



**VISION FOR THE FUTURE**



# HISTORY

## WHERE WE STARTED

### 2008 - 2019

- Icehawks/Clippers operated by Coastal Carolina Hockey Association (CCHA)

### May 2019

- Wilmington Ice House took over the Icehawks from CCHA

### October 2019

- Work started on establishing Wilmington Seahawks Hockey Association (WSHA)

### September 2020

- Junior Seahawks logo and branding complete

### Travel Seasons 2020-2021 and 2021-2022

- Junior Seahawks operated under the management of the Wilmington Ice House



# HISTORY

## WHERE WE STARTED

### August 2022

- WSHA finalized and established
- WSHA received it's USA Hockey affiliation through CAHA
- Junior Seahawks brand assets transferred from Wilmington Ice House
- Assumed management of operations from the Wilmington Ice House

### Travel Season 2022-23

- Junior Seahawks first full season under the operation of WSHA



# VISION

The Junior Seahawks (WSHA) is a non-profit, Tier 2 youth hockey program built to serve the Cape Fear region of North Carolina and beyond. Through our program we strive to develop skilled and knowledgeable players who not only excel on the ice but also demonstrate strong leadership, teamwork and sportsmanship both on and off the ice and will have a lifelong love of the sport of hockey.



# WHAT DOES TIER 2 MEAN?



- Field teams in the A and AA designations
- All 13U through 18U teams will be national bound
  - Team must play in min. 20 games
  - Players must play in min. 10 games
  - Must declare by October 15th
- National bound teams will compete in the NC State Championships
- Winners will advance to the USA Hockey Tier 2 National Championships

# PLAYER FOCUSED

## OVERVIEW

- Cast a wide net
- Player development - skills, knowledge, and confidence
- Serve hockey athletes at different stages of their development
- Provide the infrastructure to develop
  - Fun and competitive environment
  - Achieve their hockey goals



# PLAYER DEVELOPMENT

## 3 AREAS OF FOCUS

### On Ice

- Preseason camp
- Practices
- Skill sessions

### Off Ice

- Strength and conditioning and skill development
  - Live sessions - team focused
  - App based programs - individual focused

### Competition with a purpose

- League play
- Quality tournaments
- Purposeful exhibition games (14U and 16U)



# ON ICE

## PUT IN THE WORK

### **Pre-Season Development Camp - August 7-11**

- Kickoff the season (5 sessions)

### **Practices - Week of August 14th**

- Twice a week (52 sessions)
- 10U and 12U - shared ice
- 14U and 16U - full ice

### **Skill Sessions**

- Bi-weekly (13 sessions)
  - Led by consultant coaches and head coaches





# OFF ICE

## CHANGE THE GAME

### Change the Game - Official Off Ice Partner

- Access to app based training program
  1. Age appropriate strength and conditioning
  2. Skill development
- Opportunity to add components (additional costs)
  1. Baseline assessment
  2. In-person strength and conditioning
  3. Sports nutritionist
  4. Physical therapy
  5. Skill development



# COMPETITION

## GOAL OF 40 GAMES

### 10U and 12U

#### League - 16 Games

- EJEPL - Compete in 2 - 3 showcases

#### League - 12 Games

- CHL - Home and home series

#### Tournaments - 12+ Games

- Each tournament will be selected for:
  - Quality of competition
  - Professionally operated
  - Desirable locations



# COMPETITION

## GOAL OF 40 GAMES

### 14U and 16U

#### League - 16 Games

- EJEPL - Compete in 2 - 3 showcases

#### Tournaments - 12+ Games

- Each tournament will be selected for its value to our teams and players
  - Quality competition
  - Professionally operated
  - Desirable locations

#### Exhibition - 12 Games

- Compete against quality competition with like minded associations
- Freedom to be creative with format and locations
- Maximize travel opportunities by playing more than 2 games per weekend



# TEAMS

## HOW WE WILL OPERATE

### 10U AND 12U

#### Number of Teams

- No set number - Multiple teams

#### Level of Competition

- A or AA?? - Doesn't matter
  - Difficult to establish criteria for A or AA for younger age groups
  - Customized approach to foster strong competition
  - CHL play-in tournament - ensure correct placement
  - EJEPL - Allow for adjustments
  - Tournaments - select correct division
- All teams will have equal access and opportunity
  - No Teal team format going forward





# TEAMS

## HOW WE WILL OPERATE

### 14U AND 16U

#### Number of Teams

- One team per age group

#### Level of Competition

- Each team will be:
  - AA
  - Independent
  - National bound to compete for state championship
  - EJEPL - allow for adjustments
  - Tournaments - select correct division



# COMPARISON

## PAST VS FUTURE

### **2022**

- A. Total practices - 44
- B. Preseason camp - No
- C. Additional skills - No
- D. Off ice coaching - No
- E. Tournaments included - No
- F. State championships - No
- G. Two separate offerings for teams (Teal and Navy)
- H. Limited consultant coaches
- I. GameBeast - inadequate

### **2023 and Beyond**

- A. Total practices - 52
- B. Preseason camp - 5 sessions
- C. Additional skills - 13 sessions
- D. Off ice coaching - CTG
- E. Tournaments included - 2 to 3
- F. State championships - Yes
- G. All teams full access - equal practice time, games etc
- H. Expanded consultant coaches
- I. Crossbar - fully integrated

# COMPARISON

## SUMMARY

### New for 2023

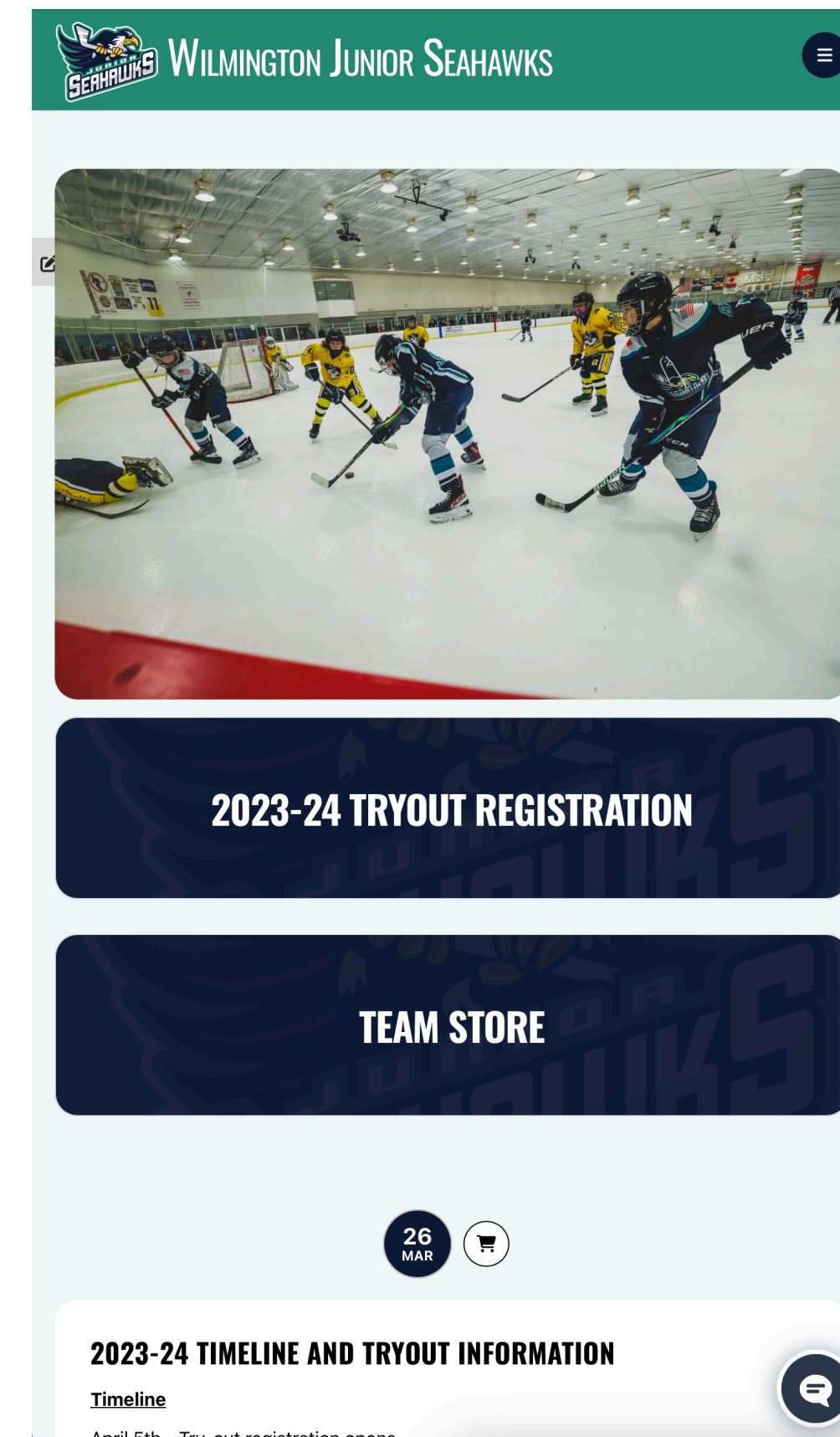
- A. 26 more ice sessions
- B. Off ice partner - Change the Game
- C. 2 - 3 tournaments included
- D. 14U/16U teams competing for state championships
- E. All teams equal access and opportunity
- F. Additional consultant coaches
- G. Crossbar management system



# CROSSBAR

## NEW HOCKEY MANAGEMENT PLATFORM

- User friendly and easier for parents to navigate
- Full seamless integration - App and browser based
  - Official team communication
    - Coach/parent communication
    - Association to parent communication
- Family and association wide calendar
- Branded app
- Professional website : [www.juniorseahawks.com](http://www.juniorseahawks.com)





# SEASON COSTS

## APPROXIMATE COSTS

### **10U and 12U teams - Shared Ice Practices**

Range: \$ 2515 - \$3015 (2022 costs: \$1950)

### **14U and 16U teams - Full Ice Practices**

Range: \$ 3160 - \$3790 (2022 costs: \$2500)

## **Factors**

- All operational costs went up from last year
- Number of teams
- Number of total players
- Number of players per team



# PARENT INVOLVEMENT

- Fundraising
  - Scholarship funds - priority

Examples:

- Charitable donations offering tax deduction
- Events such as golf tournaments

Wish list items:

- Skate sharper
- Branded locker rooms in conjunction with UNCW



# PARENT INVOLVEMENT

- Player Experience
  - Create a fun and exciting atmosphere

Examples:

- Association wide potluck or BBQ
- Game day snacks and tailgating
- Music during games

**Volunteer registration through Crossbar**





# COULD THIS BE US?





# QUESTIONS??

HERE IS WHAT WE DON'T HAVE ANSWERS FOR

- Practice schedule
- Final budget
- Coaches
- Final amount of teams

Thank you for your time!

