



Dear Parents and Players,

Welcome to the 2026/2027 hockey season! My name is Robert Coon, and I am looking forward to coaching the Smiths Falls Cubs U15 A team this year. I would like to take this opportunity to outline my coaching philosophy, tryout process, as well as some expectations for the upcoming season.

Philosophy

My primary goal is to develop players to their maximum potential both on and off the ice. I will focus on developing a player's technical skills/tactics, team tactics, life skills of teamwork, responsibility, accountability, communication, and leadership. The combination of those attributes will lead to building self-confidence and having FUN. FFF(S) - Fair, Fun, Firm, Safe will be our team mission for the year. I consider my approach Firm but Fair/Fun while establishing a Safe environment for all involved. Hard work will be expected. Mistakes will be made. That's how we learn.

Try Outs

Try outs can be a stressful time for players and parents. Here's some advice I would like to offer to players and parents; stay relaxed and positive, keep it in perspective, bring the right attitude and ask for feedback. During my last couple years of coaching U18 AA I've been asked "what do you look for at a try out?" Here's my answer; skating, shooting, passing, hockey sense, dedication, hard work, focus, coachable, teamwork, sportsmanship, and a positive attitude. This is obviously a lot to think about, so I tell them; Do what you do well and have fun! Try out dates and times are posted on the Cubs website at sfgaha.ca.

Commitment/Expectations

As with all competitive hockey programs, a high level of commitment is expected from everyone involved with the team. There will be an average of 3-5 sessions per week that will include practices, games, tournaments, and off ice training/team functions. Team fees will be established after try outs. I'm looking at 4 tournaments (2 away, 2 home) for this upcoming season.

Looking forward to meeting everyone at tryouts.

Robert