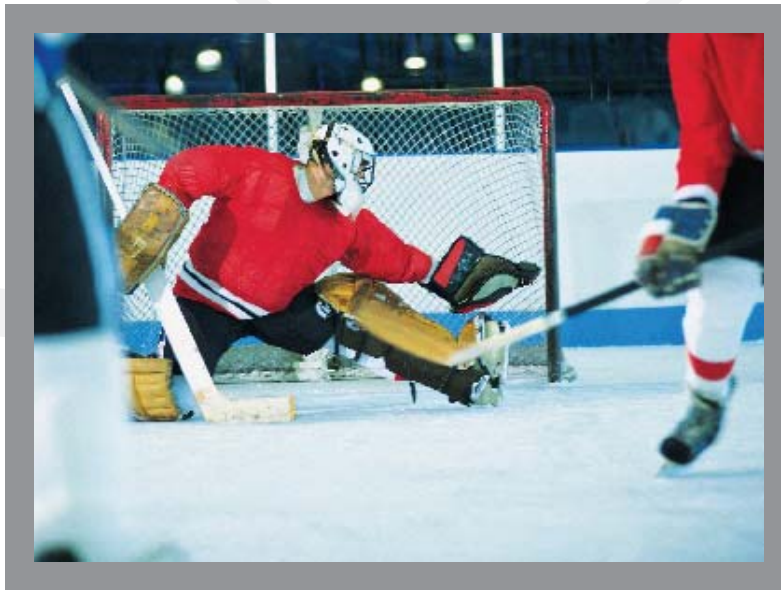


## **AN INTRODUCTION TO SPORTQUEST**





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## ENCLOSED MATERIALS

<b>SPORTQUEST BROCHURE .....</b>	<b>attached</b>
<b>SPORTQUEST INFORMATION BOOKLET .....</b>	<b>attached</b>



## **SPORTQUEST SYSTEMS INTERNATIONAL INTRODUCTION & BACKGROUND**

SportQuest Systems International is an internationally acclaimed company created by hockey coaches and research scientists in search of a precise, state of the art tool that would evaluate players' skills and provide a blueprint for individual skill development. Rather than time complex drills to see who can do them the fastest, SportQuest evaluations focus on isolating specific hockey skills so that strengths and weaknesses can be identified to establish an individualized set of developmental programs.

SportQuest's proprietary state of the art technology accurately evaluates player performance and provides consistent, comparable results to enhance skill development. Additionally, it is the only online, interactive system that provides player skills assessment, training suggestions for development, animated drills, and a unique system for talent identification.

By using SportQuest's standardized evaluations, players will have an increased awareness of the importance of skill and fitness development and will be motivated to further improve their skills. Coaches can effectively use results to make appropriate decisions concerning training methods for achieving program goals and helping players reach their full potential.

SportQuest has focused on developing specialized technology for hockey skills evaluation, but the vision is to make a positive contribution to all sports by both underlining the importance of skill and fitness development and providing an accurate, unbiased, comparable and comprehensive system of skills measurement. Ultimately, the process of evaluation allows coaches and associations to open the lines of communication, set goals for improvement and begin the process of education and motivation. Hockey has been SportQuest's initial focus, however SportQuest will introduce its proprietary evaluation system to other sports in 2004.

SportQuest is confident that their products and services will have a positive impact on skill development among young players, their parents and sports systems in general. Information provided by SportQuest's technology will also be a powerful tool for scouts, coaches and general managers. With a global system for talent identification and player evaluation and skills monitoring, SportQuest has made a strong impact on hockey and may change the face of sports.

### **HOW SPORTQUEST STARTED**

SportQuest was created over ten years ago when regional teams were being selected from regional try-outs for an international hockey tournament. To ensure fairness of team selection and prevent possible coach bias during the selection process, a stopwatch evaluation system was developed.

Evaluation results were soon integrated with a unique software program developed by SportQuest. With the advancing technology of the world wide web, SportQuest saw an opportunity to offer its software program to users all over the world. Off ice evaluations were added to the program as was the SportQuest Recruiter System, which enables scouts and coaches to view a player's profile online.

Due to small differences in players' evaluation times, SportQuest developed proprietary timing gear to replace stopwatches. SportQuest now offers the SportQuest Evaluation System that exists today: evaluation gear that measures time to the nearest 1/100th of a second, far beyond what is humanly possible using a stopwatch; online evaluation reports and animated drills to assist players with skills development; and an online recruiting system to help players connect with coaches, scouts and agents all over the world.

### **WHY THE SPORTQUEST SYSTEM WORKS**

The SportQuest evaluation system is based on the fact that to improve a player's performance, key skills inherent to hockey, must be isolated and compared to the most accurate, unbiased, comparable database of hockey skills available. This type of evaluation is the first logical step in development.



SportQuest measures a player's ability to complete a standardized set of drills that isolate specific skills and key components inherent to hockey. The SportQuest program does a computerized analysis of the players' data and generates players' reports and team analyses interactively online.

Once a player's strengths and weaknesses have been identified, he/she can set goals and design an efficient, personalized development program based on his/her isolated hockey skills. SportQuest evaluations establish a blueprint that can be used as a diagnostic tool and provide quantitative benchmarks to effectively grade and produce development programs for all players—elite or grass roots, male or female, novice or experienced.

## **SPORTQUEST'S SERVICES**

### **The Evaluation & Analysis of Hockey Players & Hockey Teams**

- Players perform SportQuest's standardized set of on ice evaluations specific for hockey
- Scores are uploaded through the Internet to SportQuest's proprietary system
- Players, parents and coaches can interactively generate player reports with graphs, comments and development suggestions all online
- Side-by-side comparisons with other players of similar and different ages, skill levels and genders can be created online
- Coaches can create team summaries, ranking and team analysis as well as obtain suggestions and drills for development online
- Players have access to SportQuest's Players' Manual
- Coaches have access to both SportQuest's Player's Manual and Coaches' Matrix

## **HOW THE SPORTQUEST SYSTEM WORKS**

SportQuest begins by measuring a player's ability to perform a standardized set of drills that isolate specific skills inherent to hockey. Unlike most evaluation equipment, SportQuest uses proprietary timing gear featuring precise laser-beams that accurately measure the time for a player's body to perform each drill—equipment is not triggered by a hockey stick—and time is measured to the nearest 1/100th of a second, which is far beyond what is humanly possible through the use of stopwatches.

To ensure that evaluation results are accurate and unbiased, all SportQuest evaluators follow a strict evaluation protocol and are required to be licensed and certified by SportQuest. Evaluators are extensively trained to use SportQuest's custom made timing equipment and proprietary software so that each player is guaranteed a consistent and precise evaluation.

Once each evaluation is complete, evaluation results are securely uploaded to SportQuest's Internet server. SportQuest's system performs a computerized analysis of the player's results based on a variety of criteria including age, gender and position, which are confidential and can be accessed by only the player and his/her selected coach or trainer. It then generates a series of reports that can be viewed online within minutes. The reports detail the players' strengths and offer training suggestions for development that are accompanied by animated drills.

You can compare evaluation results with an international database of over 20,000 other players of comparable skill levels, with those more advanced, or within your own team. SportQuest also provides a complete Players' Manual that includes proper technique and detailed on and off ice solutions relevant to individual player results as well as a Coaches' Matrix.



## WHY EVALUATION & ANALYSIS IS THE FIRST LOGICAL STEP IN HOCKEY DEVELOPMENT

The obvious first step in any development program is the measurement of present conditions in order to establish a baseline benchmark from which the effectiveness of future development programs can be evaluated. If there is no established benchmark, how do you know which development programs are working, which are not working and which need modification?

In order to design an effective development program, you must first:

- **Establish Baseline Benchmarks**—find out where you are starting from and set quantitative reference points.
- **Identify Strengths and Weaknesses**—isolate areas that need more attention in order to use time efficiently and not waste it on areas of a player's strength.
- **Establish Quantitative Goals and Deadlines**—know where you are headed to optimize your development program.

## THE REQUIREMENTS OF EVALUATION & ANALYSIS IN ORDER FOR IT TO BE EFFECTIVE

In order for skills evaluation to be effective the evaluation must be:

- **ACCURATE**—the absolute preciseness of the measurement. For example, the SportQuest system measures time to the nearest 1/100th of a second, far beyond what is humanly possible using a stopwatch.
- **UNBIASED**—no personal beliefs, expectations, preconceptions or notions may have any influence on the outcome of evaluation results.
- **COMPARABLE**—for evaluation results to be comparable they must be consistent. For example, two players' times to complete a drill would not be comparable if the distance from blue line to blue line were not exactly the same or the evaluator did not follow the same protocol for each test.
- **VALID**—the measurement taken is actually what you intended to measure. For example, you want to measure the time for the player to skate exactly 60 feet—not blue-line to blue-line because blue-line to blue-line actually varies from rink to rink. Additionally, you are not obtaining a consistent measurement if the player's stick triggers the timing beam rather than the player's body.
- **RELIABLE**—the protocol, equipment and personnel are dependable and trusted to consistently perform well; the timing gear is precise and resilient in spite of being constantly moved in a cold, humid hockey arena.
- **REPEATABLE**—the testing protocol can be done over and over again in the same format.

## WHY COACHES SHOULD DO EVALUATIONS OF PLAYERS

The future performance of an athlete is dependent on the optimal development of his/her technical, physiological and tactical traits. In order to ensure that players are receiving the most from their development systems, coaching decisions must be based on sound principles rather than trial and error methods, which are too often the case in sports.

The ability to properly assess players is one of the most important qualities a coach possesses. Skills assessment gives a coach the information s/he needs to act in a sound and meaningful way while creating a strategy for the development of each player to his/her full potential. SportQuest's evaluation program allows coaches to make quantitative comparisons of players' abilities relative to their competition, as well



as players of the same age, gender and position. Rather than rely on comparisons of yearly point totals and frequently subjective opinions of coaches and scouts, SportQuest evaluation results provide a benchmark that helps coaches establish ideal training methods for achieving program goals, maximizing practice time.

Once a foundation has been established, periodic evaluations help coaches assess both their own effectiveness and the effectiveness of different training methods. Players are able to chart their progress, making their individualized training program more interesting and increasing their motivation.

In addition to developmental and team management benefits, SportQuest's accurate, unbiased evaluation results provide quantitative data to back up a coach's seasoned instinct, knowledge and experience, making him/her further prepared to explain the rationale for his/her many decisions.

### **WHY SPORTQUEST IS THE MOST ADVANCED ONLINE SKILL ANALYSIS AVAILABLE FOR HOCKEY**

SportQuest's proprietary evaluation system measures skills free of human bias and error, and it compares evaluation results to a database of over 20,000 internationally evaluated players. SportQuest's proprietary system does a computerized analysis of players' data and makes this information immediately available on the Internet.

The SportQuest system is the only hockey skills evaluation system that is: unbiased, accurate, reliable, repeatable, valid, and interactive online with the largest comparable database available. It identifies and isolates strengths and weaknesses of players and teams enabling organizations, coaches and players to map the most effective training and development programs.

The SportQuest system is based on the fact that to improve a player's performance, key skills inherent to hockey, must be isolated and compared to the most accurate, unbiased, comparable database of hockey skills available. Once players' strengths and weaknesses have been identified, they can set goals and design the most efficient individualized development program based on their evaluation results.

### **SIX REASONS WHY SPORTQUEST IS UNIQUE**

**PLAYER DATABASE**—SportQuest has the largest, most accurate and comparable online database of specific hockey skills available. SportQuest's player database includes over 20,000 players of all ages from around the world.

**TIMING GEAR**—SportQuest's timing gear is the most mobile, accurate and dependable timing equipment available for hockey skills evaluation. SportQuest's timing gear accurately measures the time for a player's body to perform each drill and is not triggered by a hockey stick like most timing units are, ensuring results are comparable.

**STRICT PROTOCOL**—All SportQuest's standardized evaluations are performed under strict protocol and by certified SportQuest evaluators. In order for results to be comparable, evaluations must be performed exactly the same way every time worldwide.

**ONLINE PROGRAM**—SportQuest's complete interactive system is available via the Internet at [www.sportquest.com](http://www.sportquest.com) and is accessible anywhere, anytime. Scores are uploaded online where players and coaches can view and print comprehensive player reports with graphs, comments and development suggestions. Coaches can create team summaries, ranking and team analysis reports, which can be sorted in a variety of ways. Coaches can provide ID numbers to their players, who can independently view their evaluation results and do side-by-side comparisons with other players of different ages, genders and skill levels.

**ISOLATION OF SPECIFIC HOCKEY SKILLS AND COMPONENTS**—SportQuest is all about development. Rather than just measure time to complete drills, the SportQuest system isolates specific skills inherent to hockey. Once these skills have been evaluated, they are compared to the most accurate, unbiased, comparable



database of hockey skills available. The SportQuest system then does a computerized analysis of evaluation results and provides player reports and team analysis interactively online. Once player or team weaknesses have been identified, goals can be set and efficient, individualized development programs can be created.

**DEVELOPMENT BASED ON SPORTQUEST EVALUATIONS**—Once SportQuest's evaluations have been performed and uploaded to SportQuest's website, a player or coach can view comprehensive player reports that include detailed comments and suggestions designed to assist in hockey skills improvement. SportQuest evaluation results serve as a blueprint for development programs and include online, animated drills to improve each hockey skill and a Player's Manual, which includes:

- An outline of proper skating techniques
- How each evaluated skill relates to hockey and the typical strengths and weaknesses associated with each skill
- Proper technique and key points for each skill
- Common technical problems and solutions for each skill
- Off ice training solutions for some skills

### **OVERALL BENEFITS OF SKILL EVALUATION**

- Promotes goal setting by identifying times and rankings of peers with higher levels of hockey skills, thereby increasing motivation and compliance
- Provides quantitative reference points from which to compare and improve the performance of individual players
- Establishes the parameters for off ice, sport specific training programs to target components requiring improvement
- Provides information to help group players with similar training needs, saving time and money by increasing the efficiency of training and maximizing instructor time
- Measures a player's ability to return to play following an injury by comparing test results before and after the injury (rehabilitation)
- Provides quantitative player-to-player comparisons for tryouts, contracts, scouting, etc.
- Allows associations to develop coaches by increasing awareness of player's abilities
- Tracks year to year player and organization development, allowing for quantitative monitoring and evaluating of the effectiveness of development programs

### **WHAT EACH GROUP RECEIVES & HOW GROUPS BENEFIT**

#### **Associations Receive**

- Association-wide databases of unbiased, accurate, valid and comparable player data allow for comparison of different associations
- Baseline and benchmarks to evaluate the effectiveness of development programs
- Summary of different teams and levels of skills
- Ability to track development programs
- Opportunity to save time and money with practice drill selection by grouping players with similar training needs
- Ability to compare players with other players and levels using easy to read reports via the Internet



### **Benefits of Skill Evaluation for Associations**

- Promotes the image that the hockey association is being proactive and taking the first logical step (measurement and analysis) to improve development in their association
- Increases awareness of the importance of skill development and establishes a system to measure and celebrate skills among players
- Establishes quantitative data to support decisions such as why certain players don't make certain teams
- Identifies which development systems are working and which need improvement
- Promotes the hockey club as a progressive club offering up-to-date evaluation and skill development
- Offers a state of the art system to attract better quality coaches and players
- Provides the opportunity to define and promote the uniqueness of their association
- Evaluations are easy to administer and relatively inexpensive

### **Coaches Receive**

- Summaries and analysis of player and team skills
- Unbiased, valid, accurate and comparable player data available online
- Tools for team tryouts, practice times, rehabilitation, talent identification and hockey schools
- Means for monitoring, motivating and increasing compliance of players
- Tools for optimizing team systems and training
- Evaluation of the effectiveness of development systems
- Players' raw data scores on each skating skill
- Player comparisons to the rest of the team on each skill
- Player comparisons to the international database on each skill
- Commentaries on specific skill improvements with training suggestions
- Ability to compare players with other players and levels via the Internet
- Players' Manual based on SportQuest evaluations to aid with development
- Animated drills based on SportQuest evaluations to aid with development
- Booklet containing information about SportQuest and how to read players' profiles, raw scores, and comparison of scores for each drill with rest of the team including databases, graphs, and comments

### **Benefits for Coaches**

- Provides an accurate, unbiased tool for team selection
- Helps identify which systems are best for the team
- Helps target which development programs are effective or need improvement
- Gives players personal improvement goals and retrospective when evaluations are periodically repeated
- Informs the player of his/her improvement over a period of time
- Provides the coach with an unbiased scientific evaluation of his/her team's skating skills by individual



- Allows the coach to identify players who as a group have common skating strengths and weaknesses, improving practice time management
- Gives the coach the opportunity to review skills with the parents of a player in a professional manner
- Allows the coach the opportunity to let his players play to their known and measured strengths

### Parents Receive

- Accurate, unbiased evaluations with comparable results
- Ability to compare their child's skills with those of other players of the same or higher skill levels
- Booklet containing information about SportQuest and how to read their child's profile, raw scores, and comparisons of evaluation results for each drill with rest of their child's team including databases, graphs and comments

### Benefits for Parents

- Identification of their child's strengths and weaknesses with accurate, unbiased, comparable information
- Tools to help identify areas for improvement during hockey schools and/or off season training
- Personal improvement goals and retrospective for their child when evaluations are periodically repeated
- Measurement of their child's improvement over time and rate of improvement
- Unbiased, scientific evaluation of their child's skating skills
- Reports that allow them to identify skills that their child needs to improve upon to benefit his/her game
- Commentaries on skill improvement with suggestions for training
- Opportunity to review skill improvement with coaches and trainers in a professional manner
- Establishment of a benchmark for skating skills by age group

### Players Receive

- Personalized online reports identifying their strengths and areas where they need improvement; reports include individualized graphs and comments with suggestions about both why a player may need improvement for certain skills and how he/she can train to develop each skill
- Ability to compare their results with other players, divisions and ages online
- Ability to print reports and comparisons interactively at home via the Internet
- Increased awareness of the importance of skills development, which benefits motivation and compliance
- Player's Manual based on SportQuest evaluations to aid development
- Animated drills based on SportQuest evaluations to aid development

### Benefits for Players

- Identification of strengths and weaknesses with accurate, unbiased, comparable information
- Tangible tool to identify opportunities for personal skill improvement



- Personal improvement goals and retrospective when evaluations are periodically repeated
- Measurement of personal improvement over time and at what rate
- Accurate measurement of necessary skating and hockey skills
- Outline of strengths and weaknesses by drill
- Commentaries on skill improvement with suggestions for training
- Direction for which skills need improvement and how those skills can be improved
- Increased confidence in those skills where evaluation results show a higher level of performance

**FOR MORE DETAILED TECHNICAL INFORMATION ABOUT THE SPORTQUEST SYSTEM, PLEASE VISIT OUR WEBSITE AT [WWW.SPORT-QUEST.COM](http://WWW.SPORT-QUEST.COM).**

### **SPORTQUEST'S FUTURE SERVICES**

#### **The Evaluation & Analysis of Players & Teams for All Sports**

Starting in 2004, SportQuest will expand its proprietary online evaluation system to include other sports.

#### **Online Scouting Service**

Also coming in 2004 is the SportQuest Recruiter System.

This unprecedented online system allows players to increase their opportunities for exposure to universities, junior and professional leagues, European clubs and the NCAA. Additionally, scouts, agents, coaches and GMs can search for their next star players quickly and easily by viewing SportQuest's comprehensive player profiles, doing side-by-side player comparisons and viewing video clips of player highlights.



*continued next page*



## ENDORSEMENTS

### HOCKEY CANADA

"We used [SportQuest's evaluation] equipment for our Skills Competition and it exceeded our expectations. It was exactly what we needed to accomplish our tasks during the Skills Competition and it was very easy to use."

-Ron Pyette  
Coordinator, High Performance

### HOCKEY ALBERTA

"On behalf of Hockey Alberta I would like to congratulate your organization for developing a truly innovative and effective skill evaluation system for hockey. ...We are impressed with the accuracy and simplicity of your system and believe that SportQuest represents cutting edge technology that will help organizations like Hockey Alberta develop a fun and effective skill based program."

-Gary Mills  
Chairman, Hockey Development Committee

### ONTARIO HOCKEY DEVELOPMENT CENTRE

"The addition of SportQuest to our program was a positive one. The participants and onlookers enjoyed the concept, and it became another useful tool in our evaluation process. Personally I can think of many reasons that hockey teams (or programs) would be interested in your services."

-Fred Schell  
Director of Operations

### ONTARIO HOCKEY LEAGUE

"Being a scout for over 30 years, having this kind of information is the way of the future. This technology provides players and coaches a tangible map of strengths and weaknesses of players and teams... I believe SportQuest Systems is the world's ultimate tool for sports development and talent identification."

-Jack Ferguson  
Former OHL Central Scouting

### ONTARIO MINOR HOCKEY ASSOCIATION

"We look forward to our ongoing relationship and the implementation of the SportQuest program to our members, which we feel is an extremely valuable tool for hockey development. We are choosing SportQuest as a means to raise skill awareness and integrate technology and to fulfill OMHA's vision of being one of the most progressive and innovative hockey associations."

-Graham Brown, Executive Director  
-Richard Ropchan, Director of Development Programs  
-Kevin Boston, Manager, Marketing & Communications



## **OTTAWA DISTRICT MINOR HOCKEY**

"The response I received from the parents and players was very encouraging. Both groups were very happy to receive an individual report that details a path towards individual improvement. This useful data has the potential to enhance hockey development in Canada. ...I see a bright future for SportQuest."

-Gregg Kennedy  
Technical Director, ODHA

## **SOUTH SURREY EAGLES JR. "A" HOCKEY CLUB**

"You have provided us with vast amounts of data about our players, and I feel this is an extremely valuable tool for hockey development. ...The on ice evaluation helps us identify talent, strengths and weaknesses and how best to develop the players and practice sessions to obtain the quickest and most efficient results possible."

-Mark Holick  
General Manager / Head Coach

## **TORONTO MAPLE LEAFS**

"Your support as the 'Official Timer of the 2002 Toronto Maple Leafs Skills First Challenge' is a service that we see very valuable to the shaping of minor hockey in Ontario on and off the ice."

-Greg Schell  
Youth and Amateur Hockey Development

## **USA HOCKEY**

"One of the primary reasons for the success of [our 2002 Select 14 Player Development Camp] was the revolutionary technology that was designed by SportQuest Systems. The response I received from the parents and players was very encouraging."

-Kevin McLaughlin  
Directory, Youth Ice Hockey





## **SPORTQUEST HAS BEEN FEATURED IN & ON**

### **TELEVISION**

**The "Hockey Academy" presented by Hockey Canada and the NHL on the NHL Network,** feature scheduled for 2003/2004 release

**SportsNet, Canada, 2002/2003**

**DeltaCable, B.C., Canada, 2002/2003**

**RinkRat TV, Ontario Canada, 2002**

### **RADIO**

**CBC Radio "The Inside Track", Canada 2002/2003**

**The Team Radio, Canada 2002/2003**

### **PUBLICATIONS**

**North American Hockey Business Magazine, January 2003**

**The Hockey Now, 2002/2003**

**North American Hockey Business Magazine, May 1999**

**Strength & Conditioning for Hockey Journal, Summer 1998**





## **SPORTQUEST'S PARTNERS**

**We are proud to partner with these respected organizations. They share our commitment to making a positive contribution to hockey and support hockey skills development for players of all ages, genders and levels of experience.**

### **HOCKEY ALBERTA**

SportQuest is the Official Skills Testing Program for Hockey Alberta.

### **HOCKEY CANADA**

SportQuest is the Official Supplier to the Hockey Canada's National Skills Standards and Testing Program.

### **STEVE SERDACHNY'S EDGE POWER SKATING AND HOCKEY INTERNATIONAL**

Official Skills Testing Program for Steve Serdachny's Edge Power Skating and Hockey International. Steve Serdachny is Master Technical Power Skating and Hockey Skills Expert for SportQuest.

### **TORONTO MAPLE LEAFS**

SportQuest is the Official Evaluation Program for the Toronto Maple Leafs' Skills First Challenge.





## **THE SPORTQUEST EVALUATION SYSTEM HAS BEEN USED BY\***

**Alberta Under 16 Program**

**Canadian Olympic Hockey Team**

**Canadian Olympic Women's National Team Olympic Gold Medalist, Salt Lake City**

**European Olympic Hockey Team**

**German Ice Hockey Federation Players, ages 15, 17, 18**

**Hockey Resources Inc, Alberta Canada**

**NIKE** (players evaluated in Victoria, Vancouver, Calgary, Edmonton, Saskatoon, Winnipeg, Toronto, Ottawa, Montreal, Quebec and St. John's)

**Okanagan Junior Prep Camps, B.C. Canada**

**Ontario Under 17 Program**

**Seattle Thunderbirds**

**Surrey Eagles**

**Toronto Maple Leafs, Skills First Challenge Program**

**Hockey Canada, National Skill Standard and Testing Program**

**USA Hockey, Select 14 Program**

**USA, Under 17/18 Program**

\*This list represents a only a small selection of organizations that have used the SportQuest Evaluation System



## THE PEOPLE BEHIND SPORTQUEST

### BRENT THURSTON

#### Director of Operations & Marketing

Brent won the Memorial Cup with the Spokane Chiefs and was the first team All Star. He was drafted by the Vancouver Canucks, played hockey in Sweden and has played for the Canadian National Ice and Roller Hockey Teams. Brent recently represented Canada in the Pan American Games and was selected to portray Soviet player Alexander Maltsev in the movie *Miracle*. In addition to having extensive hockey experience, Brent is the President of Trevmark Consulting, Inc. and has been helping build SportQuest since its inception.

### TRACY WARREN

#### Director of Technology

SportQuest was founded on Tracy's technical expertise. He holds an Master of Science degree in human kinetics and is a PhD candidate at the University of British Columbia where he has also been an educator. A certified Strength and Conditioning Specialist and Certified Fitness Consultant, Tracy is the only American Council of Exercise Master Practical Trainer in Canada. He has trained and tested many professional and national athletes with various sports backgrounds, and has had articles published in many publications.

### SCOTT KLEIN

#### US Certification Instructor & Master Licensee

Scott brought SportQuest to Minnesota in 2002. He has over 25 years of retail experience and received his M.B.A. from the University of Iowa. He has most recently served as Senior Vice President for Corporate Retail at Amplifon USA and was also the President of Sonus-USA, Inc., a hearing health company with over 1500 locations. Scott also served as the Senior Vice President for Hollywood Entertainment Corporation as well as Senior Vice President for Nordic Track. He has two sons and a daughter who play hockey and is strongly involved in the hockey community.

### SHERY RICE COX

#### Brand Manager

Shery has over 15 years experience in marketing and sales management, communications, and the design and creative field. Previously, she was Brand Marketing Manager for Sonus-USA, Inc. and served as the Director of Marketing for Prison Blues Clothing Company. She opened the west coast market for Barnes & Noble and served as a buyer for a large chain of video retail stores. Shery also owns and operates a marketing, graphic design and web development company.

### CURTIS COYNE

#### Canada Certification Instructor & Master Licensee

Curtis certifies all SportQuest Licensees. He has achieved various levels of certification with the Ontario Minor Hockey Association and brings over 18 years coaching experience with Tyke-Bantam to assist SportQuest in the creation of its drills, training suggestions, and manuals for hockey skills development. Curtis played junior hockey for four years and has been the two-time CIAU National Champion and OUAA University Champion playing for York University.



## CONTACT INFORMATION

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