

HELPING ATHLETES UNDERSTAND AND OVERCOME ADDICTION



Breaking
The Ice

Understanding and
Overacting| Screentime
Addiction In Order To
Achieve Peak Performance

Arizona Coyotes
Development Camp
July 2023



Jamie McGuire

Professional Speaker & Addiction Specialist

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ABOUT JAMIE MCGUIRE

Addiction does not make a distinction between race, sex, age or "class". It ruins athletic careers, professional careers, families, relationships, and often leads to death. A graduate of St. Mary's University in Halifax, Nova Scotia where he played varsity hockey, Jamie was drafted by the London Knights of the Ontario Hockey League.

Sober and clean now since June 28, 1999 (26 Years) and with great warmth, passion and unique genuineness, Jamie shares his personal battle and his experience, strength and hope for the future in an attempt to help people in all professions realize that they are not alone in their struggle and that the beginning of the solution lies in asking for help.

Jamie's message is clear — change is possible, recovery is possible. Living clean and sober is a reality for thousands of people who have overcome the fear of asking for help. The choices and decisions we make today will influence our lives in the future.



Team Canada — Women's U18 National Team



Jamie with his two daughters and son

CREDENTIALS & EXPERIENCE

- Varsity Hockey — St. Mary's University (1990–1994)
- Drafted by the London Knights — Ontario Hockey League
- Head Coach — 5x World Champion Canadian Amputee Hockey Team
- Former Head Coach & GM — Canadian Women's Hockey League
- Goalie Coach — Team Canada Women's U18 National Team (2011)
- Owner & Operator — McGuire Goaltending (Toronto, est. 2001)
- Speaker — NCAA, CIS, Junior & Professional athletes

JAMIE'S MESSAGE

"As a former athlete and current coach, I can get a strong message across to athletes of all ages about the risks involved in abusing drugs and alcohol. My presentation is about my own personal life experience with alcohol + drugs at the Jr. and University levels and how my abuse left me with an addiction to both.

My objective is to change the way young athletes view addiction. When I am finished the players will have a much clearer understanding of what alcohol and drug abuse really is and will be forced to look at themselves and question their own habits.

I did not drink everyday — I drank less often than most of my teammates and friends. BUT when I did drink, I had no self control and lost the ability to make reasonable choices which then led me down the road to drug addiction.

I try to encourage people to look at themselves in a different light and to ask different questions — and hopefully help people finally see how their addictions affect their lives even if they are not the 'stereotypical' addict."



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All presentations fully customized to your audience. Live, virtual, or workshop format. Minimum 45 minutes. Suitable for full teams, leadership groups, schools, or corporate organizations.



Alcohol & Drug Abuse in Sport

Professional & Amateur Athletes | Junior | NCAA | University | High Schools

Jamie speaks from personal experience as a former junior and university hockey player whose career was derailed by addiction to alcohol and drugs. His objective is to permanently change the way athletes view addiction and challenge them to honestly examine their own habits.

- Alcohol culture in sport — myths vs. reality
- Cocaine, gambling & other risk behaviors
- Binge drinking vs. daily use: the real distinction
- Tools to reflect honestly and ask for help
- Cannabis, vaping, stimulants & pain medication



Screen Time & Gaming Addiction

Youth | Student Athletes | Minor Hockey Teams | Middle Schools | Corporate Teams

Post-Covid, phones, tablets and gaming platforms have created a generation of compulsive users. Jamie addresses this crisis with the same honesty and directness that define all of his presentations, giving athletes practical tools to reclaim balance and achieve peak performance.

- Recognizing compulsive screen & gaming behavior
- Practical strategies to reclaim balance
- Impact on sleep, focus, and athletic performance



Social Media & The Athlete's Brand

High School | University | Professional Athletes

Teams, organizations and employers audit social accounts before drafting, hiring, or awarding scholarships. One post can end a career. Jamie provides athletes with the do's and don'ts and a pre-post checklist to protect their reputation and use social media to their advantage.

- Social media do's and don'ts for athletes
- Building your brand — not destroying it
- Pre-post checklist to protect your reputation



Gambling & Risk Behavior

Professional & Amateur Athletes | Junior | NCAA | University

Gambling addiction is exploding among athletes at every level, fuelled by the rise of sports betting apps and online gaming. Jamie addresses the warning signs, the connection between gambling and other addictive behaviors, and the devastating impact it can have on a career and a life.

- Sports betting apps & the new gambling culture
- The link between gambling, alcohol & drug use
- How gambling addiction starts and escalates
- Recognizing the warning signs in yourself & teammates



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WHAT ATHLETES WILL GAIN FROM THIS PRESENTATION

What Athletes Will Leave With

1

A New Way of Thinking About Addiction

This presentation will change the way athletes think about what it means to be an alcoholic or an addict. Jamie's story will force them to look at their own relationship with alcohol and drugs under a completely different viewpoint.

2

The Truth About Choices

Athletes will understand how small daily decisions — about discipline, habits, and who they surround themselves with — ultimately determine the direction of their life and career.

3

The Courage to Say No

Athletes will learn how peer pressure and team culture can influence behavior, and why having the confidence to say no can be one of the strongest leadership decisions they ever make.

4

Discipline Over Motivation

They will see why motivation comes and goes, but discipline and principles are what sustain high performance in sport and life.

5

Understanding the Risks of Addiction

Athletes will gain a real and honest understanding of how substance abuse can begin quietly, affect decision-making, and derail even the most promising athletic careers.

6

The Power of Asking for Help

Athletes will hear firsthand why asking for help is not weakness but strength, and how honesty and support from others can completely change the direction of a life.

7

Perspective on Life Beyond Sport

Athletes will leave with a deeper understanding that their identity, purpose, and value extend far beyond wins, losses, and statistics.

8

A Clear Message About Living Intentionally

Athletes will be reminded that life is short — the small dash between the day you are born and the day you die — and that every athlete has the power to choose how they live that dash.

PAST PRESENTATIONS | TRUSTED BY THE BEST

NHL & AHL ORGANIZATIONS

- Arizona Coyotes NHL
- St. Louis Blues NHL
- Boston Bruins NHL
- Utah Mammoth NHL
- Worcester IceCats AHL
- Providence Bruins AHL
- Rochester Americans AHL
- Canadian Men's Paralympic Hockey Team
- Hockey Canada AGM

NCAA & UNIVERSITY

- Harvard University NCAA D1
- Boston University NCAA D1
- Ohio State University NCAA D1
- Miami University NCAA D1
- Providence College NCAA D1
- York University
- University of Toronto

SCHOOLS & PROGRAMS

- Durham West Jr. Lightning
- LaSalle Academy
- Brooks Academy
- Stop It Goaltending GCG Elite Camp
- McGuire Goaltending Elite Camp
- Richmond Hill High School
- Holy Name High School
- East Coast Kings Prospect Camp
- Bill Armstrong's Pro Summer Camp



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Bill Armstrong, General Manager
Utah Mammoth, NHL

“Jamie’s presentation connects immediately with athletes. He speaks honestly about addiction, performance pressure, and decision-making in a way that is real, relatable, and non-judgmental. His message about accountability and reaching out for help had a lasting impact on our players.”



As a former hockey player, Jamie relates well with athletes. His message was a matter-of-fact approach relaying how easy “weekend fun” can turn into big time trouble through addiction. His is a story that most of the audience can see themselves in. As a result, the potential for danger really sinks in, as the audience realizes that the beginning to Jamie’s problems mirror the actions taken by many young men and women. Jamie illustrates how real addiction is, and how easy it can be to find.

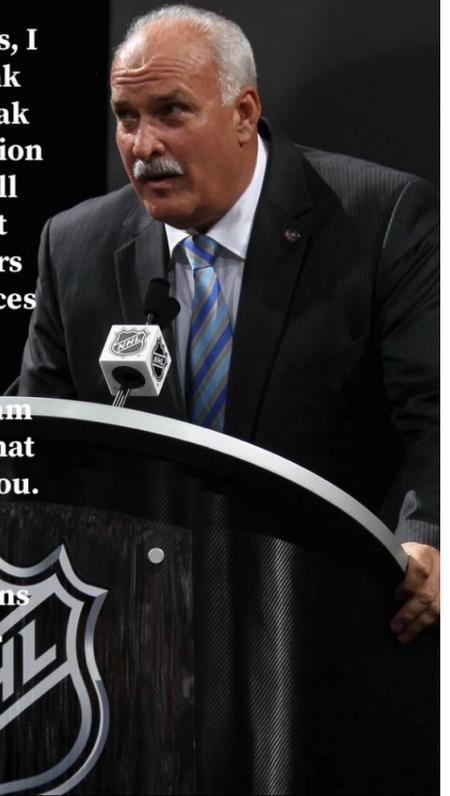
As a hockey coach I understand how invincible young people feel. I understand how young people always feel that those “problems” would not happen to them. I understand how little understanding young people have of how addiction starts. Addiction seems far off to young people. Jamie brings it right in front of their face.

Jeff Blashill, Head Coach
Chicago Blackhawks

On behalf of the St. Louis Blues, I would like to personally thank you for taking the time to speak with our team. Your presentation is always outstanding and will help our players think about where they are in their careers and learn to make better choices as they progress.

Your presentation has strengthened our team and I am grateful for the relationship that the St. Louis Blues have with you.

**John Davidson
President of Hockey Operations
Columbus Bluejackets, NHL**



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AVAILABILITY

Worldwide — Live & Virtual



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@jmcguirespeaker



YOUTUBE

youtube.com/@jamiemcguirespeaker



JAMIE MCGUIRE

Professional Speaker
Addiction & Recovery Specialist
Elite Hockey Coach

FORMATS AVAILABLE

Live In-Person Keynote

Virtual Presentation (Zoom / Teams)

Customized Workshop

Team / Organization-Specific Session

Private 1-on-1 Sessions Available

Customized Small Group Sessions

Contact Jamie today to design a presentation or workshop tailored to your team or organization.



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