

HOCKEY NEW BRUNSWICK

COMMUNICATION GUIDE



Purpose of this guide

Communications are at the centre of our daily lives. Regardless if communications are verbal, non-verbal or visual, they allow us to share, exchange, establish trust and build bonds, present our views and make ourselves known to a group of individuals.

This guide will offer ready to use tools to guide you in your communications. While reaching a maximum number of members within your respective organizations, it will provide you with methods allowing you to reach out to a wider public.

Choosing better communication

Promote our sport, your successes and your news;

- Increase the feeling of community and your members' pride toward your region, association and organization;
- Help retain and recruit new members: players, coaches, officials and volunteers.

Imperatives of communication

Quality of the Language

Your communications reflect the image of your organization. It is therefore imperative to focus attention specifically when writing them. Take the time to proofread, to use tools dedicated to correcting texts (i.e. Antidote). Your thoroughness will pay off. A publication containing mistakes will lose a lot of credibility with readers.

Accuracy in your Statements

Make sure your statements are accurate. The credibility of your news will be assured by its veracity. Do not hesitate to include credible and respected influencers from your network. Apart from bringing impact to your communication, it will increase the probability that your press release will be picked up by your members and local media.

The importance of photos/videos

With the abundance of news and publicity invading our platforms and media (radio, Web, newspapers, TV, social media, etc.), it is all the more important to gain the attention of your readers in the first few seconds. By adding a picture or a video to your communications, the likelihood that your publication is consulted, read, then shared greatly increases.

Be On the Lookout

You witness a situation that deserves to be highlighted; a volunteer that has been working for many years and is retiring or a team that stands out while having fun, for instance. All these situations are excellent content and news sources that feed the media. Do not hesitate to share them; not only will it create a sense of community and pride; it will improve the likelihood of increasing your retention and subscription rate.

The Message to be Communicated

Do you have all the key messages you want to include in your news? Refer to the document Writing a Press Release, in the ACES OF COMMUNICATION section, which includes the five questions that you must answer.

Choosing the right media

Many tools are available for you. They each have their advantages and their target audience. The website, for example, is the gateway and the first tool that people will use to be informed and to contact your organization. Social media have a greater impact to rapidly and massively reach your members, for instance; as long as they subscribe and follow your Facebook page or Twitter account. As for emails, they remain a formal means of communication, often used for direct communications, directed to one person or a specific group of people.

4 aces of communication

In this section, you will learn a few tips that will allow you (let's hope) become a master communicator!

- Writing a press release
- Regularly update your website
- The importance of email
- Managing social networks



Writing a press release

The press release is used to officially share information with your local media. Here's a draft that will enlighten you on how to build a press release.

After having read your first paragraph, your readers should understand the essence of your message. You must answer these 5 questions:

Who is your news directed to, and who does it come from?

When (what date) is your event or launch? By planning a schedule, you can better forecast your publications and media releases more efficiently, for instance.

Where is your event taking place? Where can readers obtain more information?

Why What is the goal of your publication? By determining it in advance, it will be easier to write your text (e.g. more popular for registration, more informative for the announcement of a pilot project).

What is your news? This information must be summarized in one or two sentences, concisely.

The **How** is determined by the method you chose to share and communicate your news: website, press release to media, social media, etc..



Regularly update your website

If you must put your focus on a platform, it should be your website. Instinctively, your members will always refer to your website for information. Your information should all be there, and it should be regularly updated:

Game schedules /team tournaments

People will mainly access your site for schedules and results. If you're a league, an association or an organization, the game schedules should be prioritized. As for the regions, the schedules of your regional tournaments, for example, could be interesting. It is important that they are frequently updated, especially if there is a change to them.

Administrators' and personnel members' contact information

To ensure professionalism, it is important to offer the contact information of your presidents and administrators in charge of important issues within your organization, such as: Master Coach, Regional Referee-In-Chief, tournament presidents, etc.

Links to register

During the registration period, dedicate a section on this topic on your portal/website, on the homepage. Also for your tournaments and different activities; the possibilities are endless. It is the main reason people will go to your website.

Publication of news

You can also include news articles:

- Start of the season
- Holidays;
- Spring Break;
- Try-outs;
- Summer period;
- Share some positive stories:
 - A long-time volunteer;
 - A player that stands out.



This type of news is well received by your members, it can pay off; the media loves this kind of story!

The importance of emails

Emails remain one of the most popular ways to communicate, both BY YOUR members or to REACH YOUR members. It is highly recommended:

- To **Communicate your email address** to the public in the “Contact” section, for instance;
- To have a **Credible Address**. Even before their first contact, your members will get a first-hand feel, just with your email address;
- Choose a more **Generic** email address. This address should be timeless, and it can be used by other volunteers holding that role in the future. They will only have to change the password when the time comes.

Here is an example of a credible and generic email address **presidentABMH@hotmail.com**

And here’s one to avoid... dropthepuck1957@gmail.com

social media

Every social network has its strengths and weaknesses. The most popular are Facebook, Twitter, Instagram, Snapchat and YouTube. Here’s how we recommend you use them. We invite you, in turn, to subscribe to our Hockey NB accounts.



With more than two billion members, Facebook is the most frequently used social media. First, you have to make sure that your members (players, parents, coaches, officials and volunteers) follow your Facebook page, by clicking on the very popular “LIKE” button.

You can share posts directly on your page:

- Tournament updates;
- Announcements;
- Links;
- News from your website.

Photo Album

During your events, a simple and very efficient photo album can be created. People will recognize each other and then, they'll share the pictures they want.

Team New Brunswick - 2019 Canada
Games in Red Deer, AB.
42 Photos · Updated 4 months ago



Video

Videos are very popular on social media. They can be:

- A photo slideshow;
- Captured moments;
- A goal during a tournament;
- Parents encouraging a team;
- Players' celebration;
- And even more

There are many free apps, like iMovie, that are available to create videos.



**#10 - Let go of the control
you never had in the first**

Event

Facebook allows you to create events and invite your members. Some teams use this to promote their games and events. The advantages:

- Notifications sent to all your followers when you create the event;
- Your followers can then:
- Mention if they will be present;
- Invite their friends;
- Share the event.

Twitter - @HockeyNB

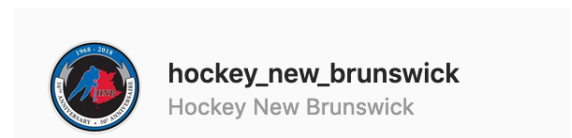
Journalists find and share a lot of information here.

How does Twitter work?

- Posts are called tweets, and they are limited to 280 characters.
- Many tweets can be published simultaneously, from different users;
- Adding a picture or a video will increase the likelihood of being read;
- Subscribe to various accounts and users, depending on your interests;
- There is no limit to the number of publications in one day;
- You can add, or not, a text to your retweets.

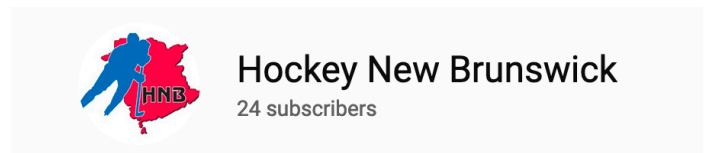


Instagram – hockey_new brunswick



Used to share photos and videos, Instagram is very popular among millennials. If you decide to choose this social media, you have to make sure you have enough content (photos and videos) to feed it on a regular basis. Unlike Facebook and Twitter, where you can share/retweet posts from other pages, Instagram mainly uses contents posted directly by its subscriber.

Youtube



The current trend with our youth is streaming (broadcasting and watching/listening online audio or video content live [or lightly deferred]). They mainly use their mobile devices and tablets. The main streaming channels are YouTube and Netflix.

We invite you to subscribe to our Hockey NB channel. We share a lot of information and videos, as well as many capsules and tips, like player and official development among other things.

Errors to be avoided

Neglect proofreading

*The rigor of the work resorts, among other things, to proofreading your communications; whether they are emails or posts on social media. As the proverb states: **words fly away, writings remain...***

Choosing the wrong media

Every communication as a media to prioritize. **If you choose the wrong media, your message might not correctly reach your conversational partner.**

For instance, a delicate situation implicates a player's parent. It is preferable to use direct communication (phone or face to face meeting) rather than a message sent by email that might be open to interpretation.

Hide information from your members or from the public

*In the field of communications, it is highly advisable not to hide, voluntarily or not, information. The perception derived will never be positive for the organization at fault. **It is better to favour transparency** instead. People will be more accommodating and understanding about your situation which will earn you points.*

Forget to verify your sources

*This point is closely related to the previous point. With the speed of today's news, fake news spreads at high speed. As a region and organization at the helm of minor hockey in your territory, **you need to check the sources of the information published and shared on your platforms.** Your organizational credibility ensures that they will be welcomed as is.*

Lack of clarity

*Concise and clear information is the most efficient. **Avoid losing yourself in long explanations.** It will only bring confusion and you risk losing the attention of your readers, and you might contradict yourself.*

Neglect updating your platforms

***Regularly and constantly update** your platforms, especially your web site. **This will create a habit of consultation for your members.** In addition to strengthening their sense of community, you will increase their trust in your organization; a non-negligible aspect desired by all.*

Too much communication

People are bombarded with messages and solicited from everywhere. They might get lost in this amount of information and your messages might not be read. It is recommended to share one or two news a day on your platforms. On the other hand, Twitter, for instance, allows to share several information and, messages, in short intervals

Media relations

Relations with the media, when they're mastered can be a valuable ally. Respect your local media and be aware of their reality.

Understand the needs and expectations of the media

- Facilitate their work by sending in complete texts with a photo.
- Quickly follow up on media requests, even if you don't have the complete information.

The importance of maintaining good relations

Before accepting an interview request, make sure that:

- You have a message to deliver;
- Your message is clear and concise;
- You determine three key messages, when possible;
- Stick to your three key messages.

Excellent means of reaching the public

- Medias communicate with a large audience, not only members of the hockey community;
- It is a way to attract new members and increase your membership.

Build a list of local media

- Identify local media;
- Draw up a list by including contact information, including an email address of the sports journalists or more generic journalists;
- Regularly update your list.

Key elements to media relations

- Demonstrate empathy and solidarity
- They'll treat you the same way in return.

Capitalize on these advantages

- You know your issues better than anyone else;
- Communicate your successes;
- Put the spotlight on your members and volunteers.

Know how to evaluate the risks

Ask yourself these questions, and if the answer is not satisfying, you better not answer:

- Is it a good idea to reply to an interview request?
- Is this a win-win situation for your organization or for yourself?

It is important to be transparent and coherent

- Transparency is your best friend;
- Sometimes, you won't have all the details that the journalist asks for. You can mention it and add that once you gather all the information, you will get in touch to communicate it.

Maintain a direct link with all the stakeholders

- Your role is not to know everything;
- Use your experts and those responsible of different matters within your organization.

Crisis management

The crisis management plan consists of four major concepts:

1. Crisis management;
2. Use of available regulations, documents and resources;
3. Training and information channels to minor hockey associations;
4. The implementation and use of web platforms and social networks.

First, it is recommended:

- a. Form a standing committee in crisis management. It is important to find people who exercise judgment, professionalism and a high level of discretion;
- b. Establish an emergency communication channel (MHA, region, Hockey NB) for any potential crisis report or request for advice and guidance;
- c. Maximize the efficiency of communication channels within the network;
- d. To appoint, if necessary, a spokesperson or a communication officer.

Steps in case of a crisis

- Step 1** Take charge of the dossier;
- Step 2** Immediately inform Hockey NB;
- Step 3** Identify the roles and responsibilities of everyone in the committee;
- Step 4** Inform your team members of the situation;
- Step 5** With the collaboration of Hockey NB, dictate the communication strategy;
- Step 6** Inform various stakeholders (Federation, region, MHA)
- Step 7** Quickly gather all information related to the dossier;
- Step 8** Validate information with those responsible;
- Step 9** Define the issues related with the event;
- Step 10** Identify the various affected and concerned publics;
- Step 11** With your partners, draw up an action plan;
- Step 12** With your partners, define and draw up the different messages;
- Step 13** Mobilize resources for the implementation of the action plan and inform the various stakeholders (Federation, region, MHA);
- Step 14** Inform the affected and concerned public and members;
- Step 15** Continuous assessment of the dossier.

Depending on the matter at hand, all of these steps might not always be necessary, or their order might differ

IMPORTANT In crisis management, it is always imperative that confidentiality is maintained.



Regulations and Documents

It is important to know and to use all the available specialized resources offered to Hockey NB and its members. The committee must not hesitate to communicate with Hockey NB to inquire about the different services offered by the provincial organization.

- Legal counsel;*
- Expertise in the insurance sector;*
- Hockey Canada Programs;*
- Social services;*
- Etc.*

A rigorous and effective application of the rules on the verification of criminal records is mandatory. Verification must be done for all coaches dealing with children and this includes contractors contracted by an association or organization;

Stakeholders must ensure optimal distribution and use of documents such as:

- Respect In Sport*
- Safety Requires Teamwork & Safety for All*
- Other relevant documents dealing with abuse and harassment.*

Information and Training of MHA

It is recommended that the region put in place some training and information plan for minor hockey associations.

- The region should annually plan information sessions with its MHA;*
- The region should provide an information system and continuous training with its MHA;*
- The region should maximize the effectiveness of the communication channel within its territory.*

PRESS RELEASE

June 6, 2019

FOR IMMEDIATE RELEASE

Hockey New Brunswick

AGM BEGINS TOMORROW

FREDERICTON – Hockey New Brunswick’s 51st Annual General Meeting begins tomorrow in Saint John, NB at the Delta Brunswick with a number of issues on the agenda.

A number of awards will be presented at the Saturday Award’s Banquet including the HNB Volunteer of the Year, Minor Hockey Association of the Year, J. Charles Daigle Memorial Award, Vance Toner Hockey Development Award, Female Hockey Breakthrough Award, Initiation Award, The HNB Academic Scholarship in memory of Ron Bradbury, Officials Scholarships, Delta/Fortis Properties Scholarship and the Jim Stirling Scholarship.

All issues being discussed over the course of the meetings will come forward to the Saturday plenary, which begins at 3 :30pm.

FREDERICTON - La 51e assemblée générale annuelle de Hockey Nouveau-Brunswick commence demain à Saint John, au Delta Brunswick, avec un certain nombre de points à l’ordre du jour.

Un certain nombre de récompenses seront décernées lors du banquet du samedi, notamment le Prix commémoratif J. Charles Daigle, le Prix du développement Vance Toner Hockey, le Prix de découverte du hockey mineur, le Prix d'excellence en hockey féminin, le Prix d'initiation du hockey mineur de l'année, le Prix d'initiation du hockey mineur, Prix d'initiation HNB Bourse d'études à la mémoire de Ron Bradbury, bourses d'études, bourse Delta / Fortis Properties et bourse Jim Stirling.

Toutes les questions discutées au cours des réunions seront transmises à la plénière du samedi, qui commencera à 15h30.

For further information concerning this release, please contact:

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June 8, 2019

FREDERICTON – Hockey New Brunswick held its 51st Annual General Meeting this past weekend in Saint John. The two-day event kicked off on Friday June 7th at the Delta Marriott Saint John.

A number of awards were presented at the Awards Banquet on Saturday afternoon:

The HNB award winners were as follows:

- *J. Charles Daigle Memorial Award - André Lebel, Edmundston*
J. Charles Daigle Award was established in 1976 in memory of the late Charles Daigle to recognize individuals at the executive level. Their dedication to our sport and their ability to organize and administer have contributed greatly to the improvement of hockey in New Brunswick.

M. Lebel lead a group of volunteers whose goal was to increase fan participation with the Edmundston Blizzards. The Blizzards team had over 66,000 fans cheering them on during their regular season. Many players were involved with school programs, and Minor Hockey Association programs in the region. André is well known in the region; either through coaching or as a player. He is also an active participant in fundraising with the new centre in Edmundston, where he was a tremendous help in attracting investors.

- *Vance Toner Hockey Development Award - Norbert LaForge, Grand Falls*
Vance Toner Hockey Development Award was established in 1995 to recognize an individual who has exemplified strong qualities as a teacher, coach and administrator not only within their community, but throughout the province of New Brunswick.

Norbert began his hockey career with Hockey New Brunswick in the 1990's. His commitment to our High Performance programs include Canada Games Teams, the Atlantic Challenge Cup as well as Prep camps. He also was coach of several Peewee AAA and Bantam AAA teams at the beginning of 2000. He was also heavily involved with our senior teams for several years.

- *Minor Hockey Association of the Year - Tri-County, Lisa McLaughlin, Pres.*

District Association/Community Club of the Year Award was established in 1992 to recognize a minor hockey association who exemplified the true spirit of minor hockey during the past season and encouraged their members to participate under the Fair Play Values.

The Tri County Association shows leadership with its teamwork, its volunteer training initiatives, its referee training program and its numerous community events. The association seeks out sponsorships, and has an equipment loan-out program, which also helps local members ease the

financial burden associated with sports. To name a few of their events; their Junior C team works with the Minor players on a weekly basis, and various minor teams are seen cheering these mentors at their Junior games, free of charge throughout the season. The association partnered with the U-17 Challenge and hosted a Canada vs. Russia exhibition game.

- *HNB Volunteer of the Year - Brian Gaudet, Moncton*

Volunteer of the Year Award was established in 1995 to recognize an active volunteer in the hockey community.

Brian Gaudet is a long-time volunteer with Moncton Minor Hockey; from Coaching, to referee in chief, developing a Sledge hockey program in his region, and being a long-time member of the Moncton Minor Board; he has led some very significant achievements for Moncton Minor Hockey.

- *HNB Female Hockey Breakthrough - Shellany Brewer, Keswick*

Established in 2004 to be presented annually to an individual who has assisted in the promotion of Female Hockey within the province.

Shellany is a full-time mother of two and has a full-time career in the Social Development field. She manages to find time to volunteer, coach, and is also a hockey player in a female women's league! Shellany played a key role in developing District 3 female hockey by promoting through social media, attending all meetings, and spreading the word about female hockey opportunities at various events. She was instrumental in organizing Female Try-Hockey events as well as skills and drills sessions to promote female hockey in the region.

- *HNB Initiation Award - Andrew Learmouth, Moncton*

Established in 2016 to recognize an active volunteer or Minor Hockey Association who has actively participated in the promotion and enhancement of the Hockey Canada Initiation Program within their community. Each Region of HNB is entitled to submit one nomination per year.

Andrew Learmouth always comes to the rink prepared, and it shows when you watch him share his passion for hockey with these young future hockey stars! He embraced the Hockey Canada standards for IP and Novice programs and has received rave reviews from players and their parents.

- *Career Achievement Award - Paul O'Hara, Miramichi*

The Hockey New Brunswick Career Achievement Award was established in 2016 to honour those individuals who, for many years, have served amateur hockey faithfully, having participated as a player, coach, official, or administrator and have made an outstanding contribution to Hockey New Brunswick.

Paul O'Hara has been involved in hockey since 1966 in various capacities; from managing a team, to presiding over an association, to starting up what's known today as the Bantam AAA league, as well

as chairing his regional operations council for many years. He also served on numerous committees with Hockey NB. He was inducted in the Miramichi Sports wall of Fame in 2006 and was recipient of the Vance Toner Development award in 2012. He is also heavily involved with several community events.

- *NB LIFE MEMBER - Beverley Jacobson, Southampton*
life membership is the highest honor that can be bestowed by HNB and is to be awarded only for very distinctive services to HNB.

HNB is very excited to add to our Life Members. This lady was the first female board member of Hockey NB. She was the Nackawic Minor Hockey President for 8 year. She sat on the HNB Board from June 2000 to June 2010. She was the vice president of the HNB Board for 3 terms, chair of the HNB Personnel committee for 4 years, member of the HNB Awards committee, member of the HNB Finance Committee, HNB Branch rep at Atlantic and National events. HNB Speak Out and Safety training course conductor. In addition to her HNB volunteer efforts, she was a volunteer in Vancouver 2010 Olympics as hostess at the Female hockey Venue, 2016 Initiated Wheels to Wellness Program for Nackawic and area, 2016-2020 appointed senior goodwill ambassador for NB, 2017 and 2018 invited to Lt. Governor's reception with Top 100 Female Leaders in NB and in 2018 won the Horizon Health Community Volunteer Award.

- *HNB Academics Scholarship in memory of Ron Bradbury - Raeghan O'Leary, Sir James Dunn Academy*
Ron Bradbury Memorial Scholarship was established in 2002 to recognize the outstanding contribution of Ron Bradbury to the sport of hockey. This award is being presented to high school hockey player who demonstrates hockey skill, high academic standing with an emphasis on English and who is involved in the school or community.

- *Jim Stirling Scholarship Award - Maddy LeBlanc, St. Malachy's Memorial High School*

B.F. Lorenzetti and Associates Inc. are the insurance brokers for the Canadian Hockey Association. In 1996, B.F. Lorenzetti began sponsoring a program for the CHA, which allows every Branch to present a bursary to a deserving hockey player.

- *Delta/Fortis Properties Scholarship- Ben Thorne, Petitcodiac Regional*

Delta/Fortis Properties Scholarship was established in 2003 to recognize a Grade 12 student who has had hockey play a positive role in their life. The applicant must be of high academic standing and must give of their time to the community.

The NB Officials Association handed out their scholarships and awards:

- *Paul O'Brien Scholarship - Keira Lockhart, Zone 5*
- *Scott McKay Memorial Scholarship - Maxime Aube, Zone 5*
- *Sonny McLellan Scholarship - Brandi Harvey, Zone 2*
- *Most Improved Award - Yannik St. Onge, Zone 8*
- *Most Dedicated Award - Eric Belanger, Zone 1*
- *Most Promising Award - Jack Wilson, Zone 6*

In other business, elections were held for the following position.

Senior Council – Phil Huckins re-elected as senior chair.

Plans were announced for the 2020 AGM, which will be held in Miramichi

COMMUNIQUÉ DE PRESSE

POUR PUBLICATION IMMÉDIATE

Le 8 juin 2019

FREDERICTON – Hockey Nouveau-Brunswick a tenu sa 51 assemblée générale annuelle au cours de la fin de semaine, à Saint John, NB

Plusieurs prix et bourses ont été remis au cours de la soirée.

Voici les gagnants des prix et bourses de HNB :

- *Le prix J.-Charles-Daigle - André Lebel, Edmundston*
Le prix J.-Charles-Daigle a été établi en 1976 à la mémoire de feu J.-Charles Daigle pour reconnaître la contribution de particuliers occupant des postes de direction. Le dévouement avec lequel ils se sont consacrés à notre sport et leurs aptitudes en organisation et en administration ont beaucoup contribué à l'amélioration du hockey au Nouveau-Brunswick.

André Lebel a mené un groupe de bénévoles qui avait comme but d'augmenter la participation des fans avec l'équipe des Blizzard d'Edmundston. L'équipe des Blizzards ont eu jusqu'à plus de 66 milles fans qui sont venus aux matchs durant la saison régulière. Plusieurs joueurs des Blizzards participent à des programmes dans les écoles et avec les associations de hockey mineur de la région. André est bien connu dans la région; soit par le coaching, comme arbitre, en tant que joueur, et il est aussi actif dans les levées de fonds pour le nouveau centre à Edmundston, où il a donné un gros coup de pouce pour attirer des investisseurs.

- *Le prix de développement au hockey Vance-Toner - Norbert Laforge, Grand Sault*
Le prix de développement au hockey Vance-Toner a été établi en 1995 pour reconnaître la contribution d'un particulier qui s'est distingué par ses excellentes qualités comme enseignant, entraîneur et administrateur non seulement dans sa propre localité, mais partout dans la province du Nouveau-Brunswick.

Norbert a débuté son bénévolat avec Hockey Nouveau-Brunswick dans les années 1990. Son dévouement envers notre programme de haute performance inclut les équipes des Jeux du Canada d'hiver, la Coupe du défi de l'Atlantique ainsi que les camps préparatoires. Il a agi à titre d'entraîneur pendant plusieurs années avec nos équipes Pee wee AAA et Bantam AAA au début des années 2000. Il était aussi beaucoup impliqué avec nos équipes senior depuis nombreuses années.

- ***L'association de hockey mineur de l'année - Tri County , Lisa McLaughlin, Prés.***

Le prix de l'association de district ou du club communautaire de l'année a été établi en 1992 pour reconnaître l'association de hockey mineur qui, au cours de la dernière saison, s'est distingué en faisant preuve d'un véritable esprit sportif au hockey et en encourageant ses membres à respecter les valeurs du franc-jeu.

L'association Tri County fait preuve de leadership grâce à son travail d'équipe, ses initiatives de formation des bénévoles, son programme de formation des arbitres et ses nombreux événements communautaires. L'association recherche des commandites et dispose d'un programme de prêt d'équipement, qui aide également les membres locaux à alléger le fardeau financier associé au sport. Pour citer quelques-uns de leurs événements; leur équipe junior C travaille avec les joueurs mineurs toutes les semaines et diverses équipes mineures encouragent ces mentors lors de leurs matchs juniors, gratuitement tout au long de la saison. L'association s'est associée au Défi U-17 et a organisé un match d'exhibition Canada vs Russie.

- ***Le prix du ou de la bénévole de l'année de HNB - Brian Gaudet, Moncton***

Le prix du ou de la bénévole de l'année a été établi en 1995 pour reconnaître une personne qui s'est distinguée par son bénévolat actif au hockey.

Brian Gaudet est un bénévole depuis plusieurs années avec l'association de hockey mineur de Moncton; que ce soit à titre d'entraîneur, arbitre en chef, ou bien à titre de membre du conseil d'administration de l'association de Moncton depuis plusieurs années. Il a aussi mené l'initiative du hockey sur luge dans sa région. Il a dirigé des réalisations très importantes pour l'association de hockey mineur de Moncton.

- ***Le prix de la percée du hockey féminin - Shellany Brewer, Keswick***

Ce prix a été instauré en 2004 par le Conseil de hockey féminin du Nouveau-Brunswick afin de reconnaître la contribution d'un bénévole actif à la promotion du hockey féminin dans la province.

Shellany est mère de deux enfants à temps plein et mène une carrière à plein temps dans le domaine du développement social. Elle réussit à trouver le temps de faire du bénévolat, à être entraîneure et

est également une joueuse de hockey dans une ligue féminine! Shellany a joué un rôle clé dans le développement du hockey féminin dans le district 3 en faisant la promotion via les médias sociaux, en assistant à toutes les réunions et en faisant connaître les opportunités du hockey féminin lors de divers événements. Elle a joué un rôle déterminant dans l'organisation d'événements de hockey féminin, ainsi que de séances d'habiletés visant à promouvoir le hockey féminin dans la région.

- **LE PRIX DE RÉUSSITE DE CARRIÈRE - Paul O'Hara, Miramichi**

Établi en 2016 pour honorer les personnes qui, pendant de nombreuses années, ont rendu de fidèles services au hockey amateur, ayant participé comme joueur, entraîneur, ou administrateur, et ayant fait une contribution extraordinaire à Hockey Nouveau-Brunswick.

Paul O'Hara est impliqué dans le monde de bénévolat au hockey depuis 1966 à divers titres ; que ce soit la gestion d'une équipe à la création d'une association, à la création de la ligue Bantam AAA aujourd'hui, en plus de présider son conseil d'opérations régionale pendant de nombreuses années. Il a également siégé à de nombreux comités avec Hockey NB. Il a été intronisé au mur de la renommée du sport de Miramichi en 2006 et a reçu le prix du développement au hockey Vance Toner en 2012. Il est également très impliqué dans plusieurs événements communautaires dans sa région.

- **LE PRIX initiation - Andrew Learmouth, Moncton**

Établi en 2016 pour reconnaître un bénévole actif ou une association de hockey mineur qui a activement participé à la promotion et à l'amélioration du programme d'initiation de Hockey Canada au sein de leur collectivité.

Andrew Learmouth se présente toujours à l'arena prêt à travailler avec les jeunes. C'est évident lorsqu'il partage sa passion du hockey avec ces jeunes hockeyeurs. Il a adopté le mandat des programmes PI et novice de Hockey Canada et reçoit toujours des bons commentaires des joueurs et leurs parents.

- **Membre à vie - Beverley Jacobson, Southampton**

Le statut de membre à vie constitue le plus grand honneur décerné par HNB. Il n'est accordé que pour des services exceptionnels rendus à HNB.

HNB est très heureux d'ajouter à nos membres à vie. Cette dame était la première femme qui a siégé sur le conseil d'administration de Hockey NB. Elle a été présidente du hockey mineur de Nackawic pendant 8 ans. Elle a siégé au conseil d'administration de HNB de juin 2000 à juin 2010. Elle a été vice-présidente du conseil d'administration de HNB pendant trois mandats, présidente du comité du

personnel de HNB pendant quatre ans, membre du comité des prix HNB, membre du comité des finances de HNB. Elle était représentante de HNB aux événements nationaux et atlantiques. Elle était animatrice pour HNB pour le cours de formation Speak Out et le cours de Sécurité. En plus de ses efforts de bénévolat auprès de HNB, elle a été bénévole aux Jeux olympiques de Vancouver en 2010 en tant qu'hôtesse sur le site de hockey féminin. En 2016, elle a initié le Programme « Wheels to Wellness » à Nackawic et les environs. Invitée par le Gouverneur général avec les 100 meilleures dirigeantes du Nouveau-Brunswick en 2017 et 2018. A été nommée ambassadrice aînées de bonne volonté pour le Nouveau-Brunswick pour 2016-2010. En 2018, Beverley a remporté le prix du bénévolat communautaire à Horizon Health.

- *La bourse d'études commémorative Ron-Bradbury - Raeghan O'Leary, Sir James Dunn Academy*

La bourse d'études commémorative Ron-Bradbury a été établie en 2002 pour reconnaître l'excellente contribution de Ron Bradbury au hockey. La bourse est présentée à un étudiant ou à une étudiante d'une école secondaire en raison de ses aptitudes au hockey, de l'excellence de ses notes, plus particulier en anglais, et de ses activités à l'école ou dans la communauté.

- *Bourse d'études Jim Stirling - Maddy LeBlanc, St. Malachy's Memorial High School*

B.F. Lorenzetti and Associates Inc. sont les courtiers d'assurance de Hockey Canada. En 1996, B.F. Lorenzetti a commencé à parrainer un programme de l'ACH qui permet à chaque division d'offrir une bourse d'études à un joueur ou une joueuse de hockey qui le mérite.

- *Bourse d'études Delta/Fortis Properties - Ben Thorne, Petitcodiac Regional*

La bourse d'étude Delta/Fortis Properties a été établie en 2003 pour reconnaître un ou une étudiante de la 12^e année chez qui le hockey a joué un rôle positif. Le candidat ou la candidate doit avoir obtenu de bonnes notes et donner de son temps dans la communauté.

L'Association des officiels du N.-B. a remis ses bourses et récompenses:

- *Bourse Paul O'Blenis - Keira Lockhart, Zone 5*
- *Bourse commémorative Scott McKay - Maxime Aube, Zone 5*
- *Bourse Sonny McLellan - Brandi Harvey, Zone 2*
- *Prix le plus amélioré - yannik St. Onge, Zone 8*
- *Prix le plus dédié - Eric Belanger, Zone 1*
- *Prix le plus prometteur - Jack Wilson, Zone 6*

Dans autres affaires, des élections ont été tenues pour les postes suivants :

Président du Conseil de hockey senior – Phil Huckins a été réélu

On a annoncé des plans pour l'AGA 2020 qui aura lieu à Miramichi.

Heather Strickland

hstrickland@hnb.ca

506.453.0867

FOR IMMEDIATE RELEASE

Wednesday Oct 3rd, 2018

PUCK SET TO DROP ON 23rd ANNUAL ATLANTIC CHALLENGE CUP

MONCTON, NB – 330 young hockey players from throughout Atlantic Canada will converge on Moncton's Superior Propane Centre on Friday for the four day Atlantic Challenge Cup.

This is the 23rd Anniversary of the Atlantic Challenge Cup which is billed as Atlantic Canada's High Performance Hockey Championship.

The Atlantic Challenge Cup will bring together the top players, while representing their provinces in the male U14 and U15 categories, along with the female U16 and U18 categories. The teams were selected from each of their respective provincial summer evaluation camps.

Players attending the Atlantic Challenge Cup will come from all corners of our region, which truly makes this an Atlantic Canadian event.

"We are certainly pleased and honored to be able to host these exceptional athletes in the City of Moncton," said Community Lead Louis Gaudet. "Everyone coming to the City of Moncton will be treated in a first class manner. The event organizers and our volunteers have put a lot of time into ensuring that every detail has been looked after and these athletes are in for a great experience."

Bell Aliant and the four Atlantic Hockey Branches are pleased to announce that family members, friends, and fans unable to attend the event will be able to watch all of the tournament games on the live webcasts, courtesy of Bell Aliant. The live webcasts will be available by going to the official tournament website www.atlanticchallengecup.ca and latest scores, schedules, rosters and news can be found there as well as the Atlantic Challenge Cup Facebook and Twitter page.

Over the years, the Atlantic Challenge Cup has featured the likes of Sidney Crosby, Sean Couturier, Luke Adam, Brandon Gormley, Nathan MacKinnon, Jillian Saulnier, Sarah Davis, Sarah MacDonnell and Shannon MacAulay.

To view the schedule, rosters, standings and statistics visit the official tournament website – www.atlanticchallengecup.ca

For More Information:

Mike Gillingham

Or

Matt Vautour

mgillingham@hnb.ca

mvautour@hnb.ca

*Pour diffusion immédiate
Le mercredi 3 octobre, 2018*

EN ROUTE VERS LA 23^e ÉDITION DE LA COUPE DÉFI ATLANTIQUE

MONCTON (NB)- Plus de 320 jeunes joueurs et joueuses de hockey des quatre coins de l'Atlantique congergeront vers le Centre Superior Propane de Moncton vendredi dans le cadre de la Coupe Défi Atlantique, qui se poursuivra pendant quatre jours.

La Coupe Défi Atlantique, qui est annoncée comme étant le championnat de hockey haute performance du Canada Atlantique, en est à sa 23^e édition.

L'évènement réunira les meilleurs joueurs et meilleures joueuses de chaque province dans les catégories garçons moins de 14 et 15 ans, et filles de moins de 16 et 18 ans. Les équipes ont été sélectionnées dans le cadre des camps d'évaluation provinciaux pendant l'été.

Ceux et celles qui participent à ce tournoi proviennent de partout dans la région, ce qui en fait un évènement par excellence au Canada Atlantique.

<Nous sommes honorés et très heureux d'accueillir ces athlètes exceptionnels dans la ville de Moncton, a déclaré Louis Gaudet, figure de proue locale. Tous ceux et celles qui viendront à Moncton seront traités avec tous les égards. Les organisateurs du tournoi et les bénévoles ont consacré beaucoup de temps pour peaufiner tous les détails et faire en sorte que tous les athlètes vivent une belle expérience.>

Bell Aliant et les quatre divisions de l'Atlantique sont heureux d'annoncer que les parents, amis, partisans qui ne seront pas en mesure d'assister à l'évènement pourront voir tous les matchs du tournoi. Ceux-ci seront diffusés en direct sur internet, gracieuseté de Bell Aliant. La diffusion en direct sera accessible sur le site Web du tournoi en suivant ce lien www.atlanticchallengecup.ca Les derniers résultats, l'horaire des matchs et la composition des équipes seront également disponibles ainsi que sur la page Facebook de la Coupe Défi Atlantique.

Au cours des années, La Coupe Défi de l'Atlantique a mis en vedette des joueurs comme Sidney Crosby, Sean Couturier, Luke Adam, Brandon Gormley, Nathan MacKinnon, Jillian Saulnier, Blayne Turnbull, Sarah Davis, Sarah MacDonnell, et Shannon MacAuley.

Pour voir l'horaire, les alignements, les classements et les statistiques, visitez le site Web officiel du tournoi : www.atlanticchallengecup.ca

Pour de plus amples renseignements, veuillez contacter:

Mike Gillingham

Ou

Matt Vautour

mgillingham@hnb.ca

mvautour@hnb.ca

For Immediate Release

February 19, 2019

Male Under 13 Spring Camp Now Available for Registration!

Hockey NB is excited to announce that registration is now open for the Male Under 13 Program. This program will run as an introduction to the High Performance Program and is open to any male player currently rostered on a Pee wee AAA team in New Brunswick. (2007 born)

The camp will consist of 4 Ice sessions. There will be one Skills practice, one position specific practice, one inter-squad game, and Hockey New Brunswick Staff will be there to put the players through an on-ice skills combine. There will also be off-ice presentations on fitness, nutrition, as well as what to expect in the Male U14 High Performance Program. The camp will take place in Fredericton, NB (Willie O'Ree) on May 10th & 11th.

The goal is to offer the players a High Performance experience as well as give them an introduction to the High Performance Program. They will receive a Hockey NB jersey and will be instructed on-ice by our High Performance Coaches. The Under 13 program will be a development opportunity for the players with no evaluations and will be a spring camp only which promises to be a great experience for the players.

Deadline to register in April 19, 2019.

Cost for the Camp - \$205

To Register for the Male Under 13 Program – [CLICK HERE](#)

FOR MORE INFORMATION CONTACT:

Mike Gillingham

Technical Director

Hockey New Brunswick

506-453-0864

mgillingham@hnb.ca

Pour diffusion immédiate

19 Février 2019

Vous pouvez maintenant vous inscrire au camp printanier Garçons U13!

Hockey NB est heureux d'annoncer un nouveau programme Garçon U13. Ce programme est une introduction au programme de haute performance et est offert à tous les joueurs de sexe masculin qui figurent actuellement à l'alignement d'une équipe peewee AAA au Nouveau-Brunswick.

Le camp consiste en 4 séances sur glace : une séance de pratique des habiletés, une séance selon la position, un match interéquipes et une séance d'évaluation des habiletés sur glace avec Hockey Nouveau-Brunswick. Il y aura également des présentations hors glace sur le conditionnement physique et la nutrition, et une présentation portant sur le programme de haute performance Garçons U14. Le camp aura lieu au Place Willie O'Ree de Fredericton au Nouveau-Brunswick, les 10 et 11 mai.

Le but est d'offrir aux joueurs une expérience du hockey de haute performance et de leur présenter le programme de haute performance. Les joueurs recevront un chandail de Hockey NB et, sur glace, seront supervisés par des entraîneurs de haute performance. Le programme U13 est une possibilité de développement pour les joueurs, sans évaluation. Il sera offert en format camp printanier uniquement et promet d'être une expérience fantastique pour les joueurs!

Date limite d'inscription est le 19 avril 2019

Pour vous inscrire au programme Garçons U13, [CLIQUEZ ICI.](#)

Coût pour le camp- \$205.00

POUR EN SAVOIR PLUS, VEUILLEZ COMMUNIQUER AVEC...

Mike Gillingham

Directeur technique

Hockey Nouveau-Brunswick

506 453-0864

mgillingham@hnb.ca

Tri County Rivercats capture the Maritime Hockey North Junior C Hockey Championship

Woodstock, NB- The 2019 Maritime Hockey North Junior C Championship wrapped up on Sunday in Woodstock, NB with the Tri-County Rivercats holding off the host Western Valley Panthers for a 2-1 overtime win.

To book their ticket in the Junior C Championship the Rivercats beat the Tignish Aces (Hockey PEI) 7-1 and the Western Valley Panthers handed the Kivalliq Canucks (Hockey North) a 5-1 loss.

Also taking place before semi-final action was the Maritime Hockey North Junior Championship Banquet. The teams were fortunate enough to have former NHLer and current Head Coach of the Grand Falls Rapids of the Major Junior Hockey League, Sandy McCarthy as a guest speaker to touch on his Junior C experience and the role it played in his hockey career. The award winners were as follows:

Tournament All Star Team

- Josh Simpson (Goaltender), Tri-County Rivercats (Hockey New Brunswick)
- Andrew Pearce (Defence), Kivalliq Canucks (Hockey North)
- Dominik Reid (Defence), Tri-County Rivercats (Hockey New Brunswick)
- Will Hall (Forward), Tri County Rivercats (Hockey New Brunswick)
- Logan Spittle (Forward), Western Valley Panthers (Hockey New Brunswick)
- Paddy Thompson (Forward), Tri-County Rivercats (Hockey New Brunswick)

Top Scorer: Paddy Thompson (Forward), Tri County Rivercats (Hockey New Brunswick)

Most Sportsmanlike: Ryan McGregor (Forward), Spryfield Attack (Hockey Nova Scotia)

Tournament MVP: Connor Faulkner (Goaltender), Kivalliq Canucks (Hockey North)

The 2019 Maritime Hockey North Junior Championships were a great success with exciting hockey put on by all representing teams and provinces. The host committee and Western Valley Panthers would like to thank all of the sponsors and teams for a fantastic weekend of hockey.

March Coaches of the Month

Renee Champagne and Lori Graham (River Valley Saint John Female Hockey Association) chosen as Hockey New Brunswick Coaches of the Month for March.

Hockey New Brunswick is happy to announce that Renee Champagne and Lori Graham of the River Valley Saint John Pee Wee A Dynamite have been selected as the Coaches of the Month for March.

"This year our league created a Pee Wee A team for the first time in years. As a result, some of the girls were disappointed not to be skating with their friends. When Renee and Lori came to practice, the girls immediately connected with their female mentors, and the smiles returned to the arena."

"Renee and Lori implemented a face painting routine before every game, although some girls were reluctant, it wasn't long before you could see the green stripes on their cheeks, just beaming with team pride. Lori and Renee stand outside of the dressing room after every game, congratulating the girls on their game and the strengths that they demonstrated. They are also always the last ones to leave the arena!"

One parent stated, "Back in December, the Dynamite decided to surprise the coaches at one of their league games and wearing their team jerseys to show support for their favourite coaches. The Dynamite just wanted to return the support that Renee and Lori give each week".

"Renee and Lori are inspired by their own love of the game and have made a difference in the lives of these young female hockey players. We hope to have them around for years to come!"

Renee and Lori will receive a Bauer coaching bag, a year subscription to the Hockey Canada Network App and HNB Apparel. To nominate someone in your community for Coach of the Month, please [click here](#).

Hockey New Brunswick will be hosting Fall Meetings in various locations around the province for Minor Hockey Associations and Minor Hockey Leagues to attend. Association Presidents, VP's and TD's are encouraged to attend. To register for one of the evening meetings please click: <https://event.hockeycanada.ca/EMS/Event.aspx?eid=1088d6fd-1a0f-4346-91d4-cb34a85f887a>

The locations and dates are as follows and all meetings are from 7:00 – 9:00 pm:

All District 1 MHA's – Edmundston Sheraton – September 18, 2018
All District 2 MHA's – Florenceville Motor Inn – September 19, 2018
All District 3 MHA's – Fredericton HNB office – September 11, 2018
All District 5 MHA's – Delta Brunswick Saint John – September 12, 2018
All District 6 & 7 MHA's – Crown Plaza Moncton – September 13, 2018
All District 8, 9, 10, & 11 MHA's – Bathurst Best Western – September 10, 2018

Session topics – subject to change

Development Presentation

- Clinics
- Hockey Canada Seasonal Structure
- HNB IP / Novice programming
- HNB Coach of the Month initiative
- HNB Skills Camps
- Development Weekend
- Resources available to MHA's & Coaches

Executive Director Presentation

- Sponsorship Programs/Government Grants
- Hockey Day in NB
- Lessons from Behind the Glass
- Updated Minor Operations Manual
- HNB Community Hockey Program
- Hockey Canada Concussion Policy
- HNB Administration (insurance, affiliation, volunteer screening)
- New Initiatives

Workshops

District Specific Topics/Questions

Any questions regarding the upcoming Fall Meetings, please contact Nic Jansen – njansen@hnb.ca.

Registration deadline is Wednesday September 5th.

Registration is now open for Hockey Canada Goaltending Coach Level 1 Clinics

Attention coaches!

Registration is now open for the Hockey Canada Goaltending Level 1 Clinic that will be held in three separate locations.

Petit Rocher - Wednesday, November 28th. 5:30-6:30 in class session at Domaine Etudiant School Amphitheatre. On Ice session from 6:45-7:45.

Fredericton - Saturday, November 24th. In class session from 4:00-5:00. On ice session from 5:15-6:45 at the Wille O' Ree Place

Moncton - Wednesday November 28th. In Class Session at the Moncton Operational Centre 6:00-7:00pm. On Ice session at 7:30 at the Moncton Superior Propane Centre

There is no cost to this event, and open to any coach looking for more information and drills on goaltending instruction.

For more information or to register, please contact:

*Matt Vautour
Coordinator of Technical Programs
mvaoutour@hnb.ca.*

Jacob LeBlanc selected to attend Team Canada Para Hockey Selection Camp

August 30, 2018

NR.067.18

NHL ALUMNI BRING EXPERIENCE TO CANADA'S NATIONAL PARA HOCKEY TEAM SELECTION CAMP

28 players invited to selection camp Sept. 1-8 in Calgary

CALGARY, Alta. – Hockey Canada announced the addition of five staff to serve as coaches alongside head coach **Ken Babey (Saskatoon, Sask.)** at Canada's National Para Hockey Team selection camp, Sept. 1-8 in Calgary.

Mike Foligno (Sudbury, Ont.), Mike Fountain (Gravenhurst, Ont.) and Scott Walker (Cambridge, Ont./Vancouver, NHL) will support Babey throughout various tournaments and events during the 2018-19 season. **Maxime Gagnon (Longueuil, Que.) and Dan Lacroix (Montreal)** were also named to the selection camp as guest coaches.

"The success, experience and skill set of all the coaches is a tremendous asset to our program as we look toward naming the players for the national team this season," said Babey. "The opportunity to have them mentor our players and assist in the evaluation process will only benefit us and give us the best chance to compete and win on the international stage."

Foligno coached Canada's National Para Hockey Development Team for a three-game series against the United States at the Défi sportif AlterGo in Montreal in April. He first joined Hockey Canada in September 2017, serving as a guest coach for its selection camp. Foligno mentored and evaluated players in preparation for international competition throughout the year, including the final training camp and pre-Paralympic series against the U.S. As a player, Foligno spent 15 seasons in the National Hockey League (NHL) with stops in Buffalo, Detroit, Florida, and Toronto. In 1,018 career NHL games, he tallied 727 points and 355 goals. He registered career-highs while playing for the Buffalo Sabres in the 1985-86 season, scoring 41 goals and 80 points. Foligno's resume includes stints behind the bench as an assistant coach with Anaheim, Colorado, New Jersey, and Toronto. He also spent time as head coach of the American Hockey League's Hershey Bears and head coach and general manager of the Ontario Hockey League's Sudbury Wolves.

Fountain's Hockey Canada experience includes playing for Canada's National Men's Team during the 1992-93 season. He won the 1992 Spengler Cup and played for Canada at the 1992 IIHF World Junior Championship. Drafted by the Vancouver Canucks in 1992, Fountain had a 17-year pro career (1992-2009) which included the NHL, AHL, IHL, UHL, Russia and Germany.

Walker won a bronze medal as an assistant coach with Canada at the 2018 Olympic Winter Games in PyeongChang, South Korea. He won a gold medal as an assistant coach with Canada at the 2017 International Para Hockey Tournament in Turin, Italy. Walker won a gold medal as head coach of Team Canada White at the 2015 World Under-17 Hockey Challenge, as an assistant coach with Canada's

National Junior Team at the 2015 IIHF World Junior Championship and with Canada's National Men's Summer Under-18 Team at the 2012 Memorial of Ivan Hlinka tournament. He added a bronze medal as an assistant coach with Canada's National Junior Team at the 2012 IIHF World Junior Championship. Walker represented Canada as a player three times (1999, 2001, 2005) at the IIHF World Championship, winning a silver medal in 2005. He amassed 829 NHL games over 17 years with Vancouver, Nashville, Carolina and Washington, recording 397 points, including 151 goals.

Gagnon has served as a guest coach at Canada's National Para Hockey Team selection camp for the past two years. Gagnon was also a camp coach at Canada's NextGen Prospects Camp in 2016. He is the head coach of Quebec's provincial para hockey team and general manager of Hockey sur luge Montreal. Gagnon also serves as director of the Défi sportif AlterGo and organized the first Canadian sledge hockey championships in 2016.

Lacroix spent the last four seasons as an assistant coach with the Montreal Canadiens after stops in the same role with the New York Rangers, Tampa Bay and the New York Islanders. Lacroix spent the 2009-10 season as an assistant coach with the Hamilton Bulldogs of the American Hockey League and four seasons as an assistant coach with the Moncton Wildcats of the Quebec Major Junior Hockey League. He had a 13-year NHL career with Boston, Edmonton, the Islanders, Rangers and Philadelphia, and also played in the AHL, ECHL, IHL and England.

28 PLAYERS INVITED TO SELECTION CAMP

Twenty-eight players have been invited to the seven-day selection camp, which is part of the evaluation process used to determine which players will represent Canada during the 2018-19 season. The players will participate in a number of on- and off-ice activities, including fitness testing, classroom sessions and three intrasquad games.

Among the camp invites, nine players (Bridges, Cozzolino, Dunn, Gemmell, Hickey, Larocque, McGregor, Smith, Watson) earned a silver medal at the 2018 Paralympic Winter Games in PyeongChang, South Korea in March.

Following the camp, players will continue to be involved in training and regional camps leading into the Canadian Tire Para Hockey Cup, Dec. 2-8 in London, Ont., along with a cross-border series with the United States in March, and the IPC World Para Hockey Championship in Ostrava, Czech Republic in April.

For more information on Hockey Canada, Canada's National Para Hockey Team and the Canadian Tire Para Hockey Cup, please visit HockeyCanada.ca, or follow along via [Facebook](#) and [Twitter](#).

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For further information, or to unsubscribe, please contact:

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*For Immediate Release
February 11, 2019*

HNB HIGH PERFORMANCE PROGRAM STAFF'S ANNOUNCED

Hockey New Brunswick is pleased to announce the coaching staff's for this year's High Performance Program

The Male Under 14, Male Under-15, Female Under-16 and Female Under 18 teams will compete against the provincial teams from Nova Scotia, PEI & Newfoundland and Labrador at the Atlantic Challenge Cup, held Oct 11th-14th, 2019 in Moncton, NB. The Male Under-16 team will face off against NS, PEI, NL and two teams from Quebec at the QMJHL Challenge in April 2020.

Male Under 14:

*Head Coach – Brad Tesink
Assistant Coach – Matt Bursey
Assistant Coach – Mathieu Martin
Assistant Coach – Ryan Salvis
Goalie Coach – Andrew Mergl
Trainer – Alex Harding
Therapist – Ghislain LeBlanc
Director of Operations – Norbert Laforge*

Male Under 15:

*Head Coach – Charlie LeBlanc
Assistant Coach – Shaun Parker
Assistant Coach – Raphael-Pier Richer
Therapist – Jessica Sears
Goalie Coach – Eric Pye
Director of Operations – Norbert Laforge*

Male Under 16:

*Head Coach – Doug Doull
Assistant Coach – Eric Neilson
Assistant Coach – P.A. Parenteau
Trainer – Michael Burrell
Therapist – Carole Poirier
Goalie Coach – Kyle MacDonald
Director of Operations – Norbert Laforge*

Female Under 16:

*Head Coach – Eric Bissonnette
Assistant Coach – Lauren Hill
Assistant Coach – David O’Leary
Therapist – Sara Miller
Goalie Coach – Katie Northrup
Director of Operations – Nancy Haslett*

Female Under 18:

*Head Coach – Genevieve David
Assistant Coach – Cassidy Hilworth
Assistant Coach – Sarah MacDonnell
Therapist – Maxime Landry-Lurette
Goalie Coach – Kirk Gormley
Director of Operations – Nancy Haslett*

For further information, please contact:

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Technical Director
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506-453-0864
mgillingham@hnb.ca*

Happy Holidays from Hockey NB

Wishing everyone a safe and Happy Holiday season

Holiday Hours

December 24-26 - closed

December 27 and 28 – regular hours 8:30 am – 4:30 pm

December 31 and January 1st – closed

January 2 – regular hours resume – 8:30 am – 4:30 pm

