



MACKENZIE MOUNTAINEERS JUNIOR A HOCKEY CLUB

Team Resources and Information Guide 2021-22



Table of Contents

<u>1.0</u> – <u>Team Vision</u>	p. 2
1.1 – Training Camp & Schedule	
1.2 – Hockey & Business Operations	
1.3 – Staff	
1.4 – Arena	
1.5 – Logo & Jerseys	
<u>2.0</u> – <u>Community Vision</u>	p. 7
1.1 – Inclusion & Engagement	
1.2 – Team Events	
<u>3.0</u> – <u>The GMHL</u>	p. 9
1.1 – League History	
1.2 – GMHL Western Division	
1.3 – 2021-2022 Season	
<u>4.0</u> – <u>About Mackenzie</u>	p. 10
<u>5.0</u> – <u>Rules & Regulations</u>	p. 12
<u>6.0</u> – <u>Video</u>	p. 12
<u>7.0</u> – <u>Contact</u>	p. 13



1.0 – Team Vision

1.1 – Training Camp & Schedule

Important Dates 2021-22		Location
GMHL Free Agent Identification Camp	August 21-22, 2021	Bill Hunter Arena, Edmonton, AB
Camp Orientation (optional)	Sept. 23 (evening), 2021	Mackenzie Recreation Centre, Mackenzie, BC
Main Training Camp	Sept. 24 & 25, 2021	
Regular Season	Oct. 1, 2021	

1.2 – Hockey and Business Operations

This proposal focuses on a sustainable business strategy, which is also reflected in the budgeting practices. The goal is to create a financially self-sustainable franchise that can cover its own expenses and generate an annual profit, while sharing that with the town. The team will seek to take advantage of all available sponsorships and grants, while exploring multiple advertising channels.

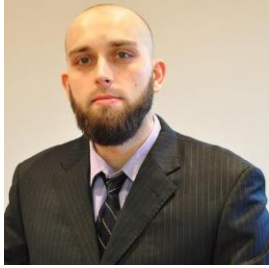
The management team will focus on creating extensive networks for the Mackenzie team throughout the local community, the province, and throughout Canadian and international hockey. Local players will be identified, recruited, and integrated into the club regularly as a key component of embracing the local hockey community. However, players from all other Canadian provinces and around the world will also be targeted by the team’s scouts. This approach will ensure the team is both highly competitive and community focused.

The hockey operations staff is committed to advancing Mackenzie’s players to higher levels of play. Since 2017, they have graduated well over 30 players to professional or NCAA D1 careers and look to continue this trend of success. As a league, the GMHL has helped 889 players advance to higher levels of hockey since 2006, including two players directly to the NHL, four to the KHL, and several to the NCAA and CHL. All GMHL are broadcast live on GMHL TV, where international scouts have access to watch live and follow prospects throughout the season. In addition, every season there is a showcase in Ontario where all WPHA teams play games viewed by 100+ hockey scouts from universities, colleges, and professional leagues, including the NHL. Over 70% GMHL graduating athletes get collegiate scholarships or play professionally.

1.3 – Staff

Andrew Fedurko

General Manager / Head Coach



Andrew Fedurko is from Mimico (Toronto), Ontario, Canada. He is a Doctor of Business Administration (DBA) in strategic management and MBA in project management, while having completed his undergrad Ba at York University in philosophy and kinesiology. He has a track record of success in business management and hockey operations, including teaching and coaching, talent identification and scouting, player evaluation and development, recruitment, and sports analytics. Additionally, he brings over twelve years of experience in minor and professional hockey, having served as a player representative and hockey operations coordinator with Quantum Sports Management in Toronto, a sports analytics consultant with an NHL Alumni Association endorsed firm, Statstrack, and briefly as a coach with the Ontario Hockey Academy.

Mario Cicchillo

Coaching Advisor



Mario brings over 35 years of coaching and hockey management experience. He will advise all coaching operations, design on-ice practices and training camps, and play an integral role in player recruiting. Mario coached 7 seasons in the OHL with the Mississauga Ice Dogs. He was head coach with Mississauga for 2 seasons until the team relocated to Niagara. During his career, Mario has been selected to coach the OHL All Star Game, OHL Team Ontario U17 to 2 gold medals, the Canada vs Russia Challenge, Team Ontario East for the OJHL twice, and the Team Canada Men's Junior Hockey team at the Maccabiah Games. In 2019-2020, Mario served as head coach for the Bradford Rattlers in GMHL's the north division.

Vladislav Lomakin

Scout & Development Coordinator, International



Vlad will serve as an international talent scout for the Mackenzie team. He brings an extensive hockey resume, including a background in sports management, and as a junior and professional hockey player throughout Russia, Belarus, Turkey, France, and the United Arab Emirates. Vlad brings extensive networks for advancing players to various tiers of professional hockey internationally, and will support Mackenzie players in graduating to higher levels of play.

Margherita Di Bari

Strength, Conditioning, & Nutrition Advisor



Margherita is an IFBB fitness professional and a top female bodybuilder and fitness pro in Canada. She is a fitness and body composition expert, as well as a Registered Holistic Nutritionist and a mindset coach. Margherita will remotely work with the team roster to maximize their fitness, and also play a vital role in supporting the team's goal to promote a healthy lifestyle within the community.

Vanessa Start

Hockey Training Advisor / Social Media Coordinator



Vanessa is a co-owner of Start Strength, where she trains elite hockey players and provides developmental support. She has worked with numerous junior players within the OHL and in minor hockey and brings a wealth of experience in strength training. Vanessa will coordinate our social media channels and serve as a remote training consultant.



Mackenzie Mountaineers Junior A Hockey Club – GMHL West

<https://mackenziejuniora.com/>

<https://gmhl.net/>

Mike Gray, Certified Lawyer

Legal Advisor



Mike specializes in contract law and mediation. He received his Juris Doctor from Bond University, in Australia, and was called to the Bar in January 2013. Mike will serve as a legal advisor to the Mackenzie team.

AttentiveVision

Video & Analytics



AttentiveVision is a video and analytics firm out of York University. Their technology uses Machine Learning and AI, and their end-to-end systems take raw camera footage and process them into broadcast quality video. Their fully automatic systems reduce hassle and improves accuracy.

Mohawk College

Marketing



Mohawk College will provide graduate students from the International Business Management program to conduct market research on behalf of the Mackenzie team.

1.4 – Arena



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The **Alan Sheppard Arena** within the **Mackenzie Recreation Centre** will be the home of the Mackenzie Mountaineers. Since 2015, the district has been awarded over \$5 million towards the new additions to the facility. Arena spectators have a significant seating area complete with overhead heaters, and access to an elevator to the top of the bleachers for viewing.

It is a robust facility which is home to a **25-metre pool, hot tub, sauna, weight room, cardio centre, fitness program, ice rink, restaurant, child's play area, and the public library**. Other resources include: **six renovated dressing rooms, treadmills, ellipticals, rowing machines, stair-climbers, stationary bikes, weight room, plate-loaded equipment, free-weights, synergy machine, swimming pool, a hot tub, rock-climbing wall, and an outdoor ice-rink**. The team will play home games and practice at this facility. Additional weekday morning ice-time will be provided to the team's players for private sessions. A team office and a new dressing room will await the staff and players.





1.5 – Logo & Jerseys



2.0 – Community Vision

2.1 – Inclusion & Engagement

As part of the inclusion and engagement strategy, the proposed team will focus on community volunteers whenever and wherever possible. This includes seeking volunteer timekeepers, game day operations staff, and more. When it is necessary to hire, priority will be placed on youth from the communities. The team will also actively seek to provide its current players with working and volunteer placements at local businesses. In alignment with this inclusion and engagement strategy, the team will seek out the top hockey talent identified in the local community and those nearby.

2.2 – Notable Team Events



Game-Day Beer Garden

During home games, the team will host a beer garden to maximize corporate sponsorship revenue, and by using advertising opportunities not currently being utilized by the municipality.

Bi-Weekly Hockey Community Lecture

General Manager Andrew Fedurko will hold a bi-weekly hockey community lecture and invites all fans and residents from the area to attend.

Recreation Fair

Team representatives will participate in the Mackenzie Recreation Fair 2021 on September 11 from 10am – 2pm at the Community Hall.

School Day Field Trip Games

Game time will be during the school day on a weekday, so that neighbourhood schools will be able to schedule field trips to watch their local Jr. A team play. The team will provide additional learning and engagement resources during the experience, including connecting with players and staff.

Alternate Logo Community Design Contest

Mackenzie Jr. A will hold a contest with in which local students will design and submit a concept for the team’s alternate logo. These designs will be voted on through social media and the winner will be officially adopted by the franchise.

First Responders Charity Game

The Mackenzie team will challenge a team made up of local police officers, firefighters, paramedics, and any other first responders (along with some celebrity reinforcements) in a charity game.

Charity Auction Gala

Sponsors will donate items for a team-hosted charity auction.

3.0 – The Greater Metro Jr. A Hockey League (GMHL)

3.1 – League History

Age of League	Number of Divisions	Number of Teams
16 Years (Founded 2006)	3	24



The Greater Metro Hockey League (GMHL) was originally founded as the Greater Metro Junior Hockey League (GMHL) by Bob Russell and Hockeyworks International Ltd., in 2006. The institutional vision for this new league was to improve the current standard of player development at the Junior ‘A’ level in the world’s greatest Junior Hockey regions. To facilitate the growth of this vision, the league had two clearly articulated goals: to increase the international flavor of Junior Hockey in Central Canada as well as locate and establish teams in the cities and towns passionate about hosting this new brand of Junior Hockey.

The league began play in fall of the year 2006 with the following, original seven teams:

Bradford Rattlers
Deseronto Thunder
King Wild
Nipissing Alouettes
Richmond Hill Rams
South Muskoka Shield
Toronto Canada Moose

Six new teams joined the fledgling league for its second year. With three straight seasons of expansion, growth, international competition, and a new-found stability under its belt, the GMHL continued its charted course, this time by combining its desire to expand with its increasing international development program.

Since 2009, the league has continued to flourish by tapping into flourishing markets such as Ville-Marie and Bancroft. It’s most recent expansion for the league’s current season, has seen the GMHL reach its highest heights yet expanding all the way to the west in British Columbia, Alberta, and Saskatchewan. By welcoming the change needed to increase its reach and popularity, the GMHL has become a viable path to long-term success for both Canadian and International hockey players. The league has also continued to solidify its existing teams, securing a long-term future of the GMHL and propelling even more young players and coaches to higher levels of hockey and education.

3.2 – GMHL Western Division

The GMHL Western Division completed its inaugural season in 2019-2020. The Home Openers for each team were as follows:

Cold Lake Wings – Friday, Oct. 4 vs. Rosetown Red Wings

Enoch Tomahawks– Saturday, Oct. 5 vs. Rosetown Red Wings

Rosetown Red Wings– Friday, Oct. 18 vs. Enoch Tomahawks

Slave Lake Ice Dogs – Friday, Oct. 4 vs. Enoch Tomahawks

For the 2019-2020 season, the GMHL West was able to play under strict COVID protocols put in place by the Alberta government. With no positive tests throughout the entire playoffs, all four GMHL



West teams were safe to play with no interruptions or breaks, leading to an exciting 2021 playoffs. The High Prairie Red Wings emerged as the first division champions, after finishing in second place last year behind the Icedogs.

3.3 – Upcoming 2021-2022 Season

The GMHL West division has expanded with the additions of Mackenzie Mountaineers and the Gibbons Pioneers.

The Greater Metro Junior 'A' Hockey League will enter their 16th season with the upcoming 2021-22 campaign. The Regular Season will consist of 42 Regular Season Games, with the league divided into three divisions: North, South and West. The league will be hosting several events throughout the season, covid restrictions permitting, including the GMHL Annual Showcase, All-Star Game, Russell Cup Playoffs and the inaugural National Championship.

Key start dates will include:

Pre-Season Exhibition - September 17th, 2021

Regular Season - October 1st, 2021

All-Star Game - January 11th, 2022

Annual Showcase - TBD

Russell Cup Playoffs - February 21st, 2022

National Championship Tournament - April 1st, 2022

4.0 – About Mackenzie

Location

Mackenzie, British Columbia is located on Highway 39 in the scenic Rocky Mountain Trench, just 29 kilometres north of Mackenzie Junction on Highway 97. The nearest major city is Prince George.

Transportation

Mackenzie offers an in-town taxi service. The B.C. government has launched a new, interim long-haul northern bus service to help make sure British Columbians living in the north are able to travel safely and affordably from community to community.

Activities, Services, & Recreation

Mackenzie is a full-service community with all the amenities of a modern life. The surrounding area has a variety of parks, trails, and playgrounds for your recreating pleasure. Many of the trails, recreation facilities, and properties connect seamlessly. It is home to the Mackenzie Minor Hockey Association.



Mackenzie Mountaineers Junior A Hockey Club – GMHL West

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<https://gmhl.net/>

Sports & Clubs: ATV, badminton, biking, curling, darts, golf, horseback riding, kayaking, lacrosse, rodeo Grounds, softball, skiing, snowboarding, snowmobiling, swimming, yoga, and more.

Mackenzie & District Hospital & Health Care Centre: Located within walking distance of the arena and rec centre.

Mackenzie Golf & Country Club: A pristine course located just minutes from the main road, with a driving range. At the pro shop you can rent clubs for a reasonable rate. Mosquito Grill is an ideal spot to eat and relax.

Powder King Mountain Resort: Skiing, snowboarding, snowmobiling, summer camping, winter lodging. Powder King is the kind of place that hardcore skiers and snowboarders all over BC talk about, hoping for the day they'll somehow get to go there.

Little Mac Ski Hill & Mountain Bike Trails: Within walking distance from town is Little Mac Ski Hill, a super fun beginner hill. There's even a separate tobogganing slope. In the summer, cruise down the adjoining mountain bike trails that connect to the beach or trails along the lakeshore around Morfee Lake.

Fishing: Williston Reservoir is an excellent fishing lake, with bull and rainbow trout, and rocky mountain and lake whitefish most prevalent. It is also popular during the winter months when the surface is frozen.

Morfee Lake Beaches: Morfee Lake is popular with locals and has boat launches, as well as a swimming and beach area. The 2nd Beach is reserved for dogs to enjoy the beach.

Cross Country Ski Trails: Mackenzie hosts 30 km of groomed cross country ski trails that start out at the Mackenzie Golf & Country Club, with an additional 3.7 km of trails in John Dahl Regional Park.

Mackenzie Skate Park: 9,000 sq foot skatepark has a 5 foot deep bowl with a 6 foot curved extension, plenty of ledges, rails, quarter pipes, banks, and stairs.

Morfee Mountain: The large mountain crowned with towers, has road access just 2 km north of town, and is popular with snowmobilers. Once at the top, you can see the tops of the Rocky Mountains to the east, the rolling hills to the west, and Williston Lake and the townsite just below.

Businesses

7-Eleven, Alexander Mackenzie Centre Mall, Canadian 2 for 1 Pizza, Factory Direct, Fields.ca, Four Seasons Mall, Home Hardware, Judy's Family Restaurant, Kelly's Bakery Café, LVS Restaurant Chinese & Western Cuisine, Mackenzie Golf & Country Club, Mackenzie Taxi Ltd., Mosquito Bar & Grill, Munchy's Restaurant, Oceanview Laundromat, PharmaChoice, Purple Bicycle Natural Foods, Royal Bank



of Canada, Sam's Family Restaurant, Scotiabank, Sole Deep Reflexology, Sportsman Pub & Kitchen, Subway, The Office Bar & Grill Restaurant, Town Centre Mall, Nexus Massage Therapy, and more!

5.0 – Notable Rules & Regulations

5.1 – Non-Sanctioned Leagues Outside Hockey Canada

For players interested in playing in Mackenzie, the following information is important, as it addresses the common misconceptions about playing in a non-sanctioned league. In summary, players do not lose any privileges with Hockey Canada or other sanctioned junior leagues after their GMHL season concludes and the reinstatement process is followed. This means that players may move on to higher levels of play within sanctioned leagues without restriction in the following season. The team will actively seek to promote its players to higher levels and support them in this process.

Any individual who Participates in a Non-Sanctioned League, or any minor hockey association which supports such a League, is subject to the following consequences:

Any individual who Participates in a Non-Sanctioned League after the Cut-Off Date will lose all privileges with the Ontario Hockey Federation for the remainder of that season, and, subject to paragraph (3) below, may only apply for the reinstatement of those privileges after the end of that season.

Notwithstanding the consequences listed in paragraph 1), anyone who Participates in a Non-Sanctioned League after the Cut-Off Date is entitled to seek early reinstatement of their privileges within the OHF by appealing to Hockey Canada's Non-Sanctioned Hockey Reinstatement Committee, which may grant early reinstatement if it is satisfied that special circumstances exist.

The consequences described in this section of this policy will remain in effect even if the Non-Sanctioned League or team folds, or the Participant is released, suspended or fired from that League or team.

6.0 - Video

1) [Living in Mackenzie, BC](#)

2) 2020 GMHL All-Star Competition

[Pro Game](#)

[College Game](#)

3) [GMHL Finals 17-18](#)



Mackenzie Mountaineers Junior A Hockey Club – GMHL West

<https://mackenziejuniora.com/>

<https://gmhl.net/>

4) GMHL West Finals 2020-2021 – Alberta

[Game 1](#)

[Game 2](#)

7.0 – Contact

Andrew Fedurko - General Manager / Head Coach

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Website

<https://MackenzieJuniorA.com/>

Facebook

<https://www.facebook.com/gmhlmackenzie>

Twitter

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Instagram

[@MackenzieJuniorA](#)