

PEP



ALBERTA

# ***POWER EDGE PRO HOCKEY ALBERTA PARTNERSHIP***

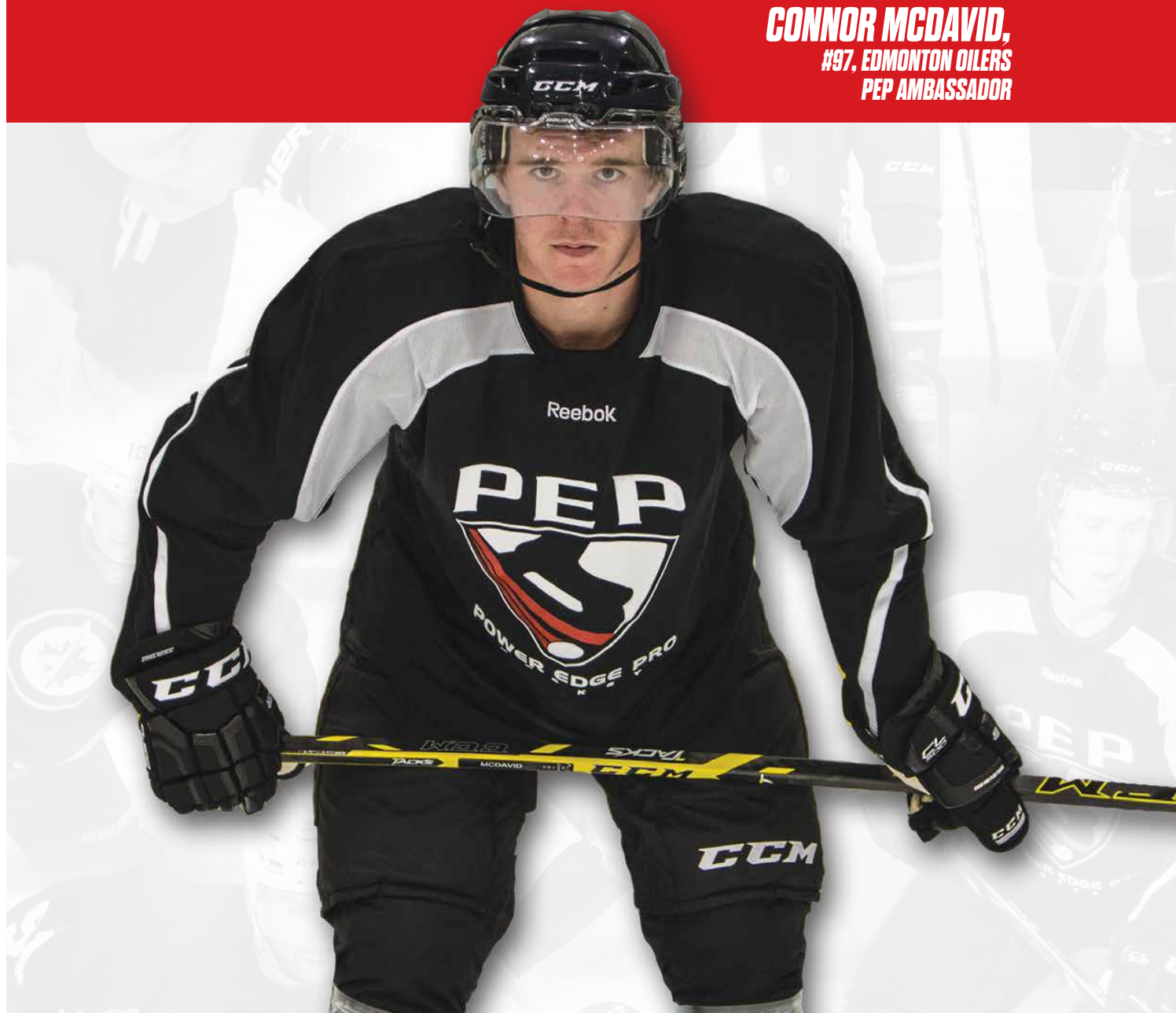


Official Sponsor of the 2018 IIHF  
World Hockey Championship.

# “**POWER EDGE PRO IS SOMETHING I TRULY BELIEVE IN.**”

I started training with Power Edge Pro when I was 10 and the years of PEP Training circuits and unique repetitions have been a major advantage for me. To watch PEP evolve and see where it is today is amazing. It's truly the best trainer out there.”

**CONNOR MCDAVID,**  
#97, EDMONTON OILERS  
PEP AMBASSADOR



*NHL Super Star Connor McDavid adopted Joe Quinn's Power Edge Pro System almost a decade ago and continues to train with the PEP System today.*



**CLICK PLAY TO  
WATCH CONNOR  
MCDAVID'S STORY.**



# YOUTH ASSOCIATION PARTNERSHIP: **OVERVIEW**



» p.5

## 4-5 **WHAT IS PEP?**

We are a wholly owned Canadian incorporated company dedicated to player development through hockey training; Inventors holding Canadian, U.S. and European Patents for Power Edge Pro training devices.

## 6-11 **HOW DOES PEP WORK?**

Players are moving, having fun and working on their skills to develop "Higher Response Time," "Faster Decision Time" and "Quicker Movement Speed" through HIGH SPEED, HIGH TRAFFIC Circuits. The unique 6 station variety, promotes skills for all player positions.



» p.6



» p.18

## 12-14 **THE RESULTS**

Used by over 80 NHL Players, NHL/CHL/NCAA players and teams, Power Edge Pro Hockey is a superior training system that produces noticeable improvements in just a couple of sessions.

## 15-17 **HOW CAN MY TEAM USE PEP?**

Train with PEP at every practice! Through PEP's Youth Association Partnership program, coaches of minor hockey teams can instruct PEP themselves. PEP provides the coach training, teaching tools, and plenty of resources to ensure a coach of any skill level or experience can successfully instruct the PEP system to their players.

## 18-20 **WHAT IS INCLUDED WITH PEP?**

The PEP Gear as well as on-ice, off-ice and ongoing learning from certified PEP experts.

## 21 **NEXT STEPS**

Get in touch with a member of our team today to ask questions, facilitate a demonstration, or purchase the PEP system.



» p.22

# AN **INNOVATIVE BREAK-THROUGH** IN PLAYER DEVELOPMENT

**JOHN TAVARES**



## ABOUT US

We are a wholly owned Canadian incorporated company dedicated to player development through hockey training; Inventors holding Canadian, U.S. and European Patents for Power Edge Pro training devices.

We provide our patented PEP training system, support technology licensing and on-line coaching resources to support organizations from minor hockey to the NHL

**CONNOR MCDAVID**  
PEP AMBASSADOR



**CLICK THE PLAY BUTTON TO WATCH CONNOR APPLY REACTIVE COUNTERING TRAINING™ TO REAL GAME SITUATIONS.**

## REACTIVE COUNTERING TRAINING™

President Joe Quinn, creator of the multi-patented Power Edge Pro System has been developing Reactive Countering Training for the past 15 years.

Reactive Countering Training is changing the way we approach player development. Learning how to perform multiple motor skills simultaneously is critical to player development and creating multiple muscle responses while using the PEP small space innovative equipment, provides this major performance advantage.

The most difficult Reactive Countering Trainings are the BEST predictor of a player's small area game performance.



# **THE PEP FACTOR**

## **SMALL AREA/REACTIVE TRAINING**

Power Edge Pro's proven innovative technology helps players get to the NHL. PEP delivers an "unmatched player experience and is renowned for its rapid skill development through the patented design and function, and unique reactionary repetitions.

Even top pro player's, when performing at full speed, will find the PEP Circuits extremely challenging and put pressure on their ability to make split second decisions. The advantage of the Multiple PEP apparatus' creates game like conditions and reactive repetitions.

### **“ POWER EDGE PRO'S PROGRESSIVE TRAINING SYSTEM PRODUCES RESULTS**

*by overloading the motor skills and synching the hands, feet and head together.*

*The resistance of the innovative equipment and unique training concepts requires the player to execute "React & Counter Tactics" by maneuvering the puck through the small open lanes of the equipment at high speed.*

*Multiple training circuits are used with "limited space" and added degrees of difficulty, forcheck pressure and give & go puck movement to simulate authentic game transfer.*

*Through repetitions, players will gain the Reactive Countering/Agility needed to evade opponents when attacking or to place pressure on opponents when defending."*

**JOE QUINN**

**President , Power Edge Pro**



**JASON SPEZZA**

# TRAINING VARIETY YOU DON'T OUTGROW.

- **6 Zone Training for 2 teams sharing ice**
- **Defence and Forward Specific drills**
- **Reactive Power Skating... Full Ice/Half Ice/ and 3 zone circuits**
- **Individual Tactics that transition into Team Tactic Circuits**
- **Change of Speed and Change of Direction**
- **Flexible age groups for shared ice sessions. Two groups of entirely different ages can share the ice session and develop at their own pace.**



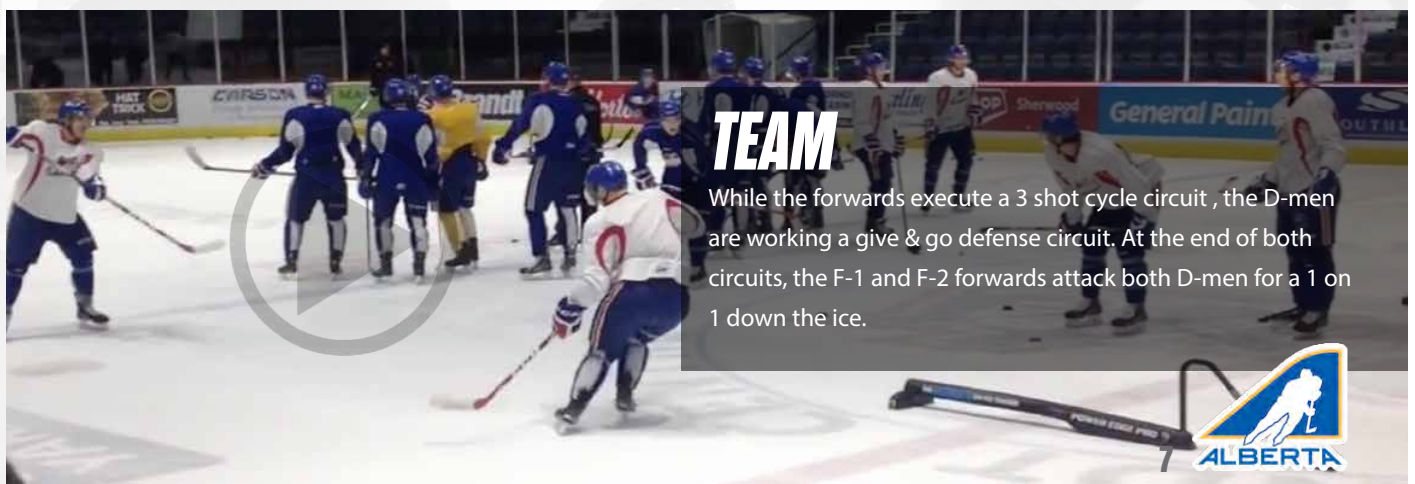
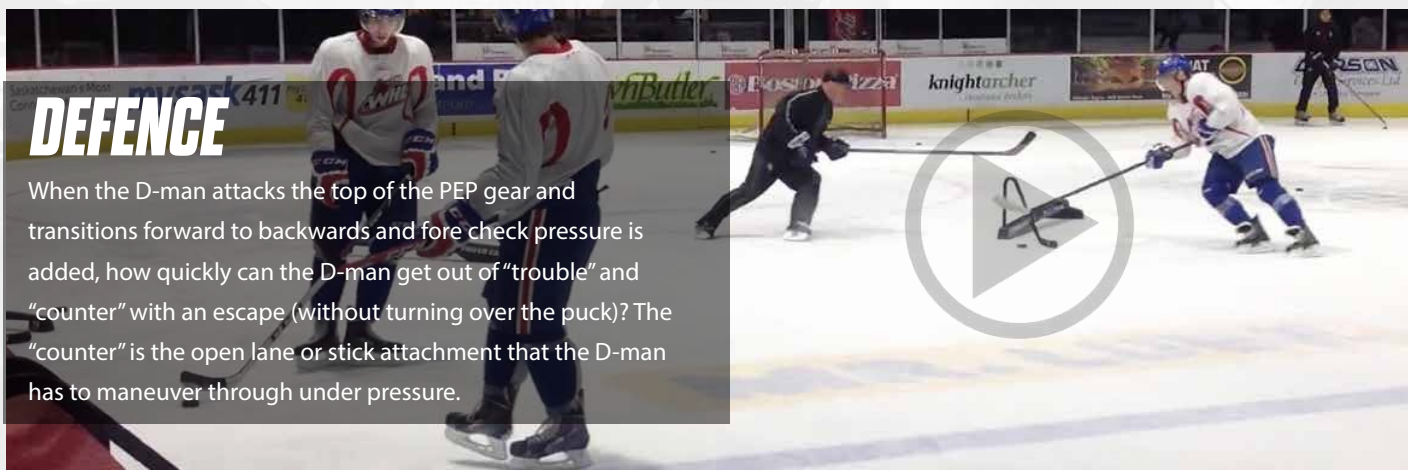
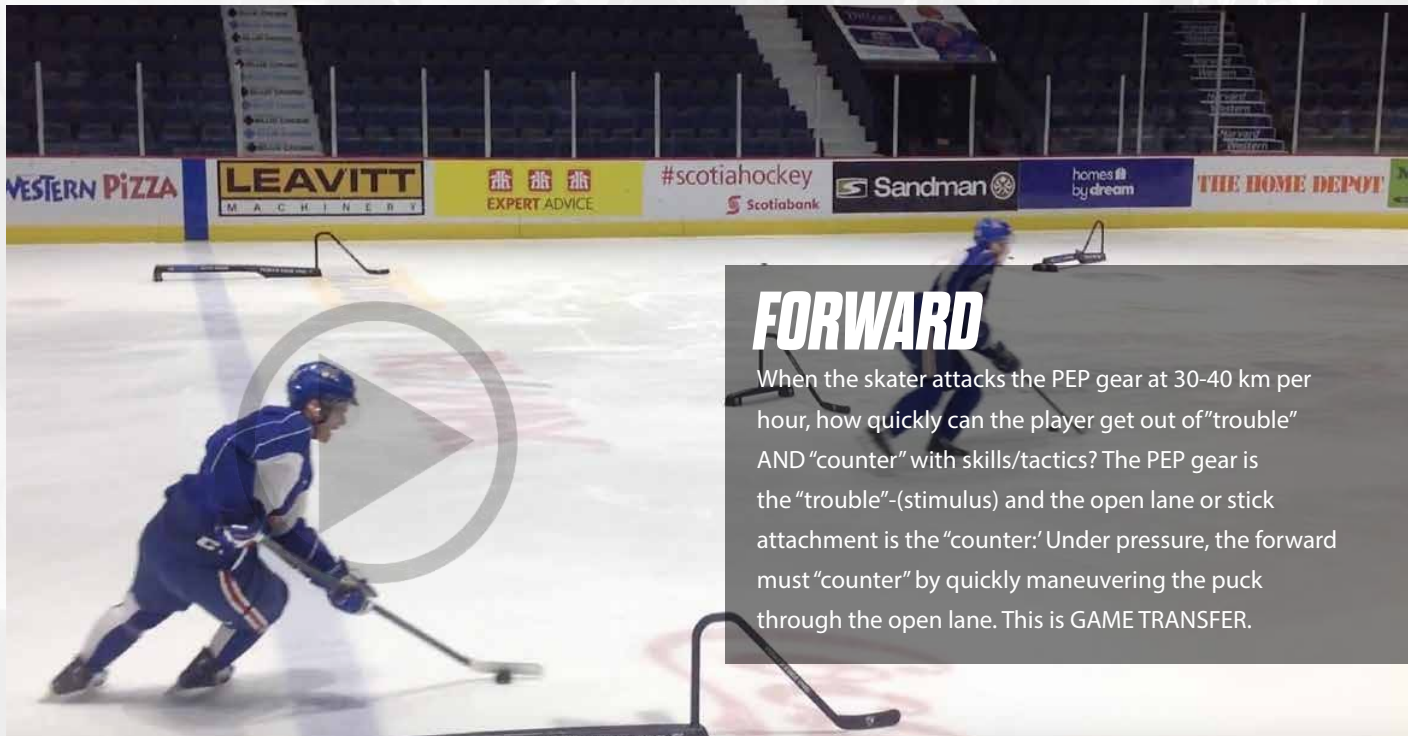
## **BENEFITS OF ELITE REACTIVE COUNTERING SKILLS:**

- Small area dominance to create separation.
- Improve puck control in high traffic areas.
- Reactive, quickness circuits will enhance natural reflexes, helping players excel in tight situations and make better decisions.
- Through repetitions, players will gain the reactive agility and resistance needed to evade opponents when attacking or to place pressure on opponents when defending.
- A focus on explosive skating and small area give and go circuits to develop quick reactions skills between the PEP circuits.
- Learn how to gain body positioning on defenders with puck placement over and through the PEP Training Circuits.
- In General, Players learn to "Multi-Task" evasive skating and puck control skills while having to "React" to the PEP training equipment.



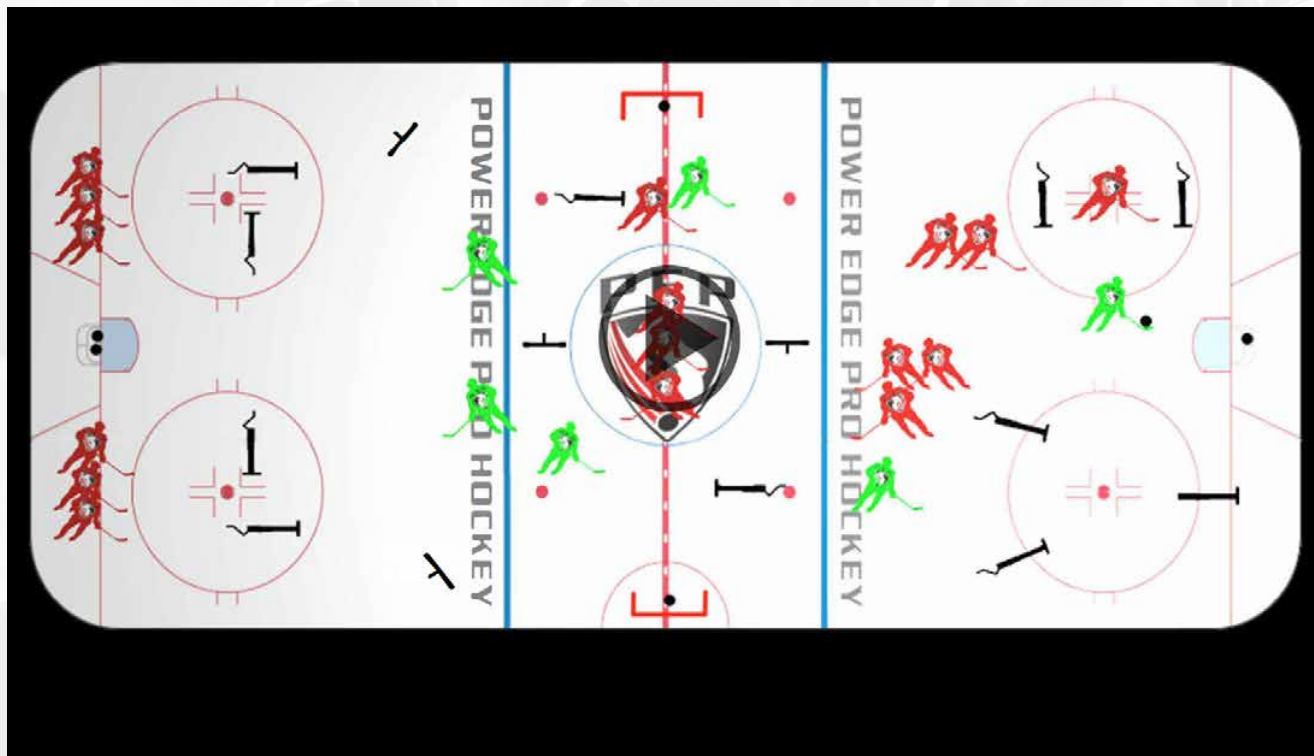
# REACTIVE COUNTERING TRAINING™

## EXAMPLES:



# ***CROSS ICE DEVELOPMENT MODEL***

## ***6 STATION REACTIVE COUNTERING CIRCUITS***



***THERE IS NOTHING THAT COMPARES TO THE PEP 6 STATION TRAININGS, IDEAL FOR 2 TEAMS SHARING PRACTICE ICE.***

Players can experience over 30 minutes of "Puck'-Touch Time" with react and counter challenges of the Patented PEP Trainers. This time and space training environment offers 5 times the repetitions of a standard drill based practice.

Players are moving, having fun and working on their skills to develop "Higher Response Time," "Faster Decision Time" and "Quicker Movement Speed" through HIGH SPEED, HIGH TRAFFIC Circuits. The unique 6 station variety, promotes skills for all player positions.





# CONNOR McDAVID WARM UP



• **Connor's Stride to Crossover ratio (1-2) is the top in the NHL, along with his explosive crossover speed and agility.**

• **The KEY to acquiring this skill is like any other... REPETITIONS.**

• **Since he began his training with PEP, it is estimated that Connor has acquired approximately 500,000 Reactive Countering Reps.**

## CLICK PLAY TO WATCH CONNOR IN ACTION.

While progressing down the ice from the 1st PEP Trainer to the 4th, a series of sequential Multi-Task Skills are required. By design, the limited space between the PEP trainers (4-12 feet) force a low stride to crossover ratio.

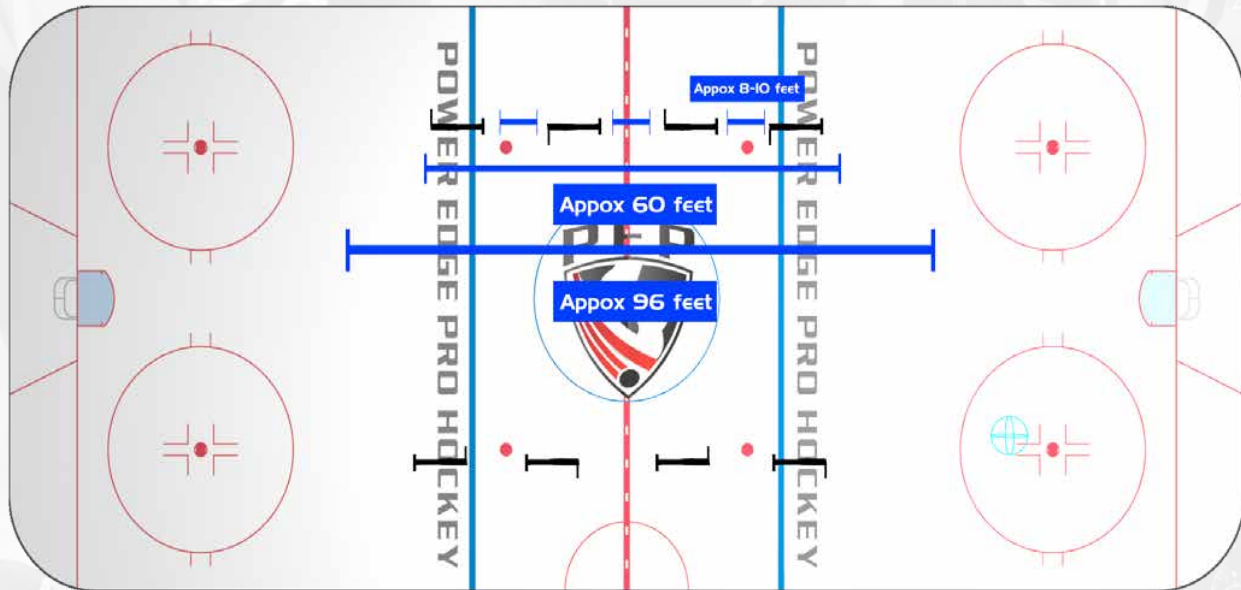
### Here's how:

- To cross over the 6 inch high PEP Trainer, it requires more powerful acceleration, inside leg/outside edge extension and outside leg drive.
- While executing the crossover, the puck must advance through the open lane of the PEP Trainer simultaneously.
- Immediately following - the puck is placed ahead in the direction of the next PEP Trainer (4-10 feet away).
- With physics taking the players body weight laterally, the execution of the upper body/outside shoulder must activate in the direction of the next PEP Trainer to KEEP FORWARD MOMENTUM.
- With the next PEP Trainer fast approaching and very little time and space, the skater starts the process over again, preparing to crossover (approx 1-4 strides).
- Connor McDavid trained with approx. 8-10 feet between each PEP Trainer while he played minor hockey.

Today, Connor has advanced to as little as 3-4 feet between each PEP Trainer.

# **REACTIVE LINEAR CROSSOVERS**

## **“CONNOR McDAVID WARM UP”**



## **WHAT'S YOUR STRIDE TO CROSSOVER RATIO?**

The PEP Reactive Linear Crossover circuit (1 of more than 50 circuits) was created to develop elite level Linear Crossovers as it 'forces' the skater to develop a low stride to crossover ratio. The top 25 NHL players crossover once every 4 strides, compared to once every 12-14 strides for the average third or fourth line NHLer ('Crossovers Set Crosby and McDavid Apart' - TSN article by Frank Seravalli).

This on-the-rush circuit is set up from the circle dot (inside the zone), down the ice to the top of the circle (in the other zone, Appox. 96-100 feet).

What is it that enables Connor to accelerate on the rush, accelerate out of the corners and the straight-a-ways, weaving in and out of high traffic without losing forward momentum?

Traditionally, isolated crossover drills offer zero resistance and require no multi-tasking skills. The PEP Reactive Linear Crossover Circuit develops GREATER PERFORMANCE and elite puck placement skills.

**REACTIVE LINEAR CROSSOVERS ENABLE YOU TO  
DEVELOP MORE POWERFUL STRIDE AND SPEED.**

**RETHINK YOUR TRAINING.**



# EXTREME MULTI-TASKING

Learning how to perform multiple motor skills simultaneously is critical to player development. Activating multiple muscle/responses through “Reactive Countering” at early ages provides a critical performance advantage for players.

While applying steps of progression, the Reactive Environment, along with proper spacing of the PEP gear, players will automatically execute multi-tasking motor skills in uncomfortable game-like situations. This overloading of the motor skills is where major gains are made

With these types of challenging circuits players are bound to lose the puck, which then creates a reactive setting known as “Puck Recovery”. Puck Recovery training is a by-product of multi-tasking skills in challenging reactionary environments

Players training for the 1st few times won’t be able to execute multiple actions-skills at once, but will progress. (Example. Power Turn-Proper angle of the puck is executed after 1 session but the “Rotation of the upper body” is not executed until 4-5 sessions).

Through Progressions.... The Multi-Tasking of skills through the innovation of specialized equipment becomes evident!.. Player’s times become faster, Execution becomes smoother and the Ability to adapt to overloading of the motor skills, allows players to manage more skills at once. Elite players in the game are all efficient at multitasking.

## EXAMPLE OF PEP MULTI-TASKING: CONNOR MCDAVID

In one of our beginner multi-tasking circuits, we ask our players to stick handle with the puck while moving down the ice with EDGES ONLY...Most players can’t execute both at the same time. Then we ask them to do this over specialized equipment and now add the open space for the puck to go through all while moving over the specialized equipment. Progressing from 2 tasks to 4 tasks, through repetitions, players gain proficiency and SPEED! The Ability to successfully manage all of this is something all players must master.



## THE RESULTS

### TYLER BENSON

**1ST Overall**  
Started training with  
PEP at 13 years old



### PEYTON KREBS

**PICK: 1ST**  
**PEP: 5 YEARS**

### KAIDEN GUHLE

**1st Overall**



**TY SMITH**  
**PICK: 1ST**  
**PEP: 3 YEARS**

**2015**

**2017**

**MANY ELITE PROSPECTS,  
INCLUDING HIGHLY TOUTED  
2005 CONNOR BEDARD, TRAIN  
WITH PEP (CONNOR HAS BEEN  
TRAINING SINCE HE WAS 11).**

**FUTURE STARS**

**2013**

**2016**

**2018**



**LOGAN BARLAGE**  
**PICK: 4TH**  
**PEP: 3 YEARS**



**5 OF 10 TOP  
RANKED DRAFT  
PICKS TRAIN  
WITH PEP.**

### SAM STEEL

**2nd Overall**  
Started training with  
PEP at 10 years old

### CONNOR McCLENNON

**2nd Overall**

## PERFORMANCE PROVEN TRAINING

Power Edge Pro has positioned itself as the Industry leader in hockey development training. Our program was used at one of the first private sport schools in the Greater Toronto Area in which players were paying \$20,000+ to attend each year. This private school academy had 52 boys enrolled in the hockey program. The Power Edge Pro Training is a set curriculum and is instructed in a linear progression model utilizing our proprietary video software for enhanced learning. Five years later, here is where those players are:



**6 Players Drafted**  
**3 in the first round**  
**1 was drafted 1st overall.**



**4 Players are playing**  
**In the AHL**



**21 players were drafted**  
**7 were 1st round picks**  
**2 were drafted 1st overall**



**7 Players received**  
**Scholarships**

## 45 OF THE 52 PLAYERS GRADUATED TO JUNIOR HOCKEY AND ABOVE!

One of those students was Connor McDavid who was the 1st overall pick for the 2015 NHL Entry Draft, and who is our Official PEP Ambassador.





# A **PERFORMANCE PROVEN** SYSTEM

## WHO WE WORK WITH:



*14% of the NHL Draft  
Trained with PEP*



*Development Partner  
Detroit Red Wings (NHL)*



*Development partner  
Vancouver Canucks*



*Development Partner  
Nashville Predators*



*Development Partner  
Milwaukee Admirals (AHL)*



*Grand Rapids Griffins (AHL)  
2017 Calder Cup Champions*



*Regina Pats (WHL)*



*Erie Otters (OHL)*



*USA National Team U 17/18  
Development Program*



*Oshawa Generals (OHL)  
2015 Memorial Cup Champions*



*Lethbridge Hurricanes (WHL)*



*Saint John Sea Dogs (QMJHL)  
2011 Memorial Cup Champions*

*Used by over 80 NHL Players, NHL/CHL/NCAA players and teams, Power Edge Pro Hockey is a superior training system that produces noticeable improvements in just a couple of sessions.*

# ***PRO PLAYERS THAT HAVE TRAINED WITH US:***

**Connor McDavid- Edmonton Oilers (1st Overall Pick)**  
**John Tavares- New York Islanders-(1st Overall Pick)**  
**Sam Gagner- Vancouver Canucks**  
**Matt Duchene- Colorado Avalanche**  
**Jason Spezza- Dallas Stars**  
**Taylor Hall- New Jersey Devils**  
**Dylan Larkin- Detroit Red Wings**  
**Sam Bennett- Calgary Flames**  
**Jeff Skinner- Carolina Hurricanes**  
**Ryan Strome- Edmonton Oilers**  
**Max Domi- Arizona Coyotes**  
**Scott Harrington- Columbus Blue Jackets**  
**Aaron Ekblad- Florida Panthers**  
**Travis Dermott- Toronto Maple Leafs**  
**Jonathan Toews- Chicago Blackhawks**  
**Scott Laughton- Philadelphia Flyers**  
**Michael Del Zotto- Vancouver Canucks**  
**Cody Goloubef- Colorado Avalanche**  
**Jack Hughes- US Development Program**  
**Alex DeBrincat- Chicago Blackhawks**  
**Connor Brown- Toronto Maple Leafs**  
**Tyler Johnson- Tampa Bay Lightning**  
**Carson Soucy- Minnesota Wild**  
**Josh Anderson- Columbus Blue Jackets**  
**Ryan Nugent-Hopkins-Edmonton Oilers-(1st Overall Pick)**  
**Scott Wilson-Pittsburgh Penguins**  
**Nathan MacKinnon-(Colorado Avalanche-1st Overall Pick)**  
**Henrik Zetterburg-Detroit Red Wings**  
**Jonathan Drouin-Montreal Canadiens**  
**Brendan Gallagher-Montreal Canadiens**  
**Shawn Matthias-Winnipeg Jets**  
**Tomas Tatar-Detroit Red Wings**  
**Morgan Riley-Toronto Maple Leafs**  
**Nathan Beaulieu-Buffalo Sabres**  
**Nic Petan-Winnipeg Jets**  
**Ryan O'Reilly-Buffalo Sabres**  
**Darren Helm-Detroit Red Wings**  
**Jonathan Huberdeau-Florida Panthers**  
**Brayden Schenn-St. Louis Blue**  
**Anthony Mantha-Detroit Red Wings**  
**Gustav Nyquist-Detroit Red Wings**



# YOUTH HOCKEY ASSOCIATIONS



Train with PEP at every practice! Through PEP's Youth Association Partnership program, coaches of minor hockey teams can instruct PEP themselves. PEP provides the coach training, teaching tools, and plenty of resources to ensure a coach of any skill level or experience can successfully instruct the PEP system to their players.

Teams and associations are looking for more "sustainable," results driven skills programs. Typical drill based providers and Power Skating programs that train without pucks cannot retain player's interest, and therefore build enough quality repetitions over time. Power Edge Pro offers the Power Skating/Technical Skating and resistance/reactionary training by utilizing the patented PEP trainers. This puts FUN back into practices with lots of creativity and challenges.

## STANDARD PEP PRICING:

Less than 250 players: **\$97 per player**  
251-499 players: **\$87 per player**  
500 + players: **\$77 per player**

## HOCKEY ALBERTA PRICING:

**\$69.95** per player, per season for the first season and **\$49.95** per player, per season, for subsequent seasons.

*\*All prices subject to change based on association geography and certification timing. If less than 120 players, revised pricing may apply.*

- 1 season contract (September 1- March 1st) providing the on-ice training tools and all coaching resources including the iPad Software ( Ultimate Mobile Trainer).
- Website endorsement of Association on Power Edge Pro's website
- Web page marketing link for Association's website
- Level-1 certification for all association coaches and a Level 2 for skills coaches.

\*See "What is Included with PEP" section for more details.



## ASSOCIATION PARTNERSHIP TIMELINE

1. All certifications for the 2018-19 season must be booked by June 1st.
2. Certifications will take place from August to October
3. Enjoy PEP training throughout your hockey season!



# HELP YOUR ASSOCIATION EVEN THE PLAYING FIELD.



## *How does a small town market compete with large market teams with paid coaches and large skill development budgets?*

- Rural communities now have the ability to train at an elite level.
- PEP has created an opportunity for all associations, big or small, to compete with large market teams with paid coaches and large skill development budgets.
- No longer do players need to leave to expensive academies to receive the training they need. MORE ice isn't the answer, 5 X the REPETITIONS of a standard drill based practice is the answer.
- Keep Players Local with the Association Pak.

## **YOUR PLAYERS' DEVELOPMENT WINDOW IS CLOSING.**

Ages 8 to 12 are critical years to develop the neuromotor skills necessary to succeed in today's game. PEP emphasizes these key skills in every element of its training program, including:

- Reactive Countering Training is the foundation of the PEP training system, creating multiple muscle responses while using the PEP small space training gear.
- Reactive Linear Crossovers, a prime example of Reactive Countering Training, overloads the nervous system unlike any other form of training, leading to major gains in far less time than traditional skill development systems or power skating.
- The result of training Reactive Linear Crossovers is a high crossover to stride ratio, which has become a hallmark of the game's best players who are able to create elite change of direction, reactive agility, and deception skills.
- Extreme multi-tasking underpins the PEP system and has made Connor McDavid the most electric player in the world.

Already past the critical development age window? The next best time to start PEP's Reactive Countering Training system is today!



# PEP REPS



## ***Realize your potential as an instructor, mentor, and entrepreneur in the PEP Regional Rep role.***

- Along with your Youth Hockey Association Partnership, there is an opportunity for you or one of your coaches to assume the PEP Rep role for off-season training
- Once the season ends, the PEP Rep will retain the PEP equipment from your Association and have the rights to run PEP clinics from March 1st to August 31st through a revenue sharing agreement with PEP
- This provides an opportunity for select coaches in your association to sharpen their PEP coaching skills, create off-season income, and even finance in-season PEP training for the Association, as outlined below.

***Power Edge Pro runs over 100 hockey schools across North America.***

## **LEVERAGE YOUR YOUTH/ MINOR HOCKEY ASSOCIATION NETWORK WITH A PEP PRE-SEASON CAMP**

- ***PAY FOR YOUR SKILL DEVELOPMENT THROUGH YOUR OWN PEP HOCKEY CAMP.***
- ***AN EXTENSION OF THE PEP REGIONAL REP PROGRAM, ONE WEEK PEP PRESEASON CAMPS ARE THE IDEAL WAY TO HELP FINANCE YOUR IN-SEASON PEP TRAINING***
- ***YOU PROVIDE THE PLAYERS, VOLUNTEERS, AND ICE, WE PROVIDE A PEP LEVEL 4 HEAD INSTRUCTOR WITH ALL THE TRAINING EXPERTISE YOU NEED***
- ***YOUR ASSOCIATION RETAINS 80% OF THE GROSS REVENUE TO ALLOCATE AS NEEDED***





# **1) PATENTED TRAINING GEAR**



- **12 large PEP Trainers**
- **6 Small PEP Trainers**
- **20 Multi-Positional Sticks**
- **Custom 44 Inch Portable Wheel Bag**

\*Note: 1 set of equipment per 120 players.



**MATT DUCHENE**





## 2) EXPERTISE

- **OFF ICE:** Classroom session with a PEP Level 4 Instructor, outlining the PEP program training philosophy, team practice drill set ups, and key teaching points.
- **ON ICE:** Ice time session with a PEP Level 4 Instructor, breaking down the PEP training program and its key teaching points, personalized to the skill level of your team or association.
- **ONGOING LEARNING:** Monthly remote, multi-media update sessions reinforcing PEP best practices and introducing new training innovations, led by PEP founder Joe Quinn and his team.

# **3) ONGOING RESOURCES**



***Innovative Coaching Resources Trusted and Used by Minor Hockey, CHL, NCAA, and NHL coaches across North America.***

## **SOFTWARE RESOURCES**

To assist with the interpretation of the training system, coaching staff and players will be provided with software supported by Apple, which allows them to review and continue their work off the ice. The Ultimate Mobile Trainer (UMT) provides all the McDavid video resources in an iPad for ease of teaching. It also includes on-ice demonstrations for all PEP skills and training circuits as well as the following:

- 61 on-ice animated videos of the PEP training circuits
- Over 40 video clips in HD and wide angle featuring unique PEP Skills and tactics with clear demonstrations of all skating patterns.
- Storyboards featuring key teaching points for all technical and tactical skills.
- Monthly Training Calls/Webinars for NEW Circuits and Key Teaching to enhance learning via the iPad.
- Used by 20 NHL teams, Hudl is the leading teaching tool for coaches and used by the PEP team to enhance learning.

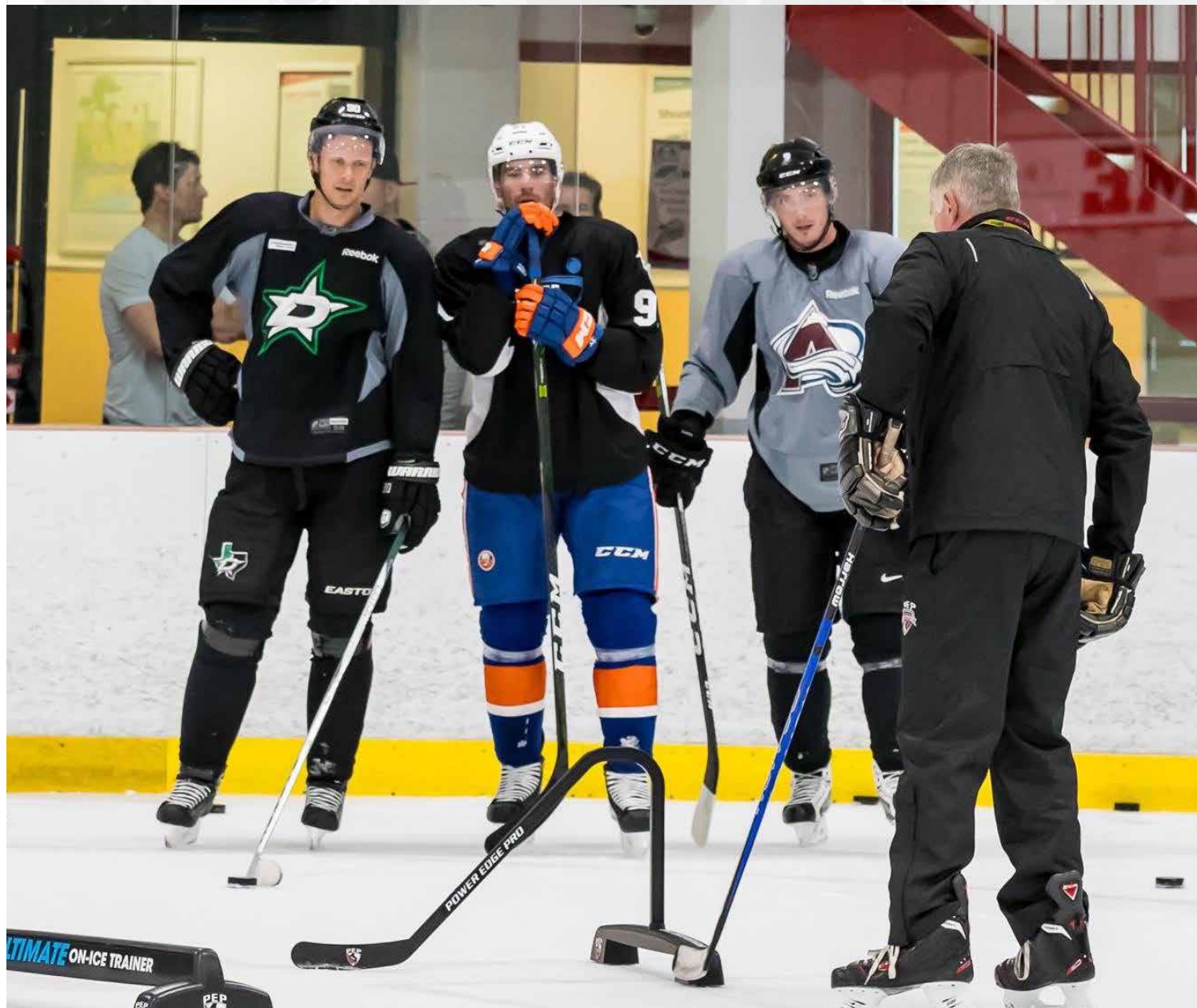


Available on the  
**App Store**





***GET IN TOUCH WITH A MEMBER OF OUR TEAM TODAY  
TO ASK QUESTIONS, FACILITATE A DEMONSTRATION,  
OR PURCHASE THE PEP SYSTEM.***



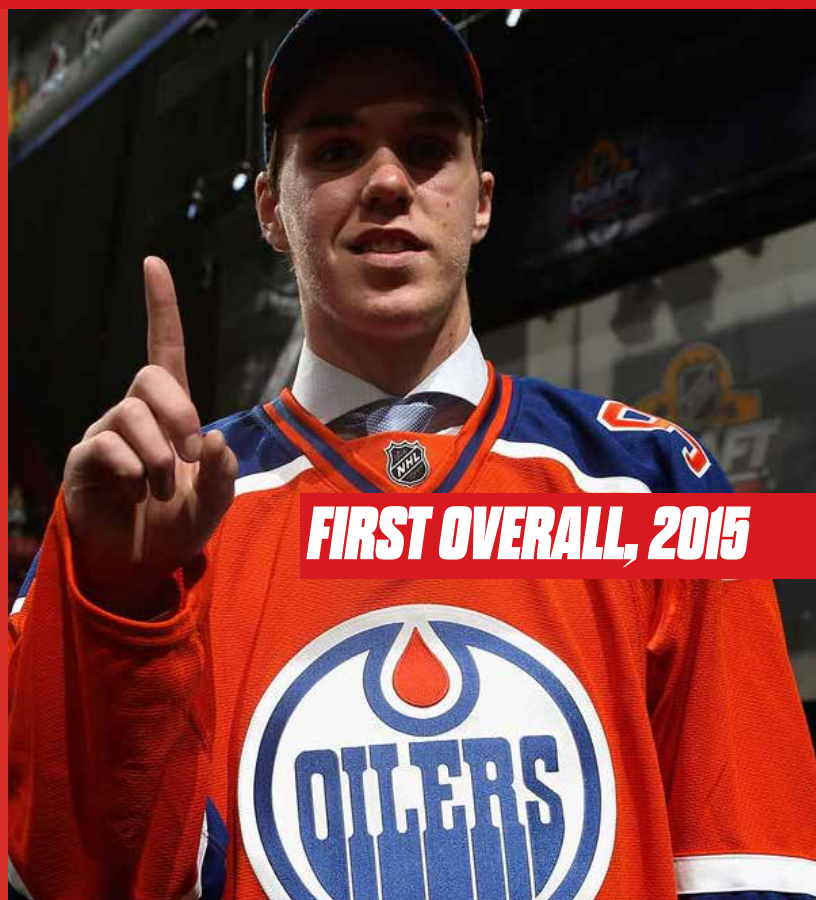
***INFO@POWEREDGEPRO.COM***



**CONNOR MCDAVID**  
**PEP STUDENT, 2009**



**FIRST OVERALL, 2012**



**FIRST OVERALL, 2015**



**RETHINK YOUR TRAINING.**

