



# Minor Atom Newsletter

Volume 2, Issue 1

Sept. 2007

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## 2007-2008 NobleKing Knights Minor Atom "A"

### Team Staff

- \* Mark Jamieson  
Head Coach
- \* Victor Lakoseljic  
Assistant Coach
- \* Sante Paglia  
Trainer
- \* Brian Else  
Goalie Coach
- \* Patrizia Russell  
Manager
- \* Mark Russell  
Team Webmaster

Congratulations on being selected to be a part of the 2007-2008 NobleKing Minor Atom A Hockey Team. On behalf of the coaching staff I want to welcome you to the team.

Last year was a very successful season both on and off the ice. This can be attributed to the hard work from the players but it is also due to the tremendous support and cohesiveness of all of the families involved with the team. I look forward to working with all of you again this year and please join me in welcoming the new families to our team.

We have added a number of new players to the team this year and we anticipate the team will be even stronger than last season.

We have also added Brain Else to the coaching staff this year as a full time goalie coach responsible for developing and guiding our 2 goalies.

In order to make this hockey season a rewarding and fulfilling experience for your child we require the commitment and cooperation of everyone involved with the team—the players, coaches, and the parents. In this newsletter you will find an outline of what is expected from players and parents as well as an outline of what you can expect from the coaching staff. Please read it with your son and insure that the player is aware of his responsibilities.

Our children will be participating at the Rep level. It is important to understand the expectations and time commitments required.

The purpose of this newsletter is to provide periodic updates and communications with the players and their families. This initial newsletter will focus on how we would like the team to operate.

A team website has been created which will be the primary method of communication. The website will be kept up to date and will provide you with the most current information possible. We encourage all families to visit the website regularly.

This season, the OMHA has eliminated gate fees for visiting team members and families. Therefore, the Home Team will be responsible for funding and paying for the referees and time keeper.

Team sponsorship greatly alleviates the financial burden placed on operating a hockey team. Thank you to CIP Group and the Paglia family for again sponsoring the Home Jerseys. We are still looking for a sponsor for our Away Jerseys as well as Tournament Sponsors. If you, or anyone you know, is interested in assisting, please speak to myself or Patrizia.

## Pizza Party

There are two ways to influence behavior—"the carrot" or "the stick". I have always been a believer in rewarding good behavior rather than penalizing bad behavior.

Last year we initiated a program which allowed the players the ability to earn a "pizza party" for team achievements. The goal was to focus the players on some key milestones, which changed every game.

This year we will again offer the players that incentive.

A shutout earns the team a pizza party every game because a shutout is only achieved if every player does their part. The goalie has to make the necessary saves, the defensemen have to insure that they don't allow the opposition any good scoring chances and the forwards have to back check, help out in their own zone and break out properly. Every player has to fulfill their role for a shutout to occur.

The second criteria changes every game. Last year we determined that we will win the majority of our games if we make more than 25 line changes throughout a game. We had a short bench and we can't win if we are too tired to skate in the later stages of a game. We had stressed that no shift can be more than 2 minutes in length. If we keep

our "over 2 minute" shifts down below 4 in a game we should win. If we get 20 or more shots on the opposing net we did not lose a game. These team goals are where we need to focus the players. Although these may seem a little mechanical for Minor Atom hockey players, these fundamentals are important for our team's success and for the players to learn how to play as a team.

As an example, we had experienced a few games where we didn't feel the players were passing the puck enough. We challenged them to score at least 3 goals in that particular game in which the referee awarded 2 assists on each of the goals. Miraculously the team concentrated on passing the puck and achieved the milestone in that particular game. A pizza party was provided and the passing continued pretty consistently after that point.

In our pregame talk we always stress the basics that lead to victory - and the players always ask how they can earn a pizza party. By setting the right objectives the players become very focused. Post game discussions always revolve around the number of shifts and the number of shots on goal both for and against. Naturally the pizza party criteria is also discussed and the reason why we did or did not achieve our objectives is determined.

## Schedule

This season we have been, in my opinion, provided with a very favorable ice schedule.

Monday 7PM King City Arena—Practice

Wednesday 7PM Location TBD—Off Ice Sessions

Friday 8PM King City Arena—Home Game

Players are required to be at the arena 30 minutes prior to scheduled practice times and 45 minutes prior to game time.

Our entire schedule for the regular season is posted on the team website. Maps to the visiting arenas are also accessible from our website.

**APPAREL** - As a representative of the NobleKing Hockey Association, players are expected to wear a team uniform to and from all games. Our team uniform will consist of black pants and a white shirt. The white shirt should be either a Golf Shirt, Turtleneck or Button Down shirt. The only acceptable logo/markings on the shirt will be that of Nobleking Minor Hockey. Failure to dress appropriately will result in the player not participating in the first period of that game.

## Tournaments

We have committed to 3 tournaments to date as follows;

### **Bradford Bob Fallis Tournament—Sept. 28-30, 2007**

The schedule for this tournament has been set. Please see our team website for game times and locations.

### **Owen Sound Silver Stick—Nov 2-4, 2007**

The Silver Stick is a progressive tournament system that may lead us into further weekend play downs depending on our success in Owen Sound. Accommodations for the team while in Owen Sound are being discussed and will be shared with you once a consensus has been reached.

### **NobleKing Challenge Cup—Jan. 3-6, 2008**

Our team successfully captured the Novice Division Championship last season and we look forward to defending our title this year.

We may play in an additional tournament in the Spring depending how far we progress in the playoffs and if we desire more hockey games come March or April.

## Fundraising Details

We're pleased to share an exciting fundraising program for our team. It's called "scrip", and it's the fundraising program that works while you shop.

Scrip is simply a word that means "substitute money" - in other words; scrip is gift certificates/cards from national and local retailers. They're the same gift certificates/cards that you buy at the store. Many popular retailers participate in the program. Please see the list of participating retailers attached.

Scrip participating retailers agree to sell gift certificates/cards for the purpose of fundraising at a discount. Member families like yours buy the certificates/cards for full face value, they redeem them for full face value, and our team keeps the difference as revenue.

Scrip is exciting because everybody wins;

- The Retailer gets continuing business
- We receive a fundraising initiative that involves no selling.
- Our Team gets an ongoing source of revenue

The beauty of scrip is that you put your regular household shopping dollars to work. You earn money for our team without spending an additional penny. Just spend your family's regular shopping dollars with scrip at the stores that participate in the program. And scrip can be used for just about any household purchase including food, clothing, entertainment, gasoline and even dining out.

The NobleKing Knights Minor Atom scrip program promises to be a simple and effective fundraising program.

You are encouraged to ask friends, family members and co-workers to participate with us in this program.

Details of the program are attached. Please contact Patrizia Russell if you have any further questions or to place your order.

This proved to be a very rewarding initiative last season, raising over \$800, and we anticipate it will our sole fundraising method for the upcoming season if we get the support from all team families.

## Budget

The total estimated cost to operate the team is outlined below.

Rep Fees to the Association	\$1,500
Sponsorship Fees to the Association	\$1,500
Tournaments— Four @\$800 each	\$3,200
Pre Season Hitting Clinics and Training	\$1,000
Skill Development during the Season	\$5,000
Meeting Room Rental (Off Ice Sessions)	\$1,500
Miscellaneous Team Expenses	\$500
Referees and Time Keeping Fees	\$1,500
<b>TOTAL TEAM BUDGET</b>	<b>\$15,700</b>

\* Pizza Partys are paid for by the Coaching staff and does not impact the team budget.

The fees for a player to play at the Rep level are higher than those in Local League. Please be aware that the Rep teams are self funded and will therefore require financial support from the players families.

We have requested that each player contribute \$575 towards the team budget. Thank you to those that have already paid. We ask that the remaining team members forward a cheque in the amount of \$575 to our team Manager.

Please mail your cheque to:

Patrizia Russell  
PO BOX 712  
Nobleton, Ontario  
LOG 1N0  
(905)859-0068

Please read the enclosed information regarding our ongoing fundraising initiative. We are open to other fundraising ideas or sponsorship pledges. Please contact Patrizia Russell, Team Manager or myself to discuss sponsorship opportunities.

## Coaches' Philosophies and Commitments

As a coaching staff we believe that we have a role to play in helping your child develop both as a hockey player and as a person. We are therefore committed to the following;

1. **SKILLS** - We will work with your child to develop all of his skills - skating, puck handling, passing and shooting for the skaters and positioning, angles, post to post movement and challenging for the goalies. We will hold dedicated practices to focus on skill development and will be hiring professional instructors.
  2. **TEAMWORK AND TEAM PLAY** - Teamwork is the key to success. We will be continually emphasizing the importance of all the players working together to accomplish the team's objectives. An assist truly is as good as a goal and preventing a goal is as important as scoring one. Therefore our praise may be greater for the passer and the player making the defensive play than the scorer.
  3. **HOCKEY STRATEGIES AND SYSTEMS** - We will teach the players breakouts, fore checking, back checking, penalty killing and power play systems and approaches. It is equally important to allow player creativity in order for them to develop personally. All players will be encouraged to be creative with the puck.
  4. **WORK ETHIC** - Effort and hard work are key elements of playing hockey and life in general. We will challenge your child to work hard in every game and practice.
  5. **ENHANCING SELF-ESTEEM AND CONFIDENCE** - We want the players to feel good about themselves and we look for opportunities to provide positive reinforcement of a player's effort and accomplishments.
  6. **LEARNING FROM MISTAKES** - Hockey is a fast-paced game full of mistakes. We will attempt to use these errors as teaching opportunities. We want the players to focus on correcting the mistake and not to take the criticism personally.
  7. **POSITIONS** - The coaches will determine the positions of the players and will not be receptive to players asking to play specific positions during a game. In the early stages of the season we may move players between forward and defense in order to evaluate their abilities and give them a perspective of playing different positions.
  8. **ICE TIME** - The coaches will allocate ice time, and although we will attempt to "roll the lines" and provide equal ice time to all players, we do not promise that it will always be equal. The most important consideration impacting ice time is work ethic, both during games and in practices. Trying their best in both practices and games will have a very positive influence on the amount of ice time a player receives.
  9. **POSITIVE EXPERIENCE** - We want this to be a positive experience for everyone involved with the team. We want players to learn and have fun. We would like the parents and other family members to enjoy coming to the rink and we, as coaches, want to feel that our volunteering has been both meaningful and enjoyable.
  10. **COACHES FAULTS** - We will always attempt to do the best job we can in coaching the team and your child. We will, however, undoubtedly make mistakes.
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## Players Commitments

We believe that children should only play a sport if they want to. They should not play because it is something that their parents or coaches wish them to do. We assume that, given the high caliber of play and the commitment required, each player on the team wants to be here and is prepared to commit to the following;

1. **TRY YOUR BEST** - Give your best, 100% effort always! We realize that you are only 8 or 9 years old. We ask that you try your best in games and especially in practices. We will do whatever we can to help you get better, but you have to help us by making a complete effort. If you “cheat” on drills in practice, you are only cheating yourself and your teammates, because you are slowing your development. We want you to work hard because you want to get better, not because the coaches are “making you” do it.
  2. **TRY TO LEARN** - We realize that some of what we are trying to teach you is fairly difficult. We only ask that you pay attention and try to learn. We have infinite patience for those who are making an effort.
  3. **MASTER THE FUNDAMENTALS** - Learn the basic skills. To become a skilled player on game day, start by being a good practice player.
  4. **WORK HARD AND HUSTLE** - Hockey is a game that requires hard work and hustle. A team that hustles is a team that has Great Spirit, and one that plays with discipline and enthusiasm. Hustle does not require awesome talent; it requires simple commitment and desire. When we compete with our teams on the ice, this is part of the game we will always win. Regardless of who we play, we can control this phase of the competition. We will out work every team we play!
  5. **MAKE EVERY MISTAKE PART OF YOUR DEVELOPMENT** - Learn from adversity. Mistakes are common in hockey. Errors are part of the game. Every player, regardless of skill will make errors that are both physical and mental. What sets winning teams apart from others is attitude. When a mistake is made, forgive yourself and make a commitment to learn from the experience.
  6. **THINK HOCKEY** - Concentrate and pay attention. Whether in a game or at a practice, keep your mind focused on the team’s hockey objective. Pay attention to the coaches, learn and work hard with them. The coaches are not at the rink to baby-sit but to help you learn.
  7. **BE A GOOD COMMUNICATOR** - There is a time to talk and a time to listen; know the difference. Be attentive and listen to your coaches. Respond positively to direction.
  8. **DEVELOP LOYALTY** - Support your teammates as hockey is a team game. We win as a team and we lose as a team. Be supportive of your teammates at all times. Help your teammates achieve team goals. Encourage and cheer for one another. We will not tolerate teasing, criticizing, swearing or fighting with teammates. A member of the coaching staff will speak to first time offenders. Second offences will result in your parents being informed.
  9. **VALUE SPORTSMANSHIP** - Be a good sport. Show respect for your opponents, coaches, officials, and fans. Most of all, demonstrate respect for your team, NobleKing and the sport of hockey by conducting yourself with honour both on and off the ice.
  10. **ICE TIME AND POSITIONS** - The coaches will decide on these and we do not expect, nor will we tolerate, complaints.
  11. **PRACTICES** - We will practice regularly and often before and throughout the season. Attendance at practice is mandatory. If you are unable to attend practice, phone (or email) the manager or the coach in advance, to notify the team of the reason for your absence. When a player misses a practice without notifying the team, the absence is inexcusable.
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## Parent Commitments

The parents play an important part in the success of any team. If the parents are positive, encouraging and supportive, it will go a long way towards making a great year for everyone. As we all know, making the year a terrific experience is something that everyone wants. We ask all parents to communicate the following;

1. **POSITIVE ENCOURAGEMENT** - Hockey is a game of mistakes and your child will no doubt make his share. Focus on reinforcing the positive things he has done and be gentle on the negative. Use your judgment when talking to your child about a mistake that he has made. Sometimes it is best to wait a few hours before discussing a mistake with your child.
  2. **REINFORCE COACHES TEACHINGS** - Your child benefits most when you are telling him the same things that he is learning from the coaches. Reinforcing what your child has been learning can be a great subject for the car ride home. Parents are encouraged to support the team but are not permitted to coach from the stands!
  3. **CHEER FOR YOUR CHILD AND THE TEAM** - The players like to hear their fans supporting them in a positive way. It does make a difference when they hear the families and friends in the stands encourage them. Please do not embarrass your child or anyone else's by yelling criticisms. Cheer for our team—do not cheer against the other team.
  4. **DRESSING ROOM/PRACTICE/GAME TIME** - Please arrive at the rink a minimum of 30 minutes prior to the practice and 45 minutes before a game time. Please have your child dressed and ready to play 15 minutes before game time to give the coaches time to properly prepare the team for the game. Only players and coaches will be in the dressing room at this time.
  5. **VOLUNTEERING** - There is a lot more to running a successful team than just the coaching. If everyone contributes and works together, it will significantly improve the operation of the team and therefore your child's experience. Areas of assistance include fundraising, sponsorship, statistician, videographer, gate duties, etc.
  6. **CONCERNS, ISSUES AND PROBLEMS** - The coaching staff will be pleased to address any concerns or issues that you may have about the team or your child's performances. If you have a concern that you wish to voice, we ask that you do so no sooner than 24 hours after the game or practice (The 24 Hour Rule). The worst place to raise a concern is in the dressing room before or after a game or practice, or while a game or practice is in progress. Such circumstances do not help the player, particularly in the eyes of their fellow players, and can be very detrimental to team unity.
  7. **KEEP PERSPECTIVE** - There has yet to be a player jump from Minor Atom to the NHL.
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# Fundraising Details

American Eagle	3.5%
Banana Republic	5.0%
Best Buy	1.5%
Blockbuster	5.0%
Campus Crew	1.5%
Canadian Tire/Canadian Tire Gas Bar	4.0%
Cara Kelsey's/Montana's/Outback/Milestone's/Second Cup/Swiss Chalet	3.0%
Chapters/Indigo/Coles	3.5%
Cineplex Odeon	7.0%
Esso/On The Run	3.0%
Future Shop	1.5%
HBC/The Bay/Zellers	3.5%
HMV Music	2.0%
Home Depot	1.5%
Home Hardware	3.5%
Kernels Popcorn	6.0%
La Senza/ La Senza Girl/ Silk & Satin	7.0%
Laura Secord	10.0%
Linen n' Things	7.0%
Loblaws/No Frills/Fortinos/ValuMart/Zehrs/Extra	3.5%
Foods/Independent Grocer/Great Canadian	3.5%
Wholesale/Superstore/Save Easy/Maxi/SuperValue/Provigo	3.5%
Longos	3.5%
M&M Meat Shops	3.5%
Marks Work Warehouse	7.0%
Old Navy	3.5%
Payless Shoe Source	7.0%
Petro Canada	2.0%
Pharma Plus	3.0%
Pier 1	5.0%
Pioneer Gas	1.5%
Pizza Pizza	10.0%
Prime Restaurants East Side Mario's/Casey's/ Prime Ribs	7.0%
Rainbow Cinemas/Magic Lanterns	6.0%
Red Lobster/Olive Garden	7.0%
Roots/Roots Kids/Baby Roots/Roots Home	7.0%
Sears	3.0%
Shoppers Drug Mart	3.0%
SIR Corp Jack Astors/Alice Fazooli's/ Soul of the Vine/Far Niente/	10.0%
Al Frisco's/ Reds/ Up Stairs Lounge/Canyon Creek/ Urban Group	10.0%
Catering/The Armadillo/The Loose Moose/Leoni's Italian Kitchen)	10.0%
Sobey's/IGA/Food Town/Price Choppers/Foodland+	3.5%
Sport Chek/ Coast Mountain Sports	5.0%
Sport Mart	7.0%
Staples Business Depot	2.5%
Starbucks	3.5%
The Gap	5.0%
The Body Shop	7.0%
The Keg	7.0%
Toys R Us	1.5%
Ultramar	1.5%
Wendy's	3.0%

# Fundraising Details

## Blainey's Scrip Inc.



Blainey's Scrip Inc.

Retailer Listings (Revised July 6, 2007)

Now you can support the fund of your choice easily through everyday shopping! From now on you can simply purchase the gift cards you would use anyways from Blainey's Scrip Inc., with a portion of these purchases going towards your charity! Choose from the retailers listed below and you can begin to see just how simple it is to raise money the easy way – we call it "shopping cart fundraising"!

Retailer	REGULAR		SPRING BLOWOUT SALE *	
	Discount	Denominations	Discount	Denominations
American Eagle	(3.5%)	\$25		
Banana Republic	(5%)	\$25		
Best Buy	(1.5%)	\$25		
Blockbuster	(5%)	\$10		
Campus Crew	(1.5%)	\$25		
Canadian Tire/Canadian Tire Gas Bar	(4%)	\$25, \$50, \$100		
Cara (Kelsey's/Montana's/Outback/Milestone's/Second Cup/Swiss Chalet)	(3%)	\$25		
Chapters/Indigo/Coles	(3.5%)	\$10		
Cineplex Odeon (admit one)	(7%)	\$10		
Esso/On The Run	(3%)	\$25, \$50, \$100		
Future Shop	(1.5%)	\$25		
HBC/The Bay/Zellers	(3.5%)	\$25, \$50, \$100		
HMV Music	(2%)	\$10		
Home Depot	(1.5%)	\$25, \$100		
Home Hardware	(3.5%)	\$25, \$100, \$1,000		
Kernels Popcorn	(6%)	\$10	(15%)	\$10
La Senza/ La Senza Girl/ Silk & Satin	(7%)	\$25		
Laura Secord	(10%)	\$20		
Linen n' Things	(7%)	\$25		
Loblaws/No Frills/Fortinos/ValueMart/Zehrs/Extra	(3.5%)	\$50, \$100, \$250		
Foods/Independent Grocer/Great Canadian Wholesale/Superstore/Save Easy/Maxi/SuperValue/Provigo				
Longos	(3.5%)	\$50		
M&M Meat Shops	(3.5%)	\$10, \$25		
Marks Work Warehouse	(7%)	\$25		
Old Navy	(3.5%)	\$25		
Payless Shoe Source	(7%)	\$25	(12%)	\$25
Petro Canada	(2%)	\$25, \$50, \$100		
Pharma Plus	(3%)	\$25		
Pier 1	(5%)	\$25		
Pioneer Gas	(1.5%)	\$20		
Pizza Pizza	(10%)	\$5		
Prime Restaurants (East Side Mario's/Casey's/ Prime Ribs)	(7%)	\$25		
Rainbow Cinemas/Magic Lanterns	(6%)	\$5, \$10	(8%)	\$5, \$10
Red Lobster/Olive Garden	(7%)	\$25	(8%)	\$25
Roots/Roots Kids/Baby Roots/Roots Home	(7%)	\$25		
Sears	(3%)	\$25, \$50, \$100		
Shoppers Drug Mart	(3%)	\$25		
SIR Corp (Jack Astors/Alice Fazzoli's/ Soul of the Vine/Far Niente/ Al Frisco's/ Reds/ Up Stairs Lounge/Canyon Creek/ Urban Group Catering/The Armadillo/The Loose Moose/Leon's Italian Kitchen)	(10%)	\$25, \$50		
Sobey's/IGA/Food Town/Price Choppers/Foodland+	(3.5%)	\$10, \$25, \$50		
Sport Chek/ Coast Mountain Sports	(5%)	\$25		
Sport Mart	(7%)	\$25		
Staples Business Depot	(2.5%)	\$25		
Starbucks	(3.5%)	\$25		
The Gap	(5%)	\$25		
The Body Shop	(7%)	\$10		
The Keg	(7%)	\$25		
Toys R Us	(1.5%)	\$25	(5%)	\$25
Ultramar	(1.5%)	\$10, \$20		
Wendy's	(3%)	\$10		

\* this sale is for a limited time and only while quantities last - sorry no rain checks.

Raise Funds the Easy Way!

1-866-336-8985

blaineysscrip.com

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