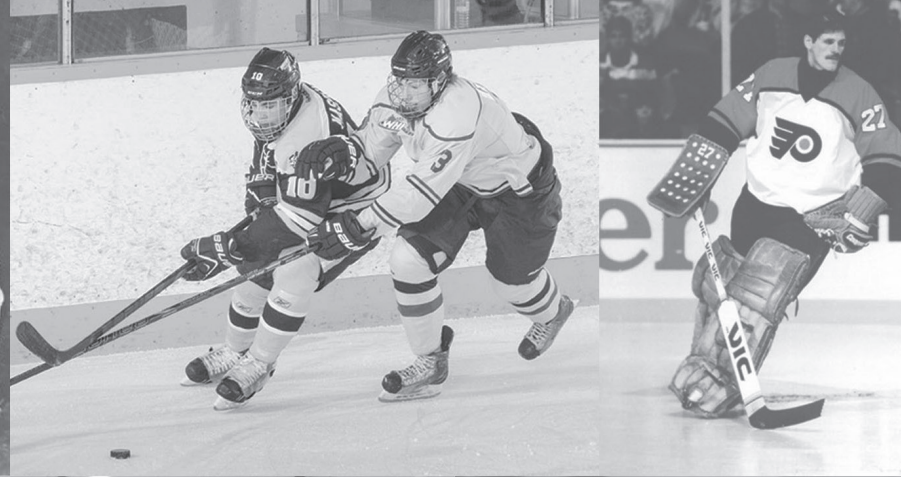




CELEBRATE THE PAST

CHALLENGE THE FUTURE



Celebrating Hockey Manitoba's 100th Anniversary

The 2014-15 season marks the 100th Anniversary of Hockey Manitoba, and as an organization we are excited to honour and celebrate a century of hockey's growth at all levels across the province.

To pay tribute to the last 100 years, Hockey Manitoba will engage both our members and our community with events and initiatives that pay tribute to past accomplishments, while building positive frameworks for the future of the game and our brand.

Several major events are in place, beginning with the 100th Anniversary Golf Tournament scheduled for August 12, 2014 at Southwood Golf and Country Club in Winnipeg. September will feature a 100th Anniversary-themed "Minor Hockey Summit," and from December to February a minor hockey "Outdoor Series" will take place across the province. The celebrations will then wrap up with a Gala Dinner on May 9, 2015 at the Canad Inns Polo Park.

Throughout the year we will have interactive commemorative components on our newly developed micro-site including a vote for "My Team MB" that spans both the modern and early eras, as well as an alignment with existing Hockey Manitoba branch programs including the Provincials, Initiation Face-off program and Director's Cup Prospects among others.

Hockey is the sport of choice for millions of Canadians, whether as a player, official, coach, parent, or volunteer. Even as a fan simply following the game in the paper or watching on TV, the common denominator for everyone is passion. As the sport's governing body, Hockey Manitoba is looking forward to the 2014-15 season and to share the celebration of a century of hockey with our members.

We look forward to your interest and participation.

Sincerely,

Bill Whitehead
President



Peter Woods
Executive Director



OUR HISTORY

Hockey Manitoba is proud to represent a rich tradition of hockey excellence for nearly 100 years. Our sport is embedded into the fabric of our province's society therefore it is an honour to be a part of the passion and dedication shared by so many fellow Manitobans!

Hockey Manitoba was established in 1914 as the Manitoba Amateur Hockey Association (MAHA). In 1995 the association registered the business name "Hockey Manitoba," now only for legal proceedings shall the organization be referred to as Manitoba Amateur Hockey Association (MAHA). For all other purposes, the organization is known as Hockey Manitoba.

Hockey Manitoba is an organization of voluntary members and a small professional staff unit designed to promote and develop amateur hockey throughout Manitoba in affiliation with Hockey Canada, Sport Manitoba, and our member Regional Hockey Associations, Minor Hockey Associations and Leagues.

Each season Hockey Manitoba registers approximately 30,000 members through various hockey programs. This includes all coaches, officials, players and volunteers who represent a wide demographic of ages from both genders and a variety of cultural backgrounds.

DECEMBER 26, 2014 - 100 YEARS LATER

A media conference will be held to commemorate Hockey Manitoba's 100th birthday. A presentation will be made with special guests in attendance.

VISION

Celebrate the past and challenge the future.

MISSION

To celebrate 100 years of Hockey in Manitoba through the execution of opportunities, events and initiatives with the membership and hockey community in Manitoba. This is done in a way that recognizes, celebrates and pays tribute to past accomplishments as well continues to build a positive framework for the future of Hockey Manitoba and its brand.

HISTORY OF THE MANITOBA AMATEUR HOCKEY ASSOCIATION

Or Hockey Manitoba (as it is called today)

By Ed Sweeney - Hockey Historian

The first meeting of The Manitoba Amateur Hockey Association was held on June 22, 1914, with the following present: Dr. W.F. Taylor, M. Skinner, J. McGillivray - Kenora, F.P. Marples, J.D. Prattand, J. Davidson.

The name of the organization was adopted on a motion of Claude Robinson with seconder J. Davidson at a meeting on December 26, 1914. The constitution and by-laws were drawn up by a committee consisting of D.W.F. Nichols, J. Davidson and C. Robinson. The first officers were:

Honorary President - W. Northey - Montreal

President - Dr. W.F. Taylor

First Vice-President - J. McGillivray - Kenora

Second Vice-President - M. Skinner

Secondary/Treasurer - F.P. Marples

HOCKEY MANITOBA

Hockey Manitoba is proud to represent a rich tradition of hockey excellence over the past 100 years. Our sport is embedded into the fabric of our province's society, therefore it's an honour to be a part of the passion and dedication shared by so many Manitobans.

PLAYERS	2008-09	2009-10	2010-11	2011-12	2012-13
Male	20,098	20,430	20,336	23,500	24,462
Female	4,137	4,233	4,192	4,570	4,940
Total	24,235	24,663	24,528	28,070	29,402

2012-13 PLAYERS	Male	Female	Total
Initiation (4,5,6)	3,937	689	4,626
Novice (7,8)	2,063	561	2,624
Atom (9,10)	3,270	703	3,973
Peewee (11,12)	2,982	717	3,699
Bantam (13,14)	2,627	600	3,227
Midget (15,16,17)	2,017	559	2,576
Juvenile (18,19)	215	0	215
High School (15-17)	1,030	51	1,081
Junior A	246	0	246
Junior B,C, OA, W	605	102	707
Senior AAA, AA	14	52	66
Senior A,B,C,D, W	967	76	1,043
Adult Rec	4,489	830	5,319
	24,462	4,940	29,402

2012-13 COACHES	Male	Female	Total
All Levels	4,648	216	4,864

2012-13 OFFICIALS	Male	Female	Total
Level 1-6	1,724	137	1,861

2012-13 QUICK HITS Total

Total Participants	36,127	*(Players + Coaches + Officials)
Total Teams*	2,010	*(Reconciled Total TBD)
Total Volunteers*	3,600	*(Estimated Total)
Total Households*	30,000	*(Estimated Total)
Extended Audience*	144,508	*(= Total Participants x 4.00)

KEY EVENTS & PROGRAMS

Goalie Summit	Jul
100th Ann. Golf Tournament	Aug
Reebok Skills Summer Camp	Aug
U-16 & U-18 POE Prep Camp	Aug
Season Opener Minor Hockey Summit	Sep
Fall Council Meeting	Sep
Coach Certification Clinics	Sep-Dec
Officials Certification Clinics	Sep-Dec
Just Play Programs	Sep-Feb
Initiation Face-Off	Oct
Bantam AAA Showcase 1	Oct
Bantam AAA Showcase 2	Dec
100th Ann. Outdoor Series	Dec-Feb
Semi-Annual Meeting	Jan
U-17 Team West (World U-17)	Jan
Canada Games (U16 & U18 POE)	Feb
Bantam AAA Showcase 3	Feb
Scotiabank Girls Hockey Fest	Feb
100th Ann. Outdoor Series Celebration	Feb
Minor Hockey Provincials	Feb-Mar
U-16 & U-18 POE Spring Tournament	Mar
Bantam AAA Provincials	Mar
Reebok Skills Spring Break Camp	Mar
Director's Cup Prospects	Mar-Apr
Provincial League Playoffs	Mar-Apr
Future Stars Program	Mar-Apr
Hockey Manitoba Cup	Apr
Sr. A Provincial Tournament	Apr
Esso Cup Fem. Midget Regionals	Apr
TELUS Cup Midget Regionals	Apr
Western Bantam Championship	Apr
Western Shield Sr. Fem Championship	Apr
Reebok Skills High Performance	Apr-May
RBC Cup National Jr. A Championship	May
Annual Awards Luncheon	May
Annual General Meeting	May
100th Ann. Gala Dinner	May
U-16 & U-18 POE TOP-40 Camp	May



ONLINE REACH



2012-13 SEASON TOTALS - WWW.HOCKEYMANITOBA.CA

SEP 1 - APR 30	UNIQUE VISITORS	NUMBER OF VISITS	PAGE VIEWS	WEB HITS
	115,768	291,411	1,309,724	14,215,876

CURRENT 2013-14 SEASON STATS - WWW.HOCKEYMANITOBA.CA

Sep-13	14,395	30,730	315,659	2,711,797
Oct-13	16,116	42,535	419,576	3,884,397
Nov-13	16,730	39,747	322,123	2,997,066
Dec-13	11,422	25,829	219,568	1,842,678
Jan-14	15,398	29,012	264,177	1,992,478
Feb-14	12,176	27,217	300,289	2,268,235

2013-14 SEASON STATS - FACEBOOK

www.facebook.com/hockeymanitoba

Likes	2,225 Our network total as of March 7, 2014
Sep 1, 2013 - Mar 7, 2014	
2013-14	Posts 258 Posted items by Hockey Manitoba
2013-14	Reach 46,236 People who saw our posts
2013-14	Impressions 127,020 Total impressions of our posts

2013-14 SEASON STATS - TWITTER

www.twitter.com/hockeymanitoba

Followers	2,207 Our network total as of March 7, 2014
Following	219 People we're following
Tweets	1,248 Lifetime tweets as of March 7, 2014
Sep 1, 2013 - Mar 7, 2014	
2013-14	Tweets 376 Tweets this season

OTHER SOCIAL MEDIA NETWORKS

Instagram	247 Our network total as of March 7, 2014
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Email distribution
to over 30,000



Harness the marketing power of Hockey Manitoba and connect with our captivated network. Join our team in continuing the commitment of excellence to the sport of hockey in our province

GOLF TOURNAMENT



AUGUST 12, 2014

Southwood Golf & Country Club
.....

5,314 to 7,311 yard golf course

18-holes, highlighting biographies on key players in hockey from the last 100 years

Choice of five tees allow for a wide range of skill levels

The clubhouse spans 18,000 square feet on two levels

Celebrity golfers

Contests and activities

REGISTRATION IS NOW OPEN!

SEASON OPENER

MINOR HOCKEY SUMMIT

How to improve
& grow the game
moving forward

Join us as we create and
sustain positive change to
our game for the next
generation

SEPTEMBER 26-28, 2014

coaches, parents, volunteers,
officials, leaders within the
community, service providers

Minor Hockey
Associations across
Manitoba

MOVING FORWARD WITH PLANS ON MINOR HOCKEY IN MANITOBA

special guests

presentations &
group work shops

CANAD INNS POLO PARK





OUTDOOR SERIES

**FEBRUARY
15TH, 2015**

Over 100 games will
be played across
the province

Celebration that
spans across
the province

The heritage of hockey
in Manitoba

All participating
teams will receive
100th Anniversary
commemorative
jerseys

DECEMBER-FEBRUARY

Total of 8 league games
will be played outside



GALA DINNER

Recognition of 10 historic figures that shaped the game of hockey

High profile guest speakers will entertain throughout the evening

May 9, 2015
Canad Inns Polo Park

Celebration of hockey in Manitoba over the past 100 years

Live entertainment and special video montage throughout the evening

Free equipment to new registrants - 2014-15 season

Every 5 and 6 year old will receive branded 100th Anniversary commemorative equipment. An additional discount will be offered on all other equipment, making their first hockey season memorable.

Reebok



ROYAL SPORTS



PROJECT 100



Female Hockey Weekend - December 12-14, 2014

Over 800 female participants at all levels, from across the province will come together at the MTS Iceplex and play over the course of the weekend. Skills camps and coaching clinics will be held to highlight the best of female hockey.

HOCKEY MANITOBA'S 100TH ANNIVERSARY

MICRO·SITE

Landing spot for 100th Anniversary events,
registration, and information

- My Team Manitoba

- Past Provincial and National Champions

- Historic profiles of players, coaches, volunteers
officials, builders, and teams

- Stories of significance pertaining to the game of
hockey in Manitoba



HOCKEY MANITOBA'S 100TH ANNIVERSARY

THE CELEBRATION

CONTINUES

COMMEMORATIVE ITEMS

Decals and patches given to all teams and officials

MEMBERSHIP

Strong focus on recruitment and retention

LEGACY GRANTS

Given to associations for development of their own local programs

100TH ANNIVERSARY SWEEPSTAKES

Members will have the chance to win amazing prizes

SHARING 100 YEARS OF HOCKEY TOGETHER

.....
What will you be helping
Hockey Manitoba move towards?

Giving back to the community \$25,000 Hockey Community Grants

\$25,000 will be awarded to minor hockey associations to grow the game in their communities.

Free equipment to all new registrants for the 2014-15 season

We want to give new registrants the opportunity to think about the game, not the price. Every 5 and 6 year old will be given free equipment to start the season off right.

To celebrate 100 years of hockey in Manitoba

Hockey is the sport of choice for millions of Canadians. This includes players, officials, coaches, parents, volunteers and fans all of which represent a wide demographic of ages from both genders and cultural backgrounds. The common denominator for everyone is passion. Hockey as a sport can be consuming and addictive, and everyone at one point or another has had a connection to it. We, as Manitobans, have that in common.



WILLIAM
FRANKLIN TAYLOR



ED SWEENEY