

CHAMPIONS

HOCKEY ACADEMY



PROGRAM INFORMATION



Company Background

Champions Hockey Academy (CHA) is designed to take Elite Hockey players to the next level in a team environment. CHA is an all-inclusive player development program where student-athletes will flourish, not having to sacrifice school or sports.

Work Ethic

Discipline

Commitment

Resilience

Respect

Integrity

Humility



MISSION

To enrich the lives of youth through education and athletics by delivering a program rich in community and driven by fundamental core values.



VISION

To be internationally recognized by student-athletes as the first choice for both education and athletic development.

Champions Hockey Academy consists of a comprehensive hockey skills academy and team program for both male and female players, blended with the enrollment of these players into FCA. In addition to hockey skills, student athletes receive an exemplary private school education with training and support in sports therapy, nutrition, sports psychology, strength, and conditioning. The goal is for student-athletes to flourish, not having to sacrifice school for sports or vice versa, and for our programs to attract highly accomplished staff and coaches.

Keys to Success

Integrity and Accountability

- To acknowledge and assume responsibility for our actions and decisions
- To be open and willing to learn
- To develop self-discipline for personal success

Development

- To promote a true education-based hockey program; believing that academics and hockey are both essential to the successful development of self and others
- To develop future leaders emulating competence, character, courage and compassion

Community

- To understand the importance of belonging to community and contributing to society in a positive environment
- To learn the positive impact and good citizenship of participating community events
- To provide opportunity to participate in a volunteer role, promoting individual growth and learning
- To be good role models within the community

Teamwork & Respect

- To model a high level of respect to yourself and others
- To build a positive, supportive environment, incorporating passion, fairness, determination and fostering strong sportsmanship values
- Inspiring the team to be the best they can be, winning and losing with dignity and respect

OUR FOUNDERS



Dax MacLean (L) and Stacy Smallman (R) founded Champions Hockey in 2007 to give their sons more ice time in the summer. Stacy's son, Spencer, was drafted by the Carolina Hurricanes in 2015, signed a two-year contract with the Colorado Avalanche and currently plays for the Colorado Eagles in the AHL.

Both National Champions at the University of New Brunswick, which led to the name of their hockey program, Champions Hockey is the premiere developmental and elite hockey program in New Brunswick.

COACHING QUALIFICATIONS



Jonathan Harty

Education

University of New Brunswick: Bachelor of Business Administration with minor in Recreation Sport Studies, 2011

University of New Brunswick: MBA in Sport and Recreation Management, 2012

First Aid Certification

Coaching Experience

- Current Head Coach of Champions Hockey Academy U17 Male Eagles
- Everett Silvertips Instructor & Coordinator
- UNB Varsity Reds Instructor

Playing Experience

- WHL Everett Silvertips, 2004-2008
- CIS University of New Brunswick, 2008-2012
- ECHL Kalamazoo Wings, 2012
- Professional Hockey Player - Europe, 2012-2020
 - Ligue Magnus, France
 - Hockey Allsvenskan, Sweden
 - DEL2, Germany
 - EBEL, Austria

Hockey School Experience

- Champions Hockey Academy Inc.
- Currently completing Hockey Canada High Performance One Certification
- Hockey University Coach 1&2
- Hockey University Safety
- Respect in Sport

COACHING QUALIFICATIONS



Matthew Wright

Education

St. Thomas University: Bachelor of Arts, double major in Communications and Science & Technology with a minor in Psychology, 2019

First Aid Certification

Coaching Experience

- Associate Coach of Champions Hockey Academy U17 Male Eagles, Present
- Fredericton Minor Hockey Association U15 AA Swifty Caps, 2017-2019
- EDZA West U13 AAA Canadiens, 2019-2020
- EDZA West U13 AAA Express, 2020-2021
- EDZA West U15 AAA Caps, 2021-2022

Playing Experience

- Fredericton Canadiens U18 NBPEI U18 AAA League Scoring Champion & MVP, 2011-2012
- Maritime Junior A Hockey League, 2012-2015
- CIS St. Thomas Tommies, 2015-2016

Hockey School Experience

- Champions Hockey Program Coordinator and Head on-ice Instructor, 2019-Present
- Currently completing Hockey Canada High Performance One Certification

THE

CHA TEAM



Dax MacLean - Founder
Stacy Smallman - Founder
Jamie Morrison - Director of Operations
Jonathan Harty - U17 Head Coach
Matthew Wright - U17 Associate Coach
Chris Mahon - U17 Assistant Coach



Dr. Denny Johnston - Physician
Jamie Morrison - Registered Nurse
Dr. Doug Demmings - Dentist
Dr. Matt Cochran - Physiotherapist
Ryan Hamilton - Sport Psychologist



Kenny Morrison - Strength & Conditioning Coach
Kyle MacDonald - Director of Goalie Development
Jenna Kennedy - Media & Marketing Manager

Product & Description

Our vision of winning is to see each player in our program evolve and get better, which is directly related to the team's success.

Champions Hockey Academy was created and designed to develop and promote student-athletes who are committed to enhancing their skills in preparation for the next level of hockey. Our program provides hockey players with the physical, mental, and moral development of youth athletes. Through skill development and positive reinforcement, players will learn the key to success is hard-work, self-confidence, dedication, and respect. The foundation in developing new skills and becoming a stronger and better hockey player is a good work ethic.

Our development programs include tournaments, showcases, exhibition games, practices, off-ice and in-class development. CHA Academy will combine academics and hockey within an environment that is both affordable and constructive for our student athletes. We offer a program that encourages the development of the mind in all aspects of daily learning on and off the ice.



GROWTH PLAN

2023-2024

U17 Male

2024-2025

U16 Male & U18 Male

2025-2026

U16 Male

U18 Male

U18 Female



Canadian Sport School Hockey League

Champions Hockey Academy will be playing in the Canadian Sport School Hockey League (CSSHL) in the U17 Eastern Division.

Launched in 2009, the CSSHL's mission is to be a leader in education-based hockey. To date, 80+ CSSHL alumni have been drafted into the NHL, with 21 selected in the 2022 draft alone. Nearly 500 alumni have moved onto the NCAA/USPORTS, 500+ to the CHL and over 60 have represented their country.



All programs within the CSSHL are sanctioned Hockey Canada Accredited Schools or Schools with Residence, meeting the regulations of not only Hockey Canada, but their respective provincial or regional members.

5 reasons to attend CHA

Individualized development plan for each player

Full-time, certified hockey coaches & trainers working with your student-athlete for 10 months/year

National exposure opportunities: QMJHL, NCAA, Jr. A

300+ hours of on ice development (practices & games)

Fredericton Christian Academy: NB Accredited Academics. small class size, low teacher to student ratio



Facilities

Fredericton Christian Academy

Fredericton Christian Academy (FCA) is an independent university preparatory school in Fredericton, New Brunswick, approved by the New Brunswick Department of Education. FCA is founded on the belief that young men and women thrive in a safe, nurturing, and rigorous learning environment, where they are encouraged to confidently think, express themselves and ask critical questions. FCA offers a unique university preparation program where faculty doors are always open, and students are part of a larger school 'family'. FCA is committed to fostering the intellectual, physical, social, spiritual, and creative potential of students through a supportive and challenging community.



CSCA High Performance Centre - New Brunswick

The CSCA High Performance Centre (HPC) is a state-of-the-art sport performance facility that provides sport science services to performance athletes. Through a partnership between UNB Kinesiology and the Canadian Sport Centre Atlantic, the HPC trains national and international athletes from various sports. The HPC specializes in sport specific training and sport science services, including physical assessments/evaluation, mental performance, nutrition, and strength and conditioning.



"Our sport-specific strength and conditioning programs, technologies, and facility allow us to assess and train athletes at the highest level. The High Performance Centre works to build athletes from the ground up, to reduce injuries, and maximize their athletic potential, as they progress through their career."

- Ken Morrison, Strength and Conditioning Coach

Facilities & Location

Lady Beaverbrook Rink

We are excited to be playing out of the Lady Beaverbrook Rink (LBR) for the 2023-2024 season. The LBR is located just a block from the High Performance Center on the UNB campus, which is a convenient and easy walk for our players.

As part of the demand and growth for FCA over the past five years, the school has been researching and exploring a new and expanded campus which would meet the enrollment demands of the local and international community, as well as provide on-site resources and infrastructure to enhance and expand programming initiatives.

CHA has an agreement with the city of Fredericton to provide a dressing room, a drying room for equipment storage, a coach's office and a classroom for chalk talk and guest speakers at that LBR. In addition, our head coach will have a designated office space at the school for check-ins and meetings with student athletes when required.



Fredericton, New Brunswick

Fredericton is the capital city of the province of New Brunswick. The city is situated in the west-central portion of the province along the beautiful Saint John River. Known as a safe city, Fredericton is one of the main urban centres in New Brunswick, and with a population of 58,220, is the third-largest city in the province after Moncton and Saint John.

The Fredericton sport scene is alive and well. It has rich hockey history with the University of New Brunswick Reds, Junior A Red Wings and the St. Thomas Tommies. Fredericton is known for the close proximity of competition venues and accommodations, state of the art facilities, exceptional volunteers and a very supportive community.



Billeting

Local families open their homes to our out-of-town student-athletes. Our billet families are dedicated to spending a considerable amount of time and energy, ensuring that our players are able to live comfortably and have a wonderful experience away from home.





Athletic/Academic Delivery Model

FCA delivers an academic program to the CHA student-athletes, which provides core courses (English, Math, and Science) and mandatory Province of NB graduation courses through traditional classroom delivery, while elective based courses will be filled through traditional and non-traditional classroom (online/virtual, participatory, partnership agreement, ex. UNB/STU/AP programs, and co-operative educational courses) platforms, which are also being used by current FCA students. Each participant in the CHA program is required and supported by the FCA staff to meet the Province of NB graduation requirements, along with the additional graduation requirements as specified by FCA.



A DAY AT CHAMPIONS HOCKEY ACADEMY

Our schedule allows our student athletes to stay on top of their academic performance, while focusing on developing their athletic career. In partnership with Fredericton Christian Academy (FCA), our student-athletes have the opportunity to enroll in a two-semester program that allows them to complete all required classes, plus a number of elected courses each year. Although they will have a different schedule than an average student, CHA athletes will integrate with the general student body. Our student athletes are on the ice every day. During the week, student athletes take part in structural practices and skill development sessions. The team will work closely with their respective programs' strength and conditioning coach, as well as various other off ice seminars such as video work, mental training and nutrition. Outlined below is an overview of our academic schedule for CHA student-athletes in Semesters 1 and 2. CHA student-athletes will earn seven credits over the first two semesters.

Games & Training

The majority of games take place on weekends in a showcase format. Programs in each division take turns hosting Showcase weekends, which see multiple teams in one location playing multiple games. This format decreases travel time and missed school days, while increasing the efficiency for scouts. Teams will also play a small number of exhibition games throughout the season on non-showcase weekends.



Our weekly off-ice training is made up of video sessions (Monday), gym workout (Tuesday & Thursday), yoga (Wednesday) and a guest speaker on Friday.



Although the hockey season may be over, the training doesn't stop. We offer a 10-week training program designed for our players that runs from April until June.

Player Promotion

CHA players are highly scouted during our league play and teams also enter into exhibition tournaments across Canada and North America for further exposure. We also work to cultivate relationships with coaches, general managers, athletic directors, scouts, schools and teams across all levels of hockey. To better promote and develop our players, CHA has partnered with The Prospect Exchange (TPE). An individual player profile is set to revolutionize how players, parents, coaches, advisors and agents promote a player for career advancement. Using objective data and video in a professional format, TPE clients will be able to generate and present NHL quality reports on their own personal page.



Professional hockey resume

Ability to analyze players games and target specific improvement for player development

Ability to share video episodes and reports with coaches, scouts, advisors and agents to further advance our players career

Ability to look at your performance through the eyes of the hockey professionals who evaluate your performance and make decisions on your hockey endeavors

The Prospect Exchange

Founded in 2018, The Prospect Exchange (TPE) provides video based performance analysis for ice hockey federations, leagues and teams. TPE serves a rapidly growing list of clients from across North America and around the world ranging from youth hockey to professional teams. As a market leader exclusively focused on ice hockey, the company delivers high quality data, in-depth analysis, and fast turnaround.

TPE Team uses artificial intelligence and computer vision algorithms to build extensive data sets that provide objective and accurate insights for coaches. TPE's production team breaks down game film around every metric collected, saving coaches extensive amounts of time which allows them to allocate more time to analyzing team play, game trends, and individual player performance.



Once TPE has produced a game, they populate the individual video and analytics into each player's TPE Player dashboard. From there, a player can view and share and their results and communicate with coaches, scouts and other team members using TPE's unique communication tools. Players can also share shifts with family, friends, on social media & more.

The Prospect Exchange (TPE) has recently partnered with Hockey New Brunswick and the NB-PEI U18 Major League to become the Official Provider of Data and Video Analysis. Coaches and players will receive team and individual player metrics tied to the video of each metric for all games played. Hundreds of metrics are measured including time on ice, shots, assists, goals, saves, and hits.

Additionally, more advanced metrics such as xG and Corsi are available. The power of the TPE platform is supporting coaches to review the play of their team on a specific game, or over multiple games. Players can review their individual shifts, plays and also get exposure to higher levels of hockey.

Marketing

Our objective is to establish Champions Hockey Academy as the premier hockey development school recognized by student athletes both nationally and internationally.



Demographics

Parent ages 30-50
Player ages 13-18



Competition

Rothesay Netherwood School - Rothesay, NB
The Mount Academy - Charlottetown, PEI
Kings-Edgehill School - Windsor, NS

Marketing & Brand Awareness

- Established online brand voice and identity
- Developed brand elements (graphics, templates, fonts, email signature, etc.)
- Created detailed and comprehensive website
- Active and engaging social media plan and execution
- Partnered with local businesses and individuals for exposure
- Developed supporter newsletter
- Established communication channels and materials for scouts

25,000+
social reach
per month

10,000+
video views
per month

26,000+
social
engagements
per month

3,000+
website visits
per month

Engagement from North America, Europe, South America, Asia

Goals and expansion

- To continue attracting attention from local, domestic and international athletes, enabling us to ice teams with athletes from all three geographic regions
- To create interactive recruiting material that can be utilized via social media, in the form of a recruitment handbook
- To continue to invest in development training equipment, photos, promo materials
- Create and develop a financial assistance program (scholarships)



2022-2023 U16 Male Accomplishments



1 NORTH AMERICAN PREP HOCKEY LEAGUE CHAMPIONS

1 ATLANTIC HIGH SCHOOL HOCKEY CHALLENGE CHAMPS

#1 U16 PREP TEAM IN CANADA

8 PLAYERS RANKED FOR 2023 QMJHL DRAFT

#59 OVERALL IN CANADA INCLUDING U17 & U18

6 CHA PLAYERS PARTICIPATED IN 2023 CANADA GAMES

41-13-3 OVERALL RECORD

7 EAGLES NAMED TO ACADEMIC HONOR ROLL



Additional Info - Academic

Our facilities and the school board:

Fredericton Christian Academy is located inside a former renovated public-school facility, and provides classrooms, a gymnasium, a kitchen, and administrative office space. There is also outdoor playground space and equipment, and FCA borders the City of Fredericton's Henry Park, which also provides access to multiple softball/baseball fields, tennis courts, a playpark, and an outdoor pool.

FCA is an incorporated private, non-profit charitable organization incorporated under the laws of the Province of New Brunswick. FCA operates as a Junior Kindergarten to Grade 12 school community of excellence since 1978, that challenges students to grow in knowledge, skill, character, leadership, and courage to dynamically impact their world.

A Board of Directors manages the affairs of the FCA community, including setting policy, appointing Head of Schools, and appointing board committees to support the school.

The staffing structure of FCA is as follows:

Head of Schools: Jonathan McAloon

School Principal: Lucas Candy

Director of Operations: Scott Robertson

Director of Admissions: Sarah Jane Bishop

Athletic Director: Kathryn Lawrence

It is important to note that FCA has a successful athletic program, which includes teams participating in a multitude of sports, all governed by the New Brunswick Interscholastic Athletic Association (NBIAA). Their accomplished competitive Alpine skiing program, whereby students receive academic credit for participation and skill development in the sport, has paved the way for the introduction of Champions Hockey Academy, providing much to look forward to for the students, parents, and staff of FCA.

Will students in the hockey program receive academic credits like those in the Alpine Ski Program as well? If so, how many per semester?

Yes, students will receive academic credits for participation in the on-ice training program (1 credit) each semester, and any further credits would reflect specific course outcomes or development per course options (Leadership, Mentoring, Career Exploration, etc.) depending on what options or opportunities the student may be involved or working in.



Additional Info - Academic

What does a normal week's school schedule look like for the players?

Period	Time	Session	Credit
	8:15 am	Drop off	
	8:30 - 8:35 am	Morning Announcements	
1	8:35 - 9:30 am	Core Course	1
2	10:00 - 11:00 am	One-ice training	1
3	11:10 am - 12:10 pm	Off-ice training	1
	12:10 - 1:00 pm	Lunch	
4	1:05 - 2:00 pm	Core Course	1
5	2:05 - 3:00 pm	Core Course	1
	3:05 pm	Dismissal	
Study Hall	3:30 - 4:30 pm	Professional Development, guest speakers, study and extra assistance	

What does daily transportation look like for players?

All players will be dropped off before class and picked up after school by the billet families. During the day, players will be bussed to the Lady Beaverbrook Rink for on ice training and to the High-Performance Centre for off-ice training. Players will then be bused back to the school for lunch and their afternoon classes.



Additional Info - Academic

What does CHA and FCA provide for our billeting program?

FCA has been a recognized academic provider for international students for decades, and their Homestay Program touches on every facet of life as a billet family. CHA will follow in the footsteps of FCA by placing a great deal of emphasis on finding the right fit for our players. Their comfort is our priority. When they thrive at home, they will also thrive at school and on the ice.

As always, our FCA partners work closely with our CHA staff to ensure that this experience is both positive and rewarding for our families and players. We commit to providing them with a home away from home. Champions Hockey Academy takes billeting very seriously. Rule shave been established for billets. Players are expected to be on their best behavior while in a billet family home. Part of CHA U17 Program is about maturing, accepting responsibility and being accountable to your family, program, teammates, and billet family.

Billet Fees

A fee of \$700 per month is to be paid to the Fredericton Christian Academy on the 22nd of every month.

- First billet fee must be made by August 22, 2023
- Billet families will receive the funds to provide meals by the last week of each month for the upcoming month.

What are the program's academic expectations of the players? Is there an academic standard that your current athletes have to meet?

As FCA is a university/college preparatory school, our academic programming is designed to prepare and facilitate the growth and development of our student body in achieving the academic standing to allow for admissions to post-secondary institutions. All students are expected to maintain a passing mark in 80% of their academic courses, and when students require additional support and resources, FCA administration and staff will ensure that the proper intervention methods are provided to support the student.

What are the program's academic requirements of the player for acceptance?

Students must have passing marks at their current school of attendance and if not passing a specific course, show the willingness and priority to focus on this academic field to bring the mark to a passing grade.



Additional Info - Academic

What are the academic support systems in place for the players?

FCA teachers provide multiple opportunities each week for additional time of support in each academic course, and the FCA teaching staff and administration team use the response to intervention model to ensure that timely and appropriate support is provided to best help set the student up for success. Individual tutors are also available through FCA for students who may require more individualized attention and time.

Who is responsible for the player's academic results?

FCA teachers and staff will work closely with all student-athletes and their families in ensuring that timely and appropriate communication takes place regarding academic progress, and in providing timely additional support as needed. FCA will also work with the education advisor on staff with Champions Hockey Academy to ensure that both elements of academic classroom and on ice instruction are valued, encouraged, and supported.

How are the academic results communicated to the parents and players?

FCA provides a Student Information System (SIS) where all FCA parents and guardians are able to access student attendance, behavior, and academic progress and transcripts at all times (24/7). FCA also provides quarterly updates through report cards and teachers also regularly correspond and communicate with parents via email updates, and phone calls as dictated by students' successes or challenges.

How are the players academics monitored?

All students' academic progress is closely monitored by the individual class teacher, as well as by the FCA administration. Any potential concerns regarding academic growth or success are documented as part of the response to intervention platform, which ensures that support is provided and reviewed in a timely fashion to limit any potential gaps in response.

Who is responsible for the player's course & graduation planning and college applications?

FCA's administrative and guidance team works closely with each individual high school student in course planning, as well as helping students gain insight in career exploration and interests and assist in the application process for post-secondary admissions and scholarship applications. FCA graduates and alumni attend universities and colleges across Canada, USA, and around the world, and the FCA guidance team helps ensure students are supported in applying for their schools of choice.



Additional Info - Athletic

What is the organization's philosophy for player development?

Champions Hockey Academy is committed to developing our athletes and helping them reach their highest potential on and off the ice. Our team and player programming schedule are designed to incorporate various components needed to develop the skills and abilities to be an elite hockey player. We value the importance of an education first model and believe that players who strive to achieve success in the classroom will carry that forward in their sport.

What does a normal weekly and monthly schedule look like for on and off ice workouts?

Champions Hockey Academy will create a schedule that allows our student-athletes to stay on top of their academic performance while focusing on the development of their athletic career. In partnership with Fredericton Christian Academy, our student-athletes have the opportunity to enroll in a 2-semester program that allows them to complete all required classes plus a number of elected courses each year. Although they may have a slightly different schedule than a general student, we desire to completely integrate CHA athletes within the greater student body.

Each day is divided between classroom learning periods and on/off ice training sessions to ensure that CHA student-athletes maintain balance in their academic studies and athletic performance. In addition, CHA student-athletes will have the opportunity to experience some of the best on and off-ice training in Atlantic Canada and, in turn, will be a step ahead of their peers when it comes to skill development. Due to the effectiveness of the daily schedule, our student-athletes will experience more free time in the evening. This schedule ensures adequate time in the evenings for homework, volunteer/community involvement opportunities, quality time with family, fellow students, and teammates.

Who is responsible for the monitoring of the players health and how is it done?

Champions Hockey Academy will staff a full complement of medical professionals including a team physician and a registered nurse. Individual history and physical assessments will be obtained and documented by the RN upon players arrival – including pre-existing conditions, vaccination requirements, etc. In collaboration with the team physician, the team RN will also attend to acute and chronic injuries, will coordinate appointments with support staff as needed, will organize concussion screening and complete and submit injury reports to Hockey Canada, with follow up as necessary.



Additional Info - Athletic

Describe the yearly on ice hockey development plan.

Our student-athletes will train for 10 months, from September until June. They will receive between 160–200 on-ice hours and 180-200 off-ice hours on top of the 140+ study hours. Our students will have many special guest presentations/sessions throughout the year, including nutrition, social media awareness, mental health care and awareness, leadership traits, team video sessions, and many more. We will conduct four on and off-ice fitness tests four times per year (September, December, March and June) to develop and monitor player development.

Describe the yearly off ice hockey development plan.

Through our Strength and Conditioning Coach, we will develop hockey specific programs for our teams and players. Each team/individual program is developed around their weekly/monthly training schedule, which includes on ice practices, power skating sessions, skills development sessions, and games. These programs work in tandem with Max Health providing the best athletic care possible for our players. We test our players multiple times throughout the year to track progress and to allow for adjustments in programming.

Describe how many games are played and where.

Our athletes will play 50+ games throughout the winter season playing against teams in Atlantic Canada, Ontario, and Quebec, as well as prep schools in the US and Canada.

Describe a normal weekly practice plan.

Our athletes will take part in daily purposeful on-ice training. Practices are designed with individual skill development in mind through tactical and technical teaching. Our philosophy is to provide our athletes with the tools needed to execute and perform at the highest level possible. Teaching is a big part of our daily activities, from techniques to hockey IQ, which gives our athletes not only a physical advantage but also allows them to understand the game and how to be successful within it.



Additional Info - Athletic

Describe the timeline for being on and off the ice during the year.

Each team will practice daily, and players can also take full advantage of our skill development program each day. Because CHA will be playing most of its scheduled games in the form of tournaments, which are located outside of the Fredericton area, it will be the need for daytime ice that will be a priority for the student-athletes. This will greatly lessen the demand for prime ice times which could create a challenge for other associations.

Off-ice, players will participate in 3-5 mandatory workouts and are encouraged to train more when time permits. Some off ice works out include weight room, field work with sprints, and conditioning. Players are also expected to attend group video sessions.

WANT TO JOIN CHA?

Please visit our website

www.championshockeyacademy.ca

or contact us at:

info@championshockeyacademy.ca

