



## Lakeville North Boys Hockey Program Overview from Head Coach Jake Taylor

**“WE ARE NORTH”**

September, 2019

I am excited to welcome our hockey community into a new era of Lakeville North Boys Hockey! It's a NEW DAY for Lakeville North Hockey and a NEW BEGINNING for our hockey program. I am excited to share with our players, coaches, school leaders and hockey community the Vision, Mission and Culture I plan to set forth for Lakeville North Boys Hockey.

As the newly appointed head coach for Lakeville North Boys Hockey, I am looking forward to introducing a hockey culture built upon the pursuit of EXCELLENCE, from the Mite level of play through our High School Hockey program! Lakeville North Hockey will evolve to become a strong and vibrant hockey community, with consistent messaging to players, coaches and parents throughout our youth and high school programs. As a part of this new Culture, we will also be introducing a new way of communicating to our players and coaches, with words like **Identity, Reputation, Standard of Play** and **Excellence** as cornerstones for our hockey program, BOTH on and off the ice! These words will be consistently communicated and discussed on a regular basis throughout our hockey community, a vernacular that will serve as the cultural foundation of our hockey program and true measure of our success.

Further, I am committed to a Vision where North Hockey Game Days are embraced and celebrated by our entire hockey community! It's my goal that we collectively create a culture that drives a wave of enthusiasm throughout the North Hockey fan base, attracting significant crowds on game days in creating an “over the top hockey experience!” That said, I hope to reignite a strong passion and desire in our youth that leads them to dream of someday wearing a North Hockey sweater, never wanting to miss a home game and desperately wanting to someday become a part of the North Boys Hockey tradition. In the end, my ultimate goal is to develop a strong and vibrant hockey community, joining together and rallying around the one thing we all have in common; **“WE ARE NORTH!”**

That said, I am extremely excited to share with our hockey community the **NEW MOTTO** for Lakeville North Boys Hockey. As we dedicate ourselves to this new direction for Lakeville North Hockey, our program motto will serve as a reminder of who we are as a hockey community AND our close partnership with Lakeville North High School;

*We are a strong and successful community, committed to excellence in both the classroom and in sports, dedicated to seeing our student-athletes become the very best version of themselves, we are unwavering in our commitment and relentless in our pursuit; **“WE ARE NORTH!”***

I look forward to partnering with our hockey community in the years to come creating a hockey experience like no other, joining us all together in the pursuit of EXCELLENCE for our student-athletes!

See you at the rink!

**Jake Taylor**  
Varsity Head Hockey Coach  
Lakeville North Boys Hockey