

ASSOCIATION LEADERSHIP ★ CONFERENCE ★

SPONSORED BY **Pure Hockey**

Taking your program to the next level!

Saturday, May 5, 2018

7:00am-1:00pm



SHERATON NEEDHAM HOTEL

100 Cabot St | Needham, MA 02494



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GROWTH AND DEVELOPMENT STARTS WITH YOU

We are here to help!




Need goalie equipment for 8U players? Quickchange is your answer.



Player eligible for a sportsmanship scholarship? Don't miss out.




Want more goaltender training for players and coaches? Goalie Clinics available.



New Concussion Awareness tool that fits in your wallet! Have all the information at your fingertips.



Subsidies to make the sport of ice hockey more enjoyable for our participants with Positive Coaching Alliance.



Looking to purchase hard dividers for the association? Funds available to help.



/massachusetts_hockey



@Mass_Hockey



Need funds to expand a program? Apply for a grant.



/MassHockey



bit.ly/Mass_Hockey

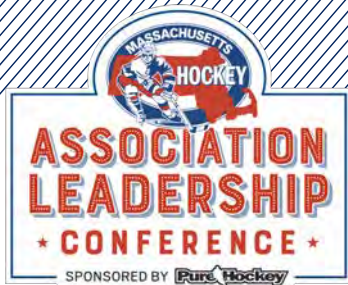
FOR MORE INFORMATION VISIT:

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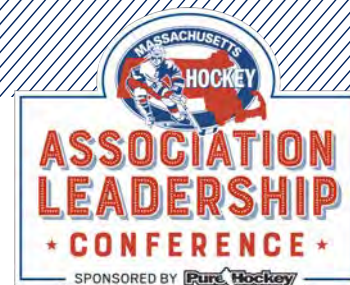
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Discussion Topics:



ADM/PLAYER DEVELOPMENT

Description: The American Development Model (ADM) is much more than 8 & Under cross-ice hockey.

We will share information on what positive changes we have already seen regarding the ADM and how it can be applied to all age groups. We will speak about how the ADM is expanding into programs across Massachusetts and highlight the opportunities for training on-site for all programs.



CLUB EXCELLENCE: A Tool to Make Your Association Better



Description: Does your program struggle with communication between Board Members and program families? In this session we will share information about Club Excellence, a new online portal system designed to give USA Hockey associations a unique home that will drive organizational success. The portal walks local leadership through the day-to-day needs of running a successful youth hockey association.

COACHING COMMUNICATION

Description: USA Hockey makes a commitment to coaching education, which means that members of USA Hockey receive support and resources for developing young players. The Coaching Education Program requires both certification and registration to be eligible to coach. How does an association make sure those coaches are receiving that education and applying it with the associations overall goals? We are here to help align the two.

GROWING YOUR ORGANIZATION

Description: Growing the game is more than a slogan; it is a goal of USA Hockey, Massachusetts Hockey and for each of you. Membership development is about helping more kids and families experience the enjoyment of youth hockey. We will share how local programs can leverage USA Hockey as a source of information and resources to grow the game in Massachusetts.

LEARN TO PLAY PROGRAM

Description: This is a once-in-a-lifetime opportunity to attract new skaters to the game of hockey. Also, it is a families first introduction to your association. How does your program make sure you are building an effective culture on and off the ice at the LTP level that guarantees those families to return the next season? We want to help build your future with the LTP Program.

MARKETING FOR GROWTH

Description: We want to help all of our associations across Massachusetts reach out throughout their local community from school systems to other sports programs to non-traditional hockey families. Here is where we can show how other programs have made progress with their grassroots marketing and what might work for your program.



OneGoal equipment sets are available in two sizes designed to fit kids between the ages of 4-8.



"Intermediate nets will help foster more young goalies, increase their confidence, grow the number of athletes playing the position and aid in the development of shooters."
- Brian Eklund, Massachusetts Goaltending Coordinator



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Taking your program to the next level!



May 5, 2018

Schedule

		Breakout Session 1	Breakout Session 2
	<i>Labot</i>	<i>Needham</i>	<i>Wellesley</i>
7:00am	Registration/Check-In & Continental Breakfast		
7:30am	Opening Remarks John Tobin & Kevin Kavanagh Massachusetts Hockey		
7:45am		Growing Your Organization Speaker: Andy Gibson, USA Hockey	Coaching Communication Speaker: Keith Carter, Director of Coaching Education
8:30am		Learn to Play Program Milton Youth Hockey	ADM/Player Development Speaker: Keith Carter, Director of Coaching Education
9:15am		Marketing for Growth Cambridge Youth Hockey	Club Excellence Speaker: Andy Gibson, USA Hockey
10:00am	Roundtable Discussion: Case Study Involving Events from this Past Season		
11:45am	Lunch		
12:15pm	Keynote Speaker Jim Madigan, Northeastern Head Coach		

****Please refer to your email for the updated schedule with speakers and descriptions.***



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Taking your program to the next level!



Guest Speaker

Jim Madigan

Northeastern University // Men's Ice Hockey Head Coach

THE NORTHEASTERN ALUMNUS AND FOUR-TIME BEANPOT CHAMPION JIM MADIGAN WAS NAMED NORTHEASTERN HOCKEY'S 10TH HEAD COACH

IN program history on July 26, 2011 and completed his seventh season as leader of the Huskies' hockey program in 2017-18. During his tenure, Madigan has led Northeastern to its first Hockey East Championship and Beanpot Trophy since 1988, first NCAA appearance since 2009, seen 11 of his players drafted by NHL teams and had 33 student-athletes named to the Hockey East All-Academic Team. Plus, coached a Hobey Baker Award winner and another Hobey Baker finalist. His teams have also played at Fenway Park on three occasions and participated in the inaugural Friendship Four in Belfast, Northern Ireland in 2015.

Madigan's Huskies are coming off a 23-10-5 record in 2017-18 and registered the third most wins in a single season in team history.

Northeastern also enjoyed its third longest winning streak in program history when it won seven straight games from Feb. 12 to March 10. NU has now finished at .500 or above in five straight seasons. After their Hockey East postseason run came to an end at TD Garden, the Huskies received an at-large bid to the NCAA tournament for the third time in program history. Seeking its first win in the tournament since 1982, Northeastern battled Michigan at the DCU Center in Worcester, Mass. but came up short in a 3-2 loss.

Adam Gaudette became the first player in program history to win the Hobey Baker Memorial Award as the most outstanding player in college hockey last Friday at the Frozen Four. Gaudette led, not only the Huskies, but the nation in scoring with 30 goals and 30 assists to become the second Husky in as many seasons to lead the nation in scoring with 60 or more points (Zach Aston-Reese, 2017). He was the nation's only 30-goal scorer and was a 200-foot force all season.

Gaudette and linemate Dylan Sikura share the honors of the team's most valuable player for 2017-18. Sikura, a Hobey Baker Top-10 finalist, finished second on the team in scoring with 54 points. He set a new career-high with 22 goals and led the Huskies in power play goals with 14. Sikura's 32 assists were the most in Hockey East and he registered multi-point efforts in each of Northeastern's first six games. The duo combined for 114 total points, 10 total Beanpot points, and were both named CCM/ACHA First Team All-Americans in 2017-18.



Madigan brings more than 30 years of college and professional hockey experience to his post on Huntington Avenue. He played for the Huskies from 1981 to 1985 and was an assistant coach at the university from 1986 to 1993. He served as a professional scout for the New York Islanders and Pittsburgh Penguins from 1993 to 2011, winning a Stanley Cup in 2009.

As a professional hockey scout, Madigan demonstrated great skill in identifying and evaluating talent in a thorough and insightful manner. He served as a scout for the Pittsburgh Penguins from 2006 to 2011, helping that franchise build a team that advanced to the Stanley Cup finals in consecutive seasons (2008 and 2009) and that captured the Stanley Cup in 2009.

Northeastern fans also will remember Madigan's tenure as an assistant coach for the Huskies from 1986 to 1993. During that seven-year stint, he recruited and coached four All-Americans and 15 All-Hockey East selections. In addition to recruiting, Madigan was involved in all aspects of running a successful Division I program. During his time on the NU bench, the Huskies won 100 games and in 1988 captured the program's last Beanpot title and advanced to the NCAA Tournament.

Prior to returning to his alma mater, Madigan coached at the University of Vermont for one season (1985-86).

As a player at Northeastern, Madigan was a four-year letterwinner under Ferny Flaman (1981-85), leading the Huskies to a 67-59-5 record. During his freshman campaign, NU won 25 games, establishing a single-season wins record that remains tied for best all-time in program history. That same season, he helped lead the Huskies to the NCAA Frozen Four. Building on that success, Madigan was a key contributor to two Huskies' Beanpot championships in 1984 and 1985.

In 1982, he was voted NU Rookie of the Year. In his senior campaign he was named assistant captain and, at season's end, was presented with the program's Unsung Hero Award. Madigan skated in 119 career games, recording 78 points (34-44-78).



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Taking your program to the next level!

Mike Cheever
Grow Hockey Grant



108

About 108 grants
have been
awarded since
the license plate
funds started
being received

Plates for Skates

How the Boston Bruins license plate program is driving
Massachusetts Hockey initiatives to new heights



Sportsmanship
Awards

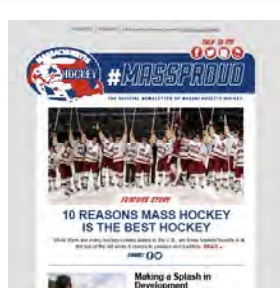
72

awards

have been given
out since 1996
for a total of
\$136,500 to high
school seniors



REGISTER
FOR YOUR
PLATES
TODAY!



Communications
(E-Newsletter)

Reaches
ALL
Massachusetts
Hockey members
every two weeks

TD Bank Bruins
Mini 1-On-1



Affects
EVERY
program in
the state



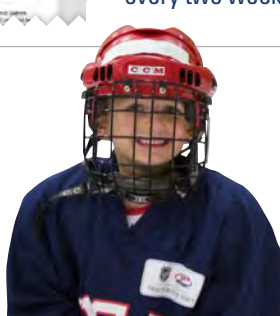
Positive Coaching
Alliance

20
program subsidies
available

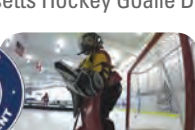
Try Hockey For Free

902

kids participated a Try
Hockey For Free Event
across 30 host sites



Massachusetts Hockey Goalie Development

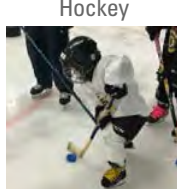


Reaches
ALL
members



50 SETS OF
HARD DIVIDERS
OVER THE PAST THREE
YEARS FOR PROGRAMS

Bruins Academy
Learn to Play
Hockey



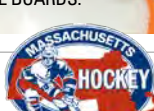
42 DIFFERENT
EVENTS OVER
THE PAST
YEAR



40 THE LOOK-UP
LINE IS 40 INCHES
IN WIDTH FROM
THE BOARDS.

The orange line
warns players to
keep their heads up
when approaching
the boards to
decrease the risk
of injuries.

FOR MORE
INFORMATION:



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QuickChange
Goalie Equipment

50



program subsidies
available