



INFORMATION BULLETIN

Bulletin No: 17/05

Date: September 21, 2017

To: Minor Hockey Associations
Senior / Junior Club Teams
Leagues

From: Rob Virgil
Nominations Committee Chair

SUBJECT: Final Nominations Committee Report

Further to the process outlined in Bulletin 17/03, sent out to the membership on August 30, 2017, per the Hockey Alberta Bylaws, the following individuals have filed a proper nomination application with the Nominations Committee. Per Hockey Alberta Bylaw 5.2, the final date for nominations to be accepted was September 16, 2017 and therefore the nomination process is now closed.

Hockey Alberta's Director positions are elected by the members of Hockey Alberta at the AGM. There are two (2) positions of Director at Large up for election to the Hockey Alberta Board at this year's AGM and each successful candidate will be elected to serve a term of three (3) years.

The individuals named below will be brought forward for election to the Board of Directors at the 2017 Annual General Meeting (AGM) on Saturday, September 30 and all nominees will be given the opportunity to address the membership during the AGM. Enclosed with this bulletin you will find the nomination application for each candidate, for your reference.

<u>Nominee</u>	<u>Hometown</u>
Brock Balog	Calgary, AB
Jonathan Crier	Maskwacis, AB
Edward Croken	Edmonton, AB
Brock Harrington	Drumheller, AB
Eric Michalko	Calgary, AB
Allan Mowbray	Calgary, AB
Roy Stasiuk	Edmonton, AB

More details about the 2017 Hockey Conference and AGM can be found online at hockeyalberta.ca. Should you have any questions about the nominations process please do not hesitate to contact me at rvirgil@hockeyalberta.ca.

Sincerely,

Rob Virgil
Nominations Committee Chair



Credentials Summary Form

Name: Brock Balog

City: Calgary, AB

Provide a brief history of your hockey involvement:

Since the early 1990's, I have been involved in hockey after coaching high school basketball and working with junior golfers in Winnipeg. I was approached by Coach Mike Loustel to be the team manager and coach the trap defensive system (during the Jacques Lemaire era, similarity to basketball) for the Winnipeg Monarchs Midget AAA. It was this experience that quickly engaged my passion with the sport and brought forward my true ability to mentor kids and assist in raising funds to pursue their passions.

As a golf professional, I have had the luxury of meeting and connecting with NHL hockey players (present, past and future); Hockey Agents; club owners and Hockey Association leaders and took these encounters to assist many young hockey players and their families pursue their passions and dreams.

I have taken all these encounters and their knowledge and feedback and brought forth not only opportunities to fund raise but continued with the sport in various roles.

Winnipeg Monarchs Midget AAA – Manager, Assistant Coach
Winnipeg High School Association – Committee for High School Hockey
Assiniboine Park Rangers Atom AA – Manager, Assistant Coach
Assiniboine Park Ranger Hockey Association – Community Board Member
World Junior Championship – 99 Winnipeg & Selkirk; Team Liaison Committee
Winnipeg Jets Charity Hockey Tournament – Committee Board Member
Midnapore Hockey Association – Board Member, Manager, Building Committee
Spartan Hockey Development – Director of Development (Tournament & Fund Raising), Team Manager
Alberta Winter Games, Medicine Hat – Director of Operations Team South
Hockey Alberta Prospects Cup – Director of Operations Calgary White
Okotoks Oilers- Bantam AAA – Manager

Provide a history of involvement in other professional or volunteer positions that you believe would help you excel in this position:

PGA of Canada National Board Member

I have been an active member of the PGA of Canada serving over 15 years in various roles starting with Association roles in my local province of Manitoba, moving from various committee chairs to President, for the Manitoba PGA Board of Directors. This role grew to being on the PGA of Canada National Board for over 8 years, first serving as local representative for Manitoba and then as a National Board member as we transitioned our governance model to policy driven.

The policy model is not the traditional model that most Hockey Associations implement, but the Hockey Alberta model follows this format. I believe my experience can be helpful as my PGA of Canada Board was policy driven and I dealt with the complexity of multiple dynamics so I was to think for every member (the whole) just not the view of my local zone. Combining the elements from a variety of Board views and approach into one that is adaptive for all, set the policy so Hockey Alberta can continue being leaders of the hockey development industry in Canada.



NON- PROFIT Board Work

My work with Alberta's largest private non-private critically care provider and with several not for profit companies (golf courses) has developed a strong understanding of the importance of Boards. For over 25 years my work under the leadership of Boards has created the importance as a Board member to truly understand the importance of reaching to and understanding the issues of membership by extended avenues to have open dialogue to understand the constituent's viewpoint.

Local Hockey Association

I will always volunteer my time for community support; be it hockey committee, raising funds for a community capital asset (new building, playpark) or simply supporting other programs that approach me. Any effort I can put forward I know will make the cause stronger.

What skills, attributes, experiences would you bring to the Hockey Alberta Board if elected?

LTPD (High Performance to New Entrants)

Along with my extensive Board work, I have had the pleasure of working on the Long-Term Player Development and Sport Canada. I understand the importance of the system and being involved with Hockey Alberta at the Pee Wee Prospects Cup and AB Winter Games, I can see first hand how the ALBERTA BUILT system is establishing Hockey Alberta as leaders in Hockey Canada.

I have contributed to the development of many golf programs especially in gaining new entrants to the game and high-performance athletes which I fully believe I can contribute to existing programs at Hockey Alberta.

Event Management

I have an extensive background in sponsorship and event management working several National events (Tim Hortons Brier, Grey Cup, World Junior, University Golf Championship, Pan am Games) and numerous local events and know that I can contribute to bringing some of the key game plans and practices to Hockey Alberta, with the aspect of generating more awareness and revenues for all communities and Hockey Alberta.

Fund Development

I am a professional fund raiser raising net revenues for my organization by 15% over the last four years and creating 4 new revenue streams. As well, I successfully fund raised for an entire CIS Sports team contributing over \$40,000 in annual scholarships. I understand the industry and how to turn sponsorship into fund raising programs. I believe I can bring these skills to assist Hockey Alberta

Professional Skills

With my degree, I have executed many marketing projects from the development of marketing collateral to campaign development along with certificates in Management Accounting, Event Management and CRM both not for profit and sales platforms and I am an amateur graphic designer and semi-professional apparel decorator which could be excellent tools for Hockey Alberta

Board Skills

I take the "lean in" versus a "lean back" approach to every meeting with the Board. I love to explore and search out the best; fully understand what makes them great; bringing these findings with quantitative explanations through open communication. I am a road warrior and not afraid to seek out to gain knowledge and fully understand to fulfill the role - I see exploring all arenas in Alberta to fully understand the members needs.



What is it that you believe is important for the Hockey Alberta Board to focus on in the next three years?

BOARD focus should be to ensure Board accountability to their members and OUR ROLE as a Board IS TO ADD VALUE to Hockey Alberta.

Critically important and value-adding work for Board is to establish a strategic sense and the framing for such for Hockey Alberta's future sustainability/growth.

- Understanding and dialoguing with HA Management about the industry/community/member dynamic that will affect Hockey Alberta in the coming 3-5 years
- Identifying likely "shifts" in expectations, considering scenarios and/or risks to prepare for in upcoming planning and operational/innovation endeavors
- Engagement with Community, focusing on the uniqueness of the organization and the 'value' it has to community. Interfacing personally with community members, influencers, etc. asking questions in an organized manner to really understand how Hockey Alberta and how we govern is perceived

It takes a lot of time and considerable work for Board members to really understand the "business" of Hockey, and the operating environment; to appreciate the complexity of issues and the decision-making fabric the CEO is facing. As a Board member coming from outside the industry of hockey, chances are the reality faced by Hockey Alberta is quite different from what I have come to "know" from observation over the past 10+ years of my career/life. There are many barriers to hockey as I see today.... Price (and the perceived price for high performance), Safety and Accessibility (more participations in all genders and ethnicity) to the sport. I promise to dedicate my time over the next three years to bringing VALUE to HOCKEY ALBERTA Members.



Credentials Summary Form

Name: Jonathan Crier

City: Maskwacis, AB

Provide a brief history of your hockey involvement:

Been involved with Hockey all my life at a young age of 5. After my minor hockey career started coaching and reffing at a young age of 20, been doing it for 17 years now. Have always worked to grow the game of hockey in Maskwacis and give the youth the same opportunity to play the game as I had. I have served on the Minor Hockey Board for over 10 years, as Ref in Chief, Coordinator, and Registrar. Also served on the Alberta Treaty Hockey Association as a community rep, executive rep, and Ref in Chief for the tournament for the last 6 years. Served on the Native Provincial Board for 2 years as a community rep, and one year as registrar of the Jr division. Served one year on the Aboriginal Committee for Hockey Alberta as a support for the local MHA's with aboriginal membership in the province.

Provide a history of involvement in other professional or volunteer positions that you believe would help you excel in this position:

Have also worked with youth development in the community to get the youth the support they need to pursue other sports, should hockey not be obtainable for them. Have organized and revived the Maskwacis Hawks Athletic Club which covers baseball/fastball, volleyball, and soccer. We wanted to keep the youth active and focus on their LTAD (long term athlete development) and give them another way to be involved in the community. My business background comes from my 6 years of experience as a manager of the River Cree Resort and Casino in the table games department, where the major focus was customer service and quality representation and problem solving techniques. We believe that the customer should never walk away dissatisfied as they pay for the experience and quality, and the same should be said about our youth in hockey and the parents that support it.

What skills, attributes, experiences would you bring to the Hockey Alberta Board if elected?

I believe my years of experience in hockey as a player, coach, ref, and executive would help in my ability to assess any problems that arise and find a solution that would benefit all those involved. I work great with others, always welcome criticism as it helps to shore up the mistakes that are made, and never lose focus on the mission statement and overall goal. I have made a lot of friends and contacts in the great game of hockey and would look for the support where needed. I know all about the policies and procedures of Hockey Alberta as I have been a registrar for Maskwacis Minor Hockey, ATHA, and ANP, for several years, and it is important to follow these rules and regulations set forth for everyone's protection and fair play. I have never played a high level of hockey as I quit the game at a young age for 4 years, but fell in love with the game at 16 and never quit since. I know the pressure a young talented kid feels and sometimes it makes you wonder why you play the game. I have played on the AA teams and the B teams so I would not focus just the elite but every child in Alberta right down to the C and D teams. Hockey should be fun, and they should fall in love with the game for life.



What is it that you believe is important for the Hockey Alberta Board to focus on in the next three years?

On a National level Hockey Alberta needs to stay focused on the development of the elite stream and find more and more ways to contribute to Hockey Canada and the National teams, and maintain a strong voice for the west in terms of politics and procedures within Hockey Canada.

On a Provincial level we need to look for new ways to keep the game fun and affordable for the average family in Alberta. Find the simple solutions to cut costs in any way effectively, and ensure each child gets the proper development needed in their young hockey careers. From the major factors such as fees, right down the minor factors such as travel time.

Hockey Alberta has done a lot in the past to get us to where we are currently. We are a major contributor to the national agenda of Hockey Canada, we have high membership within the province, and can only get better from here. I just want to help the cause, and be a part of the ship that steers us into great things for the Province of Alberta. Everyone in Hockey Alberta works hard and all understand the overall goal, Hockey For Life.



Credentials Summary Form

Name: Ed Croken

City: Edmonton, AB

Provide a brief history of your hockey involvement:

Give or take 45 years I have been involved in various roles in the great sport of hockey. Over the years I have been involved as a board member of Minor Hockey Grande Prairie, Hockey Edmonton, served as President Maple Leaf Athletic Club, coached, managed, team treasurer, numerous committees, and played the game...

When my playing as a youth concluded at the Juvenile league and due to a high school Phys-Ed requirement of assistant coaching for a year I decided to step into the hockey world as an assistant coach. Then the next year due to the enjoyment of this part of the game I took on a head coach role. This was the start of a great run in the game. Over time you will find I am no stranger to getting things that need to be done an example when becoming the President of MLAC we did an entire overhaul. We were see as nothing but an old boys club. In less than 12 months we turned it around to the point coaches were applying to the Club instead of us filling the coach's spots after all the other clubs concluded their appointments.

5 Years ago, I open the can of worms with respect to boundaries for the AA/AAA levels in Edmonton. I am happy to report we are close to a successful conclusion. One of the accomplishment was be able to get the Edmonton zone to allow travel at the AAA level. Next up is the amount of elite teams playing within the elite programs in Edmonton.

Provide a history of involvement in other professional or volunteer positions that you believe would help you excel in this position:

Over the years I have served on a number of boards in Alberta, some that come to mind, Alberta Food Processors, a counselor in Peace River Alberta, Parks and Recreation Board member in Grande Prairie, Better Business Bureau in Edmonton, Bosco Homes, Boys & Girls Club of Edmonton, AA council Edmonton, Chamber of Commerce member Ft SK, Sherwood Park and Edmonton, over and above all the team hockey positions.

What skills, attributes, experiences would you bring to the Hockey Alberta Board if elected?

Over the years I severed and attended enough meetings on boards to cut through the fluff or politics to get the work done. I feel qualified to serve Hockey Alberta to continue the success across Alberta, giving my input on what we might be able to do better.

While I do not have all the answers I will find out the answers getting back to the individuals know who raised the concern.

I do not take the appointment to a board lightly. Whatever needs to be done will get done. Over the years there have been many tough tasks that needed to be done. At MLAC we started with the bylaws and policies and reviewed, after completing this we instituted major changes that help the club get turned around. From this exercise, other things outside of the Club appeared such as the boundaries in Edmonton.



What is it that you believe is important for the Hockey Alberta Board to focus on in the next three years?

It is critical that Hockey Alberta gets out to meet with the other boards on a more regular basis. These meetings will address region issues and more importantly identify common issues that will need to be resolved.

Hockey is an expensive game, or at least this is the perception of hockey. HA needs to work needs with leagues (elite streams) to keep costs down.

Hockey needs to be re-marketed or re-branded not just to the groups that leave the game and certainly to those who are not playing. We found in Edmonton a high number of individuals not playing because they did not know about it. We think everyone knows about hockey, not true these days. All those that are immigrating to Canada have no idea what the game is, so they never even consider it.

We need to take the lead by lobbying municipal, provincial and federal governments to ensure that we get the right amount of funding and arenas to continue to grow this great game.

Making the game fun for players. We have created so much red tape it just drives me crazy, maybe it's just in Edmonton



Credentials Summary Form

Name: Brock Harrington

City: Drumheller, AB

Provide a brief history of your hockey involvement:

I was born in Windsor NS which claims to be the birthplace of the game. I played minor hockey until Bantam.

When my son was born in Indianapolis I started to coach and I have completed my USA Level 2. I was involved with the USA Hockey ADM model from year 1. When I lived in Indianapolis my friend owned the Indiana Ice of the USHL and I worked as a mentor with Jeff Blashill (HC- Detroit – Red Wings) with all high-level draft picks.

This included Anthony Bitetto (Nashville) and Nick Mattson (Chicago Blackhawks) and a few other players that all went on to play NCAA. My first coach mentor was Rocky Trottier.

In 2011, we relocated to Alberta to be closer to my wife's family and I continued my coaching career. I also became a Drumheller Minor Hockey Board Member. I now have completed my Development 1 coach.

I have coached both of my kids over the years. During my time in Indiana I did play Mens Beer league hockey and since I was one of the few Canadians in town was put into the A "Beer" league.

Provide a history of involvement in other professional or volunteer positions that you believe would help you excel in this position:

Drumheller District Chamber of Commerce- President – strong understanding of how Boards work and governance.

Drumheller Minor Hockey- I learned about the challenges small towns face with minor hockey.

Drumheller Economic Development Task Force- learned about local governance and how Boards function.

Community Futures Big Country – I work for a local board that is a Developmental Bank- where I gained more knowledge of how Boards work.

Indiana Ice- Mentor High Level Draft Picks

President Scotia Machinery- owned my own company in the USA

What skills, attributes, experiences would you bring to the Hockey Alberta Board if elected?

1. Financial – I have a very strong background in P+L management.
2. Board Governance – sitting President of a very Large Chamber of Commerce- I am very familiar with the role of a Board and its relationship to the CEO.



3. Sales and Marketing – I started my own company in the USA and am a proven top performer in a variety of Industries.
4. Elite athlete parent – my daughter is currently #2 in Canada in swimming and is also a very strong hockey player having played Tier 2 Pee Wee as an underage player with all boys last year.
5. Strategic Management – I have lots of experience building consensus and growing the brand- whether it is Hockey Alberta that needs assistance or a small company in the States. Sales and Marketing is my strong point.
6. International Perspective – over the last 30 years I have had the opportunity to visit more than 25 countries around the world. My thinking and experience is not limited to North America.
7. AJHL- I was a billet for the Drumheller Dragons for 2 years – this provided me with some insight into Canadian Major Junior Hockey League and the challenges and issues in that league.
8. Hockey Connections outside of Alberta. My involvement with the Indiana Ice and my connections to my Alma Mater (Acadia University) and my close friends Charlie and Paul Skjodt have allowed me to meet and get to know a lot of hockey connections outside of Alberta.
9. Public Speaking – I am very comfortable at public speaking and making presentations to all levels of management and government.

What is it that you believe is important for the Hockey Alberta Board to focus on in the next three years?

1. Finances – I believe the economy in Alberta will continue to put pressure on participation in minor hockey primarily due to travel costs which are exceptionally high in small towns. HA needs to make sure they are financially strong now and into the future.
2. Corporate Partnerships – I think the expansion of key corporate partnerships is crucial to keeping kids in the game. There is always room to expand your partnerships and grow the Brand. Increased revenue to HA allows for more resources to promote the brand and the game. More money=more camps and clinics and better resources.
3. Discipline of Kids and Parents – I have witnessed some absolutely unbelievable conduct by both parents and players and I see no sign of this decreasing unless measures are taken to deal with the out of control parents-grandparents and players. The trend is not good. The publicity is brutal.
4. Break away leagues – there seems to be a trend towards younger players (elite) leaving the Hockey Alberta network and joining “break away” leagues.
5. Spring Hockey – we do not participate in spring hockey- both of my hockey players switch to baseball-softball and other sports in the spring. The cost and pressure on kids to play spring seems to be out of control and this is giving minor hockey a bad name. Seems odd that minor hockey costs \$500 per season but spring hockey costs 6 times that amount and as an example my daughter is heavily recruited to play in this league. Although I certainly support people making money – there is a growing trend to capitalize on young athletes and their parents.



6. Girls Hockey- there is certainly room to continue to increase the number of girls in the game. My daughter is consistently the only girl on her team.
7. AJHL- the trend should always be that more and more kids in this league are from our own Province – I was very sad when my local team brought in a bunch of kids from the USA to play and local kids move to BC to play. Should there be a local draft and import draft?
8. AA and AAA feeder system- certainly the existing system could be tweaked – I believe that many promising players from small towns across Alberta miss out on playing at a higher level due to the fact that they have to crack the lineup of a large urban center. Unless a kid from a small town is truly amazing their chance of getting out of a small town are very limited. This is one of the reasons kids and parents are turning to “break away” leagues.



Credentials Summary Form

Name: Eric Michalko

City: Calgary, AB

Provide a brief history of your hockey involvement:

Throughout my career, I've held a variety of marketing, communications and sponsorship roles within the hockey industry. Among the highlights:

Marketing/Sponsorship

- Devised and implemented national and regional marketing strategies for the sponsorship property, the Allstate All-Canadians Hockey Mentorship Program, in partnership with the NHLPA. The program focused on NHLPA players providing tips and advice to minor hockey league players, parents and coaches on nutrition, physical fitness, sports psychology and how to be a good teammate.
- Created Allstate All-Canadians' national marketing activation opportunities at the Memorial Cup in Mississauga, the Montreal Formula 1 event and the Edmonton Indy. Activations featured NHLPA player appearances by Jason Spezza, Nazem Kadri, Max Talbot and Johnny Boychuk.
- Developed partnerships with minor hockey associations across Canada to promote the Allstate All-Canadians program and ultimately deliver insurance sales leads for Allstate Canada.
- Secured a broadcast agreement with TSN to air the annual Allstate All-Canadians Mentorship Cup - featuring the top 40 bantam aged players across Canada. The teams were coached by a variety of NHL stars including Jason Spezza and Taylor Hall.
- Managed Allstate Canada's national sponsorship agreement with the NHL for the All-Star Game in Ottawa.
- Negotiated an agreement with the Kootenay Ice Hockey Club (WHL) for Western Financial Group to sponsor "Anti-Bullying Night".

Communications

- Served as the Director of Media and Public Relations for the Toronto St. Michael's Majors Hockey Club (OHL). Among my accomplishments was generating national media coverage by organizing a tribute for former Major Frank Mahovlich and lining up a Heart and Stroke Foundation promotion involving Walter Gretzky.
- As a member of the Insight Sports organization, developed and executed the communications strategy for the launch of Gretzky.com.
- As a member of the Canadian Olympic Committee, worked in collaboration with Hockey Canada on a crisis communications strategy on two issues involving the men's hockey team during the lead-up to the 2006 Olympic Winter Games: Shane Doan's alleged slur to a francophone referee and allegations Wayne Gretzky was placing gambling bets through his wife as part of a gambling ring financed by Rick Tocchet.
- Served as a volunteer as part of the communications team for the 2011 Memorial Cup in Mississauga, Ontario.



Provide a history of involvement in other professional or volunteer positions that you believe would help you excel in this position:

Outside of hockey, I've had the opportunity to develop marketing, communications and sponsorship strategies with a variety of sport organizations and properties including:

- Buffalo Bills (NFL) in Toronto Series
- Canada Basketball
- Canadian Olympic Committee
- Canadian Professional Chuckwagon Association
- Capital One Grand Slam of Curling
- CTV Olympic Celebration
- Kootenay Gran Fondo
- Team Kevin Koe (curling)

With respect to previous Board experience, I am a current Board member of Breast Cancer Supportive Care and a previous Board member of the Western Communities Foundation.

As a volunteer, I have supported the following events and organizations: 2015 Shaw Charity Classic Golf Tournament, 2014 Calgary Stampede, 2011 Memorial Cup, Canadian Soccer Association friendly matches and the Toronto Sports Council.

What skills, attributes, experiences would you bring to the Hockey Alberta Board if elected?

If elected, I would bring the following skills, attributes and experiences to the Hockey Alberta Board:

- Business Development
- Change Management
- Coaching
- Collaboration
- Contract Development
- Corporate Communications
- Crisis Communications
- Event Management
- Leadership
- Marketing
- Measurement
- Mentorship
- Partnerships/Sponsorships
- Passion for Hockey and Sports
- Relationship Building
- Strategy Development



What is it that you believe is important for the Hockey Alberta Board to focus on in the next three years?

In the next three years, I believe it's important for the Hockey Alberta Board to continue to focus on its mission of creating positive opportunities and experiences for all players with the overall goal of increasing registration and participation. The perceived barriers to participation (cost, time commitment, diverse population, etc.) in hockey are well-documented and require a proactive strategy.

From a marketing, communications and sponsorship perspective, the organization's mission can be supported through:

Focusing on promoting Hockey Alberta's outcomes - The organization has done a good job growing the game in a challenging economy by making minor hockey more inclusive through a variety of programs. The next step is promoting our outcomes beyond registration statistics. I would recommend identifying ways to "tell the stories" of these participants (players, coaches, parents). For example, for a Punjabi family that has recently become involved in an Alberta Hockey program, how has participating in the sport had a positive impact on their life? What life skills have their children learned? Why would they recommend other families to register?, etc.

Multi-cultural marketing - As Alberta continues to become more diverse, Hockey Alberta must adapt by exploring the development of targeted multi-cultural marketing, communications and sponsorship tactics.

Revenue generation - Taking a fresh look at Hockey Alberta's current sponsorship offerings and identifying new streams and opportunities to increase our revenues so we can continue to build and offer outstanding minor hockey programs for all ages and skill sets.

Measurement - Traditionally, marketing, communications and sponsorships can be difficult to measure. Unfortunately, not-for-profit and high-performance sport organizations don't have the luxury of making miscalculations when it comes to spending these limited dollars. There is an opportunity for Hockey Alberta to increase its analytics in this area in order to develop a clear understanding of which tactics are providing the best return on investment.



Credentials Summary Form

Name: Allan Mowbray	City: Calgary, AB
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Provide a brief history of your hockey involvement:

- Our son progressed through Calgary Minor Hockey to the Calgary Buffaloes (One of four quadrants that make up Calgary Elite Bantam, Midget and Jr B hockey). We have volunteered for numerous roles through his minor hockey career.
- He played four years in the Western Hockey League with Medicine Hat and Spokane and the fall of 2016 in the Alberta Junior Hockey League with Camrose.
- I spent seven years on the Calgary Buffaloes Board of Directors with the first three as Vice President Finance and the last four as President. As part of my role as President I was one of the representatives for the Calgary Buffaloes on Elite Council which is a sub-committee of Hockey Calgary responsible for the oversight of elite hockey.

Provide a history of involvement in other professional or volunteer positions that you believe would help you excel in this position:

- I am a Chartered Professional Accountant and Vice President, Finance & Chief Financial Officer of a public energy services company in Calgary.
- I have spent 20+ years involved with Boards and Board Committees of both public and private for profit Canadian enterprises.
- I have an extensive background in Corporate Governance and financial oversight in for profit organizations.
- I spent seven years on the Board of the Calgary Buffaloes exposing me to governance of a nonprofit elite hockey association and behind the scenes of the issues being dealt with at the elite level in Hockey Calgary.

What skills, attributes, experiences would you bring to the Hockey Alberta Board if elected?

- Strong senior financial background with significant experience in public and private for-profit organizations as well as nonprofits.
- An executive presence from working with senior management executive teams and Boards of Directors within a corporate setting at both large and medium sized organizations.
- Strong governance background at a senior corporate level, within a public/private company Board of Directors and overseeing a nonprofit elite hockey association.



What is it that you believe is important for the Hockey Alberta Board to focus on in the next three years?

I would like to understand the priorities of Hockey Alberta today and then work with the Board and Hockey Alberta management to ensure they align with the priorities of the members of Hockey Alberta. Three areas of interest to me are:

- Ensuring the governance structure within Hockey Alberta is accountable to, meeting the needs of its members and is properly set up to deliver based on its mandate.
- Working with Hockey Alberta members, other provincial associations and Hockey Canada to ensure Hockey is accessible to all potential players and we are growing the game in Canada.
- Ensuring the governance and support structure in place within Alberta is developing players, coaches, referees and association volunteers so that Alberta is the premier hockey development model in Canada.



Credentials Summary Form

Name: Roy S Stasiuk

City: Edmonton, AB

Provide a brief history of your hockey involvement:

I played minor hockey in Edmonton and began coaching in 1978 during my last year of high school. Starting with Atom (Mite) hockey I moved on to AAA with Edmonton's Canadian Athletic Club (also served on the CAC Executive) and was an assistant coach in the 1987 & 1988 Alberta Cup programs. I completed my coaching levels and started to participate in Hockey Alberta's Program of Excellence, Leadership Seminars and was certified as an NCCP Course Conductor. In addition to conducting NCCP Coach Clinics I acted as a presenter at Hockey Alberta and Hockey Canada sponsored High Performance Coach clinics and seminars. In 1989, I started a new role as an area scout with the Prince Albert Raiders of the Western Hockey League and I held various roles with Hockey Alberta Under 16 and Under 17 programs culminating with Assistant Coach of Team Pacific in 1995. I began a full-time hockey vocation in 1995, as Director of Player Personnel and then Assistant General Manager with the Edmonton ICE and Kootenay ICE respectively. In October of 2005 I was hired as the General Manager of the Lethbridge Hurricanes of the WHL and was also presented with a Hockey Alberta Development Award during this tenure. In 2009, I was hired as an Amateur Scout by the NHL's Toronto Maple Leafs and in 2015 I took on a recently completed role as Prairies' Scouting Director with the Calgary Hitmen.

Provide a history of involvement in other professional or volunteer positions that you believe would help you excel in this position:

I grew up in a family-owned automotive parts business (a notable sponsor of minor hockey and Jr. B in Edmonton) so there is an inherent business acumen and belief of contributing to the community in my day to day activities which include self-discipline, budgeting and planning. I was always involved in community and school student associations taking on leadership roles and responsibilities (including Athletics Chairman / NAITSA) and developing a keen empathetic awareness of both students and teachers/instructors/administration; more often than not finding common ground and starting points for solutions.

Upon graduation from high school I attended NAIT and receive a diploma in Radio and Television Arts with special honors as the Best Radio Newsperson and Best Television Newsperson. I embarked on a 10 year career in radio and tv starting with CBC Edmonton, moving to Grande Prairie for 17 months and then doing news and sports announcing/reporting with CFCW and CKRA (formerly known as K-Lite Radio). Besides the obvious advantage of being comfortable as a public speaker, I also had the incredible opportunity to meet and interview some of the best athletes and fascinating people in Edmonton and the province. My ongoing career in hockey and participation at various seminars and symposiums has allowed for interaction with some outstanding hockey people and leaders.

As a family man, my wife of 33 years and I have lived in our community for 35 years and were founders of the community league and active in the development of our community hall and ice facilities. We are very proud of our children and their accomplishments, our daughter is a Family Physician and Clinical Instructor of Medicine (UVIC) on Vancouver Island and our son is an 8-year member of the Edmonton Police Service. We are most proud of the fact that they're great people who, like their parents, get involved in community and outside work-related volunteer activities.



What skills, attributes, experiences would you bring to the Hockey Alberta Board if elected?

Leadership and communication would be two of my biggest attributes. I'm a good listener and like to make decisions based on fact and information. My successful history as an evaluator can be attributed to several of the ideas, processes and opinions shared during my involvement with Hockey Alberta and Hockey Canada events as well as experience in business operations and day to day interaction with staff and clients. My experience with boards, individuals, and multi-million dollar budgets and projects (served as the organization lead for the Lethbridge Arena expansion and renovation) will prove to be of significant value.

What is it that you believe is important for the Hockey Alberta Board to focus on in the next three years?

I'm interested in learning and finding out more about Hockey Alberta's role. Some questions I have focus on continuing to grow our game and assure access and inclusion. In order to continue to grow our game I think there has to be emphasis put on attracting non-traditional registrants, namely newcomers to our province and country. It's a great sport and life-long activity, as we all know, and affordable access and a change of perception of the sport being hazardous and violent needs to be addressed. Is there an opportunity to 'bring back' adults to our sport? With the saturation of hockey academies in recent years I would like to learn of the effect on other levels of the sport: Does tuition lead to exclusion? Is the perception of wealth equals access to an academy turning off and turning away potential participants? Is Hockey Alberta serving both the recreational and elite player?