



# EAGLE TALK

## President's Message

*Otis Woods*  
*President*

Hello again Southwest families. As I approach my last year as President, I am comforted by the growing interest in how the organization is run, but I continue to encourage membership participation in all Southwest functions. More so than ever, recruiting new skaters is a priority for us. I am hoping a new focus on this program, not only by Southwest, but hockey in general, leads to some success at growing our numbers. We go into the next year with huge expectations as an organization, based on recent changes, that we will continue the on-ice success from the previous two three years, but want more.

### 2008-2009 Year In Review

#### State Hockey Title

On the ice, one state champion was crowned from Southwest Hockey Association, our Bantam B team. However, we were successful at getting nearly all of our teams to participate. Even though we came away with one State Championship title, having nearly all of our teams make it to state is a testament of the quality of players and coaching we have at Southwest. I hope this will continue into the future. It is an excellent recruiting tool for kids and parent who may be interested in playing hockey.

#### Concessions Stand

This year Southwest took over operating the Eagle's Nest Concessions Stand from Ice, Inc. As can be expected, upfront costs cut into the profits. However, this was a successful venture for Southwest, financially. Operational issues tended to garner a great deal of attention, including scheduling concerns. Many, many thanks to the Concessions Committee who put a lot of time and effort into making this successful and creating greater potential for success in

the futures. Members of this committee included: Rebecca Polk, Liz Hammen, Tim Brown, Connie Gastel, Joe Gastel, and Ken Keryluk. Without their tireless efforts, things could have gone dreadfully wrong for us.

Many thanks should go out to Rebecca Polk for managing the scheduling of shifts for the Concessions. She did a great deal of work to for a smooth transition to Southwest Hockey.

For 2009-2010, we hope to expand to more options for foodstuffs that will be offered, as well as make it easier for people to know what their balances are from the Eagle Pass, another very successful change.

#### Eagle Pass

We began the Eagle Pass debit system to mirror what another, and local, hockey organization has been using. This has made it easier for parents and skaters when items are needed from the Concession Stand and ready cash is not available. Where as 2008-2009 was manually maintained, new equipment purchased for use in 2009-2010 will allow for better ease in notification to members of balances within the account.

#### Revised Mite and Under Development Program

We took a risky chance of substantially remodeling the program for Mite and Under skaters at Southwest. There were many skeptics to making such a drastic change; there were many supporters as well. This continued a national trend of eliminating Mite and under hockey travel with an increased focus on in-house development using smaller space for skill development. Instead of completely eliminating Mite travel, one traveling team remained. We will continue this program in 2009-2010 and beyond. However, slight changes, to make it a stronger program, will be pursued this year.

#### Board of Directors Elections

As a result of our spring elections, there were no changes to the Board members. Please see current

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board assignment later in the newsletter.

### **Good Bye Jim Feely – ACE Director**

Jim Feely, long-standing Southwest Association Coaching and Education (ACE) Director resigned his position with the Board due to change in employment.

I'd like to formally recognize Jim for all the hard work and efforts on behalf of making Southwest a very strong organization and even better competitor in the hockey circles in Wisconsin. Jim also served in various other capacities in the hockey community, both locally (Region 4) and as a WAHA Director.

Southwest benefitted greatly from having a member of our organization on other bodies, which ultimately make hockey decisions in Wisconsin.

The Board unanimously voted to create a member Emeritus position for Jim and encourages his continued participation in Southwest activities, albeit from afar (Kansas City). Thank You Jim for all you've done for Southwest Hockey and for hockey in Region 4.

### **Down Year, Financially**

With all the changes made this year, we could not have anticipated the impact they would have on our financial performance. Creating an improved Mite and Under development program reduced the number of travel teams we were accustomed to having. This impacted the amount of ice we should have purchased, but did not reduce. As well, taking over the concessions created initial setup costs that eat into profit margins. As a result, our financial performance was down. For 2009-2010 we are closely examining our costs to ensure we do not repeat the 2008-2009 performance.

Even though there was bit of bad news from 2008-2009, we are still a strong organization. We still need members to volunteer for the various committees, primarily Recruitment/Retention and Concessions, our major revenue sources.

Thanks again everyone and welcome to the 2009-2010 Season. Registration information is found later in this newsletter along with other interesting tidbits of information.

Respectfully Submitted,  
Otis Woods, President, SHA

*Humility leads to strength and not weakness. It is the highest form of self-respect to admit mistakes and to make amends for them.*

- John J. McCloy

## Registration for 2009 - 2010

*Otis Woods - President  
Janie Ritter - Registrar*

I hope the summer is going well for everyone. We are expanding the usual registration and equipment resale by having a registration celebration in and around Eagle's Nest Ice Arena. This year's registration will be Sunday, August 23, 2009 from 12:00 Noon to 6:00 PM.

At 1:00 PM will be having a home run derby by hockey category: LTP, Mites (Levels 1 - 3), Squirt, Peewee, Bantam/HS2 and Open. The open category is for parents to relive or restart their soft/baseball career, whichever is appropriate and daring.

At the same time there will be Open Skating for a period of time followed by a 3-on-3 tournament, also by age level. Please check the Southwest Hockey website in the near future for the final schedule.

In addition to the home run derby and 3-on-3 tournament, we hope to provide a "bouncy jumping air-inflated unit" for younger skaters and a barbecue cookout to be consumed in and outside of Eagle's Nest. We are considering other events that make it fun for our families to enjoy a season opening event to start the 2009 – 2010 Season.

While this is all occurring, registration and equipment resale will be in progress. All of this cannot be done with additional volunteers to help run these events.

Please consider volunteering for a couple hour blocks of time. We want everyone to be able to enjoy these festivities in support of Southwest Hockey Association. Please send me an email at

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otiswoods2@verizon.net if you are interested in volunteering to help out. We will slot you in an event unless you indicate which activity you would like to assist in running.

We will be advertising our event throughout the Verona, Fitchburg, Belleville and New Glarus communities and hope to attract new skaters to the association. However, if your son or daughter brings a friend who becomes a skater at Southwest, you will receive a discount towards your skating fees AND we will have prizes available for those new skaters, as well as to your skater, to welcome them to Southwest Hockey Association's family.

Please save the date on your calendar, assist in the recruitment of additional skaters, and come on over to ENIA to register on Sunday, August 23, 2009 from 12:00 - 6:00 PM.

### **Alternate Registration Date**

If you are unable to participate on August 23, 2009, we have set August 24, 2009 from 6:00 PM to 9:00 PM as the alternate registration date for Southwest Hockey.

REMEMBER: You must first register your skater(s) with USA Hockey at:

<http://www.usahockeyregistration.com>

If you register in person on August 23 or 24, bring the USA Hockey registration confirmation with you. You will not be able to register with Southwest until your USA Hockey confirmation is complete. If you are registering on-line there is no need to print off your USA Hockey registration form, you can forward your confirmation email to the SWE Registrar, Janie Ritter, at [janieritter@ymail.com](mailto:janieritter@ymail.com).

The information you enter on the USA Hockey site will be forwarded to our database and used to communicate with you throughout the season, and will facilitate preparing player rosters for coaches and managers in a timely manner. USA Hockey allows payment by Visa, Master Card, Discover or American Express (credit or debit card).

All players 7 and up will be charged a \$30 USA Hockey fee and a \$10 WAHA fee. Players 6 and under will not be charged but are still required to register

with USA Hockey and need to print a confirmation sheet. Register all players in your family. If you do not have a credit card, consider purchasing a VISA gift card for the \$40 fee. If you do not have access to a computer, we will have some computers available at the Eagles Nest during both registrations, as well as people to help you through the process. (Remember to bring a credit card with you.) If you lose your confirmation page, additional confirmation pages can be requested from the Welcome page of on-line registration on the USA Hockey website. Click on the puck in the upper left corner and enter the last name, date of birth and zip code. You can then print the page.

If you have any additional questions, please feel free to email Janie Ritter at [janieritter@ymail.com](mailto:janieritter@ymail.com).

Best of luck to all our Southwest players this upcoming season!

Thank you.  
Otis Woods, President  
Janie Ritter, Registrar  
Southwest Hockey Association  
"GO EAGLES"

## Evaluations

*Dave Kepler  
Vice President*

On Thursday, October 1st our Mites will lead off the evaluation process for this season. Tryouts will run through the following Wednesday, October 7<sup>th</sup>. Teams for Mite through Pee wee age divisions will be posted on the website, no later than Friday, October 9<sup>th</sup>.

Over the summer months the evaluation committee, in conjunction with the coaches committee and the board of directors has worked on a few changes to the evaluation process.

Goalies – Only Squirt and Pee wee goalie should attend the skills evaluation portion for goalies. Bantam goalies will have approximately a month to show their skills. See bantams below.

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Bantams – This age group will not go through the traditional SWE evaluation process. All players will be assigned to a Red or Black team to start the season. After all area High School tryouts have concluded (approx. Nov. 10<sup>th</sup>) the remaining players will be placed on a team for the season. Coaches of the pre-season black and red teams will be evaluating and determining proper placement.

In order to get a jump on an early season tournament, Mark Jones (Bantam ALD) will enter both our “A” and our “B” teams into a tournament. Southwest will front the entrance fee for each team, with the understanding that each teams’ budget will reimburse the organization.

Tryout Sessions – Like last season, we will have our players evaluated after 3 ice times. Below is an outline of each of these sessions.

Skills (1) – Players will be graded on the same five categories as they have in the past, those being forward skating, backward skating, stops and starts, puck control, and passing and shooting. Some of the drills that the players will be asked to perform will be changed. They are little more challenging in nature, but will allow the player to shoot, pass and stickhandle more than in the past. This will also give our evaluators more chances to see each player demonstrate their hockey skills.

Scrimmages (2) – The first scrimmage will be 3 on 3 cross - ice hockey. We used this as a form of skill evaluation last season and will be a session all its own this year. The last session of tryouts will be a 5 on 5 full - ice scrimmage. Pee wee scrimmages will include checking. We have broken the scoring into 2 different categories, offensive awareness and defensive awareness. This will force our evaluators to give two grades to each player instead of just one overall score. You will notice that the word awareness is used. The reason behind this is simple. Over 95% of the time a player is on the ice during a game situation, the puck is not on his/her sticks. With this in mind, we believe it is important to notice what players do without the puck, as well as with it. We also believe this will spur on better overall team play.

See you at the rink,  
 Dave Kepler  
 Vice President

<b>Evaluation Schedule</b>					
<b>Date</b>		<b>Start *</b>	<b>Age</b>	<b>Group</b>	<b>Session</b>
10/1	Thursday	5:20 PM	Mite	A-L	Skills
		6:30 PM	Mite	M-Z	Skills
		7:40 PM	SQ & PW Goalies	All	Skills
10/4	Sunday	8:00 AM	Mite	All	3 x 3
		9:15 AM	Squirt	A-K	Skills
		10:30 AM	Squirt	L-Z	Skills
		11:45 AM	Pee wee	A-M	Skills
		1:00 PM	Pee wee	N-Z	Skills
10/5	Monday	5:20 PM	Mite	All	5 x 5
		6:30 PM	Squirt	All	3 x 3
10/6	Tuesday	5:20 PM	Squirt	All	5 x 5
		6:30 PM	Pee wee	All	3 x 3
10/7	Wednesday	5:20 PM	Pee wee	All	5 x 5

\* All sessions one hour.

## Ice Fees

*Joe Gastel*  
*Treasurer*

Ice fees are set based on estimated participation and ice costs. Southwest Youth Hockey Association reserves the right to adjust fees if these variables change significantly during the season.

Ice fees include approximately two weeks of conditioning practice in September and tryouts. More details and dates are available on our webpage – [www.southwesteagles.com](http://www.southwesteagles.com).

2009 - 2010 Ice Fees	
<b>Learn to Play</b>	\$150.00
<b>Level 1</b>	\$300.00
<b>Level 2</b>	\$375.00
<b>Mite A (Level 3)</b>	\$750.00
<b>Squirt Recreational</b>	\$450.00
<b>Squirt</b>	\$810.00
<b>Pee wee</b>	\$995.00
<b>Bantam</b>	\$995.00
<b>High School</b>	\$995.00

## Coaches Corner

*Joe Taylor*  
*Association Coaching and Education Director*

As mentioned in the President's Message, Jim Feely, long-standing Southwest Association Coaching and Education (ACE) Director resigned his position with the Board due to change in employment. Thanks much Jim for the countless hours you have devoted to youth hockey at our club, as well as the region, state, and national levels. All who understand the amount of time and effort you have dedicated to our sport will miss you.

The Coaches Committee recommended that I finish

out the remaining 23 months of Jim's term, and the Southwest Eagles Board of Directors voted unanimously for the appointment. I will do my best to fill the large shoes Jim has left for me. As some of you may have noticed, I'm wearing several hats at the moment with the club – Webmaster, Mite Rec Program Director, and ACE Coordinator. Accordingly, your help and support is greatly appreciated. Volunteerism and involvement is the lifeblood of our club, and we are always looking for new volunteers.

Planning for the upcoming season has started, and the Coaches Committee is in the process of organizing pre-season sessions, tryouts, practice plans, and skills clinics. Our staff of over fifty coaches is dedicated to helping our kids learn to play and love the great game of hockey. Our goal is to improve as players, as coaches, as teams, and as a club.

USA Hockey requires that all coaches attend coaching clinics and receive certification at the correct level for the team they will be coaching. A Level 1 certification is required for Mites and all younger teams. A Level 2 certification is required to coach Squirts, and a Level 3 is required for Pee wees and older. USAH Coaching Clinics are held throughout the state from September 9 through December 20 and coach certifications must be recorded on the team roster by December 31. After that deadline no uncertified coaches will be allowed to participate in practices or games. The schedule for Wisconsin clinics is included on page 6. Registration must be done through the USA Hockey website. Check out the WAHA website for more coaching information as well as the times and locations of the complete schedule of state clinics: [www.wahahockey.com](http://www.wahahockey.com) – click on Coaching Info. Southwest will reimburse the clinic fee upon successful completion of the clinic; submit your receipt to me. For more details and a lot of great information on coaching youth hockey click on the coaching section at usahockey.com.

In addition to certification, all coaches (and players) are required to register on line. Log on to [www.usahockey.com](http://www.usahockey.com), register as a **coach**, pay the fee, and print the confirmation page. The confirmation page should be put in my mailbox at the rink or e-mailed to me. The club will pay the registration fee; contact me for reimbursement. **Coaches need not register until they have been assigned a position.**

Our annual in-house coaching clinic will be held in

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**2009 – 2010 CEP Clinics (Wisconsin)**

<i>Date</i>	<i>Level</i>	<i>Location</i>
Sep 19	1	Milwaukee - University School
Sep 20	2 & 3	Milwaukee University School
Sep 26	1	Green Bay – Tundra Lodge
Sep 27	2 & 3	Green Bay – Tundra Lodge
Oct 3	1	Stevens Point – Ramada Inn
Oct 4	2 & 3	Stevens Point – Ramada Inn
Oct 10	1	Madison-Marriott West
Oct 11	2 & 3	Madison-Marriott West
Oct 24	1	Eau Claire – Plaza Hotel
Oct 25	2 & 3	Eau Claire – Plaza Hotel
Oct 31	1	Lakeland - High School
Nov 1	2 & 3	Lakeland - High School
Nov 7	1	Beloit – Memorial Hospital
Nov 7	1	Hayward – Middle School
Nov 8	2 & 3	Hayward - High School
Dec 5	1	Wisconsin Dells - Chula Vista
Dec 6	2 & 3	Wisconsin Dells - Chula Vista
Dec 12	1	Waupun – Middle School
Dec 13	2 & 3	Waupun – High School
Dec 18	1	Tomah - Cranberry Country Lodge
Dec 19	2	Tomah - Cranberry Country Lodge
Dec 20	3	Tomah - Cranberry Country Lodge

late September at the Nest. The focus will be on teaching coaches how to teach hockey skills, organize effective practices, and make the experience fun for the kids. All Southwest coaches should plan to attend this fun and informative evening!

The Coaches Committee determines coaching positions. Since most of our coaches are parents, selections cannot be made until tryouts are complete. If you or someone you know would like to coach at Southwest this season give me a call at 663-4577 or e-mail me at [ace@southwesteagles.com](mailto:ace@southwesteagles.com)

## Pre-Season Conditioning

Date		Start *	Age
9/20	Sunday	8:00 AM	Squirt
		9:15 AM	Peewee
9/21	Monday	5:20 PM	Mite
		6:30 PM	Goalies
9/22	Tuesday	5:20 PM	Squirt
		6:30 PM	Bantam
9/23	Wednesday	5:20 PM	Mite
9/24	Thursday	5:20 PM	Peewee
9/26	Saturday	9:00 AM	Bantam
9/27	Sunday	11:00 AM	Mite
		12:15 PM	Peewee
		1:30 PM	Bantam
9/28	Monday	5:20 PM	Squirt
		6:30 PM	Goalies
9/29	Tuesday	5:20 PM	Mite
		6:30 PM	Bantam
9/30	Wednesday	5:20 PM	Squirt
		6:30 PM	Peewee
10/3	Saturday	9:00 AM	Bantam
10/5	Monday	7:40 PM	Bantam
10/7	Wednesday	6:30 PM	Bantam

\* All sessions one hour.

## Southwest Eagles 2009 – 2010 Board of Directors

President Otis Woods 608-424-6979 <a href="mailto:president@southwesteagles.com">president@southwesteagles.com</a>	Past President Bill McCoshen 608-273-0362 <a href="mailto:bill.mccoshen@capitolconsultants.net">bill.mccoshen@capitolconsultants.net</a>	Vice President Dave Kepler 608-848-7010 <a href="mailto:vice_president@southwesteagles.com">vice_president@southwesteagles.com</a>
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Bantam Director Mark Jones 608-845-5350 <a href="mailto:bantam@southwesteagles.com">bantam@southwesteagles.com</a>	Pee wee Director Kevin Hughes 608-835-7642 <a href="mailto:pee wee@southwesteagles.com">pee wee@southwesteagles.com</a>	Squirt Director Ken Keryluk 608-848-2141 <a href="mailto:squirt@southwesteagles.com">squirt@southwesteagles.com</a>
Mite Director Scott Dahlk 608-527-6800 <a href="mailto:mite@southwesteagles.com">mite@southwesteagles.com</a>	Mite Level 1 and Mite Level 2 Director Joe Taylor 608-663-4577 <a href="mailto:level1@southwesteagles.com">level1@southwesteagles.com</a> <a href="mailto:level2@southwesteagles.com">level2@southwesteagles.com</a>	Learn To Play Director Tony Heinrichs 608-235-9220 <a href="mailto:ltp@southwesteagles.com">ltp@southwesteagles.com</a>
	Concessions Coordinator Rebecca Polk <a href="mailto:concessions@southwesteagles.com">concessions@southwesteagles.com</a>	



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*"It's a great day for hockey. " - Bob Johnson*

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## **Eagle Talk**

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Southwest Eagles Youth Hockey Association  
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