

# AJ Steiner

It is an honor to be nominated as a board member for SPYHA. It has been a pleasure being part of the association over the past several years and I hope to bring new energy and ideas to the association in a more impactful way in the future.

My wife Kelley and I have 2 beautiful children, both playing within the SPYHA. For the past 10 years, I have worked as a Loss Control Consultant for an insurance company. In my role, I evaluate and provide guidance for insured clients regarding property, workers compensation, auto, and liability concerns. I am, essentially, “the safety guy”. I believe my background can be helpful within the association whether it be for insurance issues, safety concerns around the rink, or safety of players on the ice.

Growing up in rural Southwest Wisconsin, I never had the opportunity to play youth hockey. In my younger years, I played pickup hockey on the backwaters of the Mississippi River, watched NHL games as much as possible, and later operated an outdoor hockey rink in Northern Minnesota for 2 years in college. My journey into youth hockey really began in 2019 when my son first started playing in the SPYHA 6U program. Since then, I have followed him through his youth hockey journey as an assistant coach at various levels, 8U hockey director in 2022 – 2023, and as the Squirt A head coach during the 2024 – 2025 season. After my daughter started in the 2023 – 2024 season, I have served as an assistant coach for her 6U and 8U teams as well. I am currently CEP 4 certified and am looking forward to continuing coaching in the years to come. Our family has truly become a hockey family; we all love hockey and the SPYHA program.

I believe that sports can play a critical role in the development of the youth in our area. I believe the core values of youth sports are to *have fun, promote lifelong love of sport and fitness, and develop players to compete and succeed in the future*. My goal as a board member would be to utilize these core values to make the best decisions for the association moving forward.

As a key initiative, I hope to support the Board of Directors to expand access to hockey opportunities for SPYHA players throughout the year. In the past, at the end of the hockey season, I provided players with a list of spring, summer, and fall hockey opportunities outside of SPYHA. This has allowed many players to continue to develop in hockey during the off-season. I hope to bring more opportunities in-house to attract new players into the association and to continue to develop our current players.

Finally, I believe that communication throughout the association is critical. As a member of the Board of Directors, I would be an advocate for continued open communication, clarity and consistency in policy, and enhanced access to hockey throughout our association through additional off-season hockey opportunities.

Thank you for your consideration and Go Flyers and Whitecaps!

