



ASSOCIATION LEADERSHIP ★ CONFERENCE ★

SPONSORED BY **Pure Hockey**

Taking your program to the next level!

Saturday, May 13

8am-3pm



BOSTON MARRIOTT NEWTON

2345 Commonwealth Avenue | Auburndale, MA 02466



MAHOCKEY.ORG / #MASSPROUD





QuickChange set features a Youth L/XL goalie-padded jersey, 24-inch goalie leg pads and an equipment bag. Must-own for all youth hockey organizations with 6U and 8U programs.



OneGoal equipment sets are available in two sizes designed to fit kids between the ages of 4-8.



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CLUB EXCELLENCE:

A Tool to Make Your Association Better



Speaker: Kevin Erlenbach, USA-Hockey Director of Membership Development

Description: Does your program struggle with communication between Board Members and program families? In this session Kevin will share Club Excellence, a new online portal system designed to give USA Hockey associations a unique home that will drive organizational success. The portal walks local leadership through the day-to-day needs of running a successful youth hockey association.

ADM/PLAYER DEVELOPMENT



Speaker: Roger Grillo, USA Hockey Regional Manager of the American Development Model

Description: The American Development Model (ADM) is much more than 8 & Under cross-ice hockey. Roger will share information on what positive changes he has already seen regarding the ADM and how it can be applied to all age groups. Roger will speak about how the American Development Model is expanding into programs across Massachusetts and highlight the opportunities for training on-site for all programs.

KEEPING HOCKEY AFFORDABLE



Speaker: Bill Naumann, President of Norwood Youth Hockey

Description: Keeping kids on the ice, maintaining a safe atmosphere, and providing high quality hockey action for players is expensive. Bill has found creative ways to keep hockey affordable, accessible, and effective. He'll share his experience with 3-on-3 cross-ice instructional hockey and a local league with very little traveling.

GROWING YOUR ORGANIZATION



Speaker: Andy Gibson, USA Hockey Coordinator for Program Services

Description: Growing the game is more than a slogan; it is a goal of USA Hockey, Massachusetts Hockey and for each of you. Membership development is about helping more kids and families experience the enjoyment of youth hockey. Andy will share how local programs can leverage USA Hockey as a source of information and resources to grow the game in Massachusetts.

GOALTENDER INITIATIVES



Speaker: Brian Robinson, Managing Director for Stop It Goaltending and Harvard Men's Ice Hockey Goaltending Coach

Description: Brian will share information about the new USA Hockey philosophy and initiatives for goalies. This information will help programs and coaches grow the number of goaltenders and improve their skills on and off the ice. This includes Massachusetts Hockey Goaltending Clinics.



Guest Speaker

Mark Dennehy

Merrimack College // Men's Ice Hockey Head Coach

THE 2009-10 AND 2010-11 ALL-NEW ENGLAND COACH OF THE YEAR AND DORCHESTER NATIVE, Mark Dennehy is entering his 13th season behind the bench of the Merrimack College men's ice hockey team in 2017-18.

Highlights for the 2016-2017 season included the team's first-ever regular season sweep against Boston University, as well as a season series victory over Boston College, marking the first time that Merrimack took the season series against both BU and BC since joining Hockey East. Merrimack earned home ice in the Hockey East Tournament for the second straight season and fourth time in the Division I era.

The highlight of Dennehy's coaching career with the Warriors came in 2010-11, when Merrimack reached the NCAA Tournament for the first time since 1987-88 while setting a Division I school record with 25 wins and reaching the Hockey East Championship for the first time ever.

Dennehy was named the seventh head hockey coach in Merrimack College history on June 30, 2005. Dennehy came from the University of Massachusetts Amherst where he worked with former UMass head coach Don Cahoon from 2000-2005.

While at UMass, Dennehy was a part of an award-winning coaching staff in the 2002-03 season under Cahoon's tutelage. The UMass team advanced to the finals of the 2003 Hockey East Tournament in just the third season under Cahoon and his staff.

Prior to his position at UMass, Dennehy worked for Cahoon at Princeton from 1994-99. He helped the Tigers to three consecutive ECAC 'Final Five' tournaments in Lake Placid. In 1997-98, Dennehy contributed toward Princeton's first ever ECAC championship and only NCAA appearance in the long and distinguished history of the program.

Dennehy has recruited or coached seven All-American players, including three straight between 2011-2013 (Da Costa, Cannata, Collins); three Hockey Humanitarian Award Finalists; eight all-rookie team members; and 13 all-league selections. He also was responsible for recruiting Los Angeles Kings and Team USA goaltender Jonathan Quick during his time at UMass, and former Washington Capitals captain Jeff Halpern while at Princeton.

More recently, Dennehy created, founded, and directed the U.S. College Hockey Advancement Camp. A member of the American Hockey Coaches Association since 1994 and was named to the AHCA Board of Governors in 2006. He has also volunteered for both Massachusetts Hockey and USA Hockey.

During his playing days, Dennehy helped Boston College win three Hockey East regular season titles and played on the 1989-90 Hockey East Championship team and was a part of three NCAA qualifying teams, including the 1990 team that advanced to the Frozen Four at Joe Louis Arena in Detroit.



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May 13, 2017 Schedule

		Breakout Session 1	Breakout Session 2	Breakout Session 3
	<i>Charles River Room</i>	<i>Commonwealth 2</i>	<i>Commonwealth 3</i>	<i>Commonwealth 4</i>
8:00am	Registration			
8:30am	Opening Remarks			
8:45am		Safety/Concussions Speaker: Tom Smith & Dr. Alan Ashare	Goal Tender Initiatives Speaker: Brian Robinson	Running Your Hockey Association Speaker: Lisa Wise (Waltham)
9:45am		Discipline Process Speaker: Jeff Brown	ADM/PLayer Development Speaker: Roger Grillo	Club Excellence: A Tool to Make Your Association Better Speaker: Kevin Erlenbach
10:45am		SafeSport: Keeping Players Safe Off-Ice Speaker: Christine Mayer	Lil' Bruins Program Speaker: Mike Dargin	Growing Your Organization Speaker: Andy Gibson, USAH
11:45am	Lunch and Q & A Speaker: Mark Dennehy			
1:00pm	Lil' Bruins Program Speaker: Mike Dargin	The Legal Side of Hockey & Using your Bylaws Speaker: Maura Sheehan	Positive Coaching Alliance	Club Excellence: A Tool to Make Your Association Better Speaker: Kevin Erlenbach
2:00pm		Registering Your Association & State Tournaments Speaker: Steve Palmacci	Positive Coaching Alliance	Keeping Hockey Affordable Speaker: Bill Naumann

Notes: Sessions are 50 min with 10 min to go to next session.

SAFESPORT: Keeping Players Safe Off-Ice



Speaker: Christine Mayer, Second Vice President of Massachusetts Hockey and Chair of the SafeSport Committee for Massachusetts Hockey

Description: This session will outline the responsibilities of the local SafeSport coordinator. Chris will share resources and expectations for running local investigations, hearings, and following the SafeSport protocols.

SAFETY/CONCUSSION

Speaker: Dr. Alan Ashare, member of the Board of Directors of USA Hockey and Chair of the Safety and Protective Equipment Committee. Tom Smith, Chair of the Massachusetts Hockey Safety Committee and Founder of the Look-Up line



HEADS UP, DON'T DUCK!

Description: 'Doc' and Tom will discuss many Massachusetts Hockey initiatives regarding player safety including: Heads Up Don't Duck, concussion protocol, resources available, and the Look-Up Line. "Heads Up Don't Duck" is a very critical technique that can help prevent serious injury. The Look-Up Line™, ice hockey's warning track, is an adjunct to decreasing the risk of injuries along the boards.

REGISTERING YOUR ASSOCIATION & STATE TOURNAMENTS



Speaker: Steve Palmacci, former President of Massachusetts Hockey, current USA Hockey Registrar and Chair of the State Tournament Committee

Description: Steve will discuss the responsibilities and proper procedures of the local registrar. He will discuss the USA Hockey registration requirements, and the online registration portal. Also, he will also discuss the changes made by the State Tournament Committee and will talk about the State Championships going forward.

THE LEGAL SIDE OF HOCKEY (Including Using Association Bylaws)



Speaker: Maura Sheehan, General Counsel for Massachusetts Hockey

Description: Maura will facilitate a discussion around the legal issues of running a hockey association. This will include why bylaws are important and the need for them to be updated and why filing tax returns is important to your association's status.



DISCIPLINE PROCESS

Speaker: Jeff Brown, Chair of the Massachusetts Hockey Discipline Committee and District 6 Registrar

Description: He will discuss USA Hockey and Massachusetts Hockey policies and the proper procedures for suspensions and discipline of members. This discussion will include when and how to run a hearing if necessary.

LITTLE BRUINS PROGRAMS



Speaker: Mike Dargin, Youth Hockey Development Manager for the Boston Bruins

Description: The Boston Bruins in partnership with Massachusetts Hockey are excited to provide the Little Bruins Learn to Play Hockey program to help aspiring youth hockey players ages 5-8 develop their skills. The program includes full equipment to keep, including skates, a professional fitting and four weeks of on-ice instruction from Mass Hockey coaches.

COACHING EDUCATION



Speaker: Positive Coaching Alliance develops BETTER ATHLETES, BETTER PEOPLE through resources for youth and high school sports coaches, parents, administrators and student-athletes

Description: Quality trained coaches benefit children, youth sports programs and communities in countless ways. If volunteer coaches are comfortable and confident in their abilities to work with children and coach the sport, they will feel like—and be—an extremely valuable part of the youth sports program. This speaker will explain the process for coaches in Massachusetts and how to make it a great experience.



The hockey bumpers provide cross-ice hockey, which separates the ice surface in half. At the beginner level players have experienced more opportunity to pass, skate, stickhandle and shoot the puck on goal, as they must use a smaller area of play.

Mike Cheever
Grow Hockey Grant



100

About 100 grants
have been
awarded since
the license plate
funds started
being received

Plates for Skates

How the Boston Bruins license plate program is driving
Massachusetts Hockey initiatives to new heights



REGISTER
FOR YOUR
PLATES
TODAY!

Sportsmanship
Scholarship

69

scholarships
have been given
out since 1996
for a total of
\$124,500 to high
school seniors



Communications
(E-Newsletter)

Reaches
ALL
Massachusetts
Hockey members
every two weeks

TD Bank Bruins
Mini 1-On-1



Affects
EVERY
program in
the state



Positive Coaching
Alliance

20

program subsidies
available

Try Hockey For Free

972

kids participated a Try
Hockey For Free Event
across 39 host sites



Massachusetts Hockey Goalie Development



Reaches
ALL
members



50
SETS OF
HARD DIVIDERS
OVER THE PAST THREE
YEARS FOR PROGRAMS

Little Bruins Learn
to Play Hockey



42
DIFFERENT
EVENTS OVER
THE PAST
TWO YEARS



40
THE LOOK-UP
LINE IS 40 INCHES
IN WIDTH FROM
THE BOARDS.

The orange line
warns players to
keep their heads up
when approaching
the boards to
decrease the risk
of injuries.

FOR MORE
INFORMATION:



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MAHOCKEY.ORG/INITIATIVES

QuickChange
Goalie Equipment



50
program subsidies
available