

CUSTOMIZED SUMMER HOCKEY SERIES

My name is Sean Kearney and I feel it's important to clarify my reasons for running the summer series at Eble Ice Arena beginning May 31st. In order to do that, however, I need to go back a few years and tell you about my experience as a youth hockey player. During those years several of my team mates attended hockey camps throughout each summer and I was unable to because of conflicts with other sports, visiting relatives, and vacations. Over the course of a few years, however, my team mates hockey skills progressed both tactically and technically year in and year out whereas I literally started over every season.

Now let's fast forward to 2011. I now have two sons of my own ages 7 and 11 who are multiple sport athletes themselves. Even though both of them claim that their favorite sport is hockey they each enjoy playing baseball and soccer as well. A few years ago I actually asked my 11 year old to give up one of his three sports due to scheduling conflicts, a decision I regret to this day.

When I created the format for this summer hockey series I did so with the intention of not only allowing my sons to continue playing multiple sports but other children as well. I could easily charge \$400 for one of the 11 sessions, *red, white, or blue* but instead I've included all 33 sessions for the same price, *gold*.

- Families can now customize their own summer hockey experience without worrying about outside conflicts.
- Kids who miss sessions will not fall behind or get lost in the group.
- Parents don't have to worry about contacting me to let me know their son or daughter will miss a session or multiple sessions, I almost expect it.
- Best of all, every one of these kids will develop their hockey skills commensurate with the players who only play hockey. To that I give you my personal guarantee.

I and my coaching staff are here to support kids and their families through the beautiful game of hockey. Our intention is to create lifelong, meaningful, memories that, we hope, will stay with these young players for the rest of their lives.