



PLAYER DEVELOPMENT & ANALYTICS [PDA]

Saint John Sea Dogs

DARRELL YOUNG, RITCHIE THIBEAU, PAUL BOUTILIER,
STEVEN COCKER, BRAD MACKENZIE, & EMILY PARKMAN

2014

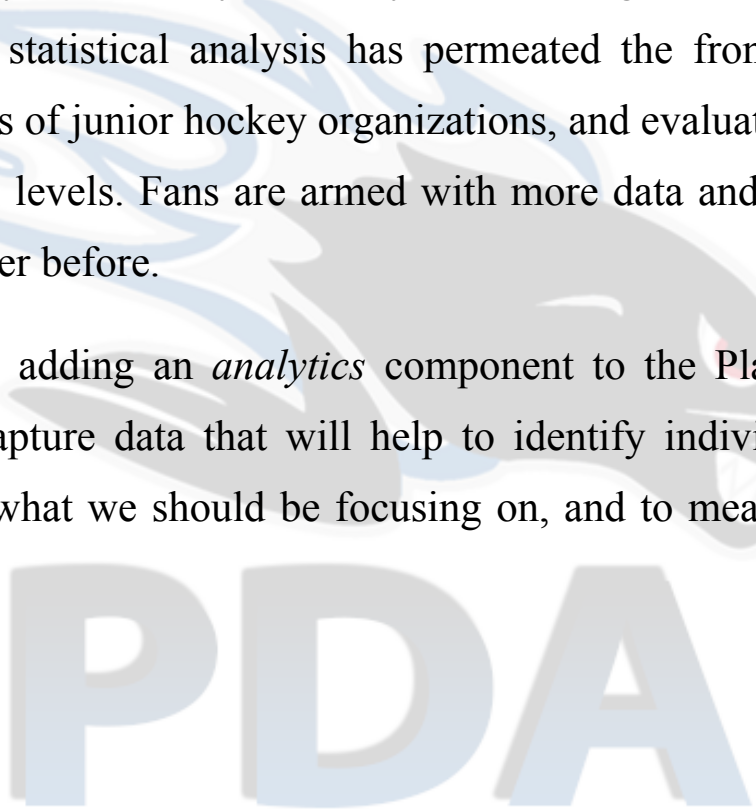


PROGRAM OVERVIEW

Player Development & Analytics Program

The term "*Analytics*" is becoming a buzzword in the hockey community these days. The use of *analytics* in hockey is at a well-publicized crossroads within the larger hockey community. Publicly acknowledged now more than ever before, in-depth statistical analysis has permeated the front offices of NHL teams, the lineups of junior hockey organizations, and evaluation techniques for players at all top levels. Fans are armed with more data and metrics to follow the game than ever before.

Our objective in adding an *analytics* component to the Player Development Program is to capture data that will help to identify individual benchmarks, help to identify what we should be focusing on, and to measure improvement for each player.





TEAM MEMBERS

Player Development & Analytics Program



DARRELL YOUNG

General Manager & Senior Advisor

Darrell's belief in a strong player development function has led to the establishment of the Player Development & Analytics Program being implemented for the 2014-2015 QMJHL season. Having extensive experience teaching young players, he has attracted several people with a belief that aligns in teaching and developing players and people. The objective to have a premier Player Development group in the Canadian Hockey League (CHL) has taken flight with the addition of several highly qualified individuals.

Darrell had been an amateur scout for the National Hockey League's Vancouver Canucks for six seasons. That followed stints with the Washington Capitals, Nashville Predators and Tampa Bay Lightning in a 25-year NHL scouting career. He was a member of the Lightning's scouting staff when the team won the Stanley Cup in 2004.

RITCHIE THIBEAU

Senior Advisor

Ritchie's background includes 27 years in Information Technology field and 11 years as an NHL Scout. The combination of both his hockey experiences and his data analytics background will support the Player Development and Analytics Program and assist in its growth and effectiveness. Ritchie also serves as the New Brunswick scout for the Sea Dogs and this experience has proven invaluable in advising the Player Development and Analytics group to attain the highest level of performance.





TEAM MEMBERS

Player Development & Analytics Program



PAUL BOUTILIER

Director

After extensive research into the slow development of defensemen, Paul conceived a Defense Development Program (DDP) based from his coaching experiences at the CIS level and a professional playing career. Especially important was the time spent under the mentorship of Al Arbour, one of the most renowned defensive minds ever in the game of hockey. The DDP provides a foundation using a curriculum designed to teach a young defenseman how to play the position based on a proven set of principles. The program has delivered accelerated and positive results at the NHL level, and he is excited to work with the Saint John Sea Dogs young defensemen started in July 2014.

Boutilier was a standout defenseman with the Castors de Sherbrooke of the Quebec Major Junior Hockey League in 1982, leading the Castors to capture a QMJHL President's Cup. Boutilier was named to the Memorial Cup's 1st All-Star team, 1st team All-Star by the QMJHL, and won the Emile Bouchard Trophy as the QMJHL's Best Defenseman. He played Team Canada's U20 which was the first team from Canada to win the World Junior Championship – Gold in 1982 – hosted in Minnesota, and a Bronze in 1983 – hosted in Russia.

From there, it was on to the NHL where Boutilier played the last half of the 1983 season with the New York Islanders and won the Stanley Cup. The defenseman would go on to play 329 regular season and 41 playoff games in the NHL with 28 goals, 92 assists for 120 points along with 403 penalty minutes; and 198 additional AHL games. Boutilier retired in 1992 after spending 2 years playing in Switzerland's Swiss A League with SC Bern and ZSC Zurich.

Post hockey, Paul pursued a BComm from Saint Mary's University and later an MBA in Information Technology Management. He is currently a sessional professor at the UPEI Business School with a focus on International Business and Finance. This academic experience provides an excellent base to lead the Analytics & Defense Development Programs.



TEAM MEMBERS

Player Development & Analytics Program

STEVEN COCKER

Player Development Analyst

Currently working towards a degree in Sport and Leisure Management at Haaga-Helia University in Vierumäki Finland, Steve is excited to be a member of the talented, fast and exciting Sea Dogs hockey club. Steven brings experience from a hockey operations standpoint as the Team Manager for the Lahti Pelicans U20 and European Regional Scout with ISS Hockey. Originally from Orangeville, Ontario he has previously worked with the Barrie Colts and Cedar Rapids Roughriders in scouting/recruiting capacities. Along with being a key member of the Sea Dogs Player Development and Analytics Program, he is also writing his thesis on the Progression of Analytics in Hockey and developing new tools to evaluate ones team as well as tracking trends in the opposition.



BRAD MACKENZIE

Player Development Analyst

Brad is a member of the Defense Development Program's staff and specializes in the evaluation of game analytics with a focus on player development. In 2012, Brad was among seven international students selected to attend the Vierumaki Sports Institute in Finland where he studied to obtain a Bachelor's Degree in Sport & Leisure Management with a Specialization in Ice Hockey Coaching. During his time away, Brad worked as an Assistant Coach of an U18 team and worked with the University of Maine NCAA Division I Women's Hockey Team as a Mental Skills Coach. Brad currently serves as the Associate Director of Program Development at Andrews Hockey Growth Programs and is heavily involved in their summer on-ice development program for Major Junior players. Along with being a member of the Sea Dogs Player Development & Analytics team, Brad is an Assistant Coach with the UPEI Panthers Men's Hockey Club.



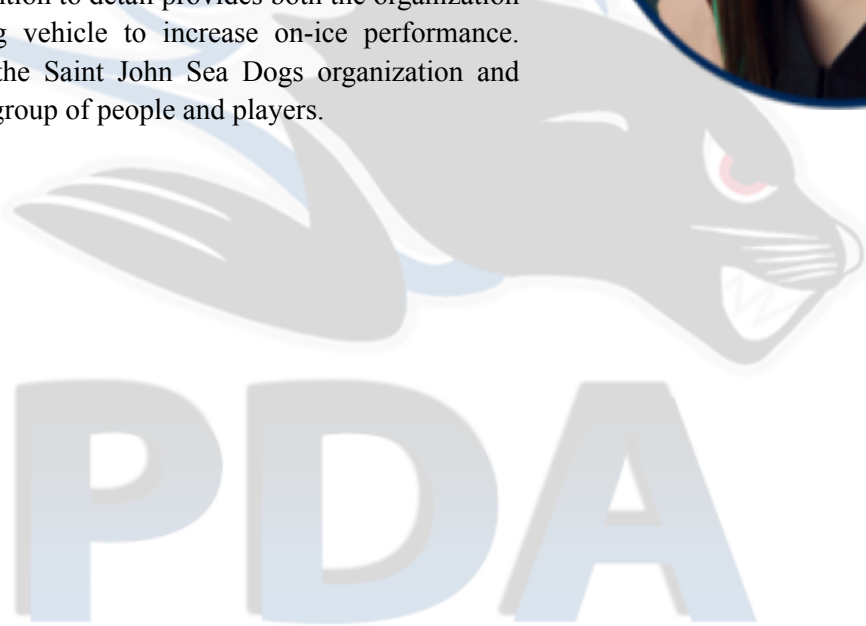
TEAM MEMBERS

Player Development & Analytics Program

EMILY PARKMAN

Report Development and Design

Emily will work closely with the Player Development Analysts to design and deliver reports to the Saint John Sea Dogs Hockey Operations that are of the highest standard professionally. Emily has a strong passion for both Graphic Design work and hockey, so 18 months ago she quickly jumped on the opportunity to get involved in the Defense Development Program, working on the Nashville Predators reports. Her attention to detail provides both the organization and the player a learning vehicle to increase on-ice performance. Emily is excited to join the Saint John Sea Dogs organization and work with a very talented group of people and players.





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