



Prospective Ottawa Lady Senators U18 AA players and families,

It is with great enthusiasm that I welcome you to the 2025-26 season!

After coaching with KGHA for six seasons (2013-2019), I've spent the past five as a non-parent coach at the AAA Tier I level, where I obtained my certification as a High-Performance Coach within Hockey Canada. I've been a Head Coach with Ottawa Myers Automotive AAA for the past five consecutive seasons where I've been fortunate enough to capture regular season and playoff championships, and work with some very talented athletes. I have been thrilled to have a positive impact on the 2008, 2009, and 2010 cohorts as their Head Coach. I have worked professionally in Hockey for over 20 years, including my current role as a Senior Director with the Ottawa Senators organization where I work alongside a team of other dedicated development professionals to create and operate Hockey Programs from beginner through elite, which take place out of our Sensplex facilities. I am a professional coach and instructor, evaluator, team-builder, people manager, seminar facilitator, and program director. Throughout my career I've taken part in many professional development activities; from attending workshops and seminars with National Hockey League and other professional coaches to countless Hockey Canada courses. Taking part in so many qualification-boosting activities comes from my obsession and passion for development. This passion translates directly into maximizing the potential of the athletes I coach. I've also had the immense privilege of working alongside and learning from some incredible coaches in my career. My extensive experience in the hockey world both professionally and personally, the fabulous coaches I've worked with, and the high level of training I've been fortunate enough to take part in, have all combined to serve one main purpose; to ensure the very best experience possible for the staff, coaches, and most importantly, the hundreds of players I am able to impact each season.

I truly look forward to the opportunity to have a major positive impact on the talented, hard-working, and focused group we will have as our Lady Senators U18 AA team next year.

In terms of my coaching philosophy, I feel as though I could write for hours, but to simplify, please find a bullet-point summary of a few key parts:

- **FUN.** I believe that fun should be a part of everything we do in life and while playing Tier I hockey requires a very high level of commitment, discipline and effort, it also needs to be fun. Several aspects of our season will be designed to ensure our players, coaches, and family members have a fun and beneficial season.
- **STANDARDS.** I have become known for teaching, setting, and holding myself and my players to a set of very high standards. These standards include the high-performance habits and intangibles required to succeed at the highest levels of sport and life. They will be explained

clearly, and accountability measures will be created jointly WITH our players to ensure expectations are clear from day one with everyone on board.

- **PROFESSIONAL.** We expect everyone involved with our team (coaches, players, and those in parent-volunteer positions) to always conduct themselves professionally. While our players are not professional hockey players, they can act and look the part of "professional minor hockey players" when on-site for team activities. I hold myself and our coaches to the same high standard in this area. Personally, I coach as a professional with 100% effort regardless of when it may be in a volunteer role, such as this.
- **ACCOUNTABLE.** Players, coaches, and all involved with our team need to be held accountable for meeting team standards (including being good people and good teammates), following team rules and demonstrating in-game team principles of play (on and off the ice). Building a positive culture is key, however without accountability, it can quickly deteriorate.
- **DEVELOPMENT FOCUSED.** As a coach, I am obsessed with constant improvement and the rule of 1% (aiming to be 1% better each day). I view elite level hockey as an opportunity for all involved to improve every day (each practice, team meeting, video session, and game) on the skills, tactics, and habits needed for high-performance hockey, and the skills and character-related elements that are needed for success and enjoyment in life. I believe in providing opportunities for affiliation to continue pushing those players who can benefit from the structure of our Ottawa Senators Women's Hockey Club/KGHA. This means we will identify players most deserving of additional development opportunities from the group of KGHA players not named to our roster and inviting them to affiliate in practices and games. It also means we will provide our most deserving players with opportunities to experience the U22 level through practices and/or games. This is yet another benefit of being part of the KGHA/OLS organization.
- **POSITIVITY & GROWTH MINDSET.** I believe in teaching gratitude, being positive in the face of adversity, and embracing challenges for what they are: opportunities to grow. Our team will have a coaching culture where execution errors are opportunities for learning and where the only mistakes requiring discipline are tied to the two most controllable factors for each athlete; attitude and effort.
- **CONSENSUS BUILDER.** I work with players and ensure we as a coaching staff are valuing their thoughts and feelings. Similarly, coaching is a team effort, and each member of our staff will be engaged in the decision-making process on nearly all aspects of our season, and have a well-defined role to be highly involved.

Next, my goal for next season is to assemble a team and coaching staff who can deliver at a level reflective of the brand I have worked for throughout my career. This means our expectation for all involved is to strive to be the absolute best in all we do. This includes the features of our season, our level of preparation, the plan we follow, the activities we engage in, and our performance on the ice. By holding ourselves to the highest possible standards, we will ensure our players get the most out of their 25-26 season, get maximum visibility from higher levels of play (U22, College/University, etc..), and exit their year as better people and absolutely equipped with the skills and knowledge of what it takes to succeed at the highest levels of hockey they aspire to.

To achieve this, we will be looking to select the players best suited to meeting our TEAM identity. While a high level of skill is of course a minimum requirement to play U18 AA, those players who are hard-working, committed, coachable, focused, and have a track record of being great teammates, will be especially valued in our selection process this spring.

Finally, here are some additional details specific to the time commitment required to play with the Ottawa Lady Senators U18 AA team:

- Tournaments:
  - September – Stoney Creek Showcase (Hamilton / Stoney Creek, ON)
  - October – North American Showcase (Ajax, ON)
  - November – TBA (Tentatively Rochester, NY)
  - December – USA Canada Cup Showcase (Waterloo, ON)
  - January – Ottawa Senators Winter Showcase (Ottawa, ON)
  - February – TBA (Detroit, MI & Quebec, QC Tentative Options)
  - April – OWSA Provincials (Tentative based upon playdown results)
- Off-Season Development
  - June & July – Weekly On-Ice Development Sessions (Tuesdays 4:15-6:15 p.m.) + additional opportunities to skate with the U22 OLS team (case-by-case basis)
  - June & July – Bi-Weekly Off-Ice Training (Mondays 4:15-5:30 p.m.) & Individual Strength & Conditioning Required (on-own / average of 3-4 per week including team session)
  - Team Builders / Team Meetings - TBA

I welcome conversations from parents/guardians and players should anyone have any questions about what my expectations will be or what our season may look like next season. Players or parents should feel free to approach me in the rinks to introduce yourselves anytime. I will do my best to answer any questions you might have by e-mail, though I prefer conversations by phone or in-person where possible.

Go Sens,

Andy

[andycoach88@gmail.com](mailto:andycoach88@gmail.com)