



Coach Letter

Hello everyone, my name is Sam Morell, and I am very excited and honoured to be the U15AA Lady Sens coach for the 2025-2026 season.

A little about myself, growing up, I was a Lady Sen. I was a part of the program in the first few seasons it had started. I played as a U18 Lady Sen as well as a U22 Lady Sen before heading off to play university hockey at Laurentian for 5 years (U-Sports). This will be my 7th year coaching. For the past 4 seasons I have been head coaching the U18AA Kemptville Thunder. I got into coaching with the desire to give back to hockey, and to help girls achieve their goal within the sport. Hockey has a lot of beautiful things to offer, and I wanted all players to be able to experience those things.

Having played competitive hockey, I believe that coaches, teammates and the sport help mold young kids/teenagers into the adults and type of people they will become during college/university and afterwards. Helping them find their way and ensure they are decent, caring, smart human beings that lead by example and build character at the rink, in the locker room, on the road all help develop the way they will act in a classroom or an office when they enter the workforce. I aim and hope to play a small role in helping develop these young girls into becoming powerful, talented and strong women.

I plan on building on their hockey IQ and knowledge as they develop and move from level to level of hockey, ensuring they are always learning and maxing out their knowledge. I am open and up for trying new ways to teach and lead by example. Some players nowadays learn by example, learn by visually seeing it, learn by watching it, learn by drawing it on the board so being able to learn the different personalities of each player and ensuring they are coached in a way that suites their learning styles vs making them learn the I way coach will only maximize the potential in that player and our team ultimately. If something we as a team or as coaches set as a goal or system or play isn't working, I have the ability and knowledge of playing high levels to try something different and lean on others to find a way that gets positive results.

Coaching Philosophy

As a coach, my philosophy is built around creating an environment where hard work, respect, and a love for the game are at the forefront. At this age, we are not just developing hockey players; we are shaping young people who will carry the values learned on and off the ice into every aspect of their lives.

Here are the core principles that guide my approach to coaching:

1. Work Ethic and Commitment

Hockey is a sport that requires dedication, effort, and perseverance. I expect my players to give their best every time they step on the ice, whether it's during practice or in a game. This includes putting in the extra work to improve skills, fitness, and mental toughness. I believe that hard work is the key to achieving success at the highest level and reaching individual goals, whether that's making a team, getting recruited, or simply becoming a better player.

2. Love for the Game

Above all, I want every player to have a true love for hockey. The game should be something they look forward to, not just something they feel obligated to do. When players enjoy what they are doing, they are more motivated to put in the effort and push through challenges. I want them to feel the excitement of competition, the joy of improvement, and the satisfaction of playing with a team they care about. Hockey should be fun, no matter how competitive it gets.

3. Continuous Improvement and Growth

At this level, every player has the potential to get better. My goal is to foster an environment where players are always looking for ways to improve. This includes refining technical skills like skating, puck handling, and shooting, but also developing leadership, teamwork, and communication skills. I expect players to come to practice with the mindset of becoming better every day, to be open to constructive feedback, and to take ownership of their growth.

4. Teamwork, Respect, and Integrity

As a coach, I believe that hockey is about more than just individual talent; it's about being part of something bigger than yourself. Players should support and encourage each other, work as a unit, and contribute to the overall success of the team. Respect for teammates, opponents, coaches, and officials is essential. I want to create a culture where players show kindness, honesty, and humility, both on and off the ice. Sportsmanship and integrity are values I expect to see every day.

5. Good, Kind, and Responsible People

While skill development is crucial, I place equal emphasis on developing good character. My players should be kind, respectful, and responsible both in their actions and attitudes. They should strive to be leaders, set positive examples, and help create a supportive environment for each other. I want my players to understand that being a great hockey player is not just about scoring goals or making saves; it's about being a person who others can rely on and look up to.

6. Reaching the Next Level

Whether it's advancing to the next level in competition or simply improving as players, I want every player to understand that their potential is limitless. Success is not just about talent; it's about attitude, perseverance, and the willingness to continually challenge oneself. I will work with each player to set goals and help them reach their aspirations, while providing them with the resources, guidance, and opportunities to reach their full potential.

In the end, my goal as a coach is to help my players not only become better hockey players but also better people. I believe that through hard work, passion for the game, and good character, anything is possible. This team will be built on a foundation of respect, responsibility, and a love for hockey. Together, we will push ourselves to new heights, make lifelong memories, and create a positive, supportive atmosphere where every player has the opportunity to succeed.

Let's work hard, have fun, and always be kind—both to each other and to the game we love.

Expectations

- All tournaments, games, practices and any team functions are **mandatory**. This will be discussed, as well as other team rules at the first team / parent meeting after the team has been made.

Tournaments

1. Pittsburgh's Invitational: Aug 29 – 31 (Labour Day Weekend) – **CONFIRMED**
2. Stoney Creek: September 18 – 20 – **CONFIRMED**
3. Durham West: Oct 10 – 12 (Thanksgiving Weekend) – **CONFIRMED**
4. Oakville Best Of The Nest: Nov 7 – 9 – **CONFIRMED**
5. Brampton 2 Nations: Dec 5 – 7 – **NOT CONFIRMED YET**
6. Kanata Tournament: Jan – **NOT CONFIRMED YET**

Off Season

- June & July – Bi-Weekly Off-Ice Training (Tuesdays 4:15-5:30 p.m.)
- Individual Strength & Conditioning Required (on-own / average of 3-4 per week including team session)
- On Ice Sessions starting in July – Days TBD
- Team Builders / Team Meetings – TBD

Sincerely,
Coach Sam