

Presentation to City of Fort Saskatchewan Council

Earl Reid
Brett Cox

Jason Fournier
Gord Thibodeau



Why the AJHL?

- “ By choosing to play in the AJHL, a player is joining a fraternity of storied athletes through four decades of athletic and academic excellence. Since 1963, the Alberta Junior Hockey League has fostered the development of young athletes who have gone on to become Stanley Cup Champions, Ivy League Graduates and Community Leaders. AJHL Alumni include Mark Messier, Lanny McDonald, Brent Sutter, Mike Vernon, and Dany Heatley. The Alberta Junior Hockey League continues to be the premier developmental League in Canada for student-athletes striving to capitalize on their athletic and academic abilities.” (AJHL Alumni - http://www.ajhl.ca/league/ajhl_alumni.html)

Why the AJHL? (cont'd)

- The AJHL's Fort Saskatchewan Traders share 31 years of history with the community of Fort Saskatchewan
- A Junior A Club provides name recognition for our community provincially and nationally; i.e. high profile championships
- The return of the Fort Saskatchewan Traders will increase civic pride and community involvement; gives the community "our team" on a provincial level.

Why the AJHL? (cont'd)

- A Fort Saskatchewan Junior A Hockey team will boost 'sports tourism' for the City. Visiting League teams, fans, hockey supporters, NCAA and WHL scouts and media representatives can be expected to occupy Fort hotels, share their meals at our restaurants and provide business to other Fort Saskatchewan service industry.
- This is an opportunity for the 'Fort Saskatchewan Traders' Junior A Hockey Players to mentor and fill a role model position in the community. Not only as hockey players for the young players to look up to and emulate but all other athletes and youth. Players conduct can benefit youth in our community to want to model their behaviour. The Fort Saskatchewan Traders will have a very positive impact for all youth in our community as players will be involved and volunteer in many community activities unrelated to hockey.

Why the AJHL? (cont'd)

- Increased use of ice facilities; during non-prime time / currently not used ice times; additional revenue for the city
- A Junior A Hockey team can bring the AJHL All Star Game, Royal Bank Cup and other league events to the City

Why an AJHL Team for Fort Saskatchewan?

- Fort Saskatchewan Junior A Hockey Club has an immediate 'market population' of 34,500 and is only a short half hour drive from a market population of one million people
- The Fort Saskatchewan Junior A Hockey Club would have an immediate "Market Population" of 24,569; with an additional 10,000 from the surrounding area
- Hockey Alberta recognizes Fort Saskatchewan as a major centre for hosting AAA and AA 'Elite Stream' programs for local and surrounding area PeeWee, Bantam and Midget players (11-17 years of age)
- Edmonton International airport a 45 minute/65 Km drive from Fort Saskatchewan

Why an AJHL Team for Fort Saskatchewan?

- Within 30 minutes of Fort Saskatchewan, Hockey Alberta has 12 associations hosting Elite Stream programs which includes Fort Saskatchewan for a total of 90 teams
- Close proximity to Edmonton's post-secondary institutions: • University of Alberta (U of A) • Northern Alberta Institute of Technology (NAIT) • MacEwan University • NorQuest College • Concordia College • King's University • as well as Private-sector Trade School and Colleges
- Easy access to the City of Fort Saskatchewan for scouting and recruiting for NCAA American Schools
- History shows a pattern of support for Junior A Hockey from 1976 - 2007; Community supported for 31 years in Fort Saskatchewan.

Ice-Users Groups

- Fort Saskatchewan Minor Hockey – President, Brett Cox

"Fort Saskatchewan Minor Hockey would like to express our support of a Junior A hockey team in the AJHL returning to Fort Saskatchewan. This would also be an excellent opportunity for minor hockey to work with the AJHL to continue to develop players to play the highest level of hockey possible."

FSMH is excited about the community being home to a Junior A program once again. We will be working with the organizing committee to assist where we can with promoting the team. Again, this is an opportunity for minor hockey to work with the Junior A team to build a relationship that will continue to grow and improve all hockey programs in our community."

- Fort Saskatchewan Adult Hockey League – President, Scott Parker

"The Fort Saskatchewan Adult Hockey League wishes to add our support to restablising an Alberta Junior A Hockey Team in Fort Saskatchewan"*

- Fort Saskatchewan Junior A Fury – President, Jeff Fischer

“The Fort Saskatchewan Jr. A Fury support the formation of any elite teams in Fort Saskatchewan, which would include the possible addition of an AJHL league team here in Fort Saskatchewan.

These teams give local and national recognition to the community and serve as aspirations and future dreams for young athletes.

A Fort AJHL team provides a higher level of opportunity in the eyes of aspiring athletes and gives local players the opportunity of continuing to play close to home and promotes athleticism and growth of the sport within our city.”

- Fort Saskatchewan Senior AAA Community Hockey Club - Scott Chartrand

“I was able to meet with Earl Reid and Patrick LaForge last week concerning the interest of bringing Junior A hockey back to Fort Saskatchewan. After the onset of that meeting The Fort Saskatchewan Senior Chiefs feel that it is beneficial to bring a Junior A program back to Fort Saskatchewan, and we look forward to working together with that program.”

- Fort Saskatchewan ‘Noyen Construction Ltd.’ Hawks Junior B Hockey Club – Secretary, Gloria Veenstra

“On behalf of the Fort Saskatchewan Noyen Construction Jr. B Hawks hockey club it is our pleasure to offer a letter support to those working to establish an AJHL hockey team in the City of Fort Saskatchewan.

In conclusion, the Jr. B Hawks would fully support the organizing committee as they seek to expand the AJHL into the City of Fort Saskatchewan.

We look forward to seeing what our community can do for you and what the team can do for our community.”

- Fort Saskatchewan Ringette – President, Wade Villeneuve

“On behalf of the Fort Saskatchewan Ringette Association, I would like to endorse the efforts of the City of Fort Saskatchewan to bring back an AJHL Junior A Team to the City. We as an association feel it would be an overall positive for the City to have such a team calling Fort Saskatchewan Home.

If the team does make the decision to base themselves here we are hoping that this will help to push the decision towards construction / renovation to modernize the dressing rooms at the Jubilee Recreation Centre and possibly twin one of our current arena's.”

Community Groups :

- Fort Saskatchewan Lions Club – President, Peter Belyk

"On behalf of the Fort Saskatchewan Lions Club, we are in complete support of an Alberta Junior Hockey team being re-established in our city. Our city is at a state where the citizens of Fort Saskatchewan are really looking forward in obtaining and supporting their own team just like we did with the 'Traders'."

- Downtown Business Council – DBC – Executive Director, Kevin Clark

"Thanks for your inquiry regarding bringing back a Junior A hockey team into Fort Saskatchewan. The Fort Saskatchewan Downtown Business Council whole heartedly supports bringing back Junior A hockey to downtown. We feel that any additional traffic can only help surrounding businesses. This also aligns with our vision to make our historic downtown a "destination" shopping, restaurant and event hub."

The team's name comes from Fort Saskatchewan's history as a North West Mounted Police trading fort when it was originally settled in the 1870's. The Fort Saskatchewan Traders joined the Alberta Junior A Hockey League in the 1976-77 hockey season.

City: Fort Saskatchewan, Alberta
 League: Alberta Junior Hockey League
 Division: North
 Home arena: Jubilee Recreation Centre
 Colours: Black, red and white



Franchise History

Fort Saskatchewan Traders 1976-2007

Founded: 1976-77

Division titles won: 1983-84, 2006-2007

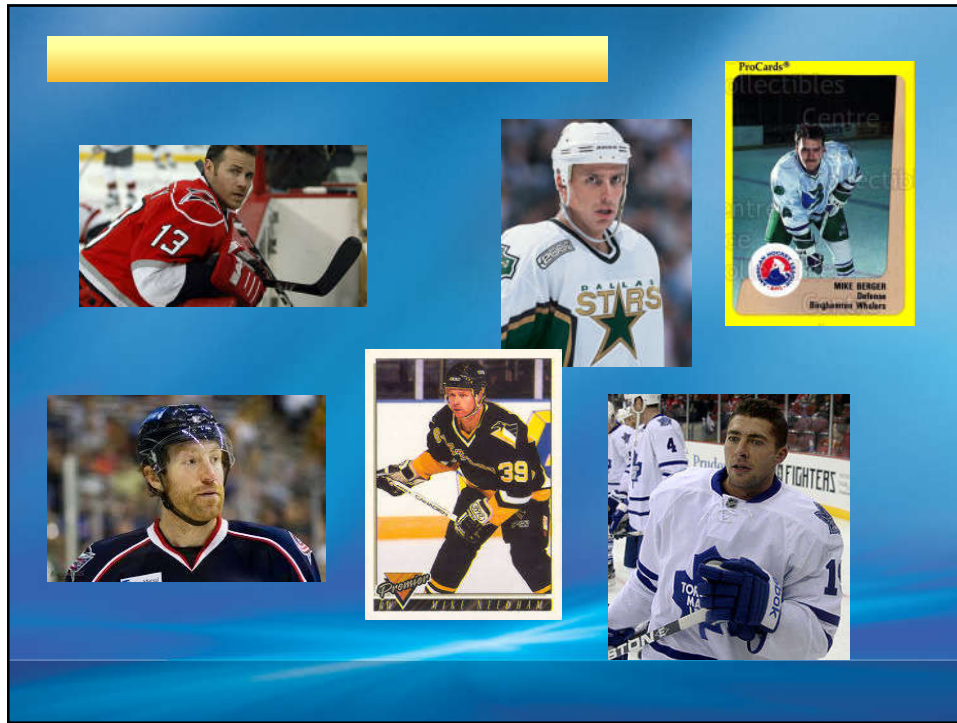
Regular season titles won: 1983-84, 1990-91, 1992-93

League Championships won: 1979, 1984

- Dave Babych
- Keith Brown
- Kevin Connauton
- Paul Healey
- Clint Malarchuk
- John Mokosak
- Jim Playfair
- Wally Schreiber
- Brad Werenka
- Zarley Zalapski
- Jim Benning
- Mike Commodore
- Taylor Fedun
- Justin Hocking
- Dave Marcinyshyn
- Mike Needham
- Kyle Rossiter
- Sheldon Souray
- Gary Yaremchuk
- Mike Berger
- Paul Comrie
- Matt Frattin
- Pat MacLeod
- Richard Matvichuk
- Parry Pelensky
- Grant Sasser
- Randy Turnbull
- Ken Yaremchuk

Traders moving on to the Canadian Women's National & Olympic Teams:


- Shannon Szabados



Over the years the 'Friends of the Traders' have experienced both support and encouragement from the community to see a return of a Junior A Hockey Team to the City of Fort Saskatchewan.

The 'Friends of the Traders' are envisioning a Fort Saskatchewan 'Downtown Ice District', this could be a step into revitalizing the downtown area of the city and encompassing both the Jubilee Recreation Centre and the newly renovated Curling Club with other service industries.

Fort Saskatchewan has a rich tradition and history as a hockey city, with supportive fans and exceptional players.



The 'Friends of the Traders' recognize that the JRC is a great old 'Downtown Arena' with immense character and understands that the facility is scheduled for renovations in the near future (through a Recreation Master Plan) but would encourage an expeditious timeline to accommodate occupancy of an AJHL team as well as benefiting all of the ice users.

Friends of the Traders' would welcome working with and would be excited to join in partnering with the City of Fort Saskatchewan, the Chamber of Commerce and the Downtown Business Association to create a 'Downtown Ice District' with an AJHL anchor.

“The 'Friends of the Traders' are requesting that the City to explore the feasibility of entering into a lease with an AJHL team and the corresponding facility improvements over a multi-year timeline.”



Thank you!