

MRO Girls Hockey

SEASON 2011-2012

This year was a very good year for girls' hockey. As a self-imposed MRO rule that states we receive one hour of ice for every 15 players enrolled by a specific date in May, we went on an enrollment campaign to get all returning players signed up early. As a result the girls team were given 5 ½ hours for our six teams. The other ice times would have to come from the other associations that we accept girls from, namely our partner in Versant Ouest VSL, and Westmount. They gave us some ice times however only times where we could run practices and clinics, however nothing regular.

I inherited a Girls program that is rich in tradition however with women's hockey starting to gain in popularity, we came out with an action plan to promote the game in June 11, it was as follows

ACTION PLAN GIRLS MRO HOCKEY

- 1) Recruiting
 - a. Brochure
 - b. Caravan at the elementary school level, – Hockey Québec to supply us with National team players and/or Stars, but we should also include some University Players (preferable girls from the mentor program) , Girls in the school and in the program (to wear their jersey's for the day) as well as select coaches.
 - c. Esso Fun Day
 - d. Bring a friend day.
 - e. Open House – including having company supply equipment
 - f. Approaching all the Soccer Mom's
- 2) Select coaches and create a coaches manual.
 - a. We need to create a MRO style of play
 - b. Every team to have a version of the same pregame warm up
 - c. Breakout plays and faceoff alignment and set plays.
- 3) Bring alumni back to the program
 - a. Create a mentor program.
 - b. Approach McGill , Concordia, and U of M to ask their players to Mentor our girls , creating a big sister and can also assist in practices, and on the bench in games when their schedule permits.
- 4) Create off ice program for the benefits of all girls in the program. Including a nutrition plan, equipment guide lines and exercise regime for the girls overall health as well as it relates to hockey. Team off ice pregame warm ups and stretching.
- 5) Technical development program to be created for girls hockey, working and tailoring Luc's program.
- 6) P.R. To contact all the local newspapers and get the word out about our new program. Viral marketing using facebook page and twitter. Having News letter mailed on a monthly basis and emailed on a weekly basis. Setting up a website or better using our current website to get the word out. Including team testimonials and individual testimonials. Most of the older girls have facebook accounts and we can use them to recruit through facebook by getting them to publish on our league wall.

We were successful in laying down the foundation for years to come.

Season 2011-12

One of the highlight of the season was hosting the Montreal Stars, of the Canadian Women Hockey League. The Stars just won the Clarkson Cup this month. This outreach game was to showcase the Women game at the professional level, and for the 500 or 600 in attendance it did exactly that. It also gave us the opportunity to celebrate and honor our own Catherine Ward, a member of the Stars, but also of our Gold Medal Canadian National Team who played MRO hockey in her youth. Her banner will be hanging in our TMR arena for years to come.

Catherine and Jenny Lavigne, goalie of the Stars, held an outdoor clinic for our girls on a beautiful night in TMR. The girls had a great time playing with Catherine and Jenny, and also meeting all of the Montreal Stars in a meet and greet after the game.

Pearle Nerenberg our PW A coach was instrumental many of the initiatives and deserves much recognition. She designed our Coaching manual, and our Web page. Along with Amey Doyle assistant coach from McGill, Pearle ran a development program for all the girls. Pearle became the Girls Hockey Director for Lac St-Louis and took many of our initiatives to the whole region.

We hope to work closer with Amey Doyle to help us develop a program that is designed for the girls game. The need for our own development program is spearheaded by the Lac St-Louis decision to return the "AA" program to the partners, and in a unanimous vote, we will be twined with DDO, Deux Rives, among others to house a PW, Bantam and Midget teams.

All our teams had a very successful year. Most importantly , our girls performed very well, and dedication, hardwork, and commitment were at a very high level. Special mention has to be made to our PW girls.

PW A and B

MRO is proud to boast the best Pee Wee program in Lac St-Louis. Not only did we have 6 girls make the "AA" team, both teams won the regional championship and were the DODGE Cup Lac-St-Louis representative teams.

2012-13

Initiatives

- 1) Forge new partnerships for the AA teams.
- 2) Design a development program for double letter that our single letter girls can benefit from as well. Program to include:
 - a. On Ice: development as well as team practices
 - b. Off-Ice: Core and Yoga hockey specific training
 - c. Nutrition: teaching the importance of nutrition for not only Hockey but lesson they can carry with them for the rest of their life.
- 3) Buy at least two hours of ice for team practices. According to Lac St.Louis recommendation, each regional team, which all our girls' teams are, should have two hours of ice per week. Last year we were allotted 5 1/2 hours for six teams. St.Laurent our partner on the girls program did not give us the hour/week that they had agreed to give us. Our recommendation to the new committee is to hold back the hour from the VO double letter ice allotment.

- 4) Membership drive. According to the current MRO committee rules, the icetime is distributed by how many MRO players are signed up at the end of May. With the girls program, we accept girls from all over the city, however according to the MRO rules although we accept the fees from the girls out of our territory, we do distribute the icetime accordingly. This rule is unfair to the girls and should be studied by the new MRO committee. All team managers need to call all their existing rosters to ensure they register in May.
- 5) School Caravan's- all the elementary schools in Outremont and TMR should be visited with members of the Montreal Stars, promoting girls hockey. Target age to come into playing is from 5 to 10 years old.
- 6) FUNDAY's – a Lac St.Louis initiative to have one or two session designed for girls who never played hockey, to come out on the ice with their friends and give it a try. Lac St.Louis provides all the equipement so all the girls have to do is to come out with their skates.
- 7) Montreal Stars game- An outreach program by the Montreal Stars where we host a league game of the CWHL. What better way to promote the game but by bringing some of the best players in the world, including our very own Catherine Ward.
- 8) Getting the Hockey Mom's much more involved in the program. Where we are very grateful for all the Dad's to be in the program, we need to involve the Mom's not only as managers but behind the bench as well.
- 9) Mentorship program. We should be encouraging our Junior Players to come back to the program and help coach the Novice, Atom, and PW teams. Teaching them how to coach with the hopes that in the future we will have enough coaches to have women represented on all our teams behind the bench, but more importantly giving our girls great role models and mentors.
- 10) Establish university information sessions, where scouts like Amey Doyle can give us the path to Scholarships for our girls in both the CIS and NCAA.

There is a lot of work to do and looking forward to work with the new committee as girls hockey is growing extremely fast and is becoming much more visible.

Andrew Boosamra