



I am potential.



ENDORSED BY THE



USA Hockey and the National Hockey League have a mutual interest in the development of American hockey players. We are making an investment in the future.

Partial Reference List

National Hockey League

U.S. NGB's

LTAD Expert Group

- Istvan Balyi, M.A., Pacific Sport Canadian Sport Centre Vancouver
- Charles Cardinal, M.Sc en Activité Physique, Canadian Sport Centre, Montreal
- Colin Higgs, Ph.D., Memorial University of Newfoundland
- Steve Norris, Ph.D., Canadian Sport Centre, Calgary
- Richard Way, MBA, Pacific Sport Canadian Sport Centre Victoria
- Mary Bluechardt, Ph.D., Memorial University of Newfoundland

National Hockey Federations – SWE, FIN, CZE, CAN

UK Sport

Australian Sports Commission

Pacific Sport

Canadian Sport for Life

Hockey Canada Branches - BC Amateur Hockey, Hockey Quebec

The Role of ADM:

- Provide guidelines, standards and structure
- Not to create mandates but incentives
- Circulate best practices
- Create venue for two-way communication
- Address LTAD principles
- Better service individual clubs, teams and players with ADM Regional Managers



“The habits we develop in becoming good are often the ones that prevent us from becoming great”

- Tiger Woods

Where we are now...Same as most sports

Young athletes under-train, over-compete.

Adult competition superimposed on young athletes.

Training in early years focuses on outcomes (winning) rather than processes (optimal training).

Chronological age dominates training rather than biological age.

The "critical" or "sensitive" periods of accelerated adaptation to training are not utilized

Under development between 6-16 years cannot be fully overcome (athletes will never reach genetic potential).

The best coaches are encouraged to work at elite level. (CEP Level 4-5)

Limited coaching education provided to those working at the youngest age groups. (CEP Level 1)

Parent's education is neglected with regards to long-term athlete development (nutrition, regeneration, maturation and psycho-social development, etc...)

Lack of the integration of sport science, sport medicine and sport-specific technical-tactical activities

Youth Hockey Facts:

Declining Retention

- Retention of critical youth players has been in decline since 2000
- 20%+ only play one season before dropping out (MA 40%)
- 43% of players drop out by age 9
- 60% of players drop out before Peewees (11-12)

15 to 17 year old A-Rated Players



Map
Sat
Hybr
Terra



7 A-Rated Players

**Mass/ New
England
70,000+
Youth Players**

Map data ©2009 Tele Atlas



California – 8,200 youth players

10 A-Rated Players



Currently we
draft players at
the age of 9



Squirt AAA
Squirt AA
Squirt A
House/Rec



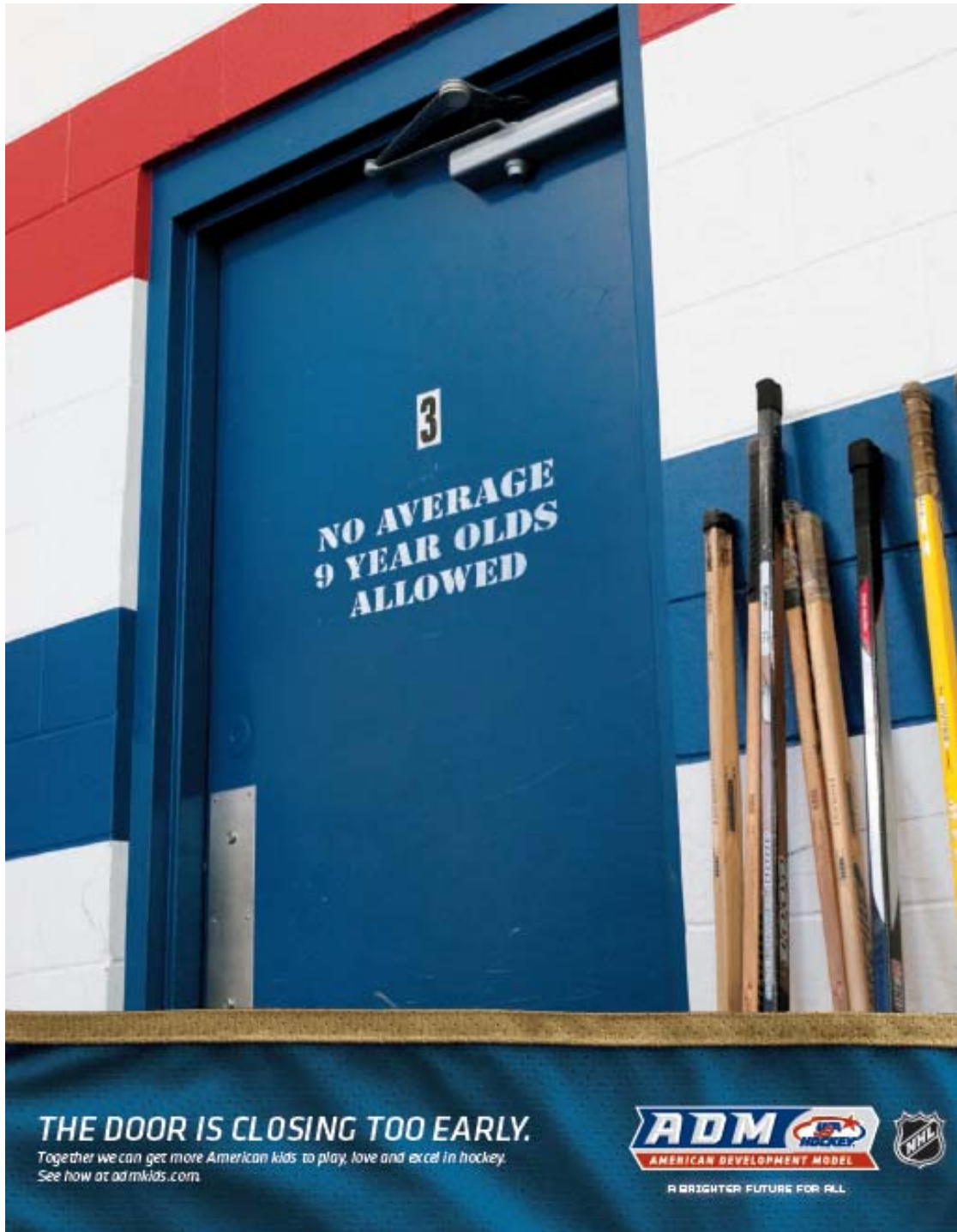
Mid West Elite Hockey League

Squirt AAA (10U), Illinois – Translates to Midget AAA (16U)

- Average Year (2001) – 63 Squirts on 4 Tier 1 Teams
- 40 Still play hockey – 63.5%
- 23 Are out of hockey – 36.5%
- 8 Continue to play at advanced level 12.7%

90%+ of the Midget AAA players in Illinois took a different path

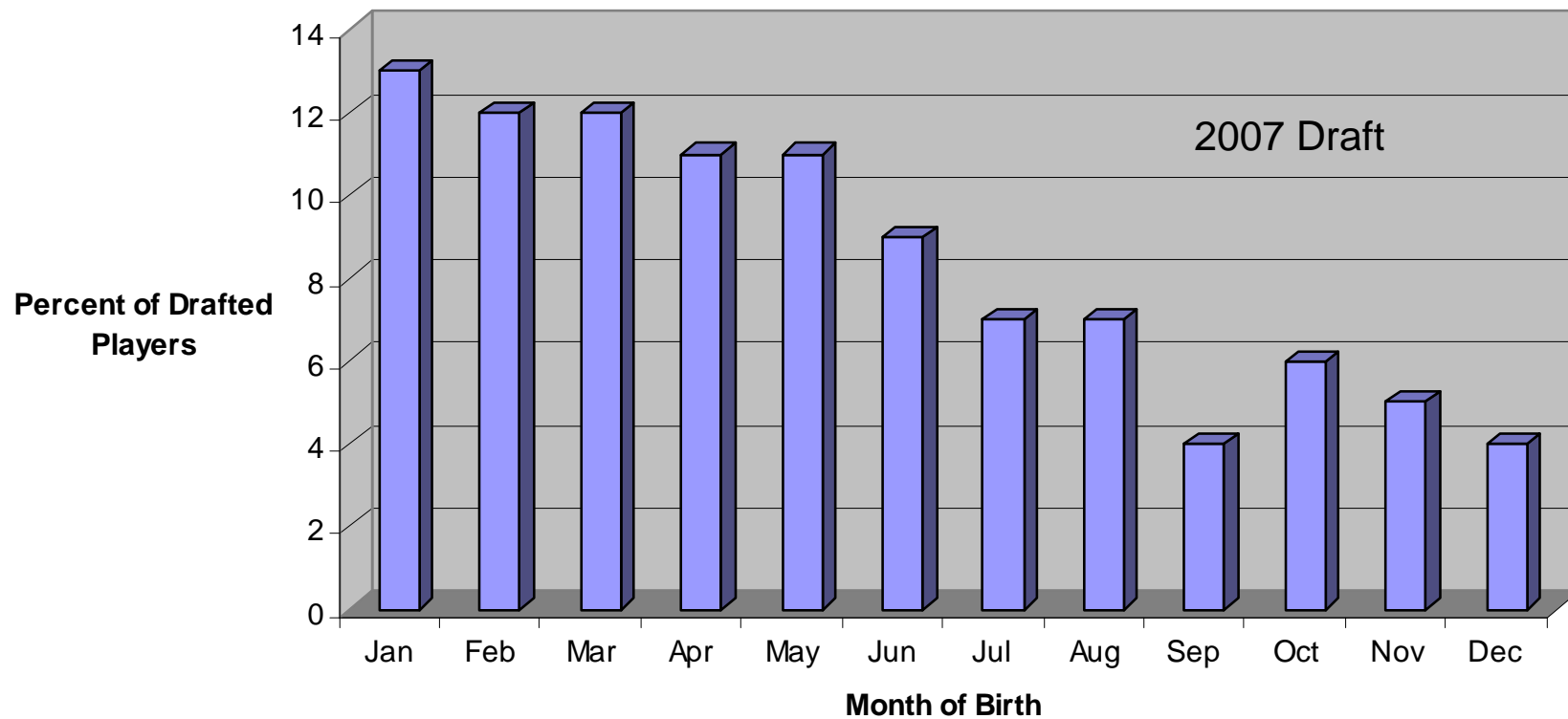
81% of current MWEHL born in first half of the year (2008-09)



What does our structure really develop?

How Much Talent Has Our System Eliminated by 16?

Drafted players by OHL, WHL and QMJHL



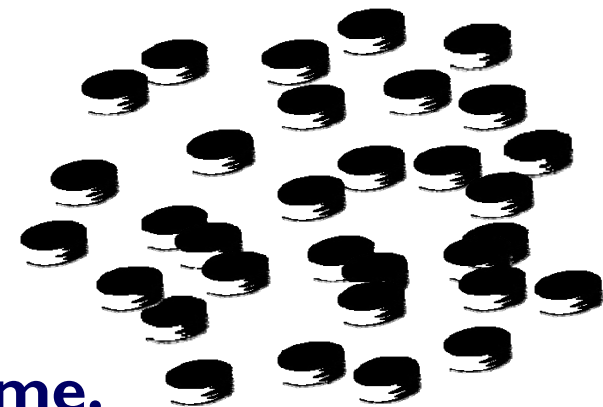
Games vs. Practices (10 & Under)

Game 60 minute game / 2 teams
= 5 minute WARM UP
= 15 minutes of stop time
= 35 minutes / 2 lines
= 17.5 minutes / 10 athletes



= 1.75 minutes of “Puck” time. Actual < 1 Min.

Practice 60 minute ice time
5 minute WARM UP
5 minute COOL DOWN
5 minute EXPLAIN



= 40 minutes of “Puck” time.



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As an NGB where should we start?

Win the gold

OR

**Learn fundamental movement
and sports skills**



NATIONAL TEAMS

1933 Men's World
Championship
1960 Men's Olympic Gold
1980 Men's Olympic Gold

1998 Women's Olympic Gold
2005, 2008, 2009 Women's
World Championship



World & Olympic
Champions Have
Done This!

With 60,000 players

U.S. has 360,000+



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Opportunity to make positive changes...

...With the American Development Model and its Long-Term Athlete Development Principles (LTAD)



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What is LTAD?

Integrates training, competition and recovery programming with relation to biological development and maturation

Is participant/athlete centered, coach driven, and parents, officials, administration, sport medicine & sport science supported

The 10 Key Factors Influencing LTAD

- 1. FUNdamentals**
- 2. Specialization**
- 3. Ten year rule**
- 4. Growth, Development, and Maturation**
- 5. Trainability**
- 6. Mental / Cognitive / Emotional Development**
- 7. Periodization and Training Principles**
- 8. System Alignment and Integration**
- 9. The System of Competition**
- 10. Continuous improvement**

8 STAGES of LTAD (Ice Hockey)

Active Start Stage - FUNdamental movement skills

FUNdamental Stage - Developing ABC's

Learning to Train - Learning fundamental sports skills

Training to Train - Building the "engine" and consolidate sport skills

Learn to Compete - Optimizing "engine" and refine sport skills

Training to Compete - Optimizing "engine" and refine sport skills and performance

Training to Win - Maximizing "engine", skills and performance

Hockey for Life

Active Start 0-6
FUNdamentals 6 and Under Mites 8 and Under Mites
Learning to Train 10 and Under Squirt 12 and Under Peewee
Training to Train 14 and Under Bantams 16 and Under Midgets
Learning to Compete 18 and Under Midgets
Training to Compete Junior, NCAA
Training to Win 19+ Junior, NCAA, NHL
Hockey for Life

The Foundation of ADM:

- Proven Success: Based on established LTAD principles. Foundation in basic physical education and child development
- Sports Science: Capitalize on windows of trainability. Develop athletes first, then hockey players.
- Child Development Professionals: Age-appropriate development both physically, mentally and socially.
- Actionable: Others are successfully using many of these principles.

Why is ADM Important?

- New approach /philosophy towards improvement
- Cash-in on “Windows of Trainability”
- Means to facilitate optimal development of athletes
- Increase player retention
- Full sport system alignment and integration (stronger partnerships throughout sport system)
- **We are Americans... Not just world class, but world leading!**

Land of the Free, Home of the Brave

- USA Hockey's Governing Structure
 - Governance at the District and Affiliate level
 - Free to implement rules that fit local area
 - "The game is different here"
- Facility based sport
 - Better business model
 - Partnership



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Our Customers

What do our customers really want?

Our best selling ice cream is chocolate!

What flavors do you sell?

Chocolate!



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**What can we do better?
How we can improve?**

Starting point: What do Jack and Zach have in common?



They both love to play.

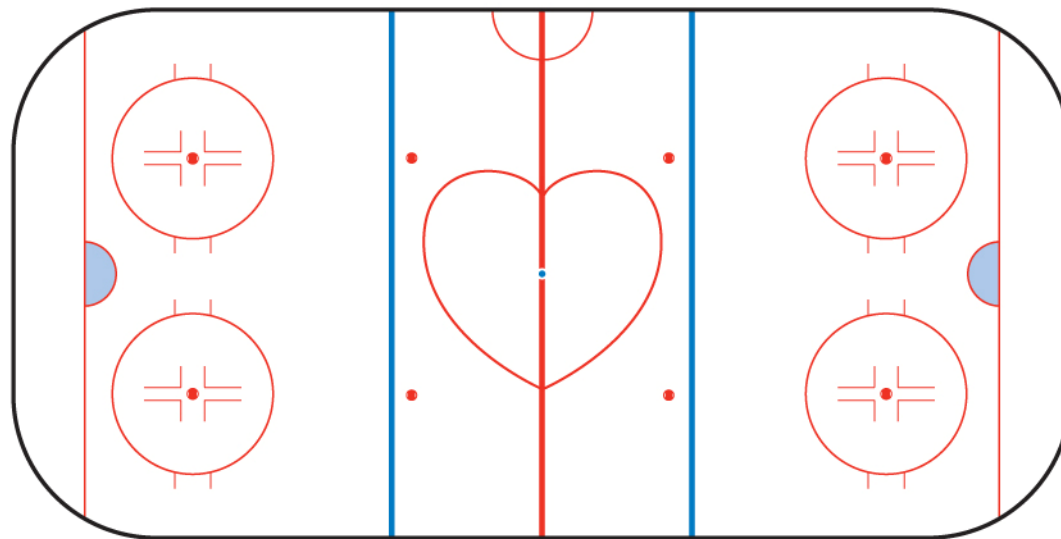




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**Hockey's Simple Truth: If kids don't love it,
they won't play it or excel at it.**



Where's the love?



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A BRIGHTER FUTURE FOR ALL

Mission: Get more American kids to play, love and excel in hockey.



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Building Blocks of ADM:

Play

Love

Excel

(That's our mantra; our stop, drop and roll)

Building Blocks of ADM: **Play:**

- Introduce skills
- Introduce athleticism
- Friendships begin
- Age appropriate training, practice
- Fun



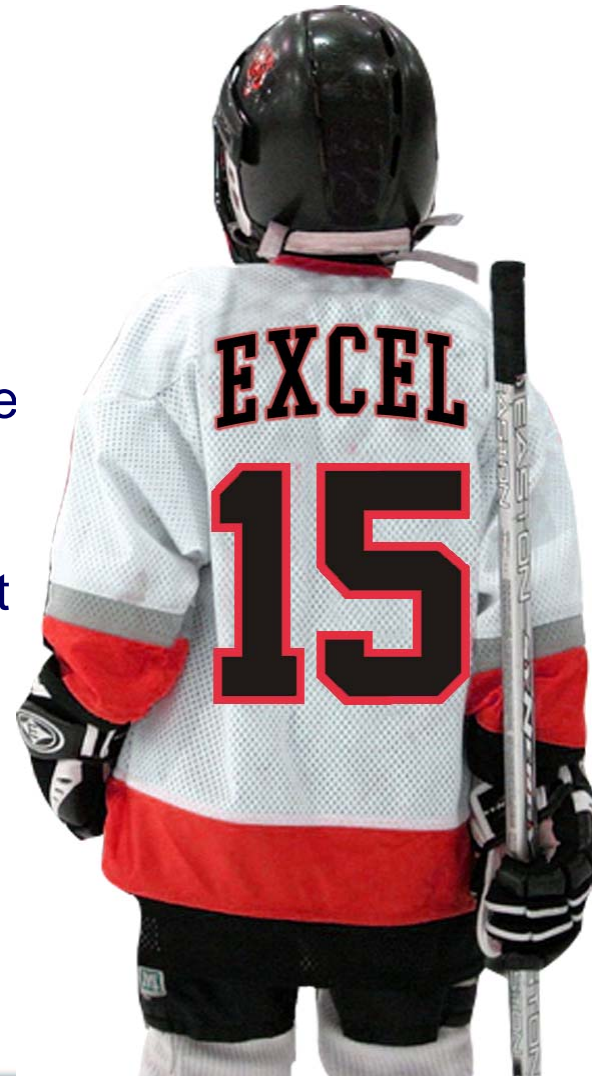
Building Blocks of ADM: **Love:**

- Develop skills
- Develop athleticism
- Develop friendships
- Age appropriate training, practice
- Fun



Building Blocks of ADM: **Excel:**

- Focus
- Prioritize hockey among other activities
- Friendships
- Competition becomes more important
- Mastery of skills
- Maintain the fun!





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How do you eat an elephant...

...one bite at a time.

So what is the plan?

- Introduce a better structure
- Provide hands on assistance
- Incentivizes participation
- Educate, educate, educate

ADM - New Attitudes / Philosophies

Someone is caring for each kid from 5 – 18 years old

- **Not just trying to win this weekend**

9 – 13 yrs are most critical for development

Players are members of the club, not just a team

Utilize best coaches and ice time better

- **Best coaches train more players**
- **More players use each hour of ice**

8 & Under - Mites

'FUNdamentals' Stage

Fundamental Movement Skills (FMS)

- A, B, C's – Agility, Balance & Coordination
- Flexibility

Optimal window is 'Speed 1'

- agility, quickness, change of direction, <5 second intervals

Off-ice training

- 1x per week @ 30+ min, prior to practice (A, B, C's + Speed)

Play multiple sports – 25% hockey/ 75% other sports

- Running, gymnastics, swimming, skiing, soccer

Divide players into top 1/3, middle 1/3, beginner 1/3

- Large disparity at this age due to amounts time involved in hockey



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8 & Under – Mites

30 – 60 players each practice session

2-3 Ice sessions per week

50 min ice sessions

5 month's = 20 weeks per season

50 to 60 ice sessions for the season

Min 16 half-ice games & 34 practices

Max 20 half-ice games & 40 practices

9 to 13 players/team; no full time goalies

10 & Under - Squirts

'Learning to Train' Stage

Optimal window for training = 'Skills' (9-12 yrs)

- **motor coordination**

Learning Fundamental Sports Skills

- **Throwing, striking, kicking**

Play multiple sports: 25% hockey, 25% fitness through sport, 50% other sports

Off-ice training

- **2x's / wk @ 30 – 40 min before or after practice**
- **Focus on athleticism & hockey skills**

Small area games = decision making skills & FUN

Divide players into two halves: top 1/2, bottom 1/2

10 & Under – Squirts

20 – 50 players per practice session

3 - 4 Ice sessions per week

60 min ice sessions

6 month season = 24 weeks

95 to 100 ice touches (70/30 ratio)

75 to 80 practices 20 to 25 games

- **intro of formal full-ice games**

10-12 skaters & 1 goalie per team

- **Increases puck touches / participation/ development**

12 & Under - Peewee

'Learning To Train' stage

Optimal window is 'Skills' (9-12 yrs)

- **Always trainable but significantly declines with age**

Learning Fundamental Sports Skills

Still individual development focused / not outcome

Play multiple sports: 30% hockey, 20% fitness through sport, 50% other sports

Keep the top level as broad as possible

- **Allows better players greater success**
- **Pushes lesser players to emulate**

All levels should receive same touches

12 & Under – Peewee

4 Ice sessions per week

60 min ice sessions

7 month training and competition calendar

105 to 120 ice sessions (70/30 ratio)

80 to 90 practices

- **2-3 teams per session = 30 - 45 players**

30 to 35 games

- **Local geographic area**

15 skaters & 2 goalies per team



MAKE SURE YOUR PLAYERS ARE WELL HYDRATED.

Together we can get more American kids to play, love and excel in hockey. See how at admkids.com.



A BRIGHTER FUTURE FOR ALL

High Performance Clubs (Model Clubs)

Currently ~180+ clubs/teams playing Tier 1 at 16 & Under

Want to work ‘hands-on’ with a manageable number of clubs to ‘lead-the-way’ to achieve successful implementation of the ADM and LTAD principles... ESPECIALLY, at 8-12.

Partner with clubs that have been successful moving players to elite levels

Goal is to find ‘partners’ that are:

- Like minded in ‘youth hockey’ development
- Strong desire to help produce more elite players
- partner in growing the game (recruitment (new players), retention, age specific/ appropriate development & training)



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High Performance Clubs (Model Clubs)

More players in the game + having fun + age specific training =
more ELITE players

We're looking for like-minded 'PARTNERS' to accomplish this
goal.



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High Performance Clubs – HPC’s

National High Performance League

Teams at 18U, 16U, 15U, 14U and 13U

Appropriate structure for developmental ages - LTAD

HPC registration not team registration – Late DOB players

Regional play and national showcases

Team final at each level

Referee development

Increased coaching and club development

Player monitoring for LTAD stages and training

Take advantage of “optimal windows of trainability”

Proper periodization of training, competition and recovery



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ADM - Developmental Program

Appropriate structure for all levels of play within USAH based on current sports science

Broad base 12U, 10U and 8U program within the HPC's

Focus on athlete development

Player monitoring for LTAD stages and multi sport participation!

Increased coaching education for appropriate “windows of trainability” and age appropriateness

– a 9 year old is only 9 once!

Proper periodization of training, competition and recovery



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Regional HP Off Season Training Program

Provides additional high performance training and education to players and coaches

Provides HPC interaction with National Team, Collegiate and Professional coaches

Adheres to LTAD periodization

10 year, 10,000 hour training principle at appropriate stage of development.



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14 & Under to 16 & Under (HPC)

4-5 Ice touches per week

80 min ice sessions

9 month training and competition calendar

160 ice touches

120 to 130 practices

40 to 50 games

16 skaters & 2 goalies per team

Showcase events

Complimentary sports participation



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18 & Under – Midget (HPC)

5-6 Ice touches per week

80 min ice sessions

10 month training & competition calendar

200 ice touches

130 to 140 practices

50 to 60 games

18 skaters & 2 goalies per team

Showcase events

Complimentary sports participation

ADM – ‘I Am Potential’

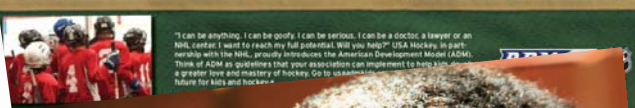
- Places emphasis on kid, not just the hockey player
- Illustrates hockey’s role in overall child development
- Address age appropriateness
- Assist local associations in resource utilization
- Inviting and friendly for retention/acquisition



I am potential.



I am potential.



"I can be anything. I can be goofy. I can be serious. I can be a doctor, a lawyer or an NHL center. I want to reach my full potential. Will you help? USA Hockey, in partnership with the NHL, proudly introduces the American Development Model (ADM). Think of ADM as guidelines that your association can implement to help kids develop a greater love and mastery of hockey. Go to usaadmodel.com. Let's build a brighter future for kids and hockey."



I am potential.



I am potential.



"SOME PEOPLE TELL ME WHAT I CAN'T DO. I SHOW THEM WHAT I CAN DO. I HAVE THE POTENTIAL TO DO ANYTHING. I JUST NEED PEOPLE TO BELIEVE IN ME. SOMETIMES THAT'S THE HARDEST THING."

Let's unlock each kid's boundless potential, on the ice and off. The American Development Model (ADM) provides age-appropriate guidelines and curriculum to hockey associations across America to help more kids play, love and excel at hockey. Learn more at admrkids.com.



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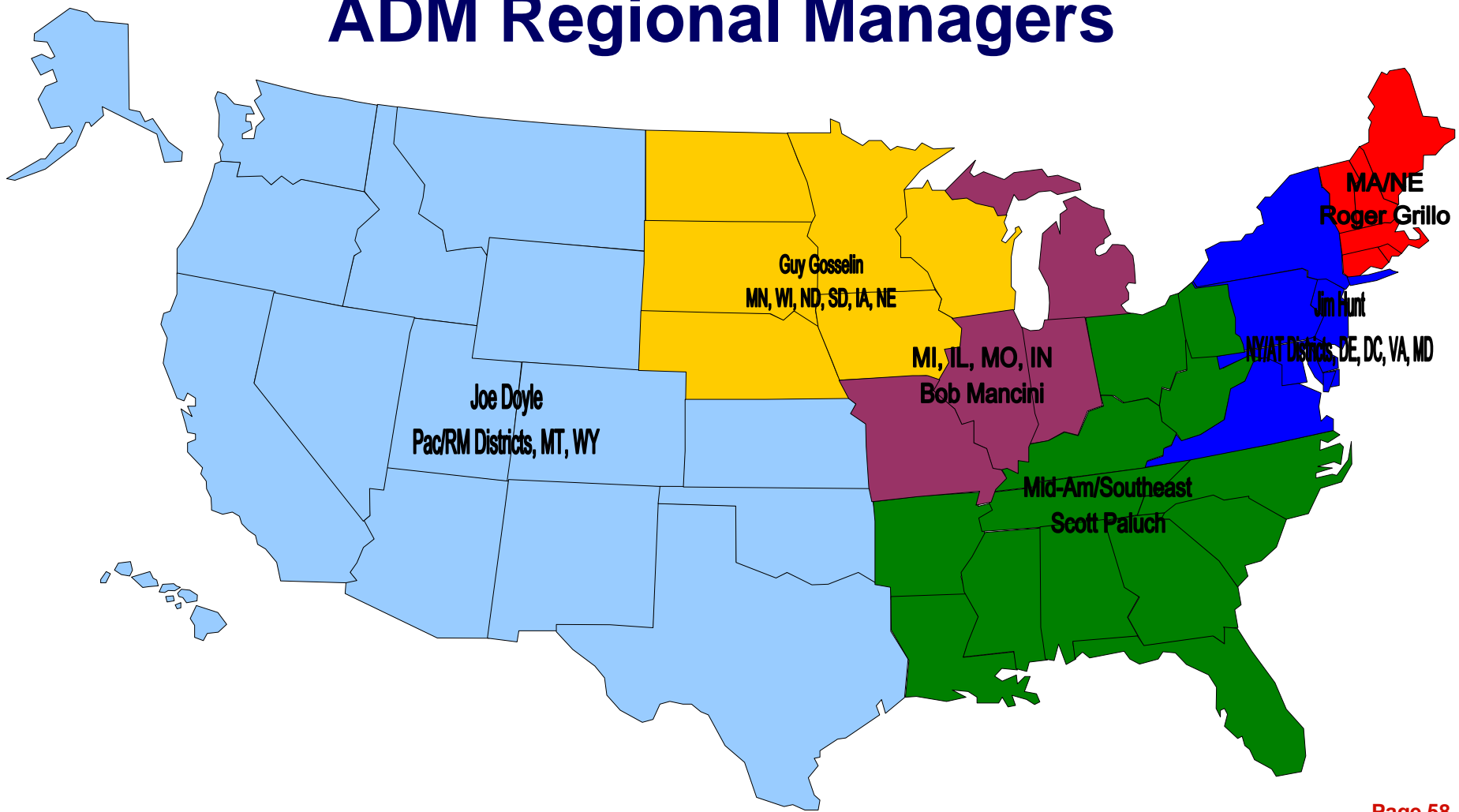


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A BRIGHTER FUTURE FOR ALL

ADM Regional Managers



USA Hockey Magazine

REGIONAL MANAGERS, NATIONAL IMPACT

USA Hockey Assembles All-Star Team To Bring ADM Message To The Grass Roots

NEW JERSEY
OTTAWA
NEW YORK

Bob Mancini, second from right, at the 2004 NHL Entry Draft with 24-7 Oiler first round pick Devon Dubuay.

ABCs of ADM

A **ABC's** Improving agility, balance and coordination among all youth hockey players is a main goal for the ADM.

B **Baby** Internationally recognized coaching educator Ivarn Bjali developed the Long-Term Athlete Development model based on scientific data on how young people develop their maximum sporting ability. Implementing more closely coaching and the development of players to their physical and psychological growth.

C **Competition** While competition is great at older ages, it is not the best way for younger players (ages 8 to 14) to develop their skills. Studies have proven that the average player touches the puck a little more than 20 seconds during the course of a game. (See K-E-Kington.)

D **Development Stages** The eight stages of Long-Term Athlete Development are Active Start, Fundamentals, Learn to Train, Train to Train, Learn to Compete, Train to Compete, Thrive to Win and Hockey for Life.

E **Equal Ice Time** At the youngest age levels, all players should receive the same number of ice touches, opportunities and exposure to quality coaches. This is a stark contrast to the current structure

F **Fun & Fundamentals** Keeping things fun and more age appropriate while helping every player improve his or her fundamental skills will help create more hockey players for life.

G **Growth & Retention** Getting more kids to try hockey and keeping more kids in the game for life is vital to the growth of the sport. Too many families are leaving hockey because of the

H **High Performance Clubs** Clubs will be located around the country with teams at the 13U, 14U, 15U, 16U and 18U levels to compete in a National NPC League.

I **Individualized Coaching** Coaches will be given more and better opportunities to improve their coaching skills and develop their own coaching style.

J **Junior Development** The cornerstone of the ADM is to make sure that every player has the opportunity to play hockey at a level that is challenging and fun for them.

K **Kids** Kids are the future of the sport. We need to make sure that every kid has the opportunity to play hockey and that they have fun doing it.

L **Long-Term Athlete Development** The cornerstone of the ADM is to make sure that every player has the opportunity to play hockey at a level that is challenging and fun for them.

M **Multiple Sports** Players are encouraged to play other sports to improve their physical, mental and psychological development.

N **NHL** A generous grant from the National Hockey League will provide the financial backing to get the ADM off the ground and moving forward.

O **Off-Ice Training** Conducted once or twice a week, before or after on-ice practice, to focus on agility, balance, coordination and speed.

P **Periodization** Dividing the calendar year into intervals for preparation, competition, rest and recovery.

Q **Quality Over Quantity** A basic principle of the ADM is to make better use of the time a player spends on the ice, mostly through skill-developing practices, rather than increasing the number of games played during a season.

R **Regional Managers** There will be six regional managers strategically located around the country to implement the principles of the ADM by providing full-time staff support and guidance to youth hockey associations in their area.

S **Skills Development** The ADM will focus its attention at the youngest age levels on developing the fundamental skills of hockey, such as skating, stick handling, puck control, shooting, passing, and faceoff.

T **Teamwork** The ADM will focus its attention at the youngest age levels on developing the fundamental skills of hockey, such as skating, stick handling, puck control, shooting, passing, and faceoff.

U **Under-Training** We have created a system where players are playing more games than on NHL players. The amount of time spent on skill development and athleticism has gone way to competition.

V **Voluntary Program** While USA Hockey strongly encourages all youth hockey associations to follow the principles of the ADM, it is still a voluntary program.

W **Windows Of Trainability** Identifiable stages during a child's development that offer optimum opportunities to develop particular physical capacities, such as stamina, strength, speed, sport skills and suppleness (flexibility).

X **X-Ice** A more efficient use of ice time and space, allowing more kids to be on the ice at the same time, which keeps costs down and aids in skill development with the use of small area games. Grouping kids according to age and size also increases participation and skill development through more puck handling, more shots, more passes, more goals and more fun.

Y **Youth Hockey** This program is designed for every player in youth hockey, whether that player has set at an elite level or wants to pursue a recreational path.

Z **Zero Time To Waste** Our hockey cultural has evolved over time, and in order to catch up to other countries, grow our ranks of players and increase the number of high-level players every youth hockey association around the country needs to adopt the principles of the ADM right away.

By Harry Thompson

An NHL coach who helped create the program. A pair of highly respected and a decorated Air Force officer with the highest levels.

ing during his years as the recruiting Development Program, it's that he

merican Development Model, has put word of USA Hockey's revolutionary quality and quantity of American players to Midges.

le you have, and we have tremendous in hockey," said Martel, who was program. "By the time we're done, we're working for the ADM."

the six regional managers who will lead the country. He is hoping to in the coming weeks. Each member's resume to the position fundraising program into the

sons as the head coach at Brown University and as a former manager at Bowling Green State will work the Mid-Am and South-

el spent the last 20 years as a manager because of the mer-

its of the ADM and the ability to make an impact on youth hockey."

Joe Doyle, a 20-year veteran of the United States Air Force with more than 35 years of experience with USA Hockey as a player, coach, evaluator and volunteer, will oversee the Rocky Mountain and Pacific Districts.

Bob Mancini, who spent the past two seasons as a development coach for the Edmonton Oilers and has extensive coaching experience in the collegiate ranks and with USA Hockey, will oversee Michigan and parts of the Central and Mid-Am Districts.

"I'm thrilled to be back," said Mancini, one of the original coaches with the NTDPA. "As much as I love the NHL and the Edmonton Oilers, this was too good an opportunity to be involved with."

"I believe in USA Hockey, and the ADM. I believe in making kids better and improving their environment. I really believe that this is a position where we can really make a difference."

Guy Gosselin, a member of the 1988 and 1992 U.S. Olympic Teams, will lend his considerable expertise to coaches in Minnesota, the Dakotas and Wisconsin. He has extensive experience working at both the youth hockey and collegiate levels, and has worked in the rink industry in suburban Milwaukee.

The final regional manager is slated to work with the New York and Atlantic Districts. While no timetable has been set, Martel is working hard to narrow down a list of candidates in hopes of filing the position as quickly as possible.

"There's still so much that needs to be done," said Martel. "We could've used this program in place 10 years ago. Think of how far we'd be as a hockey-playing nation if it were put in place 10 years ago. We feel like we're taking baby steps, but getting things done takes time."

ADM: AMERICAN DEVELOPMENT MODEL

a nationwide initiative designed to provide local associations across the country with a blueprint for optimal athlete development on age-appropriate training using time-tested long-term development principles.

ages, the ADM will focus its attention at the youngest age levels on developing the fundamental skills of hockey, such as skating, stick handling, puck control, shooting, passing, and faceoff.

ing more cross-ice hockey practices and games that will improve skills and make the game more fun, while curbing the competitive side of the sport that has made hockey more consuming.

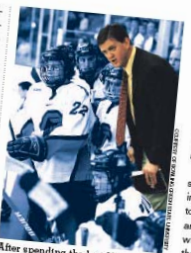
ally, we found that what's good for the pocketbook is good for the players. It's cross-ice hockey, which means more kids on the ice and less travel," said Martel.

to understand what this program is all about, it not only helps us understand the developmental aspect, but economic program is not sacrificing their child's development, but getting the best of both worlds."

ners will help deliver information to grass-roots associations as well as provide assistance to coaches and in local associations that will help them run their programs as mentors for coaches in their area.

"I see my job as a support role, an educational role," said Mancini.

"I'm hoping to lend my experience to help coach the coaches and educate the parents. I'm here to do whatever the people in the



field need?"

"Our goals are to reach as many associations as quickly as possible and to spread the word of the ADM and get them to understand the merits of the ADM and implement it so kids can start benefiting from it," added Paluch.

With the start of a new season quickly approaching, the ADM team has a lot to do to win over the hearts and minds of skeptics, while providing support to those programs enthusiastically embracing what has been hailed as a revolutionary way of developing more skilled players at all age levels.

"There will be people within the business of youth hockey who don't buy in, no matter what we do," said Martel. "If we can start off affecting 10 percent in a positive way, that'll be 10 percent of our hockey playing population that will be better off, and become better players."



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"My hockey hero is my mom. She spends more time at the rink than anybody I know. Her motto is 'You Can Do It.' She says hockey teaches me that."

The American Development Model (ADM) provides age-appropriate guidelines and curriculum to hockey associations across America to help more kids play, love and excel in hockey. Brought to you by USA Hockey, in partnership with the NHL.

- »» [ADM Overview](#)
- »» [ABC's of ADM](#)

Let's build a brighter future for kids and hockey.

GUY GOSSELIN HIRED AS ADM REGIONAL MANAGER

Posted in Uncategorized | August 13, 2009

Guy Gosselin, a two-time U.S. Olympian and member of three U.S. Men's National Teams, has been named a regional manager of USA Hockey's American Development Model, it was announced today by USA Hockey. "Guy is another strong addition to our staff of regional managers," said Ken Martel, director of USA Hockey's American Development Model. "He brings [...]"

»» [Read More](#)

»» [Visit ADM Blog](#)



Growth Department – Program Services

- Assist local associations with growth initiatives
- Local association administration training
- Association ‘best practices’
- Partner with NHL, AHL, ECHL, NCAA fan development



Come Play Youth Hockey With Dickinson Hockey Club



What will youth hockey bring out of your kid?

Strength. Responsibility. Thrills. Hockey helps boys and girls make big strides.



**Don't lose sight
of the kid**



**Don't forget to
let them play**



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ADM Theme: A BRIGHTER FUTURE FOR ALL

- All Kids
- All Associations and coaches
- All across the USA
- All Levels of play from Mite to the NHL



It's a new day for hockey.