



**FOR IMMEDIATE RELEASE**

**SHERWOOD PARK KINGS ATHLETIC CLUB ANNOUNCE HIRING OF TECHINCAL DIRECTORS**

JUNE 4, 2019

The Sherwood Park Kings Athletic Club (Kings Club) is very excited to announce the hiring of Joey Bouchard as Technical Director and Travis Clayton as Associate Technical Director. This new direction will assist in the Kings Club maintaining the essence of their mission statement that we will deliver an elite hockey program that will set the standard of excellence in developing hockey players to the next level.

The Technical Directors will be tasked with player, coach and program development. President Rob Davis stated that "The constant pressure on our volunteer board was making it difficult to move our program to the next level and compete against other hockey curriculum models. We believed that there was a way to provide a world class hockey program without the excessive costs of other programs. With the hiring of the Joey and Travis, we now have the pieces in place to have two highly qualified individuals spend the entire year to develop our program while our volunteer board can continue to manage the day to day responsibilities. Ultimately, we are looking to have a curriculum-based program which will help athletes reach the next level that they desire as well as develop the coaches to get them there."

***Joey Bouchard – Technical Director***

Joey will serve as the Technical Director and Mental Coach for the Kings Club. Joey has a Masters in Education specialized in Leadership and Coaching Studies. Joey is currently working with Alberta Education on curriculum development as well as a sessional instructor for King's University with a focus on Sport Psychology and Sport Management. Joey has also participated in several research and publication projects with a focus on education and sport psychology. Joey will also be chairing our Hockey Development Committee which is a group of individuals outside of the Kings Club board that will help in finding new ways to improve our club and aid in the implementation of those ideas.

Joey has a wealth of hockey experience having been a Coach and General Manager:

• General Manager	Drayton Valley Thunder (AJHL)	2017-2018
• Assistant Coach	Shawinigan Cataractes (QMJHL)	2016-2017
• Head Coach / GM	Whitecourt Wolverines (AJHL)	2012-2016
• Assistant Coach	U of A Golden Bears (CIS)	2010-2012
• Head Coach / GM	Merritt Centennials (BCHL)	2009

Joey Bouchard on the opportunity "I look forward to working along side the King's Club and establishing an elite hockey curriculum. I intend to support the education, growth, development and evaluation of our coaches and players so that they may reach their full potential. Investing in player and coach development will ensure that SPKAC achieves and maintains the highest standards of competitive excellence."



***Travis Clayton – Associate Technical Director***

Travis will be serve as Associate Technical Director, Bantam AAA Flyers Head Coach and Skills Coach for the Kings Club. Travis is an accomplished Professional Hockey Player having played 14 years in the Central and International Hockey League, many of those years playing a leadership role on the teams that he played with. As a Saskatchewan native he was a member of the North Battleford Stars (SJHL) from 1992-1997 where once again he was part of the team leadership group and is still the all-time leader in career assists. Travis has been the Owner and Head Coach of Clayton Conditioning which focused on and off ice for players. Travis is also a Level 3 Power Edge Pro Instructor.

Following his extensive playing career Travis spent the last six years using his hockey and leadership knowledge to coach:

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|-------------------|---|-----------|
| • Head Coach / GM | Lloydminster Bobcats (AJHL)             | 2016-2018 |
| • Head Coach      | Lloydminster Midget AAA Bobcats (AMHL)  | 2014-2016 |
| • Head Coach      | Lloydminster Bantam AAA Bobcats (AMBHL) | 2013-2014 |
| • Head Coach / GM | Dallas Snipers (WSHL)                   | 2012-2013 |

Travis Clayton added "I'm really excited for this new adventure and look forward to working with the Kings Club. I would like to thank the Kings Club for this great opportunity."

The Kings Club plans to hold an open house to discuss these exciting changes in the coming month. Rob Davis commented "we are excited for this new direction, I would like to thank the tireless effort of our board and Development Committee that have spent many hours working on this initiative. The fact that we were able to do this with minimal financial impact to our members is one of the key takeaways as we continue to find ways to deliver a value-based program at an economical price point."

### **For Further Information:**

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