



Cumberland Minor Hockey Association "The CMHA Chronicle"

February 2010

Volume 1 Issue 2

C.M.H.A. 110 Place d'Orléans Drive P.O. Box 49009 Orléans ON K1C 7E4
www.cumberlandminorhockey.ca cmhainfo@cumberlandminorhockey.ca

From the Desk of the President

By Dan Guerin

INSIDE THIS ISSUE

- 1 From the Desk of the President
- 2 Operations Update
- 2 Administration Update
- 3 Future of the CMHA
- 4 Tournament Updates
- 5 Financial Report
- 6 Coach Development
- 6 Useful Links
- 7 Website Update
- 8 Convenor's Corner
- 10 Coach Development



As promised, our second edition of your association's newsletter, again, the aim is to be informative, and timely on most of the activities which have transpired so far this season.

As is usually the case, Christmas holidays are busy from many perspectives, and hockey is no exception. We were very busy running our Novice & Pee wee Tournament, then immediately jumped in to support the Bell Capital Cup team for its activities in their tournament, leading to six straight days of very competitive hockey all at the Ray Friel Complex. Although others will comment in the following pages on both events success, I want to personally thank all the volunteers who spent significant hours to ensure that success, and not only for this year, but in doing so, will ensure we also have the same opportunity for next year as well.

Just recently, we also completed our Bantam & Midget Tournament, again the competition was high, maybe some testosterone (at times), but all in all another huge success. We used this tournament to also announce our association with our 'Charity of Choice', the Kids Help Phone. A worthy cause, as our involvement with youth either directly or indirectly through hockey ties hand in hand with their efforts to support young adult and adolescent maturation issues. Further, as a result of last summers charity golf tournament, we were able to donate \$1,200 dollars to their cause, and that success will continue this summer with the 2nd annual, details to follow.

Finally, we have included an update on our activities with the motion involving the Gloucester Hockey Association (GHA) last year. What we have done, what we are going to do as far as next steps, and how you will be involved.

As is the essence of the ideal with the communiqué, we want to ensure you are as well informed as possible. If you have specific questions, those individuals who can best respond are identified within their respective articles, so please don't be afraid to ask.

2010 Playoffs Begin March 22nd and end April 11th
Volunteer Appreciation Night - Mark your calendar for April 16th

Operations Update

By Kelly Lafranchise

It is amazing to think we are approaching week number 24 of hockey for the 2009/2010 season. Many of the teams are now gearing up for playoffs and are finishing the last few tournaments. For the most part our teams are having some success in the GHA and many teams are enjoying success in tournament play. Keep sending in the stories and photos of your tournament memories.

We ran a very successful Bantam and Midget tournament at the end of January. Thank you to Jazz Châtelain and all her volunteers for their countless hours of support.

I would also like to thank Tom Babuik for his work on game changes and switches. We face many challenges every year with respect to game changes and we are continually working with the GHA to try and make the process more concise and clear. Again hopefully next year we have taken lessons from this season and begin the season more prepared for the number of requests and we educate our teams better as to the process.

As we approach the end of the season, the convenors and I have been putting together thoughts and ideas with regards to the evaluation process and team formation. We are working at developing a system that will be more consistent across the age and skill levels of each division. We will have this finalized before the beginning of the 2010/2011 season.

Playoff Round Robin games will run from March 22 - April 1 with quarter finals April 5 and Semi Finals April 6 - 9. Championship day will be April 10 and 11. More details to follow.

I would like to wish everyone a safe and fun March Break. For those in tournaments Good Luck and for those taking a break from hockey enjoy all your other interests.

Administration Update

By Tim MacPherson

At the beginning of the season, there were several areas that we wanted to address within the CMHA. To date we have been successful with a few more since our inaugural edition of the newsletter.

One of them was to communicate better with our membership and push information out in a timely manner. Everything from policy changes to convenor updates. The CMHA Chronicle as well as regular emails to the coaches and managers were to be used to cover this off. We understood that always going to the website for information was not part of our membership's day to day activity, so pushing out information was a great alternative, but more detailed information would remain on the association web site.

Next we wanted to simplify the issuing of the end of year tax receipts. In previous years, we had to book a Saturday for a few hours and have a representative for each team show up as we manually wrote over 1500 receipts. This was crazy and there were always teams who could not make it due to tournaments or games so special arrangements had to be made. This year all the receipts were pre-printed and given to the convenor's to coordinate with their respective teams for distribution. We hope this approach was a better use of everyone's time and would be interested in some feedback as it is the first time we tried it.

Now for an update on police checks. The police checks this year are appearing to take up to 2-3 months (60-90 days) to be completed. This is within our policy but by now, everyone should have received them back as you should have applied for it in October as part of your team management process. There is however a misconception that the police checks are returned to the association by the Ottawa Police Services...this is false. The police checks, once complete are returned to **you** and then you are to get them to your coach, who will pass it to your convenor and then end up with myself. If you have an electronic version, you can email it directly to me and copy your coach and convenor to speed the process along.

Best of luck to all teams in their remaining games and good luck during the playoffs!

The Future of the Cumberland Minor Hockey Association (Follow-up story - Memorandum on Relationship with the Gloucester Hockey Association)

Dear Members,

Our initial newsletter highlighted an article titled, Memorandum on our Relationship with the Gloucester Hockey Association (GHA), which provided a brief history of how the two separate Districts came to 'play' together and why it was proposed that they should now come apart. This article also recapped the decisions made by our board last year (February and April '09), ultimately, the 'lesson learned', and then the hope for a better resolution. We recognized that since some time had passed, the question of whether we were leaving the GHA or not was still forefront in many people's minds. We wanted to inform the membership of our intent and what to expect over the next little while, and to hopefully instigate some discussion / interest when more details became available.

As a follow-up to that last newsletter's article we want to inform you that our fact finding has begun, and will continue to build over the next number of months. We also want to again reiterate our commitment to communication, which includes proper consultation and meaningful feedback from you our membership.

An excerpt from the 'Motion 0910-014, The Future of the CMHA', passed November 26, 2009, reads as follows ...

To supersede all previous "GHA Detachment Motions" including the most recent one this past April and replace it with the following:

"To set in place a committee, comprised of board members, whose mandate will be to further study the future course of the CMHA. The committee must develop and submit to the Board an in depth report ... outlining their analysis of quantitative and qualitative factual data ...

This analysis will cover, but not be excluded to, some of these key areas:

- *Membership consultation, due February 2010,*
- *Lessons learned from similar situations by other associations,*
- *Possible options*
 - o *pros and cons for each,*
 - o *analysis of risks,*
 - o *financial impacts,*
- *Present an future demographics of area,*
- *City of Ottawa plans, ice allocations / availability,*
- *Timeline,*
- *Interim report due April 2010,*
- *Final proposal due November 2010.*

Today, February 2010, the sub-committee duly formed to deal with this motion, has completed its initial deliverable, to determine what type of information needs to be collected from the membership to see if creating our own league is within our mandate.

The approach, a compiled series of questions in the form of an on-line questionnaire. Your invitation to participate in this questionnaire will be through an email sent to you via the email we have on file.

The Future of the Cumberland Minor Hockey Association, continued

Our two guiding principles in developing these questions and associated scales where:

1. Is the CMHA membership content as a majority with the current situation of playing in a league run by another association/district?
2. If the status quo was to change to wanting to play in a CMHA league, or if the current league we play in was no longer an option, what would be some of the considerations we would need to know when forming our own league. We have referred to this as our “Plan B”.

The results of this questionnaire will be used by the sub-committee as a key element as to what next steps should be taken by the CMHA Executive. Our intentions are to share these results at a later date either through our newsletter or an open forum with the membership where the committee can also present its additional information.

As always, your comments / feedback are both welcomed and encouraged on all areas of our association.

The CMHA Executive Board

Tournament Updates

By Jazz Châtelain

So far this year we have hosted two very successful tournaments.

First was our CMHA Christmas Tournament for Novice and Peewee where we had 48 teams participate. This covered Novice A/B/C tier hockey and at the Peewee level we offered B and C tier over a 3 day period.

Our CMHA Winter Tournament was for the Bantam and Midget levels. We had 56 teams participate that covered both A and B tier hockey.

Overall feedback from teams that attended either one was that they a lot of fun, were very well run and organized and they look forward to registering again next year.

I would like to thank all my volunteers for all there time, energy and hospitality towards all the participants. The little extras including the backpacks and water bottles for the players were well appreciated. The other big hit was the Gatorade and chewy bars for all the players after each game. The booster juice certificates for all the MVP was a great hit. The feedback for the “Stinkiest” hockey bag was amazing and a good laugh by offering an equipment cleaning courtesy of Final Pass Pro-Shop at Ray Friel.

The extra bonus was the “Puckmasters Team Session” for every team that participated.

Next up is our Initiation Program Fun Day which will be held April 11th. If you have time to volunteer or items you can donate to either the player loot bags or auction table please contact me.

<http://tournaments.cumberlandminorhockey.ca/>

Financial Status

By Fred Jones



We are now into the final third of our season, with spring, and of course, the playoffs, just around the corner. With that, most activities that we manage as an 'association', such as equipment rental, training courses for volunteers, player / goalie development clinics, multi level tournaments, and team fundraising are coming to an end. From a financial perspective, this also means that our outlook will now be somewhat static until the end of the season, and we again have had favourable results.

As I described in the December newsletter, our main costs, ice time allotted from the city, referees, player insurance to the ODMHA, and membership fees are variable and contingent on player registration. Although registrations are slightly up, we were able to reduce the total number of teams planned by having maximum rosters. As a result, costs related to the above 'drivers' have all decreased with current savings projected at \$16K. We also increased revenue from registration fees, not from the slight increase in players, but more from the mix / change by level. For example, we planned for 223 players in Peewee but only received 199, a loss of (\$11K); conversely, we planned for 208 players in Midget, but received 242, a gain of \$16K. This has happened at all levels, and overall, we will recognize an increase of \$9K over plan.

Administrative and general expenses are closely monitored throughout the year and are still projected to be on plan with one exception, equipment. As part of our 'life-cycle' review last year, we recognized that our goalie equipment was outdated and in disrepair. We chose to invest in new equipment, but exceeded our initial plan by (\$4K) on the guise of what was available and affordable. As there is still a need to replenish again next year (normal life-cycle replacement), those costs will be lessened due to this year's accelerated spend.

Our most pleasant surprise has been the success of our various 'association run' programs specifically the conditioning and development ice sessions along with tournaments.

- The early season conditioning camps were well attended, and provided a good jump start for all age groups, and made \$39 after ice expenses,
- similarly, our two development streams for goalies (four dates) and skaters (twelve dates) exceeded expectations, combined they earned just under \$4K,
- We were more fortunate with our tournaments, as scheduling competes with other associations and their tournaments; we looked at entry fees as our most attractive 'offer', so to speak. Our entry fees ranged from \$675 for Novice, to \$725 for Midget, comparatively these prices were anywhere from \$100 to \$125 cheaper than those in Kanata. Both tournaments were filled, and with the help of added activities such as mouth guard sales, 'action' pictures sales, 50/50 draws, and raffles, the two tournaments achieved unplanned profits of \$7K,

Our one remaining success, although from a different perspective has been our training programs. The fact that Coach / speak out / Trainer sessions cost us approximately (\$4K) more than planned, also meant that we were able to accommodate and put through more people than planned. A grand total of 431 people attended our courses, with approximately 200 from our association (more than planned), and as it is free to those CMHA members who are registered on our teams, more cost to bear.

As was disclosed at last May's Annual General Meeting (AGM), we have been able to sufficiently maintain a contingency reserve which will be used for two purposes: first as a safeguard against mitigating circumstances which will cause significant loss, the second as a hedge against large cost escalations and / or the hope that we can continue to maintain static or marginal player rate increases. Due to the added successes this year, our ability to react to these situations has been strengthened, for years to come.

Coach Development

By Luc Landry

This year was my first season in the role of Coach Development and it has been an enjoyable experience working with such a tremendous group of dedicated individuals and coaches. In unprecedented numbers, there have been a total of 46 new members who have taken the coach stream course this year. This commitment is commendable as the continued success of the CMHA program relies heavily on the quality of our coaches and volunteers.

Congratulations to our 46 new members in taking the plunge into the coaching ranks. Now that you're paid the "BIG BUCKS" let the coaching fun begin.

In order for coaches to be successful in developing and improving their skills, it is important that they utilize all the necessary tools and resources that are available to them including mentorship.

Hockey Canada implemented a Coach Mentorship Program with the primary focus being on improving player development. Part of the program consists on providing coaches with a series of hockey clinics and practical sessions where they can increase their knowledge and teaching skills. The foundation and basis of these clinics revolve around the following three HOCKEY CANADA PRINCIPLES"

- *"keep them moving - whether it's a practice, clinic or camp, ice sessions should be designed to engage every participant consistently"*
- *"Emphasize the fundamentals-build a foundation that will never crack"*
- *"Incorporate a progression of skill development for every participant"*

Every coach should be mindful of these principles and make every effort possible to attend these clinics as the knowledge gained from these sessions will be extremely beneficial in the development of your coaching skills. You can find these clinics listed at the Hockey Canada site (<http://www.hockeycanada.ca>) or on the Ottawa District Minor Hockey Association site <http://www.odmha.on.ca/>

In the next several months we will also be looking at providing you with valuable coaching information through our website. Presently we are looking at populating the section of our site where practice drills and other useful player development information can be downloaded. We also want to look at activating the CMHA forum page where coaches can communicate amongst each other and share successes and lessons learned online.

I look forward to continue working with all of our CMHA coaches and remain available should you require any information or assistance.

Please find listed the following additional on-line resources that are available to assist you in the preparation of your practice plans.

drilldraw.com (<http://drilldraw.com>)- Software to create drills **jeshockey.com** (<http://jeshockey.com>)

Useful Links

GHA Team Standings & CMHA Team Schedules	http://www.gloucesterhockey.ottawa.on.ca/main.asp
CMHA Ice Exchange System	http://ice.cumberlandminorhockey.ca/
Ottawa District Hockey Association	http://www.odha.com/
Ottawa District Minor Hockey Association	http://www.odmha.on.ca/
Hockey Canada	http://www.hockeycanada.ca/

Website Update

By Gary Puppa

Many parents and CMHA Executive members have expressed a strong interest in moving to full online player registration and credit card payment. Before embarking on such a large project, we wanted to run some trials on some smaller activities to see what, if any, issues would arise.

The following activities were chosen for this trial:

Conditioning Ice Sessions - these on-ice sessions are held during the first 2 weeks of September and gives the kids the opportunity to get back on skates before the player evaluations start.

Development Ice Sessions - these on-ice sessions are held from October to January and provide drills focused on improving the hockey skills of our players. These are multi-session courses.

Volunteer Training Courses - these are the mandatory Hockey Canada courses that our volunteers must take before they can get behind the bench.

For our trial, we selected [PayPal](#) for the credit card processing and [EventBrite](#) as our online attendee signup and management platform.

The trial ran from September 1, 2009 to January 21, 2010. Here are some key metrics:

1117: The number of credit card transactions we did over the 142 day trial period.
That is an average of almost 8 transactions every day.

188: The number of Conditioning Ice tickets we sold online in the first day of sales!
We sold almost 600 tickets over the 15 day period.

42: The number of events that we managed using the Eventbrite online attendee management tool.

Here are some highlights of the lessons learned for the online registration using Eventbrite:

People liked the immediate feedback that their registration was confirmed for an event. They did not have to wait for someone to email them back. They also immediately received a PDF eTicket via email that contained all the information. Reminder emails were automatically sent by the system the day before the actual event.

There were lots of cases where the parent name was put where the child's name was suppose to go on the eTicket. We have limited control over the formatting of the Eventbrite ticket sign up screens, so making this mistake was easy. This was a common problem.

Here are some highlights of the lessons learned from the online credit card processing:

Payment options other than credit card must still be offered. A number of people either:

- Did not own a credit card.
- Were reluctant to enter their credit card information online due to security concerns.
- Their credit card got rejected by the PayPal service for no obvious reason.

As well, we must reserve a percentage of tickets for those people that fall into the above situations.

The CMHA does not need to incur the cost of a year round merchant banking account. It only requires credit card processing for 5-7 months of the year.

In conclusion, the trials went very well and we have learnt a lot about using online attendee management tools and online credit card processing. We will continue to offer these options for next year.



Convenor's Corner

Novice

By Chris Cote & Paul Lever



The season is ending and the playoffs are just around the corner. Our novice teams are placed at different spots in the standings. Some are doing very well in all three categories A, B and C. This being said once the playoffs start it is a completely different season. One thing we have noticed is that some teams had started slow but they have picked it up in the second half of the season.

We believe that this is in large part to the good coaches we have in place and also to the excellent development program that Jeff Toll and his team put together this season. This benefited our novice players tremendously. We saw a great participation from all novice players to these sessions, we must thank you the parents for taking advantage of this program because without you the kids could not benefit.

Congratulations to following tournament champions:

Novice A4 "Cylcones" winning their championship game at the Bob Black Tournament in Oshawa.

Novice B2 "Firepucks" winning their championship game at the Peterborough Minor Hockey Tournament.

Atom

By Peter Sloan and Karen Lemay

In the December issue of the newsletter we mentioned that Lowe's offered to sponsor the Atom level in the amount of \$3000 which was to be divided between each team. I am happy to report that all the Atom teams received a cheque in the amount of \$209.00 to add to their budgets. We would like to take this opportunity to thank Lowe's for their generous donation to Minor hockey. Please remember at the end of the season to remove all name bars from the jerseys, but to leave the Lowe's bars sewn on.

At the Atom level we made an effort to have mid-season evaluations done to help us work with each coach and evaluate each team. We did not have as many evaluations returned as we would have liked. It is really important to us to have evaluations done in order to review them with the coaches. With this in mind, we would like to ask all of you to take the time at the end of the season to fill out the end-of-year evaluations on the coaches and team officials.

Here are some newsworthy items from a few teams which we would like to share with you :

The Minor Atom A2 Rockets team is seeing success both off and on the ice as we round the corner in the season and pick up speed, target locked in now on the playoffs. Off ice we are proud to announce that our team raised \$1,000 which we donated to the Rene Faucher fund. Faucher is the father of three who recently suffered a spinal cord injury during a men's rec league hockey game. On ice the Rockets were semi-finalists in the recent Osgoode Rideau tournament. We didn't bring home the cup, but we did bring home a winning attitude as we returned on the Sunday from that tournament to play a regularly scheduled league game against the Blackburn Stingers, who currently are number three in the Minor Atom A standings. We left the Stingers with that win we had been looking for earlier, in OUR pocket. A great accomplishment by the 11th place little team that could...and did!

The Cumberland B3 team went to the Pembroke Tournament this past weekend. The boys played very well and made it to the semi finals. This was very exciting as we had not even won a game in a tourney prior.

Atom, continued

A Big Congratulations to the Cumberland Fireballs (C2) for winning all three games in the round robin of the Bell Capital Cup!! They played their best and it showed. The Fireballs also won 2 of the Bell Capital Cup Skills Competitions. Congratulations to Brandon Alain, Kienan Laframboise & Vincent Tremblay for winning the offensive challenge & congratulations to Tyler Green for winning the goaltending challenge!!

The Cumberland Fireballs (C2) also went to the Sens Skills Competition this year; it should be done every year by every team. It was a joyful experience and all for a good cause.

Peewee

By Sharon Brouwer & John Busnarda

With the season well under way, all of the Pee Wee teams have participated in tournament play, both locally and away from the friendly confines of our rinks. Cumberland teams have visited Northern Ontario, Southern Ontario, Quebec and local tournaments with success. Congratulations to Pee Wee A2 "Snipers" who won the North Bay Pee Wee A tournament as well to Pee Wee A3 "Lightning" who had a Bronze medal finish (out of 48 teams) in the Bell Capital Cup over the holiday season. Locally at our Cumberland tournament, the Pee Wee B1 "Chiefs" and the Pee Wee C3 "Spartans" each had a strong showing and advanced to the semi-finals in their respective divisions.

We have heard of many of our teams' successful advancements in tournaments to be curtailed by the tie breaker rules, but all seem to be having fun!

We have seen a strong commitment from the parents of the players in the Pee Wee division by joining volunteer ranks this season. The division has seen 6 new coaches emerge with their certified coaching training and has welcomed at least 7 new people into the Hockey Trainer program. In addition, many new parents have stepped up into the challenging role of Team Managers to help provide the players with a top notch hockey experience for the season. Volunteers drive this organization and we are grateful to those people who have stepped up and done an excellent job this year in the division.

Bantam

By Sue Evans & David Keelty

We would like to congratulate all the teams in Bantam for building on our early season successes. By the end of January the Bantam B division's teams held 8 of the top 17 positions. A major reason for the tremendous results is the hard work and dedication of the coaches and volunteers that help run each team. We continue to see very high turnouts at the practices which are critical for both team and individual development. At the "A" level the results were equally impressive with 3 of the 5 teams playing 500% or better hockey. Following-up last month's tournament win by A4 in Alliston, was the January tournament in Barrie where two of our "A" teams participated. The two Cumberland teams ended up meeting in the finals in what proved to be an exciting and close game where A3 won the championship title and A2 the finalists. We look forward to seeing another tournament banner hanging soon from the rafters at Ray Friel!

We would also like to thank Jazz Chatelain (Tournament Manager) and all the teams, coaches and numerous volunteers for all their time and hard work in making the Cumberland tournament such a success. The participation at the Bantam level was outstanding. It was great to see so many of our teams playing in the event. Special congratulations to B2 who made it to the semi-finals. Hopefully, next year we will also be able to celebrate a division title.

Best of luck to all the teams as we head into the final few weeks of the season! With your continued hard work, I'm sure we can all look forward to some great playoff hockey.

See you at the rinks.

Juvenile

By Joe Schwartz

Juveniles are “anything but delinquent” this season!!!

The CMHA is fielding 3 teams at the Juvenile level this year, and based on league game reports, tournament outcomes, and league standings...the players are doing well and having fun. To reward our older minor hockey players for sticking with our league, our Juvenile teams are balanced from a skills perspective to the extent possible, but at the same time an attempt is made to place as many “friends” together on the same team as possible. This dual balancing act worked out very well this season, since with 75% of the 28 league games played, the 3 Cumberland Juvenile teams are 1, 2 and 3 in the GHA standings out of 11 teams. More importantly, our teams have some of the lowest penalty minutes in the league, and the involvement of discipline managers is rare. This is a strong statement by our Juvenile players who are clearly able to showcase the skills typically learned through many years of minor hockey development while also playing a very clean and fun brand of hockey.

Recently 2 of the 3 Juvenile teams attended tournaments with initial reports indicating that great fun was had by all as follows:

- Cumberland2, coached by Mike Doyle, participated in the Nepean tournament.....made it to the finals....and won! In addition, our players were relatively penalty free (even in the face of some teams who tended to be fewer penalties free)...and had a great time.
- Cumberland3, coached by Joe Schwartz, traveled to Scarborough for the SYHL Juvenile Select tournament.....made it to the finals.....but lost in double-overtime to the Weston Dodgers. Our players had a great time as well at this out-of-town venue, and represented the association and community well.

With many league games played on Sunday evenings, the intention is to avoid school and work conflicts to the extent possible for this older age group. It provides a tremendous alternative to men’s league hockey for young adults in our association boundaries who wish to continue to have fun playing hockey in a controlled minor hockey environment. Last year Midget age players and current Juvenile age players, who are eligible for the Juvenile age group next season (18-20) are strongly encouraged to consider the very attractive option that the CMHA provides to play hockey in a safe, fun environment, and stay fit.

Player Development

By Jeff Toll

We have now successfully run all of our player and goalie development sessions for this season. In total we had 350 positions (300 players and 50 goalies) filled across all the sessions.

With the players, we basically worked on the main individual skills of skating, shooting, passing and puck control. Over the 3 sessions we had 80% of the same players returning so we are hopeful that the players found it fun and the parents found them worthwhile.

The goalie sessions were designed to teach different drills and skills that included both the goalie and on-ice helpers. This way the helpers could continue to work on them when they participate in the team practices later with the goalies.

Next year we would like to continue with the player development and would be very interested in any comments or suggestions you may have.

I would like to thank Martin Reaume for all his time and effort to come out with our goalies as well as the many on-ice helpers that I had to run this program and our success was in large part do to you volunteering your valuable time to our players.