



**Kevin Cheveldayoff - Executive Vice President and General Manager of the Winnipeg Jets**

Kevin Cheveldayoff enters his fourth season as General Manager of the Winnipeg Jets after being named to the position on June 8, 2011. Prior to his time in Winnipeg, Cheveldayoff spent two seasons with the Chicago Blackhawks serving in the role of Assistant General Manager/Senior Director, Hockey Operations. During Cheveldayoff's tenure, the Blackhawks won the 2010 Stanley Cup championship.

Before joining the Blackhawks in 2009, the Blaine Lake, SK native spent 12 seasons as the General Manager of the American Hockey League's Chicago Wolves, guiding the franchise to four league championships. Originally drafted by the New York Islanders as their first pick (16th overall) in the 1988 NHL Entry Draft, Cheveldayoff played five seasons in the AHL until a knee injury cut his professional career short.



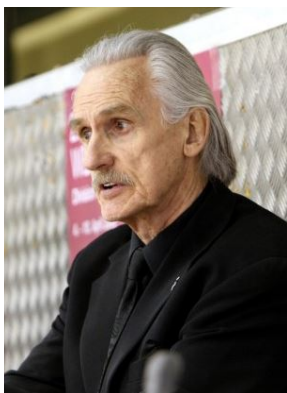
**Paul Carson - VP Hockey Development, Hockey Canada**

Paul is in the Vice President of Hockey Development with Hockey Canada and has served in this capacity for five years. Prior to assuming his duties as the Vice President, Paul was the Director of Development for seven years.

Throughout Paul's tenure at Hockey Canada as a staff member and volunteer he played an integral role in the development of the Hockey Canada Skills Manuals and Skills Camps, the National Coach Mentorship Program, the Skills of Gold Technical DVD series, and was instrumental in the design and implementation of the Hockey Canada Skills Academy Program.

Prior to joining the staff at Hockey Canada, Paul was a volunteer with the BC Amateur Hockey Association serving in a leadership capacity with the National Coach Certification Program and the BC Best Ever Program. Paul's coaching credentials include seven seasons as an assistant coach with the UBC Thunderbirds (CIS) and various coaching roles within the BC Best Ever Program including an assistant coach position with Team BC at the 2002 Canada Winter Games. Along with writing partner, Sean Rossiter, Paul co-authored a series of illustrated hockey book for children entitled Hockey the NHL Way.





**George Kingston - Managing Director, NHL Coaches Association**

George Kingston is the NHL's Coaches Association Managing Director. He has extensive Sport Administration, Research and Clinic experience and presents on developmental, technical and tactical.. His first post in the NHL after 16 years as coach of the University of Calgary's hockey team was as the assistant coach of the Minnesota North Stars. After two years as coach to the Norwegian national team he spent another two years as head coach in the NHL with the San Jose Sharks.

He went on to win the world championship in Italy as head coach of the Canadian Men's National team and also reached the finals of the 1994 Winter Olympic Games in Lillehammer, Norway. He then moved to Germany, spending four years as head coach of the German national side. Further stints as NHL assistant coach followed in Atlanta and Florida between 1999 and 2007.

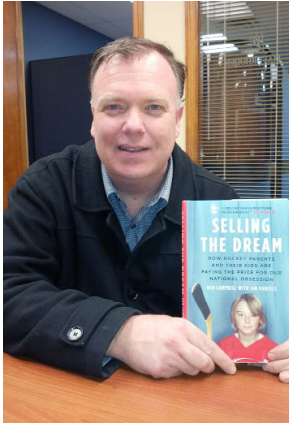


**Dr. Stephen Norris**

Dr. Stephen Norris (England, UK) has 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.





**Jim Parcels - Contributing Author, *Selling the Dream: How Hockey Parents and Their Kids Are Paying the Price for Our National Obsession***

Jim Parcels is one of the most connected and experienced minor hockey people in Ontario. In his 20 years in the game, he has been behind the bench, and in the boardrooms of organizations in small towns, big cities and the OHL. He has witnessed firsthand the trials of many minor hockey families and remains connected to scores of players who have passed through the junior and US college ranks to the NHL.

Formerly a trainer for the OHL's Peterborough Petes and Guelph Storm, Parcels served as the marketing director of the Ontario Minor Hockey Association from 1996-1999. In 2013, Parcels, along with The Hockey News' Ken Campbell, authored *Selling The Dream: How Hockey Parents and Their Kids Are Paying the*

*Price for Our National Obsession.*



**David Hartley**

Since 2007, David Hartley has provided training and consulting to over 15,000 non-profit and charity leaders in over 80 Canadian towns and cities, working with leaders from every province and territory. He began consultant work full-time in April 2012 after five years leading the risk management efforts of the national charity Imagine Canada. Previously, David spent a decade training insurance professionals for two of the largest property and casualty insurers in Canada, Aviva and the Co-operators. Since then, he has lead over 220 risk management, governance or leadership workshops with over 8,000 non-profit leaders.

David holds a Canadian Risk Management designation from the University of Toronto / Risk and Insurance Management Society and a John Maxwell Leadership Certification

