



# ASSOCIATION LEADERSHIP

★ CONFERENCE ★

SPONSORED BY **Pure Hockey**



# Introduction – Keith Carter

- Player, Coach, and soon to be a Referee
- Mass Hockey Director of Coaching Education
  - Working for Paul Moore, MA Coach-in-Chief
  - Improve the Skills of our Coaches
  - Provide Coaches with all the resources they need/want
  - Return MA Hockey to the top of the player development pool
    - Work with Roger Grillo to implement the ADM

# The State of Youth Hockey...



A recruitment poster for the Massachusetts Officiating Program. It features a central illustration of Uncle Sam, dressed as a hockey referee in a black and white striped shirt and a top hat with the USA Hockey logo. He is pointing directly at the viewer. The text on the poster includes: "IF YOU THINK YOU HAVE WHAT IT TAKES" in the top left; "GIVE OFFICIATING A TRY!" in a red, slanted font in the top right; "WE WANT YOU!" in large, bold, red letters in the center; "FOR THE MASSACHUSETTS OFFICIATING PROGRAM REGISTRATION SEASON BEGINS" below the central text; "AUGUST 1" in large, bold, red letters; "VISIT MASSOFFICIALS.COM/WWW" at the bottom; a small logo for the "MASS HOCKEY OFFICIATING PROGRAM" at the bottom left; and a QR code at the bottom right. The entire poster is framed by a red border.

- Referee Shortage
- Coaches and parents acting like agents
- \$\$\$ - one of the most expensive sports to play
- Kids playing 365 days a year

# ...Everyone Has a Role





Relax



**KEEP CALM**



**IT'S JUST A GAME**



# Coaching Youth Hockey

- We are not professional coaches
- We are role models, both good and bad
- Think back to your youth coaches
  - Think of someone you loved playing for
  - Think of someone you didn't like
- How do you want to be remembered by your players?

# What Kind of Coach Are You?





# What Kind of Coach Are You?





# Positive Coaching Alliance



**“The difference a coach can make in a youth's life is enormous, and PCA is showing high school and youth coaches how to teach life lessons while preparing their team to win on the scoreboard.”**

**Doc Rivers**

**[www.positivecoach.org](http://www.positivecoach.org)**



# What Are Your Coaching Goals?

1. Instill a love of the game – make it FUN
2. Keep in mind:
  - Age level that you are coaching
  - Skill level you are coaching
  - Hockey is not for everyone
3. Develop human beings, not just hockey players
4. Your job is to prepare players for the next level
  - Squirts → PeeWees
  - Junior Varsity → Varsity

**REMEMBER...**

# All Roads Lead To Men's League





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