

# Hockey Zones

*For the LOVE of the GAME*

Volume 11 No. 3 Issue # 32

Fall 2014



## T.H.E. Way to Success!

[www.tuckerhockey.com](http://www.tuckerhockey.com)

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*Tucker Hockey's Official Newsletter -  
Reinforcing Hockey's Positives to ALL ages!*

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## Rex Tucker Director, B.Comm

- 20 Years + Hockey Instruction Experience
- A Professional Power Skating Instructor since 1997
- Full Time Professional Hockey Coach since 2002
- NCCP Advanced 1 Certified Coach since 1996
- Past Instructor for Hockey Alberta (Coaching Clinics)
- Taught Czech, German, and Austrian Players in the Czech Republic for 5 Summers

## Tucker Hockey Philosophy

### Adult Hockey

*"Would you believe I discovered the fountain of youth? To my surprise it was frozen and had a net on each end"*

### Minor Hockey

*"A hundred years from now, it will not matter what my bank account was, or what kind of house I lived in... but the world may be a better place because I made a difference in the life of a child."*

Contact  
**Tucker Hockey (403) 998-5035**  
or online at  
[www.tuckerhockey.com](http://www.tuckerhockey.com)

### Tucker Hockey Identity

Tucker Hockey strives to provide opportunities for hockey players of all ages, backgrounds and skill levels to enhance their love of the game. The rink can be a place of sanctuary to escape daily stresses and problems and to enjoy the greatest game on earth.

*Experience the passion of Tucker Hockey!*

**[www.TUCKERHOCKEY.com](http://www.TUCKERHOCKEY.com)**

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# **Managing Editor's Message**



Welcome to the 32nd edition of Hockey Zones – the Official Newsletter of Tucker Hockey.

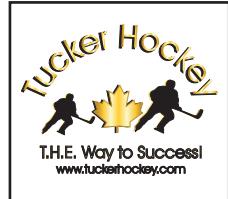
First Half Schedule, Meet the Instructor – Alannah Jensen, Tucker Hockey Tips, Valuable Lessons Gained from a Fitness Guru, and the 2015 World Junior Schedule etc.

Back in the Spring of 2004, 10 years ago now... it's hard to believe ... Hockey Zones had very humble beginnings - an 8 page newsletter! It has grown into a solid publication, with 3 editions per year – Winter, Spring / Summer and Fall. The average hard copy and electronic circulation range from 6,000 to 7,000 copies per issue.

Past issues can be found on our website [www.tuckerhockey.com](http://www.tuckerhockey.com).

Share your opinions and thoughts about our great game. Share your hockey stories. Letters to the Editor are always of interest and welcomed. Share ideas for future articles. As well, new advertisers are welcomed in our hockey publication. Enjoy the read!

Sincerely,  
Yours in Hockey,  
Rex Tucker  
Managing Editor  
Hockey Zones



Hockey Zones strives to cultivate a little goodwill and make a difference in the local Calgary hockey community! Our newsletter is geared towards hockey players of all ages, their parents, their family members, coaches, trainers, tournament organizers, officials, volunteers and true hockey fans. Take a few minutes and browse through our latest edition, I am sure you will discover something of interest related to our great game!

The Fall 2014 issue features many interesting articles including:

Growing the Game in Canada, Shortening the Bench, Kids Hockey Advancement Society Tournament Report, Coaching Tips to Ensure a Successful Season, Calgary Flames

PS: For the love of the game - I will often joke with people and say..."You may love hockey but not as much as I do"! Remember to instil and grow the love of this great game to others especially our youth!

### ***Next Issue: Winter 2015 Features***

- A Salute to Minor Hockey Week
- Meet the Instructor - Ash White
- Calgary Flames 2014 - 15 Second Half Schedule
- Comrie's Sport Equipment Bank - Russell Gillespie
- 2015 IIHF World Championship Schedule in Prague
- Tucker Hockey Programs

# **Tucker Hockey Initiatives**

## **Growing the Game in Canada**

The Hockey Zones Winter 2012 edition published an article called “The Minor Hockey Dilemma”. This commentary revealed that the state of Canadian minor hockey as we know it today may look quite different in the next decade or so. Hockey Canada’s membership is around 575,000 registered players, down more than 200,000 from its peak. The myth is that most Canadian boys play hockey, however, the reality is that the numbers are falling. Only 15.7%, or 1 in 6.4 boys, actually play the game in Canada. If the trend of young males deciding not to play hockey continues, the numbers are expected to lower to about 360,000 in 2021. On the opposite side, there’s been a boom in female hockey, but the numbers do not make up for the decline in male participation. That trend could have a serious impact on Canada’s international male dominance of the sport in the future.

For many Canadians, hockey is more than a game; it is a big part of life. No other country is as passionate about hockey! Everyone has an opinion about the game. So it’s very difficult for administrators to make progressive changes to the hockey system in Canada because hockey is such a big deal and everyone wants to discuss and debate it.

As a continuation to our previous article, we offer our two cents worth to grow the game in Canada with a 10 point action plan for the betterment of the game.

### **Reduce Financial Barriers to Entry**

- Since the majority of lower class, lower middle class, and single income families typically can not afford to have their children play hockey, the governing bodies must find ways of lowering the costs of individual player registrations and hockey equipment.
- In towns and cities across the country more subsidized or provided at a nominal fee “Learn to Skate” programs and “Introduction to Hockey” programs need to be offered to capture more family’s interest and participation.

- More initiatives like the Comrie’s Sports Equipment Bank, recently launched in Calgary, need to be created across the country. The Equipment Bank is a not – for – profit organization. Russell Gillespie, the General Manager of the Calgary program states “We are trying to breakdown financial barriers between kids and their chosen sport”. “We encourage anyone...to get in contract with us to help as many kids as possible... help them play.” For additional information visit [www.comriessportsequipmentbank.org](http://www.comriessportsequipmentbank.org)

### **Address Visible Minorities and Changing Demographics**

- Canadian families are having fewer children. According to recent Health Canada information, the Canadian fertility rate is 1.5 children per woman aged 15 to 49 which is well below the replacement rate of 2.1. This is considered among the lowest birth rates in the world.
- We are living in an ever changing society where other sports, digital gadgets, youthful pressures from schools and part – time jobs take precedence over the game of hockey. With respect to other sports more and more children have been gravitating to sports such as soccer where the participation costs for registration, travel and equipment are significantly lower than those for hockey.
- Declining interest from a changing population. Low birth rates in Canada are being offset by a steady flow of immigration from non-hockey playing countries. Statistics Canada data from 2006 states that among recent arrivals of immigrants, only 32% of their children participate in organized sports compared to 55% of those of Canadian born parents. Canada will have up to 14.4 million persons belonging to a visible minority group by 2031, more than double the 5.3 million reported in 2006. The rest of the population, in contrast, is expected to increase by less than 12 %. Today, in Toronto over 40% of the population consists of immigrants; in Calgary that number is nearly 30 %.

Cont’d p. 5

**“Everyone here has the sense that right now is one of those moments when we are influencing the future.”**  
**~ Steve Jobs**

# Tucker Hockey Initiatives (Cont'd from 4)

- Conversely, second generation Canadians are far more willing to put their kids in hockey because even though they may not have played the game they have been surrounded by it most of their lives. Parents who have participated in hockey take a more hands on approach with their kids because they can relate to it and both child and parent share in the enjoyment of the game. Attracting immigrants to the game is a core component to keeping the registration numbers up. Minor hockey ads showing ethnic kids and their role models to promote the game and having fun is a key requirement.
- Our governing hockey bodies need to produce educational and promotional materials in different languages and put on more hockey seminars to educate people, especially parents, about the game. Hockey Canada has looked at technology to translate its promotional literature into 17 different languages. It's a critical task.
- Minor hockey is dying in many small Canadian communities. As more and more families leave small towns to pursue job opportunities in urban centres, the population continues to decline and the numbers of kids playing hockey is getting lower and lower. This requires amalgamation of rural associations to ice a complete team or teams which results in extended travel and extra associated costs. These costs need to be subsidized.
- sports in general. Governments see the value of keeping kids active. There's a linkage between activity and health care. All levels of government need to step up and work together (team work) to lower costs and make playing hockey more affordable to enable kids to be more active. Lower ice costs to the individual minor hockey associations can be directly passed on to individual participants via reduced registration fees each year.
- This is the philosophy of the Swedish government where it only cost \$1,000 to play hockey from August 1st to June 30th. All kids, rich or poor, are given an opportunity to excel at the highest level.
- levels of hockey. If we have more "value based" coaches at the lower levels, to instil a love of the game and teach "fundamental" skating and hockey skills. It will help kids enjoy their hockey experience better and should keep them playing longer.
- At the lower levels of minor hockey sometimes coaches deliver the wrong message – winning over having fun (getting too serious at too early an age). Let's keep the fun in the game!
- Address the "Shortening of the Bench" problem within minor hockey. It's doing a lot of damage to our game. Read Wally Kozak's column on page 6 of our newsletter for an informative insight into this problem.

## Changing the Minor Hockey Coaching Mind Set

- Players must get the right start. The little people's first adventure to the rink must be a positive experience and a place they want to visit every day. A sanctuary of sorts!
- The toughest part of playing hockey is that you have to learn to skate before you can begin to master the other skills of the game. Other sports such as soccer do not require a person to master balancing on thin metal blades before learning to kick. It's a more challenging sport to learn than first meets the eye. As well, parents that don't know how to skate are less inclined to enrol their kids in hockey, as they cannot participate in their kids' development directly.
- More time, monies and resources are needed to improve minor hockey coach education and mentoring. Properly motivated coaches are needed at the lower

## Changing the Minor Hockey Season Model

- Recruitment and retention are the key words for the governing bodies – it's about selling our great game to the public especially visible minorities to make it more appealing.
- Parents need the choice available to have their children participate in CONTACT or NON - CONTACT hockey. More time and monies need to be directed to SAFETY FIRST and checking clinics / resources to prepare the players for contact hockey. Players participating at a level below AA, such as house / less competitive leagues do not need to be playing contact hockey. The sport has become more recreational than competitive / elite in nature.
- Now, more and more Canadians share concerns about body checking, concussions and head

## Subsidizing Hockey from All Levels of Governments

- All levels of government must support subsidizing hockey and

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# Hockey Mom Speaks Out On “Shortening the Bench”

*Today minor hockey is quite challenged trying to deal with coaches and associations who condone shortening of the bench. I have witnessed the shortening of the bench for over 20 years as a teacher, coach and mentor of hockey. Personally, it's a part of the game that I truly dislike and this issue has upset me on many occasions over the years. I believe it's time for Hockey Canada and the minor hockey associations across our country to examine this problem and mandate equal opportunity for all players to play, develop and to have fun. The following letter reflects a Hockey Mom's perspective on this important hockey issue.*

Dear Hockey Community,

The following letter is my perspective as a hockey mom of what I hear, see & have experienced concerning the issue of shortening the bench.

I have no background in hockey, & really had no interest for that matter, until my boys came along & decided they wanted to play. I have two minor hockey players. They started right from initiation. One is a first year midget & the other a first year peewee. Over time, my interest & joy for the game grew. I wanted to get more involved & so volunteered for team jobs & eventually got brave enough to manage. Unfortunately, what also grew was an awareness of very unhappy parents with ‘shortening’ of the bench. I have seen parents timing their kids’ ice times & being very verbal regarding their frustration over it, it really brought me down. This is no way to enjoy the game and it certainly in no way contributes to the team.

I didn't really understand what shortening the bench meant but seeing how both parents & coach staff were quite passionate about this philosophy, whether they agreed with it or not, I began to seriously wonder what all the fuss was about. I honestly thought that when this would happen, it was the coach's strategy, nothing more, & who was I to question that? Clearly, there is more to it. So, for the past few seasons I have made a conscious effort to learn more about it.

I'm not sure how much of this has been said before, pro or con, but for me, after considering my own experiences and

listening to others, I am definitely not in favour of shortening the bench as I have concluded that this means sacrificing players who want to develop. I don't believe that a ‘goal’ or a ‘win’ by shortening the bench is worth any player feeling deflated for being picked over & certainly it isn't worth risking the player's love for the game or desire to play.

Of course it seems obvious that the parent with the kid shorted is going to complain & yes, I have been disappointed. But, I have also seen my boys put in the other situation. True, I was proud momma when it was my kid picked to go back out at that ‘crucial moment’, I’m not going to lie, especially when it seemed successful as the game was won. But what I did not really get at the time was that this was not in fact a win.

What really got me thinking was the following thought from another parent:

- “How are players to improve if never put in situations where challenged?” Or,
- “How will players build their self confidence level if not allowed to be successful when it matters most?”
- “Win” is defined as: “be successful, get by labour or effort.” Hockey is a team sport. The effort, the labour & success of the team should be apparent, not just one line or any one player.

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## Wally Kozak Bio:

Wally Kozak B.A. P.E., B. ED.

Teacher, Coach, Mentor: Over 20 years

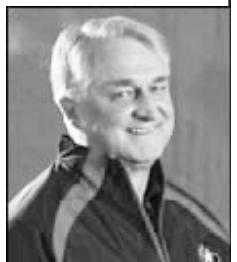
International, University, Major Junior and Minor Hockey.  
High School Football, Wrestling and Track and Field.

Olympic Gold Medalist 2002.

Past Head Scout and manager of Player Development for Team Canada Women's program.

Author of numerous articles used in Hockey certification programs.

Chinook Hockey Consulting: Providing Leadership, Mentorship for Associations, Parents, Players and Coaches.



# A Family's Perspective

## Playing as a Visible Minority

By Christyne Kavanagh

*Thanks Haifa, Jenna, Ahmed and Ayah for taking the time to answer some questions about your family. Being a visible minority in hockey made me curious as to how they became involved, and watching Jenna on the ice this summer I was rooting for her the entire time... Girl Power!*

**Haifa, please tell me a little about your family.**

I have a wonderful husband, Naja, 2 girls Jenna and Ayah, who are 12 and 10 years old respectively, and 1 boy, Ahmed, who is 11 years old. They are all close in age and have very different personalities, but share one common hobby, which is hockey.

**Jenna, Ahmed, Ayah, what led you to hockey as a family instead of more traditional sports like soccer or baseball?**

Jenna: "When we were younger, we tried all different sports, like soccer, swimming, gymnastics, etc. The one thing we loved more than anything else was skating. My parents put us in skating lessons, and from there we took up ringette. One year later, I transitioned over to hockey, and haven't looked back."

Ahmed: "I was inspired to play hockey by some of my older cousins. They always made it look like lots of fun. I have at least a dozen cousins that are close to my age that play it as well. My cousin and I are on the same hockey team now!"

Ayah: "I played ringette as a first sport and I was a really fast skater. I was lucky to play with the older girls so I got to be on my sister's team! A year later, Jenna decided to transition over to hockey. After watching her play hockey for a year, I decided I wanted to try hockey, and I really liked it. That's when I decided to switch over!"

**Haifa, were you surprised that the three kids wanted to play hockey, or was this something you decided as a family?**

We have exposed our children to numerous sports to help

them find and pursue the sports they are passionate about. Even though they all decided to play hockey, they definitely enjoy playing other sports. Ahmed has shown interest in soccer and plays it in the spring/ summer. Jenna loves to play lacrosse as a second sport, and Ayah likes long-distance running. In the summer, they swim, rock climb and work out together at the gym. In the evenings, we usually play soccer and badminton as a family at the park.

**Haifa, what do you feel when you see your kids on the ice playing and succeeding?**

I usually ask them to set a goal before each game. It is when they achieve their goal that they indeed succeed, and that's when I feel ecstatic and proud of them.

**How did you hear about Tucker Hockey and why did you choose us to teach your children?**

We were lucky to have won 2 gift certificates in 2 different hockey tournaments that Tucker Hockey had sponsored. Once I registered Jenna in the first Tucker hockey camp, I knew I had found the right instructor that will help her develop her hockey skills further. It's with Coach David's help that she made Pewee 1 after taking a full year off from playing any sports to recover from an injury.

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Left to Right: Ayah, Jenna & Ahmed Salem

# **Kids Hockey Advancement Society 7th Annual Fundraising Golf Tournament**

## ***Begone Mother Nature!***



**By: Christyne Kavanagh - Tournament Director**

Mother Nature, you are a cruel Mistress! One week before our Annual Golf Tournament she decided to create havoc in Southern Alberta dropping snow on the area for two days, and dropping the mercury to just above 0 degrees, in early September! One must always respect her! And yet one week later, on Monday September 15, 2015 we experienced a beautiful, sunny, 24 degree day for the 65 golfers that attended our 7th Annual Charity Fundraising Tournament! Ha, in your face MN!

The Kids Hockey Advancement Society is proud to announce that we raised \$15,000 for KidSport Calgary that day. Despite the fact we had 20% less golfers this year; we still managed a significant amount. At our Live Auction, Tuck the KidSport Bear was sponsored for the year by the great staff of Chris Heaman of HollisWealth for \$900, and will sit comfortably in KidSport Calgary's Corporate office. As well, through our 50/50 ticket sales, the cash winner

generously donated his \$245 winnings back to KidSport.

With a tremendous amount of revered gratitude, the Kids Hockey Advancement Society would like to thank the Following:

**The Golfers:** For staying committed and attending the event even with the uncertainty of the weather!

**Event Sponsor:**  
Tucker Hockey; Rex Tucker

**Co-Event Sponsor:** Tourmaline Oil; Mike Rose

**Silver Friends of the Society Sponsors:** Western Securities; Sean O'Connor

**Bronze Friends of the Society Sponsor:** Shaganappi GM; Gary Sartorio & HollisWealth; Chris Heaman

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**Cart Sponsor:** SeisWare International; Murray Brack

**Golf Ball Sponsor:** Telsec; Kris Van Grieken

**Arrive Safe Sponsor:** Valentine Volvo; Paul Valentine

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**"In helping others, we shall help ourselves, for whatever good we give out completes the circle and comes back to us."**

**~Flora Edwards**

**Beer Hole Sponsors:** Professional Skate; Josh Esler and Westcor Creations; Corey Molengraaf

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**Lunch Sponsor:** Spolumbo's, Tony Spoletini

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Michael White  
Woodside Golf Course



*Left To Right: Peter Maher; Former Calgary Flames Radio Announcer, Russell Gillespie; General Manager Comrie Sports Equipment Bank, Rex Tucker; President of KHAS And Mike Rogers; Former NHL Player & Flames Color Commentator*

**Live Auction Donors:**

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**Printing Services:**

Calgary Instant Printing; Quinn Mach and Amy Chan

**KHAS Official Photographer:** Murray Dejager

**Master of Ceremonies:**

Mark Kosak; You were made for public speaking!

**Honored Guests:**

Former Flames Radio Personality; Peter Maher  
Former NHL Player & Flames Radio Personality; Mike Rogers  
Al Coates; Former Calgary Flames General Manager

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*Cheque Presentation: Rex Tucker; KHAS President & Lisa Parnham; KidSport Co-Ordinator*

# Calgary Flames 2014 - 2015 First Half Schedule

Date	Visitor	Home	Time (MTN)	Broadcaster
Wed. Oct. 8, 2014	Canucks	Flames	8:00 PM	SN
Thurs. Oct. 9, 2014	Flames	Oilers	7:30 PM	SN360
Sat. Oct. 11, 2014	Flames	Blues	5:00 PM	SN360
Tues. Oct. 14, 2014	Flames	Predators	6:00 PM	SN360
Wed. Oct. 15, 2014	Flames	Blackhawks	6:00 PM	SN
Fri. Oct. 17, 2014	Flames	Blue Jackets	5:00 PM	SNF
Sun. Oct 19. 2014	Flames	Jets	5:00 PM	City TV
Tues. Oct. 21, 2014	Lightning	Flames	7:00 PM	SNF
Thurs. Oct. 23, 2014	Hurricanes	Flames	7:00 PM	SNF
Sat. Oct. 25, 2014	Capitals	Flames	8:00 PM	CBC
Tues. Oct. 28, 2014	Canadiens	Flames	7:00 PM	SNF
Fri. Oct. 31, 2014	Predators	Flames	7:00 PM	SNW
Sun. Nov. 2, 2014	Flames	Canadiens	5:00 PM	City TV
Tues. Nov. 4, 2014	Flames	Capitals	5:00 PM	SNW
Thurs. Nov. 6, 2014	Flames	Lightning	5:30 PM	SNF
Sat. Nov. 8, 2014	Flames	Panthers	1:00 PM	SNW
Mon. Nov. 10, 2014	Flames	Hurricanes	5:00 PM	SNW
Thurs. Nov. 13, 2014	Coyotes	Flames	7:00 PM	SNF
Sat. Nov. 15, 2014	Senators	Flames	8:00 PM	CBC
Tues. Nov. 18, 2014	Ducks	Flames	7:00 PM	SNW
Thurs. Nov. 20, 2014	Blackhawks	Flames	7:00 PM	SNF
Sat. Nov. 22, 2014	Devils	Flames	8:00 PM	CBC
Tues. Nov. 25, 2014	Flames	Ducks	8:00 PM	SNW, SNF
Wed. Nov. 26, 2014	Flames	Sharks	8:30 PM	SNW
Sat. Nov. 29, 2014	Flames	Coyotes	8:00 PM	CBC
Tues. Dec. 2, 2014	Coyotes	Flames	7:00 PM	SNW
Thurs. Dec. 4, 2014	Avalanche	Flames	7:00 PM	SN1
Sat. Dec. 6, 2014	Sharks	Flames	8:00 PM	CBC
Tues. Dec. 9, 2014	Flames	Maple Leafs	5:30 PM	SNW
Thurs. Dec. 11, 2014	Flames	Sabres	5:00 PM	SNF
Fri. Dec. 12, 2014	Flames	Penguins	5:00 PM	SNW
Sun. Dec. 14, 2014	Flames	Blackhawks	6:00 PM	City TV
Tues. Dec. 16, 2014	Rangers	Flames	7:00 PM	SNF
Fri. Dec. 19, 2014	Stars	Flames	7:00 PM	SNW
Sat. Dec. 20, 2014	Flames	Canucks	8:00 PM	CBC
Mon. Dec. 22, 2014	Flames	Kings	8:30 PM	SNW
Sat. Dec. 27, 2014	Oilers	Flames	8:00 PM	CBC
Mon. Dec. 29, 2014	Kings	Flames	7:00 PM	SNW
Wed. Dec. 31, 2013	Oilers	Flames	7:30 PM	SN

# Ten Coaching Tips to Ensure a Successful Season

1. Conceptualize your Coaching Philosophy
2. Determine the Ideal Coaching Methodology
3. Decide on Age & Level-Appropriate Curriculum
4. Establish Team Rules / Expectations for Players, Staff & Parents
5. CONNECT with People
6. Coach by Objective
7. Apply Critical Analysis (Evaluation) After Each Event
8. Pursue Excellence
9. Create a Professional Development Plan
10. Balance

## Conceptualize your Coaching Philosophy: Personal Deportment, Non-Negotiable Values

This step provides the foundation for everything else. Sadly, almost all coaches do not take the time to commit their values to paper; nor do they review (fine-tune) it regularly! It will be the product of who coached / taught you in your past, how your parents raised you, & a by-product of the coach certification system – for better or for worse. Read it daily before you coach as **it helps provide clarity of purpose**. This document must be crystal clear so far as how you approach your coaching duties; how you will act and expect those around you to act (even when you think nobody is watching – that's integrity!); as well as defining what is truly important to you. Challenge yourself to know it, live it, love it!

## Determine the Ideal Coaching Methodology: Maximize Activity Time, Minimize Talking, Bandwidth Feedback

Study successful & unsuccessful coaches to provide high & low benchmarks & stay up-to-date on current coaching research. Examine what you have done in the past & compare / contrast to how it worked & also to how other coaches operate... this can shorten your learning time! Pre-ice your staff & players whenever possible such that coaches spend less time explaining activities on the ice. Limit your explanations to 30-45 seconds using common **Key Teaching Points / Cues** & use a **questioning technique** to ensure you understand what the players understand! Don't be a play-by-play coach; shut up & let them play. Intervene only if it is a safety concern or a complete lack of understanding. Kids want to 'play', not 'work' hockey! Practice should

'look ugly' while they learn & get better over time. You want players to be on the razor's edge of ugliness, so you will be constantly fine-tuning your activities & your bandwidth feedback to help keep them on this improvement course. I incorporate fun, competition, positivity & accountability into my lesson plans. Do you?

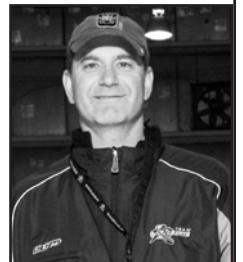
## Decide on Level-Appropriate Curriculum: SMART Goals

I hope this is fairly self-explanatory so far as level-appropriate curriculum. Use your prior knowledge or that of other coaches familiar with your age & skill level. Seek out other resources or a mentor if required. **SMART** means: **Specific** (Hockey stance - feet shoulder width apart, knees bent & over toes, back upright & slightly bent at the waist so shoulders over knees, head & eyes up, one (or two) hands on stick, stick on the ice, head shouldn't bob when striding, use your legs / core); **Measureable** (Warm-up shots - must hit the goalie 10 out of 10 times, not the post, crossbar or boards / glass); **Attainable** (with effort – not too easy, not too hard... just right; like the Three Bears story! Adapt to the

Cont. p.24

## Dean Holden Bio:

- B.A., M.Ed. (Coaching), National Coaching Institute Graduate, N.C.C.P. Level 4, Hockey Canada H.P.2 N.C.C.P. Level 4 / Hockey Canada H.P. 2
- Chartered Professional Coach (since 1994) specializing in Skill & Game Sense Development for Team Invasion Sports (hockey, soccer, basketball, lacrosse, rugby, etc.) using Smart Transitional Games (on & off ice)
- Masters of Education (Coaching)
- Published researcher in Neuro-Motor Psychology, Decision Training [www.GetSportIQ.com](http://www.GetSportIQ.com)
- Skill Academy Coach Grade 7 - 12 since 2004
- Former Canadian National Men's Assistant Coach, Korean National Women's Head Coach, Major Junior, Junior A & University Coach
- Sport IQ provides leadership, mentorship, education & technical directorship to individual coaches / players, teams, parents, associations & international federations
- [www.GetSportIQ.com](http://www.GetSportIQ.com)



## Tucker Tips

## *Simon Says Drill*

In the Spring / Summer 2014 Hockey Zones issue of Tucker Hockey Tips, I offered some pointers on Timbit and Novice instruction. First and foremost, what I have learned is that on ice instruction for this age group requires a great deal of patience and the ability to be repetitive. Keep reinforcing the key teaching points in a positive manner over and over again! Some days the kids are awesome - they are eating out of the palm of your instructional hand - paying attention i.e. watching and listening. However, there are other days when they are indeed a handful - lacking attention, focus and commitment to skill development. But we must always keep in mind - they are young kids!

The best drill I have used on the ice for helping young players pay attention i.e. watching and listening is the Simon Says drill. The instructor calls out commands preceded with "Simon Says" or not (commands could relate to material covered in the practice or fresh material). Players can move only if the command has preceded by the words, "Simon Says". Players moving without the proper command are given some sort of penalty.

Usually, I will have one of my younger instructors run the drill and we call it "Liam Says", "Alannah Says" or "Sheila Says" etc. The instructor will stand on one of the blue lines and will have the players spread out in the neutral zone looking towards the instructor in charge. It's important to ensure the players have room to do the drill properly - a full stick length of distant (360 degrees) from other players. The players must really watch and listen to do the exercises properly. For example...if Alannah says "Alannah says

balance on one skate"...and the players do the same ... there's aren't any penalties. If Alannah says "Balance on one skate"...and some of the players do what was said... there's a penalty...an example is 2 pushups.

This drill offers a great opportunity for instructors to enhance individual players' attention skills while also working on their hockey skill development which can include: Forward and backward hockey stances, forward and backward edges, balancing exercises, falling down and getting up properly, lateral movement and lateral crossovers, 360 degree turns, jumps, hops, dance moves and best goal celebration etc. You can think of a variety of different exercises and become quite creative and animated. It's fun for the kids!

Have your assistant instructors monitor the players and offer individual encouragement as well. Kids do not want to be embarrassed / singled out by not doing the drill properly and the consequence of doing a few push ups, so they will pay attention i.e. watching and listening very closely. By improving their attention spans it will help build on other drills and skills throughout the practice and throughout the season. It's a fun drill to do during the middle of an on ice session / practice to break things up from the more serious skill development drills.

In summary, Simon Says will improve young player's attention i.e. watching and listening; enhance individual skill development and overall enjoyment. Give it a try and see improved results throughout the season! Coach Rex says "Simon Says"!

## ***Shortening the Bench (Cont'd from 6)***

Is this not what we as parents spend the money, not to mention the time commitment, on? To see our kids there, dedicated to the team, & love for the game? They work hard preparing for tryouts and get placed on teams based on evaluations – now they look to the coach to lead them as one through the season. Does this not equal the right to be on the ice each in their due turn?

Is it not part of a coach's job is to ensure each & every player wants to be there, is valued, is equal & that the role they play is crucial to make a team complete? Won't the team only get

stronger & improve if they continue to develop and play as a team?

It would be like bookends - with the coach's gift of developing his players as a team on one end, the gracious parents on the other, & the team in the middle - full support to a collection of happy kids, & fair play.

That in itself is the win.

Warm Regards,  
'Hockey Mom'

# Meet the Instructor

## Alannah Jensen



### Editor's note:

Recently, I had a good chat with Alannah Jensen, Instructor for Tucker Hockey. Alannah has been a valuable member of the Tucker Hockey team for the past 5 years. She has helped

teach power skating and hockey skills to various Minor groups. Here is a summary of our conversation.

### Alannah, tell us a little about yourself and your family.

I am a twenty one year old university student. I have an older sister who is taking her Masters in Neuroscience. My mother is a lawyer and my father is an engineer.

### What types of sports do you participate in?

I have played hockey since I was nine years old and just recently I have taken up speed skating.

### How did you get into the sport of Hockey?

My dad played WHL hockey and as a result I became interested around the age of eight.

### When and how did you initially get involved with Tucker Hockey?

I started participating in Tucker Hockey Elite Power Skating when I was 12 years old and have been instructing with Tucker Hockey since 2009.

### What is the most enjoyable part of coaching/teaching for you?

The most enjoyable part of coaching is watching the children improve and seeing how proud they are of advancements in their skills.

### What, if anything, has instructing with Tucker Hockey taught you?

Instructing with Tucker Hockey has taught me that sharing your knowledge and skills with children is one of the most rewarding experiences.

### What is the most enjoyable part of on ice instructing for you?

The best part about instructing is seeing the children smile, because they love the game. It reminds me of myself when I was young.

### What challenges or difficulties have you experienced while being an on ice instructor?

It sounds a little silly but the biggest challenge so far is learning how to effectively communicate with the children. It is important to speak using language they understand and emphasize key points when demonstrating a skill or drill.

Cont'd p. 28

**"Continuous effort – not strength or intelligence – is the key to unlocking our potential."**

**~ Liane Cordes**



# Tucker Hockey Promotional DVD

Tucker Hockey is pleased to announce the release of our Promotional DVD. This DVD contains on ice footage of our Hockey Programs and Services, including drill selection.

Check it out on our website at [www.tuckerhockey.com](http://www.tuckerhockey.com)

Individual copies are available on request.



## Tucker Hockey World of Instruction

Since 1999, the spectrum of past participants in Tucker Hockey Power Skating, Hockey Skills Development and 1-On-1 Coaching programs have varied from beginner to professional players. Thousands of registered players have ranged in age from 5 to 75, with a broad level of hockey skills and background as well as personal goals.

Past participants have included the following categories of players:

Professional	Learn to Skate
Collegiate	Calgary Recreational Hockey - Midget
WHL	Minor Hockey Coaches' Clinics
Junior A	Minor Teams
Junior B	Minor Hockey Association Projects
Midget AAA	Cutomized Minor Hockey Programs (Arranged with Hockey Parents)
Midget AA	<b>Adult Recreational</b>
Midget AA (Girls)	Ladies Teams
Midget A	Men's Teams
Bantam AAA	Male
Bantam AA	Female
Minor Hockey - Community	Father and Son
Midget	Mother and Daughter
Bantam	Grandfather and Grandson
Bantam Girls	Husband and Wife
Peewee	
Peewee Girls	
Atom	
Novice	
Tyne	

## *Tucker Hockey Philosophy* **Why Power Skating?**

Skating is to hockey what running is to soccer. Skating is the foundation upon which all other skills are built. It is the most important skill of ice hockey. The level of performance attained by a player in passing, shooting, checking and puck control are directly related to one's skating ability. The time spent improving a player's skating is a worthwhile investment due to the carry-over value to all other aspects of the game.

Becoming a strong skater depends on a number of factors - the most important is skating technique. Other factors that enhance skating include leg strength, leg quickness, leg flexibility, balance and trunk stability.

# TUCKER HOCKEY

## What Makes Tucker Hockey Unique?

**Passion** - Our love and passion for hockey has blossomed into T.H.E. Tucker Hockey Way which is a lifestyle where we connect and relate, we teach and understand, we care and improve; whereby creating personal successes.

**Performance History** - Tucker Hockey has an on-ice formula with time proven results ensuring participants become a better skater/hockey player, backed by our Guarantee.

**Diversity** - Tucker Hockey has a broad portfolio of services available; we teach all ages from 5 to 75 and all skill levels from Timbits to Professional.

**Pay-It-Forward** - We offer Tucker Hockey Awards – since 2004 Tucker Hockey has offered over 70+ free programs to various Minor and Adult hockey players, giving back more than \$20,000.

**Good Karma** - Since 2004 we've published Hockey Zones Newsletter for the purpose of hockey education, addressing various hockey issues for public discussion, as well as provide features on hockey individuals at the Calgary Grassroots Level – the overall theme is to create Goodwill within the Hockey and Business Communities.

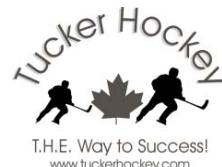
**Altruism** - Tucker Hockey is the Event Sponsor of an annual Golf Tournament which has raised in excess of \$100,000 since 2008; contributing our volunteer time and efforts to promote philanthropy and raise social consciousness about the less fortunate children in the Calgary Hockey Community and providing them an opportunity to play hockey.

## T.H.E. Tucker Hockey Way

Enriching the lives of Tucker Hockey Participants by instilling a sense of belonging, expounding our passion for the game of hockey, imparting valuable life skills, and assist in manifesting our participant's desire to improve all the while cultivating a harmonious community of like-minded individuals.



T.H.E. Way to Success!  
[www.tuckerhockey.com](http://www.tuckerhockey.com)



T.H.E. Way to Success!  
[www.tuckerhockey.com](http://www.tuckerhockey.com)

# Tucker Hockey Club Membership

## Members get More - Big Savings!

### New for 2014 !

Tucker Hockey has partnered up with 3 local, reputable and great businesses to get you free skate sharpenings, discounted equipment cleaning, and discounts off of retail merchandise.

We're also giving our members discounted Group Program rates, discounted private team and 1-on-1 sessions, give-aways from merchandise to hockey tickets and other exclusive offers available only to Club Members!

Sign Up Today!! Take Advantage of the Great Rewards!!

#### **Gold Level**

##### **Gold Membership Highlights**

All of the items included in the Silver & Bronze Membership Levels....

\*\* Plus \*\*

- Opportunity to purchase 2015 World Junior Front Row Tickets in Montreal or 4th Row Tickets in Toronto
- A personalized Tucker Hockey Jersey with your "Name" and Number
- The Hockey Insider with Coach Rex
- Annual Appreciation Party

\$299.99/Year – Per Participant

#### **Silver Level**

##### **Silver Membership Highlights**

All of the items included in the Bronze Membership Level...

\*\* Plus \*\*

- 10% off Private Team and 1-on 1 Sessions
- 20% Discount off Advertising your Team or Company in the Hockey Zones Newsletter
- Free Advertising of your Team or Company in our bi-monthly Email blasts, which consist of over 3,000 contacts
- Monthly Give-Aways: Hockey Tickets & Merchandise

\$199.99/Year – Per Participant

#### **Bronze Level**

##### **Bronze Membership Highlights**

- A set fee per session attended: \$40 for Adults and \$37.50 for Minors
- Increased Buddy Referral from \$75 to \$100 per Buddy
- 15% Discount off of Tucker Hockey's New Line of Apparel
- Opportunity to play in an Annual Tucker Hockey Youth and or Adult Hockey Tournament
- Monthly Give-Aways

\$99.99/Year – Per Participant



For full details visit us online at:  
[www.tuckerhockey.com/  
clubmembership.asp](http://www.tuckerhockey.com/clubmembership.asp)



# Huge Multi-Program Savings



## **Make it a Combo!**

**Participate in 1 2014 Program -**

**Pay Regular Price**

**Participate in 2 2014 Programs -**

**Pay Regular Price Less 10%**

**Participate in 3 2014 Programs -**

**Pay Regular Price Less 15%**

**Participate in 1 2015 Program-**

**Pay Regular Price**

**Participate in 2 2015 Programs -**

**Pay Regular Price Less 10%**

**Participate in 3 2015 Programs -**

**Pay Regular Price Less 15%**

**Participate in 4 2015 Programs -**

**Pay Regular Price Less 25%**

**Participate in 5 2015 Programs -**

**Pay Regular Price Less 50%**

**Participate in 6 2015 Programs -**

**You Get A Free Program**

**\*\*\* 2014 Program Participation DOES NOT count towards 2015 Discount Pricing**

**\*\*\* Discount based per individual participant**

**\*\*\* CAN NOT be combined with a Gift Certificate, Buddy Referral, Private or Customized Group Sessions**



## **Buddy Referral**

**Refer 1 Buddy -**

**Save \$75 off the Price of Your Registration**

**Refer 2 Buddies -**

**Save \$150 off the Price of Your Registration**

**Refer 3 Buddies -**

**Save \$250 off the Price of Your Registration**

**Refer 4 Buddies -**

**Receive a FREE Program**

**\* CAN NOT be combined with a Gift Certificate, Private or Customized Group Sessions**

# [www.TUCKERHOCKEY.com](http://www.TUCKERHOCKEY.com)

## Quality Year Round Hockey Services

### Adult Fall 2014 Programs

*Level 101, 201, Hybrid 201/301, Ladies Only, Specialty Clinic*

### Adult Winter 2014 Programs

*Level 101, 201, Hybrid 101/201 & 201/301, Ladies Only, Specialty Clinic*

## Program Descriptions

### 101 Program

*This Adult Power Skating / Player Development Program focuses on the technical skills of skating, puck control, passing, and shooting. This program is weighted 60% on power skating with the remaining 40% of the program devoted to hockey skills.*

*Note: The only prerequisite is that you can skate forwards comfortably.*



### 201 Program

*This Technical Skills and Tactical Player Development Program builds on the skills taught in the 101 program plus will introduce individual offensive and defensive tactics as well as team tactics. The 201 Program consists of 40 % technical skills and 60 % tactical play.*

*Note: We would encourage all participants in our 101 Program to discuss their progress and competence with a Tucker Hockey Head Instructor prior to registering for our 201 Program.*

### Hybrid 101 / 201 Program

*Ideally suited for 101 Program past participants who are not quite ready for the demands of a full 201 Program. It provides an introduction to offensive and defensive game tactics as well as an opportunity for players to stretch their technical skills.*

### Hybrid 201 / 301 Program

*This Program builds and expands on the 201 Program of technical skills and individual offensive and defensive tactics, group tactics plus scrimmage. Within the Hybrid program, there is less teaching of technical skills and the instructors are more demanding and scrimmages are of a higher pace / intensity!*

*Note: We encourage all players to first complete our 201 Program prior to attending our Hybrid Program.*

### Specialty Clinic

*This Program covers shooting, stick handling, passing, puck control and controlled scrimmage. It is geared towards any type of player, regardless of skill.*

### Ladies Only Program

*The Ladies only 101 Program will have the same curriculum as the Co-Ed 101 Program, but with more emphasis on technique based on the dynamics of gender specific kinesiology.*

**For Current & Upcoming Program Times, Dates & Arenas, Visit us Online - Register & Pay Online Today!**



# CALL 403-998-5035 TODAY



# [www.TUCKERHOCKEY.com](http://www.TUCKERHOCKEY.com)

**Quality Year Round Hockey Services**

## **Minor Fall 2014 Programs**

**Minor Super Power Skating & Hockey Skills Development - Ages 7 - 12+**

## **Minor Christmas 2014 Programs**

**Minor Super Power Skating & Hockey Skills Development - Ages 7 - 12+**

**Elite Power Skating & Conditioning Camps - Peewee / Bantam**

## **Minor Winter 2014 Programs**

**Minor Super Power Skating & Hockey Skills Development - Ages 7 - 12+**



## **Program Descriptions**

### **Super Power Skating & Hockey Skills Development**

**This program will focus on the technical skills of power skating, puck control, passing and shooting plus scrimmage. It will include a full curriculum of Power Skating skills with unique and innovative hockey specific drills.**

### **Elite Power Skating / Conditioning Camps**

**A specialized power skating curriculum that includes extreme edges, striding - techniques & speed as well as skating agility & mobility drills. For Elite Atom, Peewee, Bantam and Midget Division 1, 2, A, AA and AAA players.**



**For Current & Upcoming Program Times, Dates & Arenas, Visit us Online**

**Register & Pay Online Today!**



# **CALL 403-998-5035 TODAY**



# Special Offer For Minor Hockey Teams, Coaches and Players

16<sup>th</sup> Annual

## Tucker Hockey

Will Provide Experienced, Quality  
and Professional Instruction on  
Your Practice Ice Times!

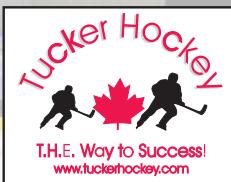
**Tucker Hockey provides customized power skating or hockey development mentoring with coaches and their players on their practice ice times.**

**Coaches will learn new drills, teaching points, and teaching techniques for player development.**

- 1) Power Skating
- 2) Hockey skills
- 3) Checking – preparing Peewees for Bantam level hockey

### Top 5 Reasons to Experience Tucker Hockey:

- Your Players Need a Skating/Hockey Skills Tune-Up
- Your Team or Coaches Need a Morale Booster to Take their Game to Another Level
- Coaches Open to Expanding Their Skating Drills and Teaching Point Knowledge
- High Energy Power Skating Sessions
- Customized Power Skating Curriculum - You Decide!



### Rex Tucker

Head Power  
Skating Instructor

- **20 Years + Hockey Instruction Experience**
- **A Professional Power Skating Instructor since 1997**
- **Full Time Professional Hockey Coach since 2002**
- **NCCP Advanced 1 Certified Coach since 1996**
- **Past Instructor for Hockey Alberta (Coaching Clinics)**
- **Taught Czech, German and Austrian Players in the Czech Republic for Five Summers**

#### Price:

- **\$300 per hour ( 1 - 2 sessions per team )**
- **\$250 per hour ( 3 - 5 sessions per team )**
- **\$200 per hour ( 6 - 10 sessions per team )**

\*\*All prices are PLUS GST\*\*

**Call 403-244-5037 Today!**

#### Testimonial

“During the mid season break between games, we were looking for a fresh voice and new experience for our senior timbits team. We called Mr. Tucker and asked him to come out and work with our kids for two sessions. Mr Tucker worked with both our coaches and kids in a respectful, upbeat and positive way that not only integrated with the coach’s program, but was fun and energetic for the kids. Our coaches are great and we are lucky to have them however there is a noticeable difference in the work of a professional coach like Mr Tucker. Our kids have seen a power skating coach but Mr. Tucker’s sessions brought more than skating as he consistently integrated hockey fundamentals into his drills and games as well as skating. The parents were also thrilled and we look forward to our next session with Tucker Hockey which we plan to have very soon.”

~ Aris dePeuter, Manager - McKnight Senior Timbits Royal

# Coaching Innovation



## The Merits of One-on-One Coaching

Throughout the year, there are many group hockey development programs to choose from: power skating, player development, checking, 3 on 3 and conditioning camps etc.

However, if a player is serious about reaching his or her short and long term hockey goals, they must consider 1 on 1 coaching.

### **Top 10 - Advantages of 1 on 1 Coaching**

- Customized on – ice programs to suit skill needs and overall abilities.
- Coach connects better with each individual player.
- Able to provide a proper assessment of a player's skills.
- More personable – players receive much closer attention and immediate feedback from the coach.
- Players cannot hide when doing a specific drill – often they do not get the extra and needed attention in a group setting.
- More hands on approach - input from parents / players are welcomed.
- More effective way to bridge the skill gaps - improve skills quicker / maximize every skate session.
- Times and dates determined by parents / players - better suited to your busy schedule ( before and after school hours or after minor season ).
- Enhance not only hockey skills but life skills as well such as self confidence, self esteem and improved work

ethic and love of the game.

- Qualified and experienced instruction to help achieve short and long term hockey goals – see proven results quicker! Get to the next level!

### **Benefits Outweigh Costs:**

Concerns often addressed such as:

- Programs are more expensive than group programs but the benefits outweigh the costs if a player / parents are serious about hockey advancement.
- Can't afford 1 on 1? Get together 2 or 3 players of similar skill, age and desire from a club team or neighborhood to help share the expenses.
- Guaranteed improvements and enjoyment – instill and grow the love of the game and enhance skill development!

Contact Coach Rex at 403 - 244 - 5037 to discuss potential programs, customized curriculums, hockey instruction and philosophies, schedules and rate structures, visit our web – site at [www.tuckerhockey.com](http://www.tuckerhockey.com) for more information as well as numerous testimonials from very satisfied clientele.

### **The Spectrum of Tucker Hockey**

*Proven 1 on 1 Coaching Results Have Included:*

*Learn to Skate - Novice to Peewee - Bantam & Midget AA  
Junior A - Semi – Pro  
Adult Beginner & Adult Intermediate*

## **The Johnson's 1 on 1 Coaching Testimonial:**

"Our son Levi was an enthusiastic Peewee 5 hockey player in 2009. Levi struggled with his balance and because of that, was always on the wrong side of the cut following evaluations. We asked around, "Who could give our boy power skating lessons and help him with his stride, balance and confidence?" Rex Tucker was the name we heard a few times and after a brief phone conversation with Rex - Levi was on the ice with him. Rex was patient with Levi but also firm with his direction and coaching. We all knew that Levi was well behind the curve but his energy and the clear guidance of Rex began to work together. Each week we could see small improvements and after three short months a "Bum down - head up!" Levi began to stride around the rink. It was really fun to watch the change. Today, Levi plays Bantam AAA for the Pursuit of Excellence Academy in Kelowna BC. He is a strong, agile power forward and his team is ranked #2 in Western Canada. Levi has just been accepted to play Midget AAA for the Notre Dame Hounds for the 2012/13 season. There is no doubt in our minds that Rex Tucker is a very large part of this success story. If you or anyone you know is looking for a motivated, insightful and encouraging power skating coach, look no further than Rex Tucker. We give him our strongest recommendation."

~ Tim & Dawn Johnson April 2012



October 2, 2014

Dear Friends and Supporters of the Kids Hockey Advancement Society,

On behalf of the KidSport™ Calgary Board, staff, volunteers and the kids we support, I would like to express my sincere appreciation for your support and hard work in producing the 7th annual Kids Hockey Advancement Society golf tournament. KidSport Calgary simply could not help the thousands of local kids we support each year without the generosity of those in our community so we are truly grateful for **your donation this year of over \$15,000**. This now brings the total donations from this annual event to a very impressive **\$100,500!**

KidSport™ Calgary has been providing financial assistance to children in need for the past 19 years. Our mission is to "overcome the financial obstacles that prevent some young people from participating in organized sport". We work closely with families and local sport clubs to help pay registration fees and distribute the necessary equipment for KidSport™ kids to play sports safely and confidently. Since 1995, KidSport™ Calgary has helped make sport dreams come true for more than 24,000 kids, with hockey being at the top of our list as one of our most popular sports.

It is our solemn belief that ALL children should have the opportunity to simply enjoy being a kid. Through sport participation, kids learn valuable skills such as communication, leadership, cooperation, respect and team work. These lessons are integral to the development of a child's self-esteem. Your generosity will help to spread the word that KidSport™ is available for those in need. It will continue to reinforce the importance of encouraging and motivating children to play while they are young where early physical activity habits help increase the probability that kids will remain active in adulthood. The Kids Hockey Advancement Society has helped ensure that thousands of children will continue to have positive, life changing experiences for many years to come.

In closing, special thanks is extended to all the generous sponsors, Lakeside Greens Golf Club and of course, to the players who came out and enjoyed an amazing day of golf in support of KidSport Calgary.

Thank you,

Kevin Webster  
Executive Director – KidSport Calgary

[www.kidsportcalgary.ca](http://www.kidsportcalgary.ca)

Fax: 403.202.1961

750, 2424-4<sup>th</sup> St. SW, Calgary AB, T2S 2T4

Ph:403.202.0251

Fax:403.202.1961

# Mother Nature Begone! (Cont'd from 9)

## Lakeside Staff:

Owner; John Wilson

Food & Beverage; Stephanie & Brett Beninger

Head Pro; Sean Godfrey

To all of the Golf Course Staff, Marshals, Pro Shop Staff, Kitchen Staff and Servers, you all deserve a huge round of applause for all of the hard work and dedication to the Society in helping us provide a great event for our participants.

## Event Day Volunteers:

Barb and Jim Hepburn, Mark Kosak, Chelsey Molengraaf, Lisa Parham, Sandie Smith, Rex and Marcela Tucker, and Michael White.

Without your generous donation of time, the Tournament would not have run well, nor have been such a success!

Thanks again everyone for donating your time, dollars and energy to our worthy cause. Without your generosity our tournament wouldn't be as successful as it's been over the past seven years.

In addition to the \$15,000 donated to KidSport, the Kids Hockey Advancement Society will work again this year with another local Calgary Minor Hockey Association to provide much needed funds towards the skating and skill development of its minor players. This year's beneficiary will be Girls Hockey Calgary, which will receive \$5,000 to pay for professional instruction. The Society plans on branching out to other Associations in the years ahead to create more opportunities and a greater skill foundation for the kids at the grassroots level.

Mark your calendars, because the Society is already looking forward to next year's tournament, scheduled for **Monday, September 14th, 2015 at the Lakeside Golf Club in Chestermere**. We plan on expanding our golfer capacity, increasing sponsorship and donating more funds; all the while having fun doing it!



*Another Year In the Bag!*



*The Newest Potential Hockey Player & Golfer David Benda Rex & Marcela Tucker's Grandson*

## 2014 Kids Hockey Advancement Society Directors

Rex Tucker; President

Jim Hepburn; Vice President & Treasurer

Christyne Kavanagh; Secretary

Marcela Tucker; Director at Large

Michael White; Director at Large

## We're proud to report that the Society has distributed the following amounts, since its inception in 2008:

<b>2008</b> – Inaugural Golf Tournament:	\$10,000
<b>2009</b> – 2nd Annual Golf Tournament:	\$12,000
<b>2010</b> – Inaugural Poker Tournament:	\$8,700
<b>2010</b> – 3rd Annual Golf Tournament:	\$15,500
<b>2010</b> – Sponsored two Children's Hockey School Registrations:	\$1,800
<b>2011</b> – 2nd Annual Poker Tournament:	\$11,220
<b>2011</b> – Karlee Lewis Skate-A-Thon/Kids Cancer Care Foundation of Alberta:	\$1,000
<b>2011</b> – 4th Annual Golf Tournament:	\$16,700
<b>2012</b> – Olympics Hockey Marathon:	\$2,000
<b>2012</b> – 5th Annual Golf Tournament:	\$20,800
<b>2013</b> – 6th Annual Golf Tournament:	\$21,925
<b>2013</b> - Special Association Project	\$3,000
<b>2014</b> – 7th Annual Golf Tournament	\$21,145

**Total Donations to Date - \$145, 790**

## 10 Tips (Cont'd from 11)

individual), **Realistic** (if they can't execute a successful pass & reception at high speed across the ice, move them closer together, go back to stationary passing with good technique... this will be highly individualistic); **Timely** (regarding individual development, is the activity done at the 'right' time of the practice / month / year? IE: speed work after a good warm-up, while they are fresh, at a proper work:rest ratio.)

### Establish Team Rules / Expectations for Players, Staff & Parents: Build Life Skills Under Pressure!

Keep it simple! Items can include when to arrive at the rink before games & practices, dress code (if any), dressing room supervision, language expectations, behaviour towards opponents / officials / staff, warm-up routines, etc. This is where coaches can reflect back on their philosophy to determine how they carry themselves on a daily basis while coaching; it defines what is most important to them & tries to project how they will handle '**what-if situations**' ahead of time. As coaches gain experience, they will deal with numerous, variable real-life situations & will need their foundation (philosophy) to act accordingly. **Consistency is the ultimate goal**, but there will be mistakes made along the way. It takes a strong person to recognize they made a mistake (hindsight being what it is!) & admit it to their team... but this will also demonstrate to the players that the coach isn't perfect and is trying hard to be the best they can be... which in turn will help increase the respect for that coach! **Sport should be used as a 'development zone': coaches should be in the business of teaching life skills through sport by setting a positive role model for their kids & staff.**

### CONNECT with People: Concern for the Individual Away From the Sport

**"People don't care how much you know until they know how much you care!"** A simple sentence that reflects the greatest truth in coaching: **a genuine interest in a person**, both in and out of sport, goes a long way in developing a positive coach-player relationship! Take time to build rapport & connect daily with as many people on your team as you can – players & staff. Don't avoid / ostracize the parents / view them as the enemy; they are an important piece of your team & good communication will often eliminate problems in advance. Ensure you have a communication strategy in place for parental concerns – a 24-hour cooling off period

before they call the manager to vent is a sound process!

### Coach by Objective: Principles of Play / Analytics

This refers to a **systematic & organized approach** that allows coaches to focus on SMART goals & to attain the best possible results from the available resources. Coaches set objectives & then break these down into more specific goals or key results. **Make sure that everybody within your organization** (association members, parents, manager, assistants, & players) **has a clear understanding** of the aims, or objectives, of that organization, as well as **awareness of their own roles & responsibilities** in achieving those aims. This is a big-picture evaluation process that starts where you want to be at the end of the year & work backwards to today: where are your individual athletes along the roadmap? Essentially, this is the development of your seasonal or yearly training plan & communicating it to your team. I teach Principles of Play first; then get into shaping team play:

Offense	Defense
Transition	Transition
Puck Control	Stall / Contain
Support	Support
Pressure	Pressure

While **analytics** have recently gained notoriety, I have been a believer & user of them for several years, particularly in possession stats. This means my teams must continually work on their skills & performance under pressure. Analytics help fine-tune my coaching methodology, curriculum & CBO details.

Cont'd p. 26



# Valuable Lessons Gained from One of the Best

In order to succeed in any career, our introduction finds us searching for a way to become exceptional at what we do and to be known for our craft. Up-and-coming coaches flash quickly in and back out of this scene but the real characters that drive this industry remain strong year after year. James Gattinger is one of these peak performers when it comes to working with hockey players.

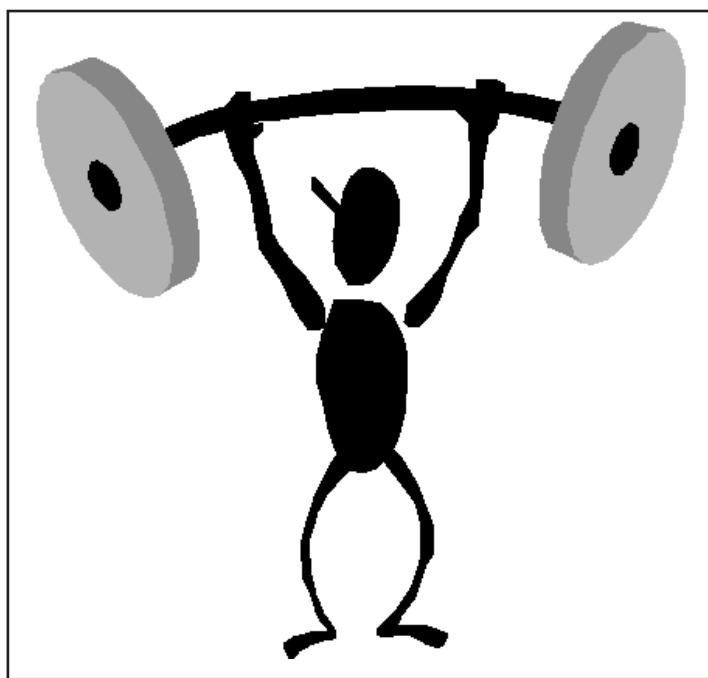
Born and bread in rural Saskatchewan, Gattinger recognized his love for sports and his helping hand early on. As a result he moved into fitness and then to physiotherapy in his studies allowing him to understand how to create athleticism from a variety of physical states. Well beyond this focus is his “firm but fair” style, which perfectly displays the respect and equality of how on-ice athletes need to be addressed during pre-season preparations. Numerous well-known faces of the NHL & Olympic-level hockey scene have thrived under his tutelage for good reason as he creates a zone of confidence that bolsters productivity and yet continues to challenge them on more levels than just in the weightroom.

His methods are many but his principles are few. “Dr. Gattinger” as he’s known by, blends progressive techniques every year along with a solid foundation from the textbooks. His players begin the off-season with a solid aerobic conditioning base and strength training that builds connective tissue, establishes solid movement patterns and opens up the stiff joints from previous physical stresses. The main purpose of this phase is to set the stage for the elevated loads that will come as their training progresses. Fast forward a few months and he has his athletes refine their movements into skating strides, shorter bursts of power and increased rest due to the complexity of the demand. Immediately prior to training camp as conditioning winds down, Gattinger blesses his athletes with the necessary recovery needed to enable that ‘strong and springy’ feeling as they arrive in training camp. Many have explained that this preparation really separates the experienced skaters from the novice ones.

From off-season to pre-season and throughout, the power of his approach and the warmth of his personality has

allowed James to truly know what is best for his followers. Perhaps the most important element however lies in the personal development that he fabricates. Gattinger does not see training as a car wash where you bring them in, wash them off and ship them out. Instead he studies your best motivations and really uses them to your advantage. Along the way he blend in some fun and goals along the way, and you will find that strength and conditioning is the vehicle that he uses in order to help you realize just how powerful you are, on and off the ice. Hat’s off to you Gatts!

**Tip:** If you have a goal, start training now and use the extra time right before your event to perform a taper. This will allow your body to fully recover from the training stress and refuel your body’s energy systems for the highest possible physical performance that you require!



***Jeff Mueller is a local fitness expert who specializes in sport-specific training and overall life balance. He can be reached via email: [mue@live.ca](mailto:mue@live.ca) or on Facebook at 'Healthy Living in Calgary'.***



# 10 Tips (Cont'd from 24)

Apply Critical Analysis (Evaluation) After Each Event:  
Schedule Regular Meetings

In hindsight, my most successful seasons have been when I had a SMART seasonal plan from the beginning; & when I also kept daily notes on my practices, games, activities & individuals. The 30-45 minutes of daily self-reflection & de-brief with other coaches and players / leaders on the team were imperative to improving the process every day. I can't emphasize this enough – find time to do it, record it, refer back to it! In conjunction with this, schedule regular meetings with your players & your coaching staff / trainer / manager. Find a way to regularly give each person at least five minutes of focussed time per month to discuss where they are in their own development, how they can improve & concrete, SMART ways to get there. **Make notes & hold them accountable.** This is your job; it's a **partnership** between you & the player / staff.

Pursue Excellence (How can I make it better / do it better?)

# Tucker Hockey Initiatives (Cont'd from 5)

injuries. The Canada Safety Council has been speaking out on this for more than 20 years. More progressive concussion studies and changes need to be implemented to make hockey safer and less of a violent sport. The main reason kids play any sport is for fun – and getting hurt is no fun! Fear of injuries is driving young players and their parents from the game.

- Take fighting completely out of the game at all levels of hockey. Increased violence has turned kids especially those new to Canada, from the game of hockey. Also, racist and derogatory comments on the ice and in the arenas have contributed to an unwelcoming environment. In addition, in today's world publicized incidents of racism in hockey have become more frequent and in turn have raised concerns among families in the minority communities.

## Improve on the Hockey Governing Pyramid

- One of the biggest challenges for Hockey Canada is dealing with the pyramid of provincial bodies and the hundreds of minor hockey associations beneath the organization. There are 4 layers to the Minor Hockey pyramid, for example in Calgary: Hockey Canada, then

The Japanese have a word for constant improvement: **Kaizen**. As a Chartered Professional Coach since 1994, I consider this to be my quest to find the **Holy Grail of Coaching!** It never ends... & I never tire of the process! I subscribe to Dweck's **Growth Mindset**, keeping an open mind while considering **professional development**. Read books, attend coaching clinics, interview role models, hire a mentor, watch videos, listen to podcasts... the sky is the limit! Set some goals for annual improvement.

## Balance!

Even the best, most dedicated at their craft schedule time for **fitness, quiet reflection, down time to relax, recharge & regenerate**. Make time for yourself & your family. Find other hobbies or activities that you enjoy or volunteer in other ways. This helps keep you sane (& possibly married!) & will make you hungry when the season starts again.

Have a great year!

Hockey Alberta, then Hockey Calgary, and then the 20 + local Calgary community minor hockey associations. Each organization has its own agenda and directives, and they don't always mesh with the level of the pyramid above or below them. In the past Hockey Canada's directives on change and improvement have not always been embraced and implemented for the betterment of the game at the grassroots levels. Such an example was the issue of checking at the Peewee level which took decades for everyone to agree upon. Ridding the system of unnecessary bureaucracy / politics will be a major challenge indeed. Teamwork is a necessity for the betterment of the game!

- The Canadian Junior Hockey League (WHL, OHL and QMJHL) and ultimately the National Hockey League prosper from the efforts of the many minor hockey systems. Since the local minor hockey systems are feeder systems, a stronger partnership and financial commitment to give back to grass roots hockey is needed in the years ahead from both leagues.
- A more conscious attempt should be made to actively seek out and appoint visible minorities to staff hockey related positions in community. More minority

Cont'd p. 29

# Tucker Hockey Official Ambassador of Easton

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**MAKO //**

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The Mako II builds on the 3 key fundamentals of speed (Downforce, Push Direction & Tempo) by adding an improved foam package in key areas which provide even more support while increasing comfort. Strategically placed carbon layering improves energy transfer into the ice, improves push direction, all the while increasing overall durability. Range of motion has been improved allowing players to feel their edges better, deliver maximum downforce, and create unparalleled speed and quick starts.

## A Family's Perspective (Cont'd from 7)

How has Tucker Hockey impacted the performance of the kids?

Tucker Hockey coaches focus on the development of fundamental skills that are required to play the game of hockey. It's definitely fast-paced and the kids are constantly moving and working hard. I believe that it has helped improve their hockey skills, as well as their endurance.

**Jenna, Ahmed and Ayah, what profession do you want to be when you're older?**

Jenna - When I grow up I want to be something big. I want to help make a difference in the world. Author, hockey player, neurologist or a humans right activist all sound great.

Ahmed - [HAIFA?]

Ayah – [HAIFA?]

**Haifa, what does the future hold for the Salem family?**

My main focus as a parent is their education. My goal for them is to have a very well-balanced life and a close relationship as a family. I look forward to seeing all 3 of my children hanging out at the arena playing a game of hockey with their friends when they're older, and coaching and passing on these skills to younger hockey athletes – and hopefully, one day, our grandchildren.

### **Writer's Note:**

*After meeting the entire family this summer I couldn't help but be inspired. Growing up there weren't a lot of visible minorities playing the sports that I did, but I know today sports helped me develop into a team player and a responsible adult, because if homework and chores weren't done on game day I didn't go! So I guess it really doesn't matter; your skin color, religion, country of origin: Hockey is truly a Canadian game!*

# Alannah Jensen (Con't from 13)

What advice would you like to offer hockey coaches, parents or players about the importance of skating, and why they should invest time and money towards quality skating instruction?

Skating is the most important skill in the game of hockey. The higher the level the more crucial skating becomes. In order to be a successful hockey player you have to be a decent skater.

Any other tips would you pass on to coaches who participate in hockey?

It is important to remember that hockey should always be fun for children. If your players are not having fun you are doing something wrong. Always treat every member of your team with respect. You want to be the coach a player calls in ten years and says thank you for making a positive difference in my life.

What's the best part about hockey for you?

The best part of hockey for me is training hard with great people.

What other things interest you, outside hockey?

I am interested in fitness training, running, traveling, playing the piano and spending time with family/friends.

What does the future hold for Alannah?

I hope to earn a Bachelor of Commerce degree. After completing that I would like to go on to get a MBA or a law degree.

**Editor's note:** Thanks Alannah for taking the time from your very busy academic and sports schedule at the University of Calgary to complete a Tucker Hockey Instructor Profile. Having spent many hours on the ice with hockey player and instructor Alannah, I have seen her mature and grow over the years. The following personal traits come to mind about Alannah. She is a very polite, conscientious, and pleasant young lady. She works quite well with the younger players. Since Alannah has participated in many Tucker Hockey 1 on 1 coaching and group programs, she is very knowledgeable about the Tucker Hockey – on ice philosophy, curriculums, practice plans, drills and many of the teaching points. She is quite skilled at demoing power skating drills as well! Alannah, I have valued your contributions to Tucker Hockey... much appreciated! Look forward to many fun times on the ice again next Spring. In the meantime, best wishes with your future academic and sports endeavors!!



## Why I watch hockey instead:



Lebron James' championship speech used:

"I" - 18 times  
"We" - 0 times



Jonathan Toews' championship speech used:

"I" - 0 times  
"We" - 14 times

# Tucker Hockey Initiatives (Cont'd from 26)

representatives in the minor hockey organizations will help ensure the effectiveness of the governing bodies' philosophies, policies, programs and services.

- Establishing advisory boards, independent consulting committees or special task forces to address the major hockey issues, recommend solutions and future courses of action. It's important to keep the hockey establishment accountable in the decades ahead.

## Improving on the Public's Attitudes and Perceptions

- As previously mentioned, the perception of hockey as an increasingly violent sport in the public's eye is a deepening problem. Hockey is portrayed as a violent sport based primarily on the body contact aspect and related injuries. With an increase to player concussions and enhanced 24 hour sports coverage it only magnifies the violent perception and issue within our game.
- Governing hockey bodies, at all levels, have to do a lot more to ensure the game grows with a special emphasis on making the game safer especially at the lower levels and educating parents on the benefits of proper protective equipment when worn properly such as properly securing the chin strap on helmets in warm ups and games. Also, a zero tolerance for head shots and for fighting at all levels will enhance the safety and overall perception of the game in the long run.

## Increase Corporate Involvement / Sponsorships

- More Canadian corporations need to step up and create sponsorship programs to help grow the game, such as subsidizing and funding registrations and equipment for players, as well as help with building more recreational facilities. More initiatives like Comrie's Sports Equipment Bank need to be created across Canada to provide all kids with the opportunity to play.

## Improve on Family Tax Credits

- The federal government needs to enhance the tax credit system for participating in sports especially hockey to encourage and reward increased participation for kids and adults. As mentioned earlier, with both kids and adults more active in our society, it will create better health, fitness and overall wellness and reduce billions of dollars on our health care systems in the decades ahead.

### Create a Hockey Legacy Fund / Command Centre

- Canada is a world leader with over 2,600 arenas nationwide. We are truly blessed to have so many facilities. Calgary alone has over 60 arenas. However, many arenas across the country are getting old and badly need capital improvements. A national capital expenditure program to help old arena upgrades and build new arenas where the demand warrants is an important component to our future hockey infrastructure.
- Creation of a 1 – 800 hockey call centre to accommodate and assist individuals and minor hockey associations across the country that need help to keep playing or hockey going in their area.

### In Summary:

*This article just scratches the ice surface. It's Tucker Hockey's way of expressing our views for the betterment of the game. A very detailed and systemic investigation by the governing bodies concerning the issues confronting minor hockey is necessary to change direction, and to strengthen the future welfare and betterment of hockey in Canada. One of Hockey Canada's mandates is to increase hockey participation in the years ahead. This will require "thinking and stepping outside the box". Back in July of 2014, Hockey Canada named Tom Renney the organization's new President and Chief Executive Officer. Tom is definitely the right man for the job! Under his vision and leadership, Hockey Canada will be taken to another level. If there's anyone in our country that has the diversified hockey background, respect at all levels, a strong core value base, dynamic people skills and forward / innovative thinking...it is Tom Renney. Tom, my personal belief is that all children should have the opportunity to play organized hockey – the nation's greatest sport. Sincere best wishes with your future Hockey Canada endeavours!*

Now tell us your views on how we can improve the numbers?

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tuckerhockey.com





## VOICE

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## TUCKER HOCKEY'S MISSION STATEMENT

**Tucker Hockey has a special and unique love for the game of hockey. It is the mission of Tucker Hockey to share our passion for the sport. Through the Tucker Hockey Way, we provide opportunities for hockey players of all ages, backgrounds, and skill levels to grow their love of the game while improving their hockey skills.**

**We enjoy and preserve what we love.**

**We love what we understand.**

**We understand because we have been taught  
The Tucker Hockey Way!**



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"It is impossible to underestimate the importance of the coach in the development of an athlete. From the youngest peewee player to the elite athlete, the coach is a pivotal character in the moral as well as the physical development of his/her charges.

The more intensive the training, the greater the opportunity for moulding the athlete's character and personal philosophy as it pertains to his/her athletic career. Elite athletes appear to cleave to their coaches as mentors, guardians, and in some cases, almost as surrogate parents. They are fortunate indeed if their coach is concerned with their moral and intellectual development as well as their training."

*(Report of the Dubin Commission of Inquiry into the Use of Drugs and Banned Practices Intended to Increase Athletic Performance, 1990)*



# 2015 IIHF World Junior Championship

*December 26 to January 5, 2014 - Eastern Canada*

Note: All Times Listed are MST

\* TSN Broadcast

## Preliminary Round

Montreal Bell Centre

Group A

26 Dec, Fri	1:00 PM	USA VS Finland
26 Dec, Fri	6:00 PM	Slovakie VS Canada*
27 Dec, Sat	2:00 PM	Finland VS Slovakia
28 Dec, Sun	6:00 PM	Germany VS USA
29 Dec, Mon	2:00 PM	Slovakia VS USA
29 Dec, Mon	6:00 PM	Canada* VS Finland
30 Dec, Tues	6:00 PM	Germany VS Slovakia
31 Dec, Wed	2:00 PM	USA VS Canada*
31 Dec, Wed	6:00 PM	Finland VS Germany

Toronto Air Canada Centre

Group B

26 Dec, Fri	11:00 AM	Russia VS Denmark
26 Dec, Fri	3:00 PM	Czech Rep. VS Sweden
27 Dec, Sat	11:30 AM	Sweden VS Denmark
28 Dec, Sun	3:00 PM	Switzerland VS Russia
29 Dec, Mon	11:00 AM	Denmark VS Czech Rep.
29 Dec, Mon	3:00 PM	Russia VS Sweden
30 Dec, Tues	3:00 PM	Denmark VS Switzerland
31 Dec, Wed	11:00 AM	Sweden VS Switzerland
31 Dec, Wed	3:00 PM	Czech Rep. VS Russia

## Relegation Round

2 Jan, Fri	9:00 AM	Air Canada Centre	TBD
3 Jan, Sat	3:00 PM	Air Canada Centre	TBD
5 Jan, Mon	9:00 AM	Air Canada Centre	TBD

## Quarter Finals

2 Jan, Fri	11:00 AM	Bell Centre	TBD
2 Jan, Fri	1:00 PM	Air Canada Centre	TBD
2 Jan, Fri	3:00 PM	Bell Centre	TBD
2 Jan, Fri	6:00 PM	Air Canada Centre	TBD

## Semi - Finals

4 Jan, Sun	2:00 PM	Air Canada Centre	TBD*
4 Jan, Sun	6:00 PM	Air Canada Centre	TBD*

## Bronze Medal Game

5 Jan, Mon    2:00 PM    Air Canada Centre    TBD\*

## Gold Medal Game

5 Jan, Mon    6:00 PM    Air Canada Centre    TBD\*

# Tucker Hockey

## Customized Programs

### Group and One-on-One

*Why sign up for hockey programs which offer “canned / preset” on – ice curriculums?*

*If you know what you need - why not get what you need - work on the areas of a player’s game that specifically needs improvement ?*

*Here’s the easy way to set things up.*

- 1: Parents / groups / teams just need to determine times, dates, guaranteed budget and recruit a minimum 1 to 10 players
- 2: Tucker Hockey will find the ice, set – up a “ customized curriculum ” ( based on parents / organizers direction / input ) and provide professional instruction.
- 3: Type of Programs - customized curriculum will specialize in
  - a) power skating
  - b) hockey skills development
  - c) conditioning or
  - d) combo programs
- 4: Frequency of Programs -    1 session per week for 10 weeks  
                                    2 sessions per week for 5 weeks  
                                    5 sessions per week etc.
- 5: Time of Programs -
  - a) Week days before 4:00 pm ( Non Prime Time )  
                                    Only \$399 per player, includes 10 on ice sessions (based on 10 players)
  - b) Weekday after 4:00 pm and weekends ( Prime Time )  
                                    Only \$449 per player includes 10 on ice sessions ( based on 10 players)

Note: All programs subject to ice and staff availability, price based on 10 to 1 player to instructor ratio.

A reduced rate if Tucker Hockey does not provide the ice.



### Minor Hockey Testimonial

"Connor made the Div 2 Peewee team... we owe much of that to you guys at Tucker Hockey... he only started skating two years ago. When he first stepped out onto the ice for his first year of Atom hockey he could barely take 3 steps without falling; let alone shoot the puck. Each year he's made pretty significant leaps and finally this year he's wound up on a team where most of the kids have six or more years of experience. It's a little bitter sweet as he's left a lot of his old teammates behind but this shy, quiet, ADHD kid is really starting to feel good about him self and is seeing the dividends of hard work (life lesson?). Connor always has a great time with you guys, loves the instructors and asks for more training. As parents, we're witnessing a pretty remarkable transformation in hockey and more importantly, who he's becoming as a person. We'll be sure to continue supplementing his team development with your programs and camps... thanks again."

Dan Argento, Minor Hockey Parent



# Deliver

One of the most important traits for a good coach is strong leadership skills. It's the coach's responsibility to help his or her players develop and perform to each of their highest potential. Servant leadership has proven to be an effective method to increase team performance. When the coach serves to make his individual players better, the result is each player is more engaged in the overall outcome of the team's success. The word "DELIVER" can be used as an acronym to develop a clear structure and get high performance results.

**D** – Dedicate time and efforts to make the most of all the players. Each player has a unique personality and skill set. Know their strengths and weaknesses and determine their best role on the team for overall success. Make each player's role on the team important.

**E** – Educate each player to the best method of improving his or her game. Players must be encouraged to be "students of the game". Continuous learning is a requirement at all levels of sports. The team is only as strong as its weakest link. Work harder to get better!

**L** – Learn how your players learn best. Is the player a visual learner, auditory or tactile learner? Visual is seeing the skill in progress, auditory is to hear the commands, talk about the drill and tactile - hands on practice. Find out the best way to take each individual player to the next level of skill development.

**I** – Intervene – step in and offer special attention if a player on the team seems to have a particular problem and at times struggling with a skill. Individual attention can help immensely in the player having a break through to getting better at a particular skill or part of the game.

**V** – Validate when the players are doing the proper exercise to increase the skill level. Have a critical eye and correct bad habits. Encourage the proper way and instill proper technique and good practice ways.

**E** – Empower – continue to give the players the positive reinforcement they need to ramp up the newly learned skills. When players feel good they are more confident and confidence is so important to having athletic success whether at the novice or professional levels.

**R** – Reinforce after each game, remember to reinforce the

positives of the game, what each player has contributed to that game. Look for the good elements to help create a positive team atmosphere. Continuously building on small successes will facilitate bigger overall successes. Badger Bob Johnson, a former Calgary Flames coach was a master of finding the positives even if this team lost a game 7 to 1! He was very passionate about hockey and keeping things positive!

So coaches take the "DELIVER" approach with your players and you will find that your athletes are developing their skills, feeling good, enjoying the sport, while working together towards overall team successes. This approach will provide a positive learning environment and players will continue to use their enhanced skills in their on ice performance game in and game out to get to the next level.



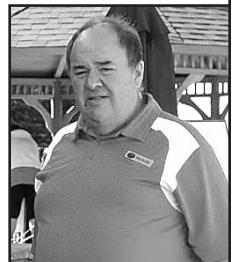
## Michael White Bio:

15+ years in fundraiser capacity for non-profit and marketing agencies

Extensive writing experience producing articles for Hockey Zones and other publications

Recognized with awards for volunteerism activities on municipal, provincial and federal levels

Conducted White Hat Ceremonies for Tourism Calgary in public venues in front of audiences up to 15,000 people



## Tucker Hockey Awards

*"Giving Back to the Calgary Hockey Community"*

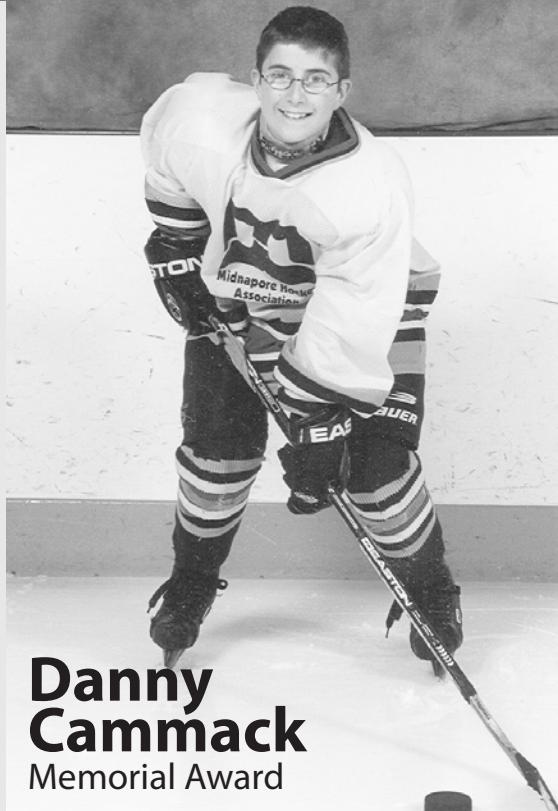
Since 2004, Tucker Hockey has offered over 70 free programs to various  
Minor and Adult Hockey Players. Giving back more than \$20,000.

### You Could Win!

Be eligible to win the Danny Cammack Memorial Award, you must be an avid hockey player 13 years or younger.

To enter, show us your passion! Write a 100-200 word essay on why you love playing the game of hockey. Send your submission along with your name and phone number to [programs@tuckerhockey.com](mailto:programs@tuckerhockey.com).

The winning entry will receive a scholarship to a Tucker Hockey Super Power Skating Program.



**Danny Cammack**  
Memorial Award

### Congratulations to Scholarship Recipients

Fall 2013 - Charlie DeLand

Winter 2014 - Anthony Mazursky

Spring/Summer 2014 - Luka Brkic

Fall 2014 - Jakob Anderson

Thank you everyone who entered - with the high calibre of entries it was difficult to select just one winner!

### Why I Love Hockey!

Before I joined Timbits, I didn't know a lot about hockey. I knew my Dad played when he was my age and that my older cousin Ty plays. I got to watch Ty play a few times and I thought that I would like to try playing too. It looked fun! He is my favorite hockey player. When my Mom took me to the arena for the first time I didn't even know how to skate and I was scared. When Christmas came I was a better skater, I was having fun and I loved going to practice. I still love going to practice. I love the games even more because it's fun to score goals. I like that I have friends on my team!  
~ Jakob Anderson

## Tucker Hockey Awards

### Minor Hockey Danny Cammack Memorial Award

Danny Cammack had many of the passions a typical 13 year old but none was greater than the one he had for hockey. What Danny lacked in size, he more than made up for with smooth powerful strides, soft hands and an uncanny puck sense.

As much as he loved the game, he loved the camaraderie that came with being a member of a hockey team. Perhaps this is why he was such a good team player. Dan loved to win but it was not the "Be All and End All". He always kept things in perspective. Doing his best and having fun on the ice was what Danny was all about.

### Adult Hockey Bradley Mersereau Memorial Award

This award is named the "Brad Memorial". It is in memory of Bradley Mersereau, who was an avid participant in Tucker Hockey Adult Programs. Brad never represented himself as a great skater, or for that matter, a good hockey player. He just loved getting out and being active. He always found a healthy balance between family, work and the enjoyment of hockey. He was a "True Friend" and "Hockey Enthusiast".

#### Adult Recipients

Winter 2013 - Lily Wat

Spring/Summer 2013 - Alexander Fonin

Fall 2013 - Robert Pryde

Winter 2014 - Ron Warner

Spring/Summer 2014 - JF Richer

Fall 2014 - Clement Cheung

# Why Tucker Hockey "Knows" Power Skating

- Extremely passionate about teaching and we care about the players who participate in our programs.
- Been a leader in power skating development in Calgary & Southern Alberta for the past decade.
- Taught skating fundamentals to all ages (5 to 75) & skill levels (tyke to semi -pro) for the past 15+ years.
- We teach; we just don't run skating drills!
- Honed our teaching craft with 10,000+ dedicated hours.
- We have and will continue to customize our skating programs to the needs of the players.
- Developed a "Proven Formula" for Skating Improvement – we get results!
- We have a proven history of taking players to the next level.
- Read our website testimonials from many very satisfied customers.
- Compare our exceptional hockey value - we welcome Q & A Sessions from you!



**Be Active - Have Fun - Learn - Excel**

**See You at the Rink Soon!**



# What They're Saying About Tucker Hockey

"Rex has an incredible passion and dedication for hockey, and his primary thrust is to help people who want to learn the game, no matter how old they are. And he goes about it quietly and without fanfare."

*~ Tom Renney, President and CEO of Hockey Canada*

The One-on-One coaching from Rex Tucker my son received has helped his skating immensely. Rex worked on specific areas of need that helped take his game to the next level. More importantly his new abilities gave him confidence to take chances and push himself further.

*~ Marie Lachance, Minor Hockey Parent*

"During the mid season break between games, we were looking for a fresh voice and new experience for our senior timbits team. We called Mr. Tucker and asked him to come out and work with our kids for two sessions. Mr Tucker worked with both our coaches and kids in a respectful, upbeat and positive way that not only integrated with the coach's program, but was fun and energetic for the kids. Our coaches are great and we are lucky to have them however there is a noticeable difference in the work of a professional coach like Mr Tucker. Our kids have seen a power skating coach but Mr. Tucker's sessions brought more than skating as he consistently integrated hockey fundamentals into his drills and games as well as skating. The parents were also thrilled and we look forward to our next session with Tucker Hockey which we plan to have very soon."

*~ Aris dePeuter, Manager - McKnight Senior Timbits Royal*

"Rex Tucker is a dedicated coach and teacher of hockey. He has dedicated his life to the game and like all good hockey people is always learning and sharing his knowledge to help others and make the game better."

*~ Wally Kozak, Past Consultant - Hockey Canada*

"Rex is very knowledgeable and possesses exceptional coaching and mentoring skills. His understanding of the game of hockey is unquestionably ranked at the "Expert" level. We are very fortunate to have Rex in our hockey community!"

*~ Perry Cavanaugh, Past President  
Calgary Minor Hockey*

"Rex has worked with my two sons as well as many players that I have coached in the past. He is great with the kids, runs great ice sessions and makes learning fun. Rex is highly recommended by myself and many hockey parents looking to get their children great training."

*~ Bill McKenzie, Minor Hockey Parent*

"I was impressed by all the instructors. The directions were clear and well demonstrated and the instructors followed up when my son needed clarification on the drill. They watched each child and really worked with them to encourage them to use proper form.

We will definitely send my son to another Tucker Power Skating Program again. Thank you for a great week!"

*~ Linda Cote, Mother to Jeremy*

"All of the instructors were so good with our son. This was his first hockey camp and he loved it, he would come home and tell us all about what he did and how great his instructors were. You guys did wonders for his confidence and his skills. We will be booking our son in another camp through Tucker Hockey and will be suggesting all of our friends do the same. We would really like to thank Jessica ... she paid special attention to our son and really helped him with his skills. Thank you so much Tucker Hockey!"

*~ Sarah Christensen, Mother to Ty*

