



SEASON OPENER

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CRAIG BUTTON

TSN DIRECTOR OF SCOUTING

As a former NHL executive and scout, TSN Director of Scouting Craig Button draws on his intimate knowledge of the game and its players to deliver insight on the NHL's top prospects. Button is also a key analyst on THAT'S HOCKEY and THAT'S HOCKEY 2NITE. His respected CRAIG'S LIST delivers a monthly ranking of the top players eligible for the upcoming NHL Draft.

Button started his NHL career in 1988 as a scout with the Minnesota North Stars. He stayed with the team during its move to Dallas and served as the Director of Player Personnel during the Stars' Stanley Cup championship season in 1999. The Calgary resident also served as GM of the Calgary Flames from 2000-2003.



BOB CALDWELL

HOCKEY MANITOBA

From Deloraine, MB, Bob has made tremendous contributions to the game of hockey, not only in Manitoba but in all of Canada and around the world. Past chairman of Hockey Manitoba's Coach Development Committee, Master Mentor Coach for Hockey Manitoba and member of Hockey Canada's National Coach Mentorship Program Advisory Council are just three of the six titles he presently holds.

Recently Bob has been involved with Hockey Manitoba's U-16 Male Program of Excellence and U-18 Female Program of Excellence teams, as well as being selected as a skills coach for Hockey Canada's Program of Excellence U-17 program. Bob was given the opportunity to coach alongside Andy Murray in 2012 in Division I NCAA Hockey with the Western Michigan Broncos.



KEN CAMPBELL

THE HOCKEY NEWS

Ken Campbell is in his second stint with The Hockey News as a senior writer. He was previously with the publication from 1988 to 1998 before returning in 2006. In between working for The Hockey News Ken was a sports reporter for the Toronto Maple Leafs of the NHL for the Toronto Sun.

Ken is a co-author of *Selling the Dream: How hockey parents and their kids are paying the price for our national obsession*. Ken is also the author of the book *Habs Heroes* and the co-author of *The Top 60 since 1967*.



KEVIN CHEVELDAYOFF
WINNIPEG JETS (NHL)

Originally from Blaine Lake, SK, Kevin is entering his fifth season as General Manager of the Winnipeg Jets in the NHL. Prior to being named the Jets GM, Chevy spent 2 seasons with the Chicago Blackhawks (NHL) as Assistant GM/Senior Director, Hockey Operations, during which the Blackhawks won the 2010 Stanley Cup. Before making the jump to the NHL, Cheveldayoff was a part of seven league championships during a 15-year management career in the AHL.

Cheveldayoff played four seasons with the Brandon Wheat Kings of the WHL where he played in 214 games and collected 81 points (12g, 69a) as well as 759 penalty minutes. Kevin was originally drafted 16th overall in the 1988 NHL Entry Draft by the New York Islanders and played five seasons in the AHL until a knee injury cut his professional career short.



JOHN LUETKEMEYER
TOTAL HOCKEY/USA HOCKEY

John's career began as a youth at Kirkwood Youth Hockey Association (KYHA) before he played through college at Division III Babson College and Division I Club for the University of Missouri. John has been coaching at KYHA since 2003, serving as the Coaching Director from 2007-2015. He has been coaching for 22 years ranging from U6 to High School.

In 2006, John researched, designed & implemented a cross-ice program for U6/U8 which was then adopted by 11 other clubs in St. Louis in 2009. This led to Missouri Hockey making the format mandatory for all associations. Since 2011, John has spearheaded the full adoption of USA Hockey's American Development Model, which culminated USA Hockey designating KYHA as one of its first 11 Model Association in 2013.



DEAN MCINTOSH
HOCKEY CANADA

Originally from Shelburne, Ontario, Dean has been the Director of Marketing Services for Hockey Canada since November 2008 and has since been responsible for servicing the organization's more than 20 corporate partners and supervising the delivery of domestic events. Prior to becoming the Director of Marketing Services, Dean was the Senior Manager of Coaching for Hockey Canada from 2000-2008 where he helped integrate the National Coaching Certification Program in all 13 branches across

Canada. Dean was also a member of the Coaching Association of Canada Board of Directors from 2005-2008.



DR. STEPHEN NORRIS
WINSPORT

Dr. Stephen Norris, originally from England, UK is not only the Executive Vice President and Chief Sport Officer at Winsport but he has also played a critical role in the development of Olympic, World Championship and International level athletes. Focusing on Canadian winter-sport athletes as well as working with national team coaches and officials, Dr. Norris has been implementing long-term strategic performance plans aimed at achieving excellence. From 1995-2010, he was the Director of Sport

Physiology and Strategic Planning at the Canadian Sport Centre Calgary. Since then, Dr. Norris opened a sport consulting business and has worked with programs such as Hockey Canada and Alpine Canada.