

Hockey Business Report

SERVING THE COMMUNICATIONS NEEDS OF THE HOCKEY INDUSTRY WORLDWIDE

August 11, 2006

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Hockey
Business
Report

**DEDICATED TO SERVING THE
COMMUNICATIONS NEEDS OF
THE HOCKEY INDUSTRY
IN NORTH AMERICA
AND ABROAD**

OneGoal in November recognizes change in industry's business cycle

The recent decision to move the timing of the OneGoal Hockey Show to a November timeslot after the January, 2007 event was prompted by requests from the industry to recognize the current business cycle, and not at all a strategic move to distance the show from the competing Let's Play Hockey International Expo, organizers say.

Following the OneGoal show in Toronto Jan. 14 to 16, 2007, the event will shift future dates to November, beginning with Nov. 9 to 11, 2007 at Cobo Center in Detroit.

The traditionally three-day-long event will also allow consumers to attend on the third day, Nov. 11.

"The industry has been considering moving the show to November for more than three years," Bill Hattem, executive director of the International Hockey Industry Association, told *Hockey Business Report*. "The decision was taken after a great deal of thought and discussion with all types and sizes of retailers, manufacturers and distributors."

It has long been widely acknowledged in the industry that by January, the following year's products had been previewed by most retailers, and many had already placed orders before a trade show early in the year, says Hattem.

"There was no real identity to the show, no real excitement and in reality no important order writing."

A November date for the OneGoal Hockey Show will be a true kick-off for the trade, with products unveiled for the first time, he adds. For hockey specialty retailers, in particular, an earlier date affords new product deliveries the following spring, and allows vendors to maximize the peak sales period surrounding the winter holidays.

"Our industry has changed dramatically over the last 10 to 15 years, and we must adjust to that," says Hattem. "Previously, we took orders in January to March, produced domestically and delivered in August. Today we start taking orders in November, produce overseas and start delivering in April."

The IHIA also hopes the host city in November 2007 will be a popular choice. Located just across the bridge from Windsor, Ont., Detroit represents a truly North American location that will attract attendees on both sides of the border.

No decision on the location of the 2008 show has been made.

Allowing consumers to attend on the third day of the show in November 2007 is designed to create a buzz in the marketplace. The move may also counter the slow traffic issues typically seen on the last day of the event.

The IHIA and the Canadian Sporting Goods Association, which is providing organization for the OneGoal show, have yet to decide on

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POINTBLANK



By Wayne Karl

A lesson in Marketing 101

As *Hockey Business Report* prepares its second annual special report on the *Top Performers* in the industry, it occurs to us that we might want to add another, albeit unofficial, category--**Top Marketing and Communications**.

Admittedly, companies which understand the value of good communications make the job of producing publications such as *Hockey Business Report* that much easier. But it is surprising--and disconcerting--how many players in the industry put untold efforts into *selling*, yet almost nothing into *telling*. Too many firms miss out on that most favored advertisement and communication of all--word of mouth.

Some companies are well equipped in advertising and PR; many aren't but are just a phone call away. Others still spend hundreds of thousands on high-priced media placements, but are strangely quiet or disinterested in dealing with the trade.

Whether a manufacturing executive, product manager or retailer, in this business it's all about relationships. And as in any relationship, communication is critical. Those who understand that, their customers and colleagues agree, are the real *Top Performers*.

Hockey Business Report

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Hockey Business Report is published 22 times a year by Wayne Media Inc.

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One-year subscription via first class mail is US\$189/C\$199. International subscriptions are also available. To subscribe, send cheque or money order to Wayne Media Inc., 2-48 Waniska Ave., Etobicoke, Ont., M8Y 1P9, call 416-503-3711, wkarl@rogers.com

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Nominations roll in for 2006 Top Performers

Hockey Business Report's recent announcement that it is once again preparing its special report on *Top Performers* in the hockey industry has struck a chord with readers even in the dog days of summer.

Nominations for the *Top Performers* have been rolling in at a surprisingly fast clip since we announced in the July 15, 2006 issue that a modified version of the report will be published in January, 2007.

Initially launched in January 2005 under the name *The Top 20 List of Hockey Business Professionals*, the report is being renamed *Top Performers* to more accurately reflect the different categories represented in the ranking. Rather than compile one master ranking, as was the case with the *Top 20 List*, *Top Performers* will focus on the importance of recognizing excellence within the different business segments.

Hockey Business Report did not publish the report in 2006 due to the NHL lockout in the 2004-05 season.

The 2006 *Top Performers* will be revealed in a special issue of *Hockey Business Report* at the 2007 OneGoal Hockey Show, presented by the International Hockey Industry Association Show, Jan. 14 to 17 at the Metro Toronto Convention Centre in Toronto.

The *Top Performers* is intended to recognize individuals across all sectors of the hockey industry, from equipment manufacturing to retailing to pro service reps, who not only have influence or buying power in the business, but who, importantly, have gained the respect of their peers.

"The impressive thing about the nominations that have come in so far for the 2006 *Top Performers* is the objectivity," says Wayne Karl, publisher and editor of *Hockey Business Report*. "For example, someone nominated a direct competitor in one area of the business because that person has excelled in the category and is recognized in the industry for it. That's what *Top Performers* is all about."

Readers are invited to participate in the ranking by sending in nominations for the following categories: Top Manufacturing Executive; Top Product Manager; Top Account Rep; Top Pro Rep; Top Retailer; Top Buyer (including buying groups); Top Pro Equipment Manager; and Top Pro Athletic Trainer.

The determining factors for the *Top Performers* selection should not be individuals who merely work for the largest or best known companies, but those who have made a difference within their organizations and in the industry, and who have gained the respect of their colleagues and competitors.

Please email nominations for any or all categories to *Hockey Business Report* at wkarl@rogers.com. Please specify why you are nominating your individual of choice, and cite examples of why he or she deserves to be listed in the *Top Performers*.

Continued from page 1

an admission charge for consumers.

Some exhibitors, particularly those that don't sell directly to the public, may not immediately welcome the onslaught of consumers rummaging through the exhibit hall.

"There is always a little apprehension about change," says Hattem. "Let's face it, that's what hurt the game for many years. Let's hope these changes will help our industry as much as the changes made by the 'new NHL' made hockey so much more exciting and fun to watch."

Let's Play....Broomball?

Meanwhile, the organizers of the Let's Play Hockey International Expo have announced the event "continues to expand and create new opportunities for buyers and exhibitors" by hosting a town hall meeting on the sport of broomball.

Let's Play Hockey will be held Jan. 30 to 31, 2007 at the South Coast Hotel and Casino in Las Vegas.

"This follows our trend of expanding the show to include other sports/activities such as figure skating, inline, ball hockey, arena development and lacrosse," says Let's Play Hockey president Doug Johnson. "We believe these sports benefit the manufacturers and buyers in serving the needs of those participating."

Prosharp targets 'virgin market' for personal skate sharpening machines

The skate sharpening business is ripe for a shake-up, according to European sharpening system manufacturer Prosharp, and the company says it has just the catalyst to make it happen.

The Sundsvall, Sweden-based company is trying to tap into a 'virgin market' for personal skate sharpening machines with its new SkatePal unit. And through its representation in Canada and the US, Eriksson Sport Technologies Inc. of Toronto, Prosharp has its eyes set squarely on hockey players throughout North America. Not pro shops or even pro teams, but the actual end users--players from the minor hockey ages to scholastic teams to adult recreational leagues.

SkatePal is a portable sharpening machine, weighing just 22 pounds and measuring 24 by 10 by 12 inches, which can sharpen a pair of skates in less than three minutes.

"We're targeting the players, coaches and parents," Eriksson told *Hockey Business Report*. "It's a completely new concept that opens up that market."

Like the name SkatePal implies, proper and consistent sharpening is a hockey player's best friend. Unfortunately, that is not always the case with some commercial sharpening services in the retail and pro shop environments.

"If you have your own machine you can spoil yourself with perfect sharpening with perfect edges before every

game and practice," says Eriksson. "Here (in North America), it's more like a gamble going from pro shop to pro shop trying to find the magic sharpener."

(Indeed. One Saturday afternoon in the middle of last season, six players on a bantam AA team coached by *Hockey Business Report* publisher and editor Wayne Karl took their skates in for pre-game sharpening at a major multi-pad facility in Toronto. Every single pair came back with grossly uneven and completely unacceptable edges. This, at an arena that hosts hundreds of games per week and thousands per year, not to mention dozens of major tournaments for AAA and other competitive levels.)

"With 90% of the skate sharpening business being minor hockey, not the NHL, we want to educate the market about performance," says Eriksson.

Prosharp claims it is the market leader in Europe, supplying its full size units to the Swedish, Finnish and Russian national teams. The European hockey community has a better understanding of skate sharpening, says Eriksson, where skates are often profiled with more blade-to-ice contact. In North America, too many players use 'banana' blades, which are conducive to agility but at the cost of some speed. Prosharp suggests a combined radius in one profile, with sharp toes and plenty of steel-to-ice contact in middle of the blade.

With the SkatePal, users clamp the skate in place, and the grinding wheel automatically follows the existing profile to precision, with no variation, Prosharp says. Quick-changeable grinding wheels are good for sharpening 150 pairs.

Eriksson has set up a demo shop at Iceland Arena, a four-pad complex in Mississauga, Ont. to sell the machines at C\$2,400 each. The SkatePals are currently made in Sweden, but Prosharp plans to begin assembling the units in Canada next year. In Europe, Prosharp is represented by Eriksson Teknik AB in Sundsvall.

***Hockey Business Report* 'going global'**

Hockey Business Report invites readers and others in the industry to send us your news. Whether you're in the manufacturing, marketing, retailing, league or team management or arena development sectors of the industry, we are interested in hearing about-and writing about-matters that are relevant to your business and from which others may learn.

In addition to our readership base in North America, we've recently signed on new subscribers in a number of countries in Europe, as well as in China, Taiwan and even Australia. True to our tagline, 'Serving the communications needs of the hockey industry worldwide,' we're aiming to provide truly international coverage of the industry whenever possible.

Please contact Wayne Karl at wkarl@rogers.com.

TAKING STOCK

A sampling of publicly traded companies with hockey related interests, as of Aug. 10, 2006.

Company	Hockey Related Interests	Exchange	Symbol	Price	52-wk high	52-wk low
RETAILERS						
Canadian Tire		TSX	CTC	107.00	135.00	89.06
Sport Chalet		NASDAQ	SPCHB	8.16	49.99	6.25
Wal-Mart		NYSE	WMT	44.89	50.87	42.31
Forzani Group	Sport Chek, Sports Experts	TSX	FGL	16.05	17.18	11.00
EQUIPMENT/SOFTGOODS MANUFACTURERS						
Igloo-Vikski	DR, Ferland (equipment)	TSX Venture	IVK	.85	1.70	.72
Nike	Nike Bauer (equipment)	NYSE	NKE	76.20	91.54	76.53
Oakley	Oakley (visors)	NYSE	OO	15.43	18.47	13.25
MEDIA/SPORTS AND ENTERTAINMENT COMPANIES						
Cablevision Systems Corp.	Madison Square Garden MSG Network New York Rangers	NYSE	CVC	21.80	22.81	14.50
Comcast Corp.	Philadelphia Flyers Philadelphia Phantoms Wachovia Center Wachovia Spectrum Comcast Sportsnet	NASDAQ	CMCSA	33.86	35.31	25.35
Gaylord Entertainment	Nashville Predators (minority share)	NYSE	GET	38.35	48.97	36.93
News Corp.	40% of Staples Center 40% of New York Rangers 40% of Madison Square Gardens Option to buy 40% of LA Kings Fox Broadcasting, Fox Sports Net	NYSE	NWS	19.71	20.57	14.76
Walt Disney Co.	ABC Sports ESPN	NYSE	DIS	29.58	31.03	22.89
OTHER						
Daktronics	(scoreboards, arena electronics)	NASDAQ	DAKT	29.43	30.46	9.75
Electronic Arts	EA Sports (computer games)	NASDAQ	ERTS	48.48	62.55	39.99
Sony	Sony Electronics (video scoreboards) 989 Sports (computer games)	NYSE	SNE	44.31	52.29	31.80
AM =American Stock Exchange, NYSE =Ney York Stock Exchange, TSX =Toronto Stock Exchange, VSE = Vancouver Stock Exchange This selection of publicly traded companies is meant as a sampling only to provide a snapshot of the health of the hockey industry.						

ModSquadHockey builds online community

If hockey equipment is your thing and you'd enjoy spending hours online reading what others have to say about it, you may want to hop onto ModSquadHockey.com, a discussion group site designed for hockey fanatics.

And crazed legions there are, as ModSquad co-founder and one of the eight 'Mods,' as in moderators, JR Boucicaut says more than 3,200 members have joined the free site since its launch in March 2005.

The site has a number of forums, from ice and roller hockey and goalie equipment, to general discussions on the NHL and other levels of hockey, to a gear exchange area where members can buy, sell or trade equipment or offer their reviews on products in the marketplace.

While many of the members are average hockey consumers who post messages behind the safety of anonymous screen names, many of the administrators of the site are experienced industry people, some of whom have been or are still are involved in the equipment business. Boucicaut, for instance, is a buyer for a chain of sporting goods stores in the metro Detroit area, and he used to run a store in Orlando. Another Mod, Chadd Sullivan, use to operate a hockey shop in Pennsylvania. The rest of the crew, one of whom resides in Germany, is involved in various professions.

"What ties us all together is hockey, and especially hockey equipment," Boucicaut told *Hockey Business Report*.

While the Internet is rife with sites that allow users to post messages anonymously, the difference in the case of ModSquadHockey.com is that many members themselves are involved in the business, he says, either working in hockey shops or on the manufacturing side. Some equipment reps even visit the site to participate in scheduled Q&A sessions.

"We have members from every major manufacturer on board," says Boucicaut. "Some lurk, most participate. They love the concept of the site—they are finally able to get market research, spending habits and trends from consumers."

"I have been told on numerous occasions that it is read every day by manufacturer reps who are looking to see how their products are being viewed. At a trade show two years ago, I sat down with a few product managers and they told us pointblank—'Your site can make or break a product. If it's not a good product, it will be exposed on MSH.' That right there told me how much power the site has."

Still, like other sites on the Web, the ability for visitors to post messages without attaching their names raises questions about authenticity and objectivity. *Hockey Business Report*, for example, has received emails from anonymous sources pointing us toward ModSquad threads about a particular piece of equipment or a specific manufacturer. In

most cases the discussion was unflattering, and the source appeared to be a competitor.

Boucicaut uses the analogy of ModSquadHockey.com being the 'Consumer Reports' for the hockey industry.

"We allow all opinions to be heard, and many of the ideas that we and our members have brought up have been implemented in products."

The ice hockey equipment forum is the most popular outlet, he says. "It moves so fast that if you miss a day or two, you have to sift through three pages of discussion just to get caught up. The NHL forum also does well for us, especially around trading deadlines."

The site does not contain any advertising or sponsorships, for fear of sacrificing integrity.

"Trust, me, there have been more than a few offers, but at this time, we don't feel it would be the right route to go."

Hockey Business Report will examine other Web site developments in the industry in upcoming issues.

Trilage going Toxic with new stick

The Trilage one-piece composite stick brand of Sulenta Ltd. of Pinedale Wyo. plans to introduce a new stick, called the Toxic, through the NHL this season as an extension of its TZ4 line of extreme concave-convex sticks.

The Toxic features a slightly larger perimeter and lower kick point than the TZ4, with its 'Trapezoid Technology' shaft design. A handful of NHLers used the TZ4 last season, including Darcy Tuck in Toronto and Carlo Colaiacovo of the Leafs and the American Hockey League Toronto Marlies.

Trilage also enjoyed decent penetration in markets such as Toronto last year, and expects to do even better this season with the roll-out of its junior version.

The Toxic's slightly larger shaft geometry is in response to feedback and demand from some bigger players who felt the TZ4 was a little small, according to Trilage president John Sulenta.

Also Toronto, prospect Jeremy Williams has committed to using the stick this season, Sulenta says, while a number of other players are considering a switch.

Nike Bauer rides One90 Wave, plans Vapor XXXX

Fresh off yet another hot skate launch with its Supreme One90 skate, Nike Bauer Hockey Inc. is preparing to push the top end of its popular Vapor line to a new Vapor XXXX model.

The company began shipping the One90 in June, after a slight delay in deliveries to retailers, but the new C\$799 skate has already proven to be a hit among consumers.

"They're selling like crazy, and they're at least C\$100 more than the closest competitor," Louis Fortin, vice-president of sales, purchasing and marketing at Sports Gilbert Rousseau in Laval, Que. told *Hockey Business Report*.

(See more on hot selling items in *The Hot List*, in the next issue of *Hockey Business Report*).

"It's been unbelievable," Tim Pearson, category business manager for Nike Bauer, told *Hockey Business Report*. "We under-forecasted, and we're trying hard to catch up."

One retailer in western Canada pre-sold more than 80 pairs, he says.

Pearson also confirms the company is working on its newest offering in the Vapor skate line, the XXXX, an improvement on the Vapor XXX which will debut in the NHL early in the 2006-07 season.

On the stick side, Nike Bauer is also planning a full-scale roll-out of its new One90 one-piece composite stick, used by a handful of players in the Stanley Cup playoffs this past season and in the World Championships. The One90 stick will feature blue and silver colorways to match the skate, though the company made custom One90s in red and white with a prominent Canadian flag design for Team Canada for the 2006 U-18 Junior World Cup in the Czech Republic this month.

There will also be a 70 model stick in copper, and a 50 in bright yellow, to complement the Supreme 70 and 50 skates.

Blademaster claims strongest launch yet

The Blademaster skate sharpening machine unit of Chatham, Ont.-based Guspro Inc. boasts it has just completed its most successful machine introduction ever.

The company unveiled its new 2006 VSV unit at the annual meeting and trade show of the Professional Hockey Athletic Trainers Society and the Society of Professional Hockey Equipment Managers in June, and reports that more than half of all NHL teams have already ordered the machines, with more orders expected before training camp begins.

The 2006 VSV features an angled work station, granite-marble tabletop, as well as variable speed spindles and a built-in cross-grind dresser. The machine is 100% Canadian made and will be in retail shops in Canada and the US later

this year, according to John Mariconda, marketing manager for Blademaster.

The company also introduced the SH6000 Precision skate sharpening fixture (holder), a precision calibrated tool with a three-point axis for operator flexibility. It is also being produced in Chatham, and will be available later this year.

Athletic Knit invests in sublimation

Jersey and apparel manufacturer Athletic Knit of Toronto says it has made a substantial-though undisclosed-investment in a new large system for producing custom sublimated products.

"With the advent of digital processing the design possibilities are infinite," spokesman John Larin told *Hockey Business Report*. "Anything that you can imagine on a computer screen we can turn into reality on a jersey."

Sublimation is also a growing business because of the desirable feature that there is no added weight or texture to the garment-a trend visible among other jersey manufacturers-as the design, logos numbers names are dyed right into the fabric.

Any polyester fabric can be sublimated, which makes it great for all sports, says Larin.

AK has a fairly large capacity due to the volume of machines the company has acquired over the years.

The company primarily services team uniform dealers in hockey but also baseball, basketball, football, lacrosse and volleyball. As well, it supplies a number of pro teams in the United Hockey League, Central Hockey League and Southern Professional Hockey League.

North American Tapes latest to 'go camo'

North American Tapes LLC, based in Watertown, NY with Canadian sales offices in Toronto, reports that its new printed cloth tapes under the Comp-o-stick brand are already gaining attention.

Vice-president and sales manager Martin LeMoine says the new tapes, including in Canadian and US flag designs and in army-green camouflage, are all made with extra tough cloth from a blend of natural and synthetic fibres. The printing is garment quality, he says, so the ink does not transfer to the adhesive side of the roll.

The cloth tape line also includes 14 other solid colors.

Easton supplies Acceleration West for RapidShot training system

Easton Hockey has partnered with Acceleration West, a Minnesota-based sports training facility, to supply equipment for Acceleration West's training systems including the RapidShot shooting system.

Designed to improve shot accuracy and velocity by giving immediate feedback and comparison results, the RapidShot was featured in the Easton Hockey booth at the Let's Play Hockey Expo of the Minnesota State High School Hockey tournament in the spring.

"Our mission is to improve the performance of all athletes that use our hockey equipment," says Ned Goldsmith, vice-president of Easton Hockey. "This is another example of Easton's dedication to the sport and helping athletes take their game to the next level."

With Easton's contribution of sticks in different flexes, shots and patterns, the RapidShot shooting system gives players the opportunity to find the stick that suits them best. Athletes choose a stick, take a shot and the RapidShot gives immediate feedback and comparison results. They repeat the process until they find the stick that provides them the best performance.

"This provides players with the opportunity to find the perfect stick to match their abilities, style and truly reach their shooting potential," adds Greg Sipe, president of Acceleration West.

The facility, a full service training centre and testing station in the Twin Cities, trains all levels of athletes from youth to college to pro levels in a variety of sports.

Marquette University moving to Pettit Center

The Pettit National Ice Center, a US Olympic training site, will be the new home of the Marquette University Golden Eagles Hockey Club.

The Marquette Hockey Club, resurrected in 2003, is a student-run team operated and financed through student initiatives.

The club is a member of the American Collegiate Hockey Association, and plays in the Mid-American Collegiate Hockey Association and the Midwest Collegiate Hockey League. Games are played from September through February. The Golden Eagles squad comprises skaters mostly from Illinois, Wisconsin, Michigan, Ohio and the Eastern seaboard.

"Playing at the Pettit Center, a world class facility, offers several advantages to us," says Ryan Denton, vice-president, operations of the team. "It provides easier access from Campus for our fans and, offers us better practice hours and game times."

The Golden Eagles will be giving back to the hockey com-

munity as well, by assisting with the Pettit Youth Hockey Program and Pettit Learn-to-play Hockey classes. The collegiate players will share their expertise with youth coaches and players throughout the season.

"We are very excited to welcome Marquette Hockey to our facility," says Tom Zienkiewicz, the Pettit Center's hockey director. "In addition to being home ice, we look forward to the Golden Eagles players working with our youth hockey program and helping to develop new skaters."

CORPORATE ROSTER

American Hockey League

The American Hockey League has hired **Bill Scott** as manager of hockey operations. Scott, who joins the AHL after three seasons in the hockey operations department for the ECHL, will assist vice-president of hockey operations **Jim Mill** in day-to-day management.

During his tenure with the ECHL, Scott was responsible for the organization and release of team rosters including the daily monitoring of contracts, salary cap and player background information. He oversaw all transactions including trades, waivers, recalls and injuries.

A native of Unionville, Ont., Scott joined the ECHL after interning in the hockey operations department for the Nashville Predators.

Also at the AHL, the league has named the 2005-06 recipients of the James H. Ellery Memorial Awards, presented annually in recognition of outstanding media coverage in three categories: Albany River Rats beat writer **Phil Janack** in the newspaper category; Manitoba Moose play-by-play broadcaster **Kelly Moore**, radio; and **Gregg Mace** of WHTM-TV in Harrisburg, Pa., for TV.

Covering the River Rats since the team's inception in 1993, Janack provides in-depth coverage of the team and the entire AHL for the *Daily Gazette* of Schenectady, NY. He also covers the AHL's eastern conference for *The Hockey News*.

Moore provided coverage for the Manitoba Moose and the AHL both as the play-by-play voice of the team and as a sports reporter and host on its flagship station, CJOB Radio.

Mace, sports director at WHTM (ABC-27) in Harrisburg, has provided coverage for the Hershey Bears and the AHL during his nightly sports reports, and in color commentary during Bears telecasts on the network.

ECHL

Kristin Kellner has been hired as executive/marketing assistant. Kellner earned a Bachelor's degree in business administration with a concentration in marketing from Montclair State University where she was a member of the Dean's List as well as the National Honor Society.

The native of Pemberton, NJ interned with the Trenton Titans in the community relations department during the 2005-06 season.

Easton

Easton Sports Canada has named **Mike Quinn** vice-president of sales, Canada, after serving in various roles in sales and marketing with the company over the past 14 years.

"We are extremely excited to promote Mike into this new position," says Geoff Sadowy, chief operating officer of Easton Sports Canada. "Over the years, he has developed an excellent understanding of our business, our customers, Canadian market dynamics and has been a large contributor to the overall leadership and success of Easton Sports Canada."

USA Hockey

Michele Amidon, former US Women's National Team player who has spent the last eight seasons as head coach of the Bowdoin College (Brunswick, Me.) women's hockey team, has been named USA Hockey's first-ever director of women's hockey.

During her tenure at Bowdoin College, Amidon guided the Polar Bears to a 140-52-12 overall record, including four NCAA Tournament appearances, two New England Small College Athletic Conference championships and four NESCAC championship game appearances.

In the 2001-02 season, she was honored as the NESCAC Coach of the Year, and in 2002-03, she was named both the NCAA Division III Coach of the Year by the American Hockey Coaches Association as well as the NESCAC Coach of the Year.

Amidon won a silver medal as a member of the US National Team at the 1992 International Ice Hockey Federation Women's World Championship.

Also at USA Hockey, **Christy Jeffries** has been named manager of media and public relations. She had spent the 2005-06 season as assistant director of athletic communications at Boston University and was the 2004-05 recipient of USA Hockey's Brian Fishman Internship.

Jeffries' responsibilities with USA Hockey include serving as the media liaison for the women's national program, where she will be the contact for both the US Women's National and Olympic Teams. Further, she will help publicize all other facets of the organization and assist in managing the Brian Fishman Intern.

For the past year, Jeffries served as the primary media contact for BU's NCAA Division I men's hockey team, while aiding with the publicity of the Terrier women's team in its inaugural varsity season and handling media relations for four other Division I sports.

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