

Jr. Reign Hockey

"Train and Transform our Youth for a Better Future"

Getting Started

WELCOME TO THE JR. REIGN YOUTH HOCKEY PROGRAM



HOW TO USE THE GUIDE

The Welcome Guide is divided into 5 parts:

Part 1 - Preparation for the season

Part 2 - What to expect during the season

Part 3 - Navigating throughout the season

Part 4 - Core Programs

Part 5 - References and Resources



How to use the Guide - You can read the guide in its entirety in one sitting or read part by part it's up to you. To get started PART 1 has some action items that need to be completed before the start of the season, so start there! After, you have read the welcome guide, please use this to answer questions and help guide your family's journey in youth hockey. Don't worry we will be there along the way to answer any questions and help make this a life changing experience for us all!

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PART 1 - PREPARATION FOR THE SEASON

The Jr. Reign Youth Hockey Program is unlike any other hockey program. Its a program that is all about ***YOU and YOUR goals***. As a member of the Jr. Reign, you now have a place where you can come to focus on your own development and progress. You and your family are part of the community and together we can make youth hockey a life changing experience.

Here are some ***action items*** to get the most out of the season.



Action Items Needed For the Season

1

Thinking about your
experience with the Jr. Reign
(The Big Picture)

2

The 80/20 Focus Model

3

Maximizing Your Success

4

Join! The Reign Nation

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Sign Required Paperwork

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Review Standards and Policies



Thinking About Your Experience With The Jr. Reign (The Big Picture)

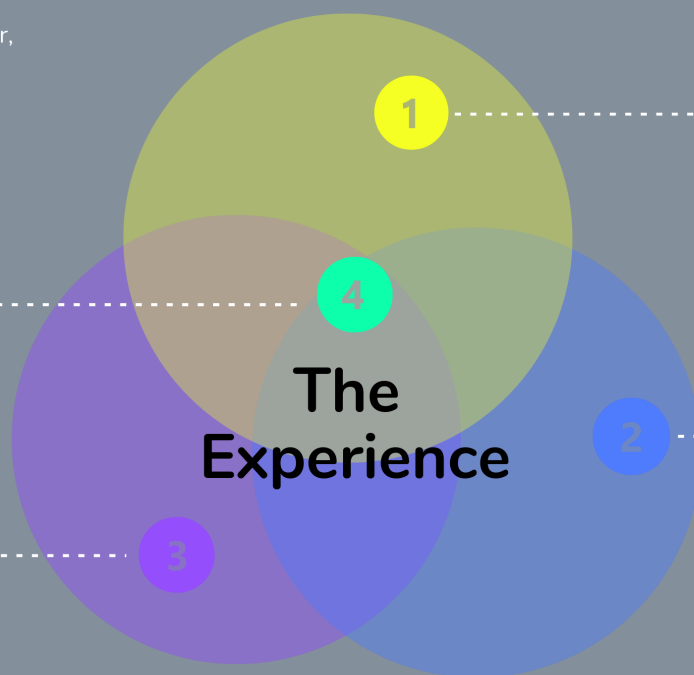


The Experience

The culmination of the Club, Player, & Team create the "Experience"

- Together we can make youth hockey a life changing experience

The Big Picture



The Jr. Reign Club

- Parents, players, and staff working together to create lasting memories



Player

Focus on individual players unique:

- Strengths
- Abilities
- Goals



Team

- Create Life long friendships
- Learn how to work with other for the greater good of the team

Thinking About Your Experience

It's natural to come into the season excited about your team and the season in front of you. This is great and very important. However, your team and this upcoming season is just one of the three parts that make up your child's hockey journey. We encourage you to consider our "***hockey experience model***" as you come into this season to set your mindset and intentions on how to truly maximize your child's potential and results both short term and long term.

PLAYER EXPERIENCE

At the Jr. Reign our focus is on ***fulfilling the athletic and human potential of each individual along their own unique path***. Every child is unique and brings their own unique gifts, dreams, and challenges. While gaining all of the amazing benefits of being a part of a team and playing in a team sport, we mustn't forget the true importance of the individual and the attention they need.

Our unique process is deliberately designed to discover each individual's goals, measure progress towards those goals, and Guide and Make necessary adjustments along the way. This is the only true way we can measure "success" as that is different for each child and we are passionate about helping every child be a "success" in what matters most to them. **The individual player experience is one focused on the big picture and long term path and goals of each individual.**

THE TEAM EXPERIENCE

The innovative structure of the Jr.Reign program puts each player on the best individual development path. Another important aspect of development is the players “Team Experience”. At the Jr.Reign we have a standardized blueprint to maximize individual player development in a team environment which enables long lasting team bonding and friendships. The players and parents play a key role in the success of the season and we need all families working together to provide a fun and memorable team experience and season for everyone!

The team experience is focused on this particular season right here and now and in generating the best possible team experience and gaining all the benefits out of the unique team sports environment this season. From lasting friendships, to working as part of a team with different types of personalities, to making sacrifices for the greater good of the team, and learning to be “coached”; the ***team experience offers a unique environment to grow each player’s experience and motivation.***

The “Team Experience” is focused on this upcoming season as teams levels, teammates, coaches, inevitably change season to season.

CLUB EXPERIENCE

Being a part of something bigger is a critical component for maximizing the overall experience. A community of like minded people, all supporting each other, that stand for something unique can create a special place to be for the whole family. We welcome you and encourage you to be an active part of it and make the most of it.

We believe that ***“Together, we can make youth hockey a life changing experience”*** and we offer a number of ways for the whole family to actively participate in various roles, get to know others from other teams, support and watch other teams and age groups play, get to know different Coaches and staff members, build long term relationships, and have older players help out with younger athletes through our Jr. Coaching program. We hope this is something your family feels a part of for life, stays involved after as alumni, and comes back to coach as they get older and have children of their own.

The club experience is something we hope you will feel a bond with for a lifetime. It is for the athlete's but it is also for the parents, siblings, and other family members and supporters. ***It is a unique community and one we hope you play a big part in for a lifetime!***

2

The 80% to 20% Practice to Game Ratio

Jr. Reign 80/20 Focus Model

To get better, learn faster, and see the most results focus on the 80%.

80%

10 U and above

- 72 On Ice Practices
- 72 Off Ice Sessions

8 U

- 48 On Ice Practices
- 48 Off Ice Sessions



20%

10 U and above

- 16-18 Games
- 8-12 Tournament Games

8 U

- 12 Jamboree Games
- 8 Tournament Games

**Our Model is based on the latest research in sports science and the Windows of Trainability.

The 80% to 20% Practice to Game Ratio

In a typical youth hockey season, games represent roughly **20%** of the whole season and have the least impact on improving individual player skill and development. **80%** of our time is focused on skill and player development which occurs during practice and off ice training/teaching. **So to get better, learn faster, and see the most results we need to focus on the 80%.** On the youth level, players are NOT a finished product and development is the **#1 priority** to reach maximum potential. As oppose to the professional level where competition becomes the priority.

While its natural to think about your experience with a hockey team around game day, its important to realize that in an age appropriate youth development sport environment, more than 80% of the program is the training! Training and development time is where all growth and gains come. Games are simply the icing on the cake in the youth sport environment. The time to come and enjoy and compete, but not the primary focus. Its natural to think of the games as a “measurement” but the truth is they are not a real measurement at the youth level.

There are many variables and factors outside of the athletes, coaches, parents, and clubs control when it comes to the games including league levels of play, how other clubs may place their teams, coaching philosophy of the opponent, officiating, kids growth patterns, etc. ***The training is key and what we can truly measure.***

It's the environment we can control and max out what's needed based on windows of trainability. ***All growth happens here.*** This is the focus of any youth sport organization serious about player growth. We can track and measure the number of practices, the activity rates, we can plan the exact curriculum best for each age group, and maximize the development for each individual player.

A efficiently ran ADM Jr.Reign practice is ***10 times the development of a traditional "old school" practice.*** Don't believe us? Track us, using USA Hockey's activity tracker. [Click here](#) to download the tracker.

Don't miss out on practice. Treat the practice like games and the games like practice and you will reap the long term rewards! Base the season off your players overall growth.

Check out this **must watch** video that USA Hockey did on tracking of 8U players- [Click Here](#)

3 Maximizing Your Success

ATTEND ALL PRACTICES ON & OFF THE ICE

More than 80% of the Jr. Reign program is based around the training and development. Moreover, this is where even more than 80% of player growth and development will come from. Players who attend all practices both on and off ice sessions always develop the most over the season when compared to players that miss training time. ***The development does not happen in the game.*** The game is the reward for the hard work all week in practice. Studies show that even the most skilled players have a puck on their stick for less than 2 minutes over the course of a full game! More, if there are three lines on the team, that means they are only skating for $\frac{1}{3}$ of the whole game time.

In a typical Jr. Reign curriculum practice, players receive more than **10 times the amount** of puck on stick, passes, and shots when compared to a game. Further, when you factor in the athletic development time of the off-ice session on top of the on ice practice, the activity rate, workloads, and repetitions blows away that of a game. Every time a player misses a practice or workout, they are missing the most valuable part of their week, the true gold.

Added up over the course of a season, missed practices adds up to hundreds or even thousands of repetitions! It's simple math. Prioritize the practices and off ice training, arrange schedules, homework, and carpool setups in advance and get the most of your season with the Jr. Reign!

BE ON TIME

College hockey coaches are often quoted with funny sayings like “5 minutes early is 10 minutes late!”. The point here is that showing up late to training not only causes players to miss out on valuable repetitions, it also costs them prep time to ensure equipment is put on properly, valuable bonding time with their teammates and coaches, they miss instructions from coaches on groupings and drill explanations, it may cause stops and distractions in practices as groups need to be re-made or drills started over, and it adds stress to the player rather than being settled and coming into practice or a game pumped up and ready to go. Give your player the best chance to grow and succeed and plan to be there early for all team events as outlined in the standard policies document.

BE PREPARED FOR ALL TEAM EVENTS

For best results, always be prepared with the right equipment and attire for all Jr. Reign events. This will ensure your player can give their all, avoid unnecessary injury (not having proper running shoes for an off-ice activity), stay hydrated, feel a part of the team, and be ready for anything that comes their way. Always have appropriate uniforms and attire, running shoes for warm-ups and dry-land, your own water bottle, 2 sticks in case one breaks.

ATTEND BIGGER CLUB EVENTS

The overall player experience at the Jr. Reign takes into account all facets from individual, to team, to being a part of a larger community that is the club. Whether its the welcome event at the Ontario Reign game to start the season, a parent information session, or a club community event; making sure to participate in these bigger events will further enhance your connection to the club and the overall family and player experience.

TAKE ADVANTAGE OF PLAYER DEVELOPMENT MEETINGS

The Jr. Reign has one of the top and most experienced coaching leadership in the country. Each player's individual path and success is of paramount importance to us and thus we have designed a player development meeting process to ensure planning and measurement of each player's progress towards their goals. Ensuring to set up and attend and ***take seriously*** your player development meetings at the ***beginning and end of every season*** gives your player the best chance to ***achieve and exceed their goals!***

TAKE ADVANTAGE AND BE AWARE OF ALL JR. REIGN PROGRAMS INCLUDING PRIVATE TRAINING AND OFF SEASON PROGRAMS

Taking advantage of the Jr. Reign 3 core programs will ensure that your player follows scientific guidelines to maximize your success. Doing ***whats most important now*** is critical to player growth and so is taking the right breaks and doing the right things at the right times. ***Resist outside pressures to travel or compete when its not the time for it, everything you need is right here.***

KEEP THE BIG PICTURE IN MIND & COMMUNICATE WHEN YOU NEED HELP

Development does not happen in a straight line. Communicate with your team leaders if you have questions or concerns. We are here to help, please don't allow unanswered questions or concerns to linger. Our goal is to get the best results and experience for your child and we want to work with you through the ups and downs.

SHOW UP READY TO GROW

Work with us to help your child to:

- Bring a positive Attitude and Outstanding effort everyday
- Have a willingness to learn (Growth Mindset)
- Have the hunger to improve and be challenged
- Be a good teammate all the time, especially when its most difficult

4 Join! The Reign Nation

"Train and Transform Our Youth for a Better Future"

- a Actively Participate in the Community/Club**
- b Jr. Reign Nation Private Facebook Page**
- c Member Login (EZ facility self service)**
- d InstaTeam (Team Communication app)**
- e Follow us on Social Media**



Actively Participate in the Community/Club

We want you to be a part of the club and the Jr. Reign community. The importance of a supportive adult group to provide the maximal learning and experience environment for the athletes. We encourage everyone to get involved in some way. There are ***countless ways to get involved*** and be a contributor from team staff roles, to special committee or event focus volunteer groups, to simply being a “culture keeper”.

Please contact your team leader for opportunities or ideas on how you can contribute to a positive youth sport experience.





Jr. Reign Nation Private Facebook Group

This is a place where all our Jr. Reign families and staff can share pics, videos, stories, tips and interact with each other across the club. This is a closed group, so the only people that will see your posts are other Jr. Reign families or supporters who are welcomed into the group.

Request to be added: search Jr. Reign Nation on facebook or [click here](#) and request to be a member





EZ Facility Self Service (Member Login)

EZ Facility Member Login: Sign up or log in to view your account, purchase private training sessions, Book and reschedule private training sessions, register for events, view invoices, make payments, and update your credit card information.

<https://jrreign.ezfacility.com>

Member me app- Use this app for a convenient and easy way to book and reschedule your private training sessions. [Click here](#) for instructions on how to download and use the app!





InstaTeam (Team App/Communication)

Team App Invite: This season we will be using an app and website called InstaTeam for all team schedules and team communication. You will be getting an email from InstaTeam to join your team. The email will have a direct link to the app for you to download and get started.

[Website](#) [In the APP store](#) [On Google Play](#)



InstaTeam



Social Media

Social Media- Please follow us on our social media accounts to get access to exclusive content, get notified when we go “Live” on facebook and Instagram, get an inside look on what’s happening inside the Jr. Reign, and much more!



Jr. Reign Facebook Page



Jr. Reign Nation Private Facebook Page



Instagram @jrreign



Jr. Reign Channel



Twitter @jrreignhockey

5 Sign! Required Paperwork

To ensure the safety and best possible experience for all of us involved please complete the “***Signature Required***” documents ***prior to the start of the season.***

You will be receiving an email from SignNow that must be completed by the parent and athlete before practices begin. Once completed they will automatically save to the system and you will be all set!





Review Standards and Policies

In our club, our standards and policies are not just some document that we have laying around. We actually embody and live them everyday! In fact, they help set the tone for our Culture which we take very seriously! We think they are pretty cool and unique. So, please make some time to review them.

ATHLETE / PARENT / COACH / STANDARDS

1. [Club Expectations](#)
2. [Triple Impact Competitor](#)
3. [Second Goal Parent](#)
4. [Double Goal Coach](#)
5. [USA Hockey SafeSport Guidebook](#)
6. [USA Hockey SafeSport Page](#)
7. [USA Hockey Rules & Resources](#)

For more details on our Jr. Reign Standards- [Click Here](#)

PART 2 - WHAT TO EXPECT DURING THE SEASON

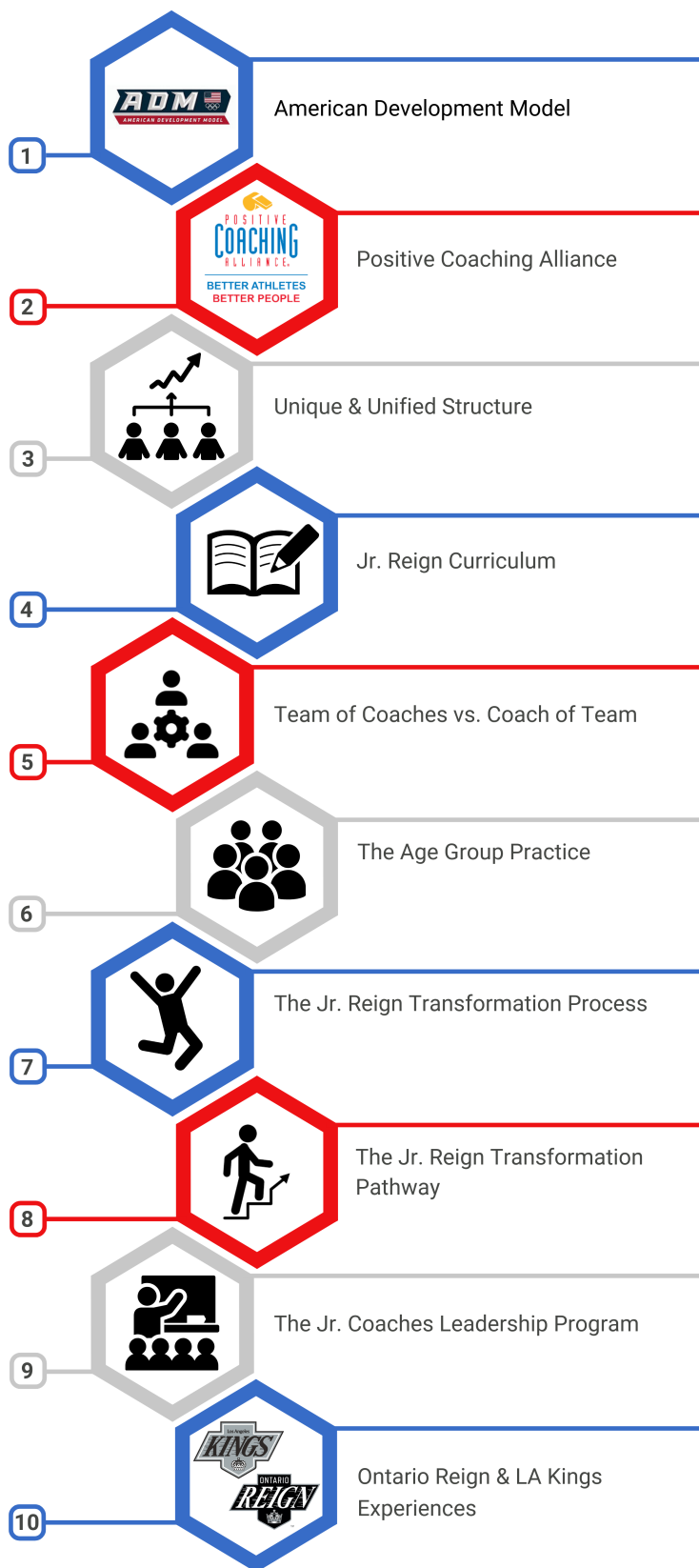
The Jr. Reign is a innovative club that is made up of a number of unique concepts that are may be quite a bit different than what you may have experienced anywhere else.

We pride ourselves on being unique and ***willing to challenge the status quo*** in striving to constantly improve and push the limits on maximizing player development and experience.



10 Key Ingredients that makes up the Jr. Reign

We have all the ingredients to take you to the next level, both personally & athletically



1 The American Development Model

USA Hockey's groundbreaking American Development Model provides the foundational science and principles for all of Jr.Reign Hockey programming.



In fact, in 2014 the Jr.Reign Hockey Club was the first Southern California Club to be named by USA Hockey as one of only 17 “Model Associations” at the time, across the entire United States for our commitment and delivery of the program. **The focus is long-term, age appropriate development rather than on taking short cuts for short term results.** Kids are not “mini adults”. An understanding of the different physiological and cognitive needs of each age group is critical to foster long term growth and fulfillment of athletic potential. As they grow, every athlete has sensitive time periods called windows of trainability where they are most receptive to training stimulus and skill acquisition.

The areas that are “open” or “receptive” to development can differ dramatically from one age group to the next and the understanding and focus on these key time periods is critical to the athlete’s long term success. For example, young athletes under 8 years of age are very receptive to agility, but not to endurance or strength training, thus spending time on areas the athlete is not receptive to, not only limits their time spent on the most important areas of training, but may even be harmful or dangerous to the athlete.

Athletes only enter these key sensitive stages once in their lifetime and once they are closed, it is extremely challenging to go back and develop those fundamental skills and movement patterns. Athletes who are trained with the understanding and curriculum based around these “windows” develop an incredible foundation, allowing them to continue to build and develop rapidly and to a higher ceiling long term, setting them up to pursue their maximal potential as an athlete.

2 The Positive Coaching Alliance

The Jr.Reign takes the responsibility of being a leader in youth sports very seriously. Not only are we responsible for building “better athletes”, we must also build “better people”. Youth sports is an important part of every child’s life and in their journey to become a successful person and good citizen. Jr.Reign Hockey made the commitment in 2014 to become a partner of the Positive Coaching and stand firmly against the “win at all costs culture” in youth sports.

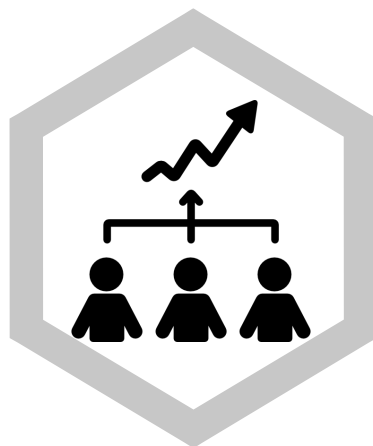


All Reign coaches are certified “double goal coaches” who strive to win, while never compromising the more important goal of teaching life lessons through sport. Athletes are taught to become “triple impact competitors” who strive to make the game better, make their teammates better, and make themselves better in everything they do. Our club parents are expected to be “**2nd goal parents**” who leave the first goal of “winning” to coaches and athletes, while focusing entirely on supporting the 2nd goal of teaching life lessons through sports.

More information on the positive coaching alliance is available at:
www.positivecoach.org

3 Unique and United Structure

The Jr. Reign Hockey Club is characterized by our unique structure of fully dedicated staff that are experienced, educated, and immensely passionate about what they do. While many youth sports clubs are made up of numerous independent coaches with their own philosophies and initiatives, our staff team work with our professional coaches, team leaders and volunteer staff, **under one clear and cooperative philosophy** backed by the **sport science** of the ADM and the **cultural principles** of the PCA.



All staff work together for the benefit of the athlete's experience and long-term potential. Rather than focusing on a specific team or level of play, our trained directors and coaches are experts in the science of each age group and on developing every player within our club at that age group up through the program and to their long term potential. Our program works by growing players from **within** for the long term with patience, care, and attention, and not by recruiting or replacing athletes from the outside in. We are committed to each athlete's "process". **Through the ups and downs of their athletic development, we support and encourage and will not give up on our athletes in times of struggle.**

4 Jr. Reign Curriculum

The club has a clear and documented season curriculum for every age group on the ice, off the ice and in the classroom. The athlete and parent has an opportunity to read and learn from all of the resources within the curriculum in advance and know what to expect not only in their current season, but in the upcoming seasons as the athlete progresses through each age group.

Additionally, even our private skills training is offered as a structured and unified program delivered by all of our coaches through a documented and progressive curriculum based on age and ability.



Each athlete and parent can relax and trust that at every level of the program and with every staff member, the program will be delivered with consistency, quality, and based on sport science and long term athlete development principles.

To view our unique and innovative Curriculum- [Click Here](#)

5 Team of Coaches Vs. Coach of Team

With the Jr.Reign, we have merged the best of both worlds with individual dedicated coaches for each team and a team of coaches.

Each Jr.Reign team will have a dedicated Head Coach and group of Team Coaches per team. In addition to your teams coaching staff, the Jr. Reign Players work with a team of professional, dedicated and educated Coaches all united towards each player's long term growth through the club as a whole. Whether it's practicing with your age group or participating in our innovative private training program, you will be exposed to a group of Coaches with a shared philosophy and can feel confident that each coach is committed to helping you take the next step in your hockey career through the program from season to season.



Because of this unique staff structure, players on any level team within an age group have access to all of our top Coaches and all of those coaches have a vested interest in helping build and develop those players up through our club. You won't find the politics of Coaches fighting over Players, holding a Player back to keep them with "their team" or a higher level coach having no relationship with the players at the next level down, within the club at the Jr. Reign.

We believe that having access to all our professional coaches will allow the players to be exposed to different styles of coaching which will help in the development of the player while staying under the same Positive Coaching Alliance and American Development Model philosophies. All practices will follow the Jr.Reign Age Appropriate Curriculum.

6 Age Group Practices

The Jr. Reign offers an innovative approach to practice each and every week. Our mission at the Jr. Reign is to train and transform our players to maximize THEIR long term potential and growth. Our focus is not solely on developing OUR teams and claiming success for the club. **The focus of each and every practice is based on developing and growing each and every player for their own unique and individual long term athletic development**



based on what is most important right now for their age group. A 10 year old is only a 10 year old once, same for a 12 year old or a 16 year old. Sport science tells us that every age has different windows of trainability that must be maximized at that exact time of their maturation or they will be missed forever. We will not sacrifice each player's individual and long term development in order for us to focus on teaching team play and systems within our valuable Ice time every week.

The reality is that over coaching "team systems and play" can actually have a detrimental effect on the aggressiveness and creativity of each player, especially at the youth levels. Instead, we know that if our players become more skilled and better athletes, ultimately our teams will also have much more success and that success will be due to the work and growth of the players, not the controlling scheme of a coach. In addition, when done right, much of team play concepts can be taught much more efficiently without wasting valuable ice time through locker room talks and off-Ice exercises, video and more.

Finally, the age group practice approach allows for a number of other benefits including:

1) a bonding and cross over of kids and families of the entire age group across the levels in their local rink. It's a fact that kids develop at different rates, have their own unique path, and when given the opportunity to cross over with more developed and less developed players from their age group working in the same windows of trainability, a unique environment and culture is formed that allows all players to thrive. **Players and families build relationships across teams** and often end up playing on the same teams as each other in the future as the players grow and progress. This creates a unique club identity and nurturing place to be, rather than an isolated team Only environment that fosters competition and resentment often even within a club.

2) Depth and strength of teams are able to be built across different locations with each location following the same age group practice plan based on sport science. **Players from any location are able to be placed on the most appropriate team for competitive games at their level regardless of how many of those particular players from that team practice out of their home rink.** Players can stay close to home and train with consistency all while having access to any level team within the club that Best serves their goals and abilities for the Best competitive experience possible.

3) The age group plan gives you an overview of the season and breakdown of the season ahead. With the age group practices this allows players to gain opportunities to practice more at other locations, either as a makeup day or to get ahead. We recommend consulting your team leader to ensure we have your player follow the USA Hockey recommendations of practice to game ratios.

Jr.Reign does schedule specific team practices at the tier levels and do our best to schedule them on the weekends conveniently for all players from various locations. This allows our coaches to add this component on top of our age group practice model to add some focused time on more team related concepts that can further strengthen the teams performance on the ice at the levels where systems of play can be more relevant. At the AA & AA levels all teams will have team practices.



The Jr. Reign Transformation Process

The Jr. Reign has organized its seasons and programs into such a way that combined with goal setting and check-in meetings with our professional staff, players will be able to set, work towards, measure, and **achieve their goals** both in the short and long term.



TRANSFORMATION PROCESS

- Club Teams
- Practices
- League Games
- Tournaments
- August - March

**FALL
SEASON**

CLUB HOCKEY



**PLAYER
DEVELOPMENT
DISCOVERY MEETING**

CHECK IN

**PLAYER
DEVELOPMENT
GOAL MEETING**

GOAL SETTING

Set your child's goals with
our professional coaches

**OFF
SEASON**

**OFF SEASON
TRAINING**

- Discover & Evaluate
your child's goals
- Find solutions to
maximize potential

- Skills, Creativity, Athleticism
- March-June

8

The Jr. Reign Transformation Pathway



The JR. Reign Pathway

Showing the big picture opportunities and path for each player, when combined with the Jr. Reign Transformation Process, players can set their sights on a goal and work with their coaches to achieve it!

**Training Program
(All Ages)**

- Skating Treadmill
- Puck Skills
- On Ice Lessons
- Power Skating
- Goalie Lessons

**Jr. Reign Tier Club Hockey
AAA, AA 12U-18U**

- Learn to Compete
- Strive for Success
- Ownership of Development
- Teamwork
- Leadership Skills
- Individual Skills
- Life Lessons

**LA Kings/Ontario Reign
NCAA Div III, II, I
Tier 1 Junior
WSHL Junior
High School**

- Compete to Win
- Community Leader
- Role Model

**Jr. Reign Club Hockey
A, BB, B, C 8U-18U**

- Team Work
- Life Lessons
- Growth Mindset
- Individual Skills

Showing the big picture opportunities and path for each player, when combined with the Jr. Reign Transformation Process, players can set their sights on a goal and work with their coaches to achieve it!

9 Jr. Coach Leadership Program

An Exciting leadership opportunity.

Open to all Jr. Reign players 10U and up. A common expression for maximum learning is **"See one, do one, teach one!"**

Research shows that teaching a skill massively enhances the learning of it as well. Additionally, providing leadership opportunities for our players helps them grow in their skill sets beyond the rink and also builds an exciting culture and atmosphere of growth and support across the club and all age groups. The icing on the cake is it will provide valuable extra ice time for our players! The goal of this program is to have a team of Jr. Coaches participating and helping our players at each age group practice.



To apply please email Paul Esdale at paul@jrreign.com

10 Ontario Reign and LA Kings Experience

Jr. Reign players have a number of special experiences and opportunities over the course of the season, including our welcome and thank you events at the Ontario Reign games to start and close each season. Additional events such as age group trips to **Ontario Reign or LA Kings games**, intermission shootouts, pro player and mascot/dance team visits to Jr. Reign practices will also pop up over the course of the season.

These special and memorable experiences contribute to the overall excitement and family bond around the great sport of ice hockey and all it will contribute over the life of your player.



PART 3 - NAVIGATING THROUGHOUT THE SEASON

Once the season starts, it is important to know the various club roles and who to contact if you have any questions or comments.



Staff Structure

UNIQUE TEAM & ORGANIZATION STRUCTURE

The Jr.Reign have a dedicated team of professional coaches and staff working together for the overall development of each individual and team that ensures each individual player is in the optimal practice and game environment regardless of their home rink to allow players to maximize their human potential on and off the ice.

Each Team will have the following structure:

HEAD COACH

**TEAM
COACHES**

**TEAM
MANAGER**

**LOCKER ROOM
SUPERVISORS**

**SOCIAL/MEDIA
COORDINATOR**

Head Coach- The Head Coach oversees the experience, development and communication of a designated team on a daily basis. They are experts in their field and have the passion and knowledge to ensure each player grows to the best of their ability. The head coach will be the first point of contact for any team related questions.

Each team will consist of a head coach , team coaches, locker room supervisors, team manager and social/media coordinator that will follow the direction of the Head Coach.

Team Coaches: execute the curriculum, follow protocols and guidelines set out by the Chief of Hockey and assist Head Coach with on/off ice practices and on the bench for games.

Locker Room Supervisors: monitor and ensure the safety of the players in the locker room before and after practices and games. Also, depending on the age and level of the players, they will assist in helping players get equipment on.

Team Manager: manages the scoresheets, team binder and online league stat portal. Assist in planning team gatherings.

Social/Media Coordinator: Will work with the parents on setting up team events and meals. Also will capture videos and pictures throughout the season and post to Jr.Reign Nation.

The Jr. Reign is lead by professional hockey leaders that can help guide your player throughout their hockey careers.

Organization Structure:

President - Ben Frank is the Jr.Reign President. Ben is responsible for the overall mission and values of the organization.

Chief of Hockey Operations - Leads all of the hockey programming, coaches scheduling and directs the Head Coaches and Assistant Coaches to ensure the best development of the players. Paul Esdale is the Chief of Hockey Operations.

High Performance Director of Player Development & Advancement is Tomas Kapusta. Tomas oversees the high performance teams and helps guide and educate families on the pathways for players individual journey through youth hockey towards junior and collegiate hockey path.

Client Success Team - The Client Success team is responsible for each player to maximize their abilities and achieve their goals. This will ensure proper goals are established and provides a pathway to accomplish these goals.

[Click Here](#) for a list of Staff and Contact Info

Jr Reign Ambassadors

The Jr. Reign Ambassadors program is an exciting new addition for the 2019-20 season! At Jr. Reign we believe that TOGETHER we can make youth hockey a life changing experience, and we have learned that building an intentional community of a positive and supportive parent group is crucial to create the optimal atmosphere for growth and to keep all key influencers on the same page and rowing in the same direction.

The Ambassadors program will outline specific “teams” that parents will have the opportunity to volunteer for and get involved both at the club level and/or at their individual team level. The Ambassadors will be the “glue” in bonding the parent group, players, coaches, and club leadership and in helping to make the exceptional possible for our athletes. We encourage the parent group to be involved in your child’s experience. Join the ambassadors program today simply by sending us a message or filling out a contact form on our site.

Some examples of Ambassador teams to join or lead include:

- A) Data Team: help the club track important stats, measurements, or progress among players and teams.
- B) Spirit Team: create a fun and unifying experience for the club and or team. People feel excited to be a part of our unique club.
- C) Culture Keepers:
 - protecting and maintaining a safe, positive, encouraging environment for our kids.
- D) Community Leaders: outreach and events.
- E) Coaching Apprentices: learn and support coaching initiatives.
- F) Special Advisory:
 - people who bring a specific skill set or position to the club.

PART 4 - CORE PROGRAMS

The Jr. Reign has a number of programs that we offer throughout the year. Each program is designed to maximize your athletic potential while creating memorable experiences.

Our fall club season and off-season programs are the two “club team” programs planned out specifically for each age group to include everything that you need when you need it, to maximize your growth.

Our private training program focuses on specific technical skill development for the individual player, working closely with a coach each step of the way and has a different plan and approach with each individual. We have created an intentional plan that provides the critical pieces needed for maximal development and often even more importantly, cuts out what does not contribute to player growth to save you time, money, and the chance of player burnout.

JR. REIGN FALL CLUB TEAM PROGRAM

The Jr. Reign's main season for our club. Running late August through early March, this is our club team program featuring **all levels from 8U through 18U** and featuring on ice practices, off ice practices, league games, tournaments, a holiday camp, and more all following the principles of a USA Hockey Model Association and Positive Coaching Alliance to maximize player and personal development in a fun and challenging environment. Please refer to the season plan for your age group for specific details.

Check out the video below!

[What is Jr.Reign \(2:08\)](#)

JR. REIGN OFF SEASON PROGRAM

Running Late March through June, the Jr. Reign off-season program has everything you need to **grow your skills** in the off-season and prepare for tryouts all in a fun and creative, skills first environment following the guidelines of the American Development Model to focus on individual skills and creativity over competition and burnout. Including Skills clinics, pre-tryout clinics, 3on3 pond hockey sessions, and tournament teams, this program has everything you need all in one package for your off season. When combined with the Jr. Reign fall program, you have the exact plan you need for your hockey player without having to worry about what to do season to season.

PRIVATE TRAINING PROGRAM

Featuring our **innovative skating treadmill**, synthetic ice shooting pads, and small group on ice lessons, this program focuses on individual skill and technique, while creating a plan with your private coach towards your own individual goals. Working regularly with one of our professional coaches in a 1on1 and small group environment **maximizes and accelerates player growth** when combined with the Jr. Reign Club programs. Players get the competitive play and team environment throughout their week and then come back for a check in with their private coach, improving their technique and working on and talking about things that can be improved on noticing from their games and practices.

Want to see what the skatemil can do for you? Check out these 2 videos

- 1) What it can do for a young skater- [Click Here](#)
- 2) How it can help you get to the next level- [Click Here](#)

On Ice Specialty Classes

For more information on our Private Training program, [Click Here](#)

Four week progressive themed classes that can dramatically shift your abilities up to the next level.

For more information on our On Ice Specialty Classes, [Click Here](#)

For details and a 1on1 consult, [Click Here](#)

Elite Training Program

For the **SERIOUS** and **DEDICATED** player who has chosen the elite path. You want to surpass your competition and **DOMINATE** next season.

Featuring:

Skating Treadmill training ... You will learn how to:

- Get to the puck first and pull away from you competition so they can't catch you
- Have more energy toward the end of your shift because you have learned how to be efficient in your stride
- Be more balanced and in control when battling for the puck
- Shoot harder because you know how to use your stride to your advantage.

Off Ice Shooting & Stickhandling You will learn:

- Where to shoot, when and why to beat the goalie while generating power in your shot
- Develop a feel for the puck so that you can increase your hand quickness and speed
- Deceptive moves to beat defenders and the goalie
- Pass and Receive the puck cleanly so that you are ready to make the next play without losing control

Off Ice Athletic Performance- Designed around the windows of trainability to maximize athletic gains so you can get faster, stronger, more coordinated, more powerful and outlast your competition.

On Ice Skills & Concepts Training.... so that players learn to apply their skills and techniques learned on the treadmill and shooting area into live intense action

Quest Foundation

QUEST FOUNDATION: is a registered not for profit 501C3 charitable organization dedicated to helping support children with a passion and a dream for the great sport of ice hockey and in becoming the best athletes and people they can be through world class hockey training programs.

The Quest foundation believes every child deserves a chance to pursue their own Quest for their life. It is the mission of the Quest foundation to never allow financial barriers to be the reason that a child cannot pursue their dream to the fullest.

If you would like more information, visit <https://www.jrreign.com/foundation>

If you would like to help change a life, please donate by [clicking here](#)

