



## Atlantic Amateur Hockey Association Appoints Jennifer Croneberger to Diversity & Inclusion Post

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FOR IMMEDIATE RELEASE

The Atlantic Amateur Hockey Association (AAHA), a USA Hockey Affiliate, is proud to announce the appointment of Jennifer Croneberger (Chester Spring, PA) to Director of Culture Change who will lead the AAHA's Diversity, Inclusion & Belonging initiatives.

"It is such an honor for me to bring my knowledge of D&I, culture change and leadership to the youth sports arena with AAHA. I'm excited to cultivate powerful conversations and bring new ideas on how we can build cultures of belonging in youth hockey", remarked Ms. Croneberger regarding her role with the AAHA. Jennifer added, "when influencers are so driven to lead the charge to make this a reality, I have no doubt we will help create real change."

Over the past two years, the AAHA began looking at ways to address the challenges of Diversity and Inclusion within the Affiliate. Taking cues from USA Hockey and the NHL, the AAHA recognized it needed someone with the right training to lead the Affiliate in this realm.

"We are so fortunate to have Jennifer on our team. There is no doubt Jen brings impeccable credentials, knowledge and experience to lead us in this journey, but when you hear her engage with others, you immediately sense Jen's powerful compassion and empathy. She understands the challenges because of her own athletic endeavors, and working with other athletes. Jen is perfectly suited to oversee our D & I efforts" stated AAHA President, Glenn Hefferan (Ridgewood, NJ).

Over the next several weeks, Jennifer will guide our team to help define the AAHA's D & I purpose, leading to a Culture of Belonging, to impact behaviors, which ultimately improves participant experiences and performance.

"This is about having a culture of belonging" added Hefferan. "Everyone wants to feel like they belong, whether it's in sports, school, the playground, or the workplace. We have work to do make sure that everyone participating in our organization has the feeling they were warmly included, and made to feel like they belong".

Please welcome Jennifer Croneberger to the AAHA and USA Hockey Family.

**#YOUBELONGINHOCKEY**

### **ABOUT JENNIFER CRONEBERGER**

Jen Croneberger is a widely sought-after 4-time TEDx speaker and compassionate leadership/culture change consultant and is the Founder and Chief Inspiration Officer of JLYNNE Consulting Group, LLC.

Ms. Croneberger has Master's Degree in Sports and Performance Psychology. Jen works with professional athletes as well as organizations that include Nike, Procter & Gamble, Lockheed Martin, The US Department of Defense, The NIH and the USDA.

Jen also holds a certification from the Harvard Business School in Sustainable Business Strategy; Diversity, Inclusion & Engagement from Cornell University and The Science of Well-Being from Yale. She is also a "Dare To Lead" Trained Instructor and an invite-only member of the Forbes Coaches Council for 2020. She has a podcast called The Possibility Project, and writes monthly columns for a variety of publications including Forbes. She published her first book in 2012, called "These Five Words Are Mine."

For more information on Jennifer Croneberger, visit her website: [www.thefivewords.com](http://www.thefivewords.com) YouTube: <https://youtu.be/FhKbNHwsqPc>