure competency based coaching to retain quality coaches
- Increased allocation of association resources in areas of player, coach and administrator development
- Ensure all participants in sport understand and are committed to providing programs grounded within the principles of philosophy of LTPD

Sustainability of Hockey Session

- Educate everyone on the game of hockey – all players, parents, principles
- Enhancing relationships and partnerships with NHL teams and player investment to invite kids to play
- Empower the bystanders and don't leave the standards to chance. "Here's how you can do it." This is what is important for the game and why it will help
- Training program for adults who are new to Canada to promote hockey
- We need to engage younger people – energy, passion, new ideas



4. Strengthen Business Relationships

Supporting Statements

- Those with vested interest – Equipment manufacturers, facilities, government, therapy clinics, etc...
- Identify businesses who can help
- Use the size of the game to leverage relationships

Priority Delegate Comments

Leadership Session

- The business of the game not going away. Is minor hockey a business?
- Fragmentation and lack of connectivity is causing splintered focus. Splintered focus negatively influences player development, enjoyment and lifetime involvement.
- Engaging the business of hockey to help kids play the sport
- Centralize all hockey (Spring/Winter, etc...) under branch + HC umbrella
- Improved collaboration and relationships to encourage sharing of resources rather than keeping them

Player Development Session

- Get public figures sending out the message
- Request from Flames and Oilers to become more involved in minor hockey
- There are a lot of resources out there, where are they? How can they be accessed?
- How do we solve funding short falls? Infrastructure, administration, volunteer retention
- Educate parents, coaches and participants

Sustainability of Hockey Session

- Hockey Canada or Hockey Alberta to help with the guidance and messaging
- Equipment Supply program for those with limited income
- Get sponsors to market critical mass focus on new entries, new immigrants, late bloomers engage and align school system to reintroduce
- Partner with the NHL as a sport development as a business outcome
- Have stakeholders work with Hockey Alberta and LMHAs to recruit and retain players



5. Develop a Model for the Ideal LMHA

Supporting Statements

- Built by Hockey Alberta for Hockey in Alberta – all stakeholders
- Establish metrics of success for programming – establish criteria, set targets, measure
- Education of stakeholders within the LMHA on the vision
- Emphasize the principles of the LTPD
- Utilize technology to educate and communicate
- How do we manage the streams?

Priority Delegate Comments

Leadership Session

- At a local level, how do you have a long term view in a short term position? A focus needs to be made on improvement and delivery of the programs.
- What is our purpose? Define mission and purpose.
- Integrate new ideas from other organizations, open ourselves up
- Separate organizations, but shared leadership
- We need to adapt to society's needs to change to offer a better coach, volunteer and participant experience. A bigger emphasis on a good core values and development for all involved.

Player Development Session

- Confirmation of direction we should be going – hockey shouldn't be 24-7
- Develop a model of what any LMHA should look like
- Evaluation based on factors other than age
- Suggest that LMHAs develop a mission statement or a clear and concise direction and communicate that to membership
- Equip participants in sport to deliver programs in a manner that we don't stray from principles and values increases access to and utilization of system resources

Sustainability of the Game Session

- Contradiction of wanting player development to be long term but our current system creates a "pressure cooker" or a compressed player development model
- The information (research and solutions) is all there, it's just not being adequately or properly delivered)
- Define your purpose (MHA, Hockey Alberta, Hockey Canada)
- LMHAs can't be waiting for an outside program to save the organization need to be innovative in bringing people into the organization
- Commitment to action, outcomes, strong messaging must come from all leaders



6. Reduce System Bias

Supporting Statements

- Manage the age of determination date to benefit a broader cross section of players
- Pay attention to the next generation
- Remove the one size fits all system that discourages participation

Priority Delegate Comments

Leadership Session

- Game needs to evolve quicker to keep pace with changes in society
- What is our focus – Rec (long term) Elite (short term)?
- Vision: Everyone has the opportunity to play whatever level, type of hockey that they want (accessibility for all kids of all ages)
- Reevaluate hockey schedules to allow for more flexible opportunities for families to have choices for sport and family time, i.e. holidays
- Foster change in our culture

Player Development Session

- Tailoring the game to the kids level and/or developmental level
- Stats that kids born in January, February, March 50% or higher of elite level players
- Physical differences between the sizes of boys and girls at the same age
- Mixing skills, tiers and age groups would have an impact
- Asking players individually what they would like from their hockey experience this year

Sustainability of the Game Session

- Concept of players and parents as customers
- Tackle issues once delivered – equipment costs, time, fear of not being able to skate
- Employ same tactics as non-traditional/emerging sports to grow base
- Increase diversity of participant base through recognition of cultures present in community
- Focus on the positive cultural aspects of our game – there is a place for everyone to play



7. Opening the Doors for 'Non-Traditional' Participants

Supporting Statements

- Change the perception of our game – fun, family, friendly, flexible
- Working with ethnic communication groups to speak the “best” language
- Remove the perception of who the game is for

Priority Delegate Comments

Leadership Session

- Develop people, not just athletes
- Teach life skills and hockey skills focus on building quality people
- Declining participation retention and recruitment
- Focus on participation at the entry level. Have courage to make decisive decisions that affect positive change
- How do we get more kids in the game? Options – 6 to 8 week sensor, proactive recruitment, education partnership

Player Development Session

- Need for parent education program to manage their expectations and explain the player development program
- Parents – over-involvement making rules and expectations that are not what the kids want
- 1 in 3 Canadian children can't afford to play sports
- Importance of play development and having fun
- Highly aggressive promotional/recruitment game

Sustainability of the Game Session

- Make the game fun, cost effective and safe
- Make decisions based on kids. What is in the best interest of the child?
- How do we recruit to the game? Advertising correctly; more flexible (short season); bring a buddy to practice...
- Organize “drop in” floor hockey for new immigrants
- Find ways to create sample sizes to expose more people to the game (shorter seasons)



8. Focus on the Player

Supporting Statements

- Fun – What is it and how do we deliver it?
- Development programs designed for player need
- Shrink the game to their size

Priority Delegate Comments

Leadership Session

- Emphasize on the player wants/results
- Hockey is about learning team skills and how to grow up to become good people
- The message in all streams should be the same, with focus on life skills and fun
- How do we reach those who aren't playing? Increase availability of public skating
- Deliver the message that hockey is fun and can be a lifetime sport. It promotes a healthy lifestyle

Player Development Session

- Having coaches and athletes interact with each other
- Better utilization of ice – ½ ice practices and station works for example
- Create innovative practice resources
- Gather members most valuable and positive development experiences and use them to leverage better practices for every team. Let the community drive itself towards positive change
- Eliminate the myth that hockey isn't safe

Sustainability of the Game Session

- Enjoyment and skills messages need to be more prominent
- Determination of what exactly is making the game not fun for current participants
- More mentors are needed to support coaches, kids, programs, everything...
- LMHA's need to develop their own core values rather than just "Winning"
- Ensure that communication between parents and kids stays open



INVESTED STAKEHOLDERS

The Invested Stakeholders involved in the organization and execution of the 2013 Alberta Hockey Summit are:

- Hockey Alberta
- Hockey Canada
- The Calgary Flames
- The Edmonton Oilers
- The Western Hockey League

PURPOSE & OUTCOMES

The 2013 Alberta Hockey Summit was an event designed to review the current state of Hockey within Alberta to collaboratively identify and address the key issues and concerns facing the game.

Hockey Alberta aims to be the most progressive and innovative sport organization in Canada, and through its core mission of bringing hockey loving Albertan's together, our aim for the Summit was to provide world leading presentations by professionals that impact the game on every level.

The main focus of the Summit was the goal to build a shared vision for the game in Alberta, while aligning the stakeholders around a common purpose. The hopes of this is that it will help bring Alberta to be a world leader for advancing the game within communities.

TERMINOLOGY

Throughout the pages of this report abbreviations are used as a means to describe certain subjects. The following are the meanings to some abbreviations found within this report.

1. LTPD – Long Term Player Development Model
 - i. The Long Term Player Development Model created by Hockey Canada
2. LMHA – Local Minor Hockey Association
 - i. Refers to the Minor Hockey Associations throughout the province of Alberta.



AGENDA

Thursday August 22, 2013

6:30 pm – 7:15 pm	Opening Remarks & Welcome
7:45 pm – 8:00 pm	Opening Keynote Speech by Ken Dryden
9:00 pm – 11:00 pm	Alberta's Hockey History Evening Reception

Friday August 23, 2013

Topic 1 – Leadership in the Game: The Next Generation	
8:45 am – 9:45 am	Keynote Presentation – Ryan Walter
	Moderator – Rob Kerr
	Panelists – Mike Ross (Hockey Canada) Jim Peplinski (Calgary Flames) Patrick LaForge (Edmonton Oilers) Al Coates (WJHC)
9:45 am – 10:30 am	Topic 1 Panel Discussion
10:30 am – 11:45 am	Table Discussion & Review

Topic 2 – Long Term Player Development: A System for Everyone	
1:00 pm – 2:00 pm	Keynote Presentation – Dr. Steve Norris
	Moderator – Troy Gillard
	Panelists – Paul Carson (Hockey Canada) Bob Hartley (Calgary Flames) Rick Carriere (Edmonton Oilers) Richard Monette (Activeforlife.ca)
2:00 pm – 3:00 pm	Topic 2 Panel Discussion
3:15 pm – 4:15 pm	Table Discussion & Review

6:00 pm – 9:30 pm	Mt. Norquay Social Supper & Entertainment Evening With special guests: Mel Davidson & Ken Hitchcock
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Saturday August 24, 2013

Topic 3 – Sustaining the Game: The acceleration of Perfection	
8:30 am – 9:30 am	Keynote Presentation – George Kingston
	Moderator – Troy Gillard
	Panelists – Glen McCurdie (Hockey Canada) Perry Berezan (Calgary Flames) Brian McNaughton (Lethbridge Hurricanes) Rick Carriere (Edmonton Oilers) Dan Moro (International Hockey Consultant)
9:30 am – 10:30 am	Topic 3 Panel Discussion
11:15 am – 11:45 am	Table Discussion & Review

1:00 pm – 1:45 pm	Economic Impact Study Results Review
1:45 pm – 2:45 pm	Closing Invested Stakeholders Discussion
	Panelists – Bob Nicholson (Hockey Canada) Jim Peplinski (Calgary Flames) John Windwick (ATB Financial) Rob Robison (WHL) Rob Litwinski (Hockey Alberta)

DELEGATES



Abernot,Jeff	ATB Financial	Gravel, Mike	Hockey North	Murgatroyd, Stephen	Collaborative Media Group
Acheson, Kevin	WHL	Gregor, Jason	Team 1260	Mykytyshyn, Darcy	Red Deer College
Adams, Jimmy	Hockey Alberta	Gregory, Jack		Neiszner, Chris	Hockey Alberta
Bahr, Jeff	Okotoks Minor Hockey	Halaschuk, Jeremy	Hockey Alberta	Neron, Marc	Hockey Alberta
Bartoshyk, Ryan	AJHL	Hale, Jesse	Hockey Alberta	Neville, Brenda	Spruce Grove Minor Hockey
Baumung, Phil	Sundre Minor Hockey	Hammond, Grant	Edmonton, North Seera	Neville, Bruce	Zone 3
Baxter, Vern	Airdrie Minor Hockey	Hartley, Bob	Calgary Flames	Newell, Kendall	Banff Hockey Academy
Bell, Dave	St. Albert Minor Hockey	Heise, Marvin	Edm Northstars Athletic Club	Nichols, Curtis	Hockey Alberta
Bellamy, Katrina	Hockey Alberta	Hengel, Dean	Edmonton	Nicholson, Bob	Hockey Canada
Bendfeld, Ally	Team Alberta	Hitchcock, Ken	St. Louis Blues	Nordstrom, Rick	Grande Peace Athletic Club
Berezan, Perry	NHL Alumni	Hodgson, Ted	Indigenous Sports Council	Nystrom, Danielle	Hockey Alberta
Berezan, Perry	Calgary Flames	Hofferd, Victoria	Hockey Alberta	O'Gilvie, Halcourth	Spruce Grove Minor Hockey
Bjornson, Tim	Sport Calgary	Hogle, Steve	Edmonton Oilers	Olesen, Mike	Hockey Alberta
Bladon, Jim	ATB Financial	Horbay, Fred	Hockey Alberta	Page, Wayne	Indigenous Sports Council
Boldt, Tyler	WHL	Hornell, Jim	Hockey Canada	Pallister, Greg	Hockey Alberta
Borync, Wade	Wabamun Minor Hockey	Hughes, Joanne	Hockey Canada	Paradis, Raymond	Edmonton
Boudreau, Ray	Hockey Alberta	Huising, Jim	Spruceview Minor Hockey	Pascal, Terry	
Brind'amour, Michael	Hockey Canada	Humphrey, Geoff	Eckville Minor Hockey	Peplinski, Jim	Calgary Flames
Brost, Barry	Hockey Alberta	Jang, Will	Edmonton	Phibbs, Karen	Hockey Canada
Brownoff, Marg	Edmonton	Johnson, Holly	Maskwacis Minor Hockey	Pisarczyk, Jason	Airdrie Minor Hockey
Bruni, Mike	Hockey Canada	Jones, Jim	City of Leduc	Polutnik, Rick	Teamworks Canada Inc
Buffalo, Colleen	Maskwacis Minor Hockey	Kallay, George	Hockey Alberta	Povaschuk, Danny	Hockey Alberta
Burkart, Dean	Cold Lake Minor Hockey	Kendall, Chad	Camrose Minor Hockey	Pupich, Ed	Hockey Canada
Card, Alec	ATB Financial	Kennedy, Ryan	ATB Financial	Rambeau, Debbie	Hockey Eastern Ontario
Carefoot, Stacey	Airdrie Minor Hockey	Kerr, Rob	Sportsnet West	Rebus, Mike	
Carmichael, Ray	Hockey New Brunswick	Klass, Mike	ASPRW - Central	Reid, Earl	AMBHL
Carriere, Rick	Edmonton Oilers	Klippenstein, Wade	Brandon Wheat Kings	Reidell, James	Cochrane Minor Hockey
Carson, Paul	Hockey Canada	Knill, Colin		Reynard, Barry	Hockey Canada
Cavanagh, Perry	Hockey Alberta	Kobelka, Kevin	Hockey Calgary	Robbins, Tamara	Hockey Alberta
Chicoyne, Ron	Hockey Calgary	Komarniski, Zenon	Sylvan Lake Minor Hockey	Robinson, Scott	Hockey Alberta
Chmilar, Betty	Hockey Alberta	Kosolowski, John	Hockey Alberta Foundation	Robison, Ron	WHL
Chow, Bill	Hockey Canada	Kozak, Wally	NXT Level Hockey	Robson, Brad	Lethbridge Hurricanes
Christian, Joel	Spruceview Minor Hockey	Kraichy, Mike	Hockey Alberta	Ross, Mike	Hockey Canada
Cissell, Chad	Ponoka Minor Hockey	Lacoste, Steve	BFL	Rutz, Bob	Red Deer College
Clark, Bob	Hockey Alberta Foundation	Laforge, Patrick	Edmonton Oilers	Salm, Jamie	Hockey Alberta
Clegg, Brian	Game Plan Systems	Lajoie, Serge	NAIT	Samletzki, Len	Hockey Alberta
Coates, Al	WJHC	Lalonde, Sylvain B.	Hockey Quebec	Schiedl, Mike	Government of Alberta
Coutts, Terry	Red Deer Minor Hockey	Lamb, Kirk	CJHL	Schmidt, Paul	Hockey Alberta
Delparte, Paul	Hockey Canada	Langlais, Real	Hockey Quebec	Scott, Greg	City of Red Deer
Depratto, Mike	Hockey Eastern Ontario	Ledingham, Terry	Hockey Canada	Seher, Gary	Hockey Alberta Foundation
Desnoyers, Norm	Wabamun Minor Hockey	Leer, Tim	Hockey Alberta	Sherven, Gord	Hockey Canada
Dobish, Marvin	ASPRWF	Lemko, Jerrold	Hockey Alberta	Shypitka, John	ATB Financial
Doerksen, Richard	WHL	Lemko, Anita	Hockey Alberta	Smith, Josh	Lacombe Minor Hockey
Doherty, Bill	Banff Hockey Academy	Litwinski, Rob	Hockey Alberta	Smith, Jeff	Spruce Grove Minor Hockey
Donlevy, Jim	Western Hockey League	Lorencz, Aaron	Manning Minor Hockey	Smith, Scott	Hockey Canada
Donlevy, Michael	Red Deer College	Luyms, Lin	Lacombe Minor Hockey	Stinn, Bob	Hockey Alberta
Doyle, Pat	Edm Rural Bantam League	Lyseng, John	Manning Minor Hockey	Strankman, Seth	Hockey Alberta
Drago, Joe	Hockey Canada	Maclachlan, Graham	ATB Financial	Sutter, Shaun	Red Deer Rebels
Draper, Howie	University of Alberta	Macrae, Kevin	Hockey Alberta	Swampy, Priscilla	Maskwachief Minor Hockey
Dixon, Drew	Hockey Alberta	Makela, Mikko	Warner Hockey School	Tanner, Graham	St. Albert Minor Hockey
Druar, Dale	Pembina Minor Hockey	Malcolm, Dodie	Hockey Canada	Thomas, Michael	Stony Plain Minor Hockey
Eliason, Ardis	Edmonton	Maple, Stan	University of Alberta	Thompson, Ron	Hockey Eastern Ontario
Engen, Terry	Hockey Alberta	Martel, J.F.	World Pro Goaltending	Thrower, Ken	Calgary Hitmen
Englehardt, John	Hockey Alberta	Mazurenko, Marcie	Thorhild Minor Hockey	Tolsma, Brent	Lacombe Minor Hockey
Fallscheer, Dallas	Cold Lake Minor Hockey	McAdie, Rick	Edm Northstars Athletic Club	Tremblay, Gary	Leduc Minor Hockey
Fesyk, Justin	Hockey Alberta	McAlpine, Lindsay	Macewan University	Turnbull, Chris	
Fillain, Dean	Hockey Canada	McCurdie, Glen	Hockey Canada	Unger, Gary	Banff Hockey Academy
Fisk, Jennifer	Freestone Communication	McEachern, Jonah	Hockey Canada	Virgil, Rob	Hockey Alberta
Gabinet, Michael	NAIT	McEwan, Brad	Medicine Hat Tigers	Vivian, Gary	Hockey North
Gagnon, Francois	Hockey Alberta	McGinnis, Chris	Airdrie Minor Hockey	Wagner, Darrell	Lloydminster Minor Hockey
Gallacher, Leslie	Power Play Consulting	McIndoe, Brent	Camrose Minor Hockey	Ward, Joel	Red Deer College
George, Jerry	Stony Plain Minor Hockey	McIntosh, Dean	Hockey Canada	Whitehead, Bill	Hockey Manitoba
Gillard, Troy	Big 105.5/The Drive 106.7	McNaughton, Brian	Lethbridge Hurricanes	Whitlock, Gordie	Hockey Canada
Glass, John	St. Albert Minor Hockey	Medori, Barry	Hockey Alberta	Wilson, Daryl	ATB Financial
Golby, Larry	Arena Facility Association	Merali, Areef	Collaborative Media Group	Windwick, John	ATB Financial
Gourley, Bill	Bow Valley Minor Hockey	Miller, Bob	Calgary Buffalos Hockey	Young, Doug	Red Deer Minor Hockey
Gravel, Mike	Hockey North	Moro, Dan	Hockey Consultant	Zinger, Fran	Hockey Alberta



SPEAKERS

Ken Dryden – Opening Keynote Presentation

Ken Dryden is a Canadian politician, lawyer, businessman, author, and former NHL goaltender. He is an officer of the Order of Canada, and a member of the Hockey Hall of Fame.

Dryden was drafted fourteenth overall by the Boston Bruins in the 1964 NHL Amateur Draft. Later the same day, Boston traded Dryden to the Montreal Canadiens. Rather than play in Montreal, Dryden pursued a Bachelor of Arts degree at Cornell University, where he also played hockey until his graduation in 1969. He backstopped the Cornell Big Red to the 1967 NCAA championship and to three consecutive ECAC tournament championships winning 76 of his 81 varsity starts. He also was a member of the Canadian Amateur National team at the 1969 Ice Hockey World Championship tournament in Stockholm.

Dryden made his NHL debut in 1971 for the Canadiens, playing only six regular-season games after a late-season call-up, but sporting a minuscule 1.65 goals-against average. This earned him the number 1 goalie job for the playoffs. He then became the backbone of 5 more Stanley Cup-winning teams in 1973, 1976, 1977, 1978, and 1979. During that first playoff season, Dryden won the Conn Smythe Trophy (1971), as the playoffs' most valuable player. The following year Dryden won the Calder Trophy, 1972. He remains the only NHL player to ever win the Conn Smythe Trophy *before* winning the rookie of the year award. In the autumn of 1972 Dryden played for Team Canada in the 1972 Summit Series against the Soviet national ice hockey team.

Ryan Walter – Leadership of the Game: The Next Generation

Ryan Walter is a Canadian former professional ice hockey centre who played 15 seasons in the National Hockey League. He was also an assistant coach with the Vancouver Canucks, a hockey broadcaster, and is currently president of the Abbotsford Heat of the American Hockey League.

Walter was drafted second overall by the Washington Capitals in the 1978 NHL Amateur Draft. Walter was traded to the Montreal Canadiens in a blockbuster trade in 1982. He went to Montreal along with Rick Green in exchange for Doug Jarvis, Rod Langway, Craig Laughlin and Brian Engblom. Walter's name is engraved on the Stanley Cup, which the Canadiens won in 1986 though Walter was injured for most of the playoffs. In the 1989 Stanley Cup Finals, he scored in the second overtime period of game three to give the Canadiens a 2–1 series lead. However, the Calgary Flames came back to win the series and the Cup. In 1991 he signed as a free agent with the Vancouver Canucks, where he played the final two seasons of his career and won the Budweiser NHL Man of the Year Award in 1992. He was known as a tough, hard-working player who was excellent in the face-off circle. Walter also served as vice president of the NHL Players Association.



Dr. Steve Norris – Long Term Player Development

Stephen Norris most recently held the position of Vice-President, Sport at WinSport Canada based in Calgary, Alberta. His position had him bringing together world-leading performance & development programming and the incredible facilities afforded by Canada Olympic Park, the Canmore Nordic Centre, and the Olympic Speed Skating Oval.

Previously, Stephen was the Director of Sport Physiology & Strategic Planning at the Canadian Sport Centre Calgary where he was focused on Canada's Winter Olympic teams for the last three Olympic cycles (Salt Lake City 2002, Torino 2006, & Vancouver 2010). His main role was to work with national team officials and coaches to devise and enact programs that increased the likelihood of success at international level competition within the multi-disciplinary team headed by Dr. David Smith. This often required an integrated multidisciplinary approach utilizing expertise from several different areas in order to support a given sport's performance objectives. In addition, Stephen played a key role as a primary consultant to the 'Own The Podium' program high performance/technical group, which was the agency (led by Dr. Roger Jackson) tasked to spearhead Canada's Winter Olympic Sport performances in the 5 years prior to the Vancouver 2010 Olympic Games.

Aside from the exciting challenges of his liaison with various sports, Stephen has been a contributor to the 'Canadian Sport for Life' program concerning athlete/participant development within Canada over the past decade, a topic that he is fiercely passionate about. Stephen views this federally-funded initiative (Sport Canada) as being one of the most exciting movements he has ever been associated with due to its potential to have widespread positive benefits for Canadian society.

In recent years, Stephen has had the privilege to serve as a Board of Directors member for Cross Country Canada/Ski du Fond (2005-7), Swimming Canada/Natation Canada (2004-7), and Bobsleigh Skeleton Canada (2006-7) and strives to help such organizations establish 'sustainable' frameworks, practices and performance focus. He has recently completed his tenure on the editorial board of the International Journal of Sport Physiology and Performance, but continues to review academic and industry papers for peer-reviewed journals.

George Kingston – Sustainability of the Game

George Kingston is an Ice Hockey Coach. George's coaching resume includes coaching: Mite, Midget, High School, University of Calgary, NHL (5 teams) and National Teams (Canada, Norway, Germany, Mexico - Men's, Women's, U18, U20, Sledge Hockey). George won the Gold Medal with Canada as coach at the 1994 World Championships and 1988 Spengler Cup, and he also won a Silver at the 1994 Olympics. He has extensive Sport Administration, Research and Clinic experience and presents on developmental, technical and tactical ice hockey. Currently he holds the position of NHL Coaches Association Managing Director.



PANELISTS

Facilitator: Dean McIntosh (Director of Marketing, Hockey Canada)

Topic 1 – Leadership of the Game: The Next Generation

Moderator: Rob Kerr (Sportsnet West & Calgary Flames)
Panelists: Mike Ross (Chief Business Officer, Hockey Canada)
Jim Peplinski (VP Business Development, Calgary Flames)
Patrick LaForge (COO & President, Edmonton Oilers)
Al Coates (GM, 2012 World Junior Hockey Championships)

Topic 2 – Long Term Player Development

Moderator: Troy Gillard (Radio News & Sports Director and 'Rebels This Week' host)
Panelists: Paul Carson (VP Hockey Development, Hockey Canada)
Bob Hartley (Head Coach, Calgary Flames)
Rick Carriere (Player Development Coach, Edmonton Oilers)
Tyler Boldt (Player Development & Recruitment, WHL)
Richard Monette (Activeforlife.ca)

Topic 3 – Sustainability of the Game

Moderator: Troy Gillard (Radio News & Sports Director and 'Rebels This Week' host)
Panelists: Glen McCurdie (VP Member Services, Hockey Canada)
Perry Berezan (NHL & Calgary Flames Alumnus)
Rick Carriere (Player Development Coach, Edmonton Oilers)
Brian McNaughton (President, Lethbridge Hurricanes)
Dan Moro (International Hockey Consultant)

Invested Stakeholders Panel

Moderator: Jason Gregor (The Jason Gregor Show, Team 1260 Edmonton)
Panelists: Rob Litwinski (Executive Director, Hockey Alberta)
Ron Robison (League Commissioner, WHL)
Bob Nicholson (President & CEO, Hockey Canada)
John Windwick (VP Community Initiatives, ATB Financial)

Hot Stove Presentation

Moderator: Jason Gregor (The Jason Gregor Show, Team 1260 Edmonton)
Speakers: Mel Davidson (GM Female National Teams, Hockey Canada)
Ken Hitchcock (Head Coach, St. Louis Blues)



EVALUATION AGAINST OUTCOMES

After the conclusion of the event, a survey was sent out to all participants giving those who wished to respond with their thoughts the opportunity to do so. The following are some results from the survey, made in comparison to the goals that were initially set out for the event.

1. Goal: To build a shared vision for the game in Alberta.

Did the format for the event lead to good dialogue and sharing?

Extremely great dialogue	30.61%
Very great dialogue	53.06%
Moderate dialogue	16.33%
Slight dialogue	0%
No dialogue at all	0%

2. Goal: To identify and address the key issues and concerns facing the sport of Hockey in Alberta.

Overall, were you satisfied with the event, neither satisfied nor dissatisfied with it, or dissatisfied with it?

Extremely satisfied	57.14%
Moderately satisfied	38.78%
Slightly satisfied	4.08%
Neither satisfied nor dissatisfied	0%
Slightly dissatisfied	0%
Moderately dissatisfied	0%
Extremely dissatisfied	0%

Of the 7 themes summarized from the discussions which do you feel is most important to address?

Shared Leadership Across Sports	2.04%
Train our Future Leaders	14.29%
Strengthen Business Relationships	0%
Develop a Model for the Ideal LMHA	22.45%
Reduce System Bias	2.04%
Open the Doors to Non-Traditional Participants	12.24%
Focus on the Player	46.94%



3. Goal: To provide world leading presentations by professionals that impact the game at every level.

How useful to your group, MHA, agency or company was the information presented at the event?

Extremely useful	27.66%
Very useful	42.55%
Moderately useful	21.28%
Slightly useful	8.51%
Not at all useful	0%

In general, how satisfied were you with the presenters and panelists selected?

Extremely satisfied	48.98%
Very satisfied	44.90%
Moderately satisfied	6.12%
Slightly satisfied	0%
Not at all satisfied	0%

4. Comments

If the Summit were to be held again, what could the organizers do to ensure your participation again?

- Ensure that the themes and their strategies be implemented.
- Reach out to all involved in Hockey. Have full participation from Government - senior leaders need to be there.
- I would definitely attend again if I had the chance. The biggest challenge and test will be seeing if any results come from the discussions that were held and the themes that emerged. How will HA communicate that any of these items are being addressed? If there is no follow up and action plan, there will be no reason for anyone to attend future summits.
- Nothing more, I would likely go again. Timing was good-summer... Perhaps even earlier...
- Come up with an equally attractive location, speakers and topics
- subject matter is that important
- Make sure that there is some tangible action from this Summit would ensure that it is a worthwhile endeavor.
- Include details on what has been done to follow up on the 7 themes from the first summit
- Workshop format with ability to brainstorm longer on top three issues in the game.
- Rather than maintain groups for the event, have some different levels of interaction
- Affordability
- More discussion on the safety of sport - concussion related
- I think a personal mail invitation to all the previous attendees would be beneficial since it was complete luck that I happened to be on the HA website and looked into the information of the Summit
- Good speakers and sessions that can add to personal and professional development in addition to achieving the desired outcomes.
- Hold it in conjunction or instead of the HA AGM



What changes/ suggestions would you make to improve upon for the next Alberta Hockey Summit?

- Review the agenda and presentations in advance with key stakeholders. ensure officiating is part of the agenda
- Maybe have more group sessions and more time for those. Also if every group would have HA or/ and HC person in discussions.
- More participant attendees. Provincial and Municipal politicians.
- Would hope to see more parents there
- The Banff location was great but on that note very expensive to get to as well as a little over kill
- I appreciated the assigned seating, however, this also limited the ability to meet other people and discuss additional views. I think that each table followed their own themes throughout the weekend and it might be advantageous to mix people up a bit. Maybe assigned to a table for two speakers, then a different table for the next two.
- Seemed like a very long day everyday... Condense it maybe?
- Greater involvement by LMHAs, coaches and parents
- Advertise more widely to increase participation.
- Ask players in MHAs for their input
- I really enjoyed the set-up and how things were discussed. The issues I had with it were with the attendees with clear agendas, people should be prompted to come with open minds and ready to hear others thoughts.
- Encourage more minor hockey reps and parents to attend
- Make sure that the facilitators do not let the sessions run over the allotted time.
- More time on topics. Stakeholders who did not participate sure needed to be present.
- Clearer objective moving into the process, understanding that this Summit was to get the ball rolling
- More time for table work, seemed to be rushed. Moderators need to do their job and stay on timelines.
- Have all interested parties produce a list of issues to address and create fierce conversations about them.
- Present models on the Red, White and Blue program being used by the States
- I would somehow mandate the attendance of all the minor hockey associations with at least one board member &/or employee of the association to ensure the information gets back in the hands of the LMHB.
- Make it a MH summit. Don't focus on the NHL or WHL as much.
- Have time after the themes are generated so that all the stakeholders can discuss them and decide on a direction for each of them
- Location was great, but maybe central, and add option of golf tournament...



THE NEXT STEPS

1. Distribution of the final Alberta Hockey Summit Report to all summit delegates as well as the broad hockey community. – June 7, 2014
2. Integration of AHS themes into Hockey Alberta strategic and 3 year Business Plan outcomes starting in the 2014 -2015 season.
3. Identification of Alberta Hockey Key Stakeholder Steering group to work on specific themes of AHS relative to all stakeholders and develop long term communication and engagement plan for the hockey community in Alberta.
4. Develop specific actions relative to AHS themes and engage and update Alberta Hockey Community through provincial and regional discussion forms and workshops in 2014-2015 and beyond.
5. Produce annual update to Hockey Alberta members and all Alberta hockey stakeholders on progress against identified AHS themes through the Hockey Alberta Annual General meeting each year.



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ATB Financial
Edmonton Oilers
Western Hockey League
Hockey Alberta

BLF Canada
Calgary Flames
Hockey Canada

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Stakeholder Leads

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