

Putting it on Ice III: Constructing the Hockey Family

Abstracts

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Sustaining Community through High Performance Women's Hockey in Warner, Alberta

Canada is becoming increasingly urbanized with small rural communities subject to amalgamation or threatened by decline. Statistics Canada data indicate that by 1931, for the first time in Canadian history, more citizens (54%) lived in urban centre than rural communities. By 2006, this percentage had reached 80%. This demographic shift has serious ramifications for small rural communities struggling to survive. For Warner, a Southern Alberta agricultural-based community of approximately 380 persons, a unique strategy was adopted to imagine a sense of community and to allow its residents the choice to remain 'in place' (Epp and Whitson, 2006). Located 65 km south of Lethbridge, the rural village was threatened with the potential closure of the consolidated Kindergarten to Grade 12 school (ages 5-17). In an attempt to save the school and by extension the town, the Warner School and the Horizon School Division devised and implemented the Warner Hockey School program to attract new students to the school and the community. By 2003, the Warner vision of an *imagined community* (Anderson, 1983) came to include images of high performance female hockey, with its players as visible celebrities at the rink, school, and on main street. The purpose of this paper is to explore the social conditions in rural Alberta that led to and influenced the community of Warner to take action to ensure the survival of their local school and town. Drawing on municipal documents, official school documents, Warner School promotional material and news reports, this paper examines the process of the formation of the women's hockey school in Warner within the context of community survival and revitalization in Southern Alberta.

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A Comparative Descriptive Analysis of Injury in Competitive Peewee and Bantam Hockey in Ontario

Ice hockey is a game that is celebrated for its intense physical nature and the challenges it poses for all levels of physical abilities. With these physical challenges comes the potential risk of injury, which has been the focus of popular and scientific debate over the past forty years. Recently, professional leagues have seen a rash of incidents which have left players with severe injuries, such as concussions. This has led to the perception that minor hockey is played with a similar risk of injury and has heightened public concerns for the health and safety of its participants. Since scientific evidence clearly indicates that body checking leagues cause more injuries than non-body checking leagues, there has been passionate debate regarding the appropriate age and level of body checking initiation. In this study we seek to monitor injury in two competitive leagues, one in Ontario where body checking is introduced at the peewee level (ages 11-12) and one in Quebec where body checking is introduced in Bantam (ages 13-14). Utilizing a mixed methods approach, the research involved examining the situational factors surrounding injury by documenting contextual details as well as comparing the frequency and severity of injury in both leagues. Accordingly, the research entailed in-game observations, postgame injury assessments, and semi-structured interviews of parents' perceptions of injury and provincial body checking policies. This paper will be discussing the results, focusing on injury rates and situational factors contributing to injury.

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“Players Know”: Competing Masculinities in the Canadian Hockey League

In this paper I examine how players who compete in the CHL come to understand appropriate and inappropriate expressions of masculinity. To do this, I conducted 19 interviews with current and former CHL players that focused on how these players conceptualized various aspects of hockey masculinity. Players were then asked how/if these understandings applied to their adult lives. Within the context of hockey, the participants tended to understand appropriate expressions of masculinity as linked to what is known as “Canadian style hockey”, a style of play that was contrasted against what was called “European style hockey”. Players suggested that they played a hybrid style in the CHL, but they also celebrated aspects of the game that they characterized as belonging to the “Canadian style”, while deriding those thought to belong to the “European style”. Although players were careful to state that a desirable style of hockey masculinity was predicated on being rough and tough, they did not believe that these characteristics were significant for their lives outside the rink as adult men. Instead, players shifted their understanding of what constituted an appropriate masculine identity from being tough guys to middle-class life leaders. This research demonstrates that masculine identities are never taken up wholly and can be expressed in different and seemingly competing ways at different times and within different contexts.

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Russian Hockey Design: Equipment, Uniforms, and Branding

Reliable and safe equipment, well advanced branding, and contemporary design are very important elements of present-day hockey both as sport and business. This paper focuses on the main directions and trends in the development of Russian hockey design. The roles of the Russian national and international market and sporting firms as elements of cooperation, and creation of the favored image inside the sport community, are analyzed as well. The author discusses the meaning of the activity of such well known brands as CCM, Bauer, Easton, Mission, and Itech, in the rebranding of hockey in Russia, and the attempts of the Russian hockey community to advance a national branding strategy in cooperation with the international sport community.

Thus, the movement of Russian hockey towards adopting some general tendencies in developing equipment and standards of branding demonstrates the profound significance of internationalization and of cooperation with the international hockey community.

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Ice Hockey and the Commercialization of Swedish and Finnish Sport

In my research (licentiate thesis) I analyze the top ice hockey leagues in Sweden (elitserien) and Finland (SM-liiga) and how these leagues are constructed in the light of Americanization and European law. The background to my research is that the representative of Swedish and Finnish ice hockey has implemented diverse organizational solutions, although they were situated and in contexts with similar sports models and social conditions. The method in my research is document analysis with elements of hermeneutics and legal dogmatic. The theoretical framework includes the historian Martin Alms Americanization and lawyer Lars Halgreens observation about the Americanization of the European sports model.

My research shows that the representatives of Swedish and Finnish ice hockey are open to international influences, and particularly influenced by the NHL. My study shows that Swedish ice hockey in some respects can be considered closed and tradition-bound, which Finnish ice hockey is not in same extension. Examples of the Swedish ice hockey introversion and tradition is that the representative of the elitserien has not broken out of the Swedish Ice Hockey Association and/or the Swedish National Sports Federation and its inhibitor (51-49% regulation) for sport PLC. My research also shows that the representatives of Swedish ice hockey have designed elitserien after the European sports model. In comparison, the representatives of Finnish hockey has designed SM-liiga after the National Hockey League (major leagues) and reworked some of the NHL's organizational structures into a Finnish context. An example of this is that the league has been a closed league for nearly a decade (2000/2001 to 2007/2008). At this writing, the last placed team in SM-liiga has to play qualifiers, in best of seven games, against the winner of Finland's second highest ice hockey league. But there are also economic criteria set by SM-liiga due to that all SM-liiga-clubs own one share in the SM-liiga, the price of a share the 2009/2010 season was 1,593,533 €.

My research also shows that elitserien and SM-liiga had a turnover of approximately two billion Swedish kronor (approximately 225 million €) during the 2009/2010 season and that ice hockey has driven the commercialization and professionalization of Swedish and Finnish sport.

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HIGH FIVE[®]: Positive Play in Sport

HIGH FIVE[®] is Canada's only quality assurance standard for children's sport and recreation. With an emphasis on mental, cognitive and emotional development, HIGH FIVE[®]'s training and resources complement NCCP's expertise in physical, technical and tactical training to create a holistic approach to fostering healthy child development. HIGH FIVE[®] is built on the belief that the experiences children have in recreation and sport at an early age carry a lifelong impact. Positive experiences help children become capable, caring adults who contribute more effectively to the community in the future.

“Healthy Minds for Healthy Children”, HIGH FIVE[®]'s newest resource, is designed to help those working with children positively influence their mental health. Developed with expertise from Dr. Stanley Kutcher and Dr. Wayne Hammond, this online training module offers engagement strategies for nurturing resiliency in children, insights into common mental health distress and disorders experienced by some children and a Strength Based Decision Making Model to engage children.

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From Father of the “Great One” to National Celebrity: Media, Celebrity, and Walter Gretzky

Walter Gretzky of Brantford, Ontario, first came to the attention of the Canadian public in the early 1970s, when his son Wayne was developing as a hockey prodigy on a backyard rink flooded at the family home in Brantford. As Wayne’s career grew to National Hockey League superstardom, Walter Gretzky’s own story was evolving – from Wayne’s mentor, to stroke victim, to community leader and honoured humanitarian. All along the way, Gretzky’s tale was chronicled and supported by Brantford’s local daily newspaper, *The Expositor*. Using interviews and newspaper sources, this paper examines the ongoing and much-intertwined relationship between these two Brantford institutions – Walter Gretzky and *The Expositor*. From *the Expositor’s* accounts of Gretzky, the public sees a man whose quirky personality, more so even than his fight with health issues, his relationship with his famous son or his community contributions. In other words, the local media actively shaped the celebrity status of Gretzky both in Brantford and the rest of Canada. Even as Wayne Gretzky has long since moved away from Brantford, the creation of the elder Gretzky as a celebrity allows Brantford to remain on the national radar.

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A Family Squabble: What's Behind the Quest for Genesis in the Canadian Hockey World?

Few subjects in Canadian sport arouse as much passion as debating the origins of ice hockey, Canada's mythical national pastime. Hockey fans, hobbyists, and even a few sports scholars have been known to "mix it up" off the ice when the discussion inevitably returns to the hotly contested matter of Creationism versus Evolution. Ten years ago at the 2001 "Putting It on Ice" Conference, E. Gay Harley, likened the search for the "birthplace of hockey" to the dubious claim of Baseball's Cooperstown, New York, and made a compelling case for the "evolutionary model," arguing that hockey evolved, from first Amerindian- European contact onward, and that different aspects of the game developed over time in various places.

Evolutionary theories of hockey's origins continue to be challenged by Canadian hockeyists pressing competing claims for Windsor's Long Pond, Great Bear Lake, Kingston, Montreal, and Halifax. Since the 200th anniversary of King's-Edgehill School in 1988, Windsor, NS, cranked-up its campaign, adopting the town motto "The Birthplace of Hockey," publishing Garth Vaughan's 1996 book *The Puck Stops Here*, and capitalizing on CBC-TV's 2002 Hockey Day in Canada celebration. In May 2002, the Society for International Hockey Research (SIHR) took the unprecedented step of investigating and discounting the so-called "Windsor Claim." Yet that same year, a Dartmouth lawyer, Martin Jones, entered the fray with a new book, *Hockey's Home*, and civic leaders in Deline, NWT, have since surfaced with an Aboriginal claim. Today avid hockey partisans continue to pour over obscure archival records, mine surviving newspapers, date Mi'kmaq hockey sticks, and assess decaying wooden pucks for further clues to hockey's origins. In the face of mounting evidence of its evolutionary nature, what drives such enthusiasts to continue their quest? A decade after it was supposedly put to rest, this paper will look at the motives and influences behind the continuing search for the Genesis of Canadian hockey.

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The Hockey Player's Voice in Literature – The Silenced Family Member Speaks Up and Out

Canadian popular culture reveres hockey and the players who make the game possible, but at the same time, these players are often silenced – they are, after all, men of action who are expected to score, bodycheck and fight, listen to the coach, and not to say much in post-game interviews. However, if one considers how important language and voice are to national community (the extended family, so to speak) this silence at the centre of a national sporting obsession is supremely ironic. In recent years, hockey literature has had great and insightful fun with the cliché of the should-be tongue-tied hockey player. This paper considers the hockey player's voice in literary works (from hockey classics like Roy MacGregor's *The Last Season* to more recent novels like Lynn Coady's *The Antagonist* and Jamie Fitzpatrick's *You Could Believe in Nothing*) and shows what happens when the silenced member of the hockey family speaks up and out.

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Before Joe Canadian: Hockey-Themed Advertising in the Original Six Era

Hockey has been associated with Canadian identity for almost as long as the game has been played, and has often been represented in this light by advertisers attempting to excite the patriotic appetites of potential customers. This was the case long before Molson's iconic "Joe Canadian" commercial and the spate of other recent attempts that have suggested hockey's Canadianness as a way of selling beer, Big Macs, Tim Horton's coffee, and various other products. According to Paula Hastings, "representations of Canada permeated the language and iconography of consumer culture" during the two decades prior to the First World War, often "construct[ing] cultural and historical narratives that promoted a particular vision of Canada." Hockey was certainly part of this trend, and was used by several companies in advertisements throughout the first half of the twentieth century. Attempts by advertisers to use the game to sell their products accelerated during the Original Six era of professional hockey (1942-67), with the appearance of hockey-themed ads from companies such as Molson's, Dow Beer, Frontenac Beer, 7up, Kik Cola, Bee Hive Corn Syrup, Oh Henry!, Lowney's, W.C. Macdonald Tobacco, Winterlein Lard, and others. According to Raymond Williams, advertising performs the "magic" of associating material products with larger "social and personal meanings" (422). What, then, were the meanings and identity associations that emerged from hockey-themed advertising throughout this period? What "magic" were these ads trying to accomplish, and what does this say about national identity during this time? This paper will address these questions, focussing particularly on representations of whiteness, masculinity, and northerness.

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Understanding the context of the OUA hockey league within the CIS hockey family: Money, media, markets and management

The governing body for inter-university athletics in Canada is the Canadian Interuniversity Sport (CIS), who set policies and procedures for the member schools in its association. Under the umbrella of the CIS exists Ontario University Athletics (OUA); managerial responsibilities of the OUA director are to oversee all Ontario university sports, including men's hockey. The OUA men's hockey league is comprised of 16 Ontario-based schools, and three schools based in bordering Quebec (as there are too few schools with men's hockey teams for the Quebec association to form its own league).

When attempting to understand the nature of an organization like the OUA, it is helpful to think of it as a bundle of assets. As such, the current study utilized the Value Dynamics Framework (VDF) (Boulton, Libert, and Samek, 2000). Boulton et al. (2000) acknowledge that the VDF has "relevance for governments and not-for-profit organizations" (p. 240). To date though it remains unknown whether or not the VDF could be an effective lens through which a not-for-profit sport organization could be studied. In particular, utilizing the VDF to assess a not-for-profit sports *league* where each of the teams is viewed as a strategic business unit that is a part of the overall brand portfolio (Emery, 2011) has yet to be done. Therefore, the purpose of this study was to better understand the OUA men's hockey league and create a model for investigating organizational assets and deficiencies of not-for-profit sport organizations.

Given the exploratory nature of the research, a qualitative procedure was implemented (Creswell, 2003) using the VDF as the theoretical base. Semi-structured interviews with 15 of the 19 (77%) OUA hockey coaches were conducted to investigate the perceptions of the coaches regarding the organizational assets of the teams, schools, and associated organizations of OUA hockey. Analysis of the data provided insights into the underlying perceptions OUA hockey coaches have of the OUA league including opinions on money, media, markets and management.

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Understanding the factors influencing parents' sport choice decision-making: A means-end analysis of hockey parents

Canadian ice hockey [hereafter referred as hockey] has been discussed in terms of a national religion (Dryden & MacGregor, 1989; Landsberg, 2000; Robinson, 1998) and the significance of the game to Canadian cultural and national identity is widely documented (Boyd, 1998; Cuthbert & Russell, 1997; Dryden & MacGregor, 1989; Gruneau & Whitson, 1993; Hale, 2000; Kidd, 1972; MacNeill, 1996). However, competition from a myriad of sports is now prevalent and the options available to children and their recreational time are significant. As such, the purpose of the current study is to understand the factors influencing parents' sport choice decision-making. Specifically, the study seeks to understand the influences on parents signing their young sons and daughters (7-10 year-olds) up to play hockey.

The paper reports the results of an empirical investigation using the laddering technique of data gathering and means-end analysis. A sample of 30 hockey parents were questioned to understand the attributes that hockey offers to their child (n=15 boys and n=15 girls). Using laddering these attributes were then linked to higher order consequences and personal values important to the parents. The findings outline implications for future recruitment and provision of the most salient deliverables for the hockey parents.

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The Application of Sport Psychology in Collegiate Ice Hockey; A Student Perspective

Intercollegiate hockey is a dynamic culture that requires a balance between high academic and athletic standards. As collegiate hockey continues to grow in North America, the need for sport psychology services - for improving individual and team performance, group dynamics, and coaching effectiveness - has grown as well. The purpose of this presentation is to describe one theory-based approach to consultation with collegiate hockey players in North America. This student-led consultation model is designed to help aspiring performance consultants gain experience toward certification. The first section of the presentation will discuss the needs of each student-athlete population both from Canadian and American perspectives. Next, the theory of consultation will be described, including a review of the various stages of the consultation process and the structure of faculty supervision. Finally, several ethical issues that consultants should anticipate will be outlined, such as competency, confidentiality, and dual relationships.

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Our Game Our Gold': Canadian National Identity in Newspaper
Narratives about the Men's Ice Hockey Team at the 2010 Winter
Olympic Games

This study examined how nationalism played into *The Globe and Mail* and *The New York Times*' coverage of the men's Canadian and United States ice hockey teams competing at the 2010 Winter Olympic Games. Textual analysis was used to analyze the newspapers' narratives about the Canadian and American men's ice hockey teams to gain insight about how the narratives constructed, (re)produced, and challenged dominant notions of collective national identity and character in the context of ice hockey at The Games. Theoretical insight was drawn from Anderson's (1983) concept of the imagined community and Hobsbawn's (1983) theory of invented traditions. For the qualitative analysis, seven themes emerged from the textual discourses: "Go forth and kick ice!", "In the land where hockey is religion", The Canadian way – "Rugged and antagonistic", The rivalry – Canada versus the United States, The gold medal game, The final goal and "Expressions of national pride". A discussion of each theme is presented.

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‘Real Women Don’t Wear Pink’: (Re)Conceptualizing Power and the
Body among Female Ice Hockey Athletes

Although many female athletes have challenged popular beliefs around the abilities of women in sport, sport remains contested terrain for the production and reproduction of hegemonic discourses particularly around the female sporting body. Sport is often contentious for those female athletes who colonize and participate in sports traditionally played exclusively by men, such as hockey, and even more so for those women who participate on men’s hockey teams. This paper qualitatively explores how female ice hockey athletes come to understand their bodies and body ideals by participating on men’s teams and how these understandings change among female athletes following transition to a women’s league. The findings of this study suggest that their experiences demonstrate the tensions and contradictions around being female athletes involved in a traditionally male sport and the rigid categories used by female athletes in negotiating their lived experience while playing on male ice hockey teams.

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Sport Psychology in Minor Hockey

There is general consensus among coaches of any sport that a significant part of any game is mental. As a result, sport psychology consultants are becoming more and more common in elite level hockey (major junior, university, and professional). However the use of psychological skills training or mental training is not as common in the developmental levels of hockey. Just as any physical skill, mental skills are acquired through learning and practice, however young hockey players are not often purposefully taught these skills.

The purpose of this presentation is to examine the use of mental training in minor hockey. An introduction to, and basics of skills, such as goal setting, arousal regulation, focus, and effective communication are appropriate learning objectives for young hockey players. Approaches to working with young athletes along with their coaches and parents will be discussed.

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Scott Young and the Myths of Hockey

Scott Young's classic trilogy of juvenile novels, *Scrubs on Skates*, *Boy on Defense*, and *A Boy at the Leaf's Camp*, provide a rich source for understanding popular conceptions of hockey in the mid-20th Century. *Scrubs on Skates* tells a classic sport story of team building, with the protagonist, Pete Gordon, "the best high school centre in Manitoba," having to learn the difference between individual success and team accomplishment. Along the way, Gordon learns important lessons about growing into a man in mid-century Canadian society. Gordon's story is contrasted with that of Bill Spunski, the boy from an eastern European immigrant family, whose will to succeed overcomes his lack of experience in the game. Spunski's story—which becomes the primary focus of *Boy on Defense* and *A Boy at the Leaf's Camp*—replays the myth of national integration often associated with hockey. The high school team Gordon and Spunski play on is made up of a mix of ethnic nationalities but, on the team, "all were Canadians." Or as Mrs. Spunski, Bill's mother, says: "Usually a family must live in a country one generation, or sometimes two or three, before the children are accepted for everything. But it seems to me that sport is different. It is what you are, not what you have been or what your parents have been" At the end of *A Boy at the Leaf's Camp*, Spunski, now a promising but raw professional prospect, heads off for seasoning by joining the Canadian national team.

Young does not offer much in the way of critique of the myths played out in the trilogy. This is partly explainable by the fact that the trilogy is designed for a juvenile audience. Young does, however, attempt to offer a more realistic (ie. adult-oriented) portrayal of the life of a professional hockey player in *Face-Off*, his 1971 follow up novel marketed as for adults. A key element in *Face-Off* is its portrayal of the breakdown of family bonds caused by the lifestyle associated with being a professional—bonds that are much mythologized (and romanticized) in the original trilogy. The paper will end with a short discussion of how *Face-Off* anticipates some of the more thorough going critiques of the popular conceptions of hockey that have become a staple of hockey literature in the last fifteen or twenty years.

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Sports are “Good for You”: Revisiting the Sport Ethic and Normalization of Sports Injury in the Era of Heightened Awareness

Injuries in sport, especially concussion, have become regular media features ranging from the professional levels (e.g. Crosby’s return to play, rule changes in the NHL and NFL) to minor sport levels (e.g. banning body checking in minor hockey). Much of the recent research also centred on identifying and managing concussions. To date, little consideration has been given to the underlying assumption that physical risk and injuries are part of participation, in other words, normalized. Much of the research in this area has focused on acceptance of injury by athletes across a spectrum of sporting contexts (e.g. minor to professional levels) (Theberge, 2011). Little attention has focused on the perceptions of others (e.g. parents, coaches) regarding the place of injuries in sport.

As a starting point, coaches and parents were asked to complete a series of surveys designed to assess their awareness of injury prevention, knowledge of safe hockey practices, as well as their general knowledge of injuries in sports. Specifically, these surveys included general experience and background, knowledge of concussion, and a series of questionnaires specifically designed to identify their attitudes related to injuries and risk in sport. Survey responses provided the bases for additional consideration of these issues through online discussions with each cohort. Drawing on these data and utilizing normalization theory and the sport ethos, this study delved deeper into issues related to the normalization of injury in sport, and the value of injury prevention and prevention programs such as Play It Cool™.

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Investigating Player Salaries and Performance in the National Hockey League

Salaries of professional athletes have been the subject of significant scrutiny in the popular press, but have received less attention in academic literature. Given that player salaries in many professional leagues are high compared to industry standards, and often in the millions of dollars per year, the public fascination with annual remuneration of athletes is understandable. However, surprisingly, this topic has received less attention in scholarly literature.

Professional sport offers a unique opportunity to examine whether or not salary is actually related to performance of both organizations (teams) and employees (players). In this paper we examine salary structure types (hierarchical or compressed) as predictors of team performance in the National Hockey League (NHL). We also analyze goalie statistics in order to determine what, if any, performance measures relate to salary.

No studies have been completed looking at player salaries and performance, and the effect of the new collective bargaining agreement between NHL team owners and players since the NHL lockout in 2004-2005. As such, data in this research were collected from the 2005-2006 season up to the 2010-2011 season. Results of the research, along with suggestions for future research and points of emphasis for NHL personnel will be presented.

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Female Hockey Supporters: A Contested Ideological Terrain for Advertising and Marketing Practitioners

In September 2005, the National Hockey League's "Inside the Warrior" campaign relaunched professional ice hockey in North America after the notorious lockout season. Notably, while the "Inside the Warrior" campaign and its associated multi-media plan for the National Hockey League was riddled with sexual innuendos and male bravado, it was, in part, envisioned for and marketed to target a female audience. Moreover, the disparity between the advertising and marketing practitioners' envisioned identity of the female target market with examples of how female audiences' identified themselves provides the basis for a struggle over what it means to embody such an identity, a struggle that ultimately centres on ideology. This presentation explores the contested ideological terrain of female ice hockey supporters using insights revealed through in-depth interviews with two cultural intermediaries who conceived, designed, and produced the "Inside the Warrior" campaign. In my discussion, I suture both of the cultural intermediaries' viewpoints with particular perspectives about sports fans, media, and hegemony theories. I also examine the controversial role of the female actor and voiceover in the "Inside the Warrior" advertisements, which served to reproduce the stereotypical marginalised supportive role of women in the historically male-dominated, masculine sport of ice hockey. In doing so, the analysis addresses some key tensions relating to how clichéd social constructions of gender are embedded in the cultural production of advertising; tensions that, in turn and broadly speaking, may contribute to the resistance towards changing gender relations and expectations in society in general and sports spectatorship specifically.

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The State of Women Coaches in Canadian College Ice Hockey: An Oral History

Acosta and Carpenter's annual survey of US women in college coaching has revealed an overall decline since the late 1970s. Likewise the 2007 Coaching Association of Canada study found a paucity of women in coaching Canadian sport. The author's 2010-11 study of US Division I women's college hockey found this same trend and supports the overall thrust of the literature on women and coaching in the US: women are leaving the profession due to the existence of an old boy network, the lack of support in college athletics for women with children, increasingly aggressive recruiting tactics, including negative recruiting, the preference of female athletes for male coaches, and a lack of unity amongst women coaches, to list just a few reasons. Interviews with US women ice hockey coaches who most recently exited college athletics revealed a growing dissatisfaction with the quality of life and the sport's tendency to mirror men's hockey, especially the values of a 'win at all costs' college sport environment. This study will raise the same questions for Canadian women's college ice hockey. Six-dozen current and former women and men coaches, athletes, athletic directors and officials of Hockey Canada will be interviewed in depth. Recommendations for reform and resistance to those reforms will also be discussed, along with suggestions for further research.

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Black Hockey Players in Europe

People of African descent have played hockey for as long as members of other races have. But because Canada, the northern United States, and other places where the sport grew initially in popularity had small black populations, the number of blacks as a percentage of all hockey players was also small. Today, however, the number of black hockey players is increasing. For one thing, the number of black residents in Canada is growing due to immigration. Moreover, in both Canada and the United States, more and more programs are introducing the sport to black youngsters.

The same things that are happening in North America are also occurring in Europe. The black populations of some countries—England, France, and Sweden, for examples—are increasing due to immigration from Africa and the West Indies. The rosters of junior and professional teams in Europe include black players who were born in or have spent most of their lives on the continent. In addition, European professional teams present attractive opportunities for North American athletes to perform on the other side of the Atlantic. This paper will look at black hockey players in Europe—those who live there permanently and those from North America who move there temporarily to extend their playing careers.

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Hockey Towns: The Making of Special Places in America, Canada, and Europe

The mining town of Eveleth, Minnesota lies some 100 miles south of the Canadian border, on the east edge of the Mesabi Iron Range. Canadian ice hockey swept in during the 1890s; so did mineworkers, mostly from Croatia, Slovenia, Serbia, Italy, and Finland. Open and covered natural ice rinks spawned talent for competition against rival mining towns like Virginia and Hibbith. In 1923, local boosters opened an indoor artificial ice rink with 3000 seats to support the fortunes of a top-level senior “amateur” team, as well as Eveleth High School. The results were extraordinary. By one account, during the mid-1930s some 147 Eveleth boys were “playing hockey on professional, semi-professional, college, and amateur teams from coast to coast...” When eight teams competed for the 1935 AAU championship in Chicago, one quarter of the players were from Eveleth – whose population was 5000. Three of the NHL’s top goaltenders (Frank Brimsek, Mike Karakas, and Sam LoPresti) were Eveleth products. John Mariucci skated for the Chicago Blackhawks before coaching the Minnesota Gophers to their position as the perennial NCAA power. His top player in the mid-1950s was John Mayasich, from Eveleth, who many considered the top American player. The list of influential Eveleth players and coaches is extensive; American hockey fans who know the names Ikola, Gambucci, Almquist, Palazarri, Yurkovich, Matchefts, and Pavelich may not realize they all had Eveleth roots.¹

What forces, agents, or elements commingle to create such a special hockey town or hockey place? Over the last two decades historians and cultural geographers have examined and developed case studies and concepts of sport, space, and place. Particular artifacts, venues, landscapes, rituals, and aesthetics can congeal in memory (and in nostalgia) to create special “places” that can have long-lasting effects on people, communities, and sports. Certain places have enjoyed a convergence of topography, climate, culture, specific personalities, and collective memory/nostalgia to support a sustained hockey tradition at both the levels of grassroots player development and higher level spectacle. This paper will examine Eveleth, Minnesota; Örnsköldsvik, Sweden; Prague, Czech Republic; and Sherbrooke, Quebec as examples of such hockey towns and places.²

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¹ G. P. Finnegan, “The Eveleth Hockey Story,” *Missabe Iron Ranger*, December 1952, 16-18, 31, 49; Bruce Brothers, “Eveleth – Where it all Began,” *Minnesota Hockey*, December 1989, 8-12

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The Depression Hockey League in Montreal, 1932-1960: Catholic Charity and Civic Performance before the Quiet Revolution

The essay will examine the form and function of a senior amateur hockey league in Montreal that was created in the depths of the Great Depression and had as its goal the raising of charity funds, almost all of which were given to the St Vincent de Paul Society. The league was small (4 teams - they still exist today albeit in a very different context and function) but very high profile. All of its players and organizers were francophone businessmen and professionals (lawyers, doctors especially); its honorary director was two-time long-serving premier and icon, Maurice Duplessis. The players were skilled former college and university hockeyists, but they were all required to pay to play, and could not be affiliated with senior teams associated with the Quebec Amateur Hockey Association (which would have made them "de facto" professionals at that time). By the 1960s, with the onset of state welfare and a reorientation of charity in Quebec, the meaning and punch of the DHL/LHD changed; it became a repository for former professionals (including for a time Maurice Richard and Dollard St Laurent, former Montreal Canadiens) -- a highly touted and exclusive oldtimers loop. The early DHL was a community hockey league rooted in the peculiar historical circumstances of pre-1960 Quebec, "le Grand Noirceur." It reflected pre-Quiet Revolution notions in that province of masculine citizenship and the importance of charitable performance to French Catholic "national" identity.

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The Hockey Life: The Good, the Bad, and the Ugly

Arguably Canada's national sporting obsession, hockey is a vigorous physical activity, regular participation in which provides many of the physical and mental health benefits associated with regular exercise. This is particularly true for young Canadians. However, along with this and other positive effects, there is a darker side to hockey in Canada. In addition to the ongoing financial strain and time commitments on parents, there are a number of potential physical, emotional and psychological stresses that are ever-present for participating children to deal with. A number of negative outcomes are associated with the expected level of commitment from these youngsters when it comes to the excessive number of games over a short period of time during tournament play and the expectations placed on them to win games. This, together with intense practices, increases the risk of injury and/ or burn-out for many young boys and girls. The mass media-driven value system of physical size, roughness, and overt violence with the intent to intimidate and instill fear in opponents echoes a certain anti-social disposition of many of those involved in ice hockey in Canada. At the center of all this, and the persons who have the capacity to emphasize the positive components and deemphasize the negative, are the coaches. Unfortunately, many are ill-prepared for the task. From the very core philosophical underpinnings to the physical training and personal interactions with the children in their care, many coaches bring out the negative possibilities while missing many valuable opportunities to truly enhance the lives of their charges.

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Where have All the Good Fans Gone? A Study of NHL Fans and Why They Stopped Cheering for their Teams

While much is known about how people become fans of professional sport teams (Funk & James, 2001) and what motivates them to continue being team fans (Foster & Hyatt, 2007), less attention has been given to the processes whereby fans stop identifying with teams. As part of an ongoing qualitative study, we interview Canadian adults who previously supported an NHL team but no longer do so to understand how and why the team-fan bond was severed.

Preliminary analysis has revealed factors that are sport-based (less interest in hockey overall), league-based (less interest in the NHL's product), and team-based (i.e., frustration with team management). In many cases, outside environmental factors (e.g., interest in a new time-intensive activity, finding oneself in a new peer group where few are hockey fans), play a large role. Some participants identify a single cause (i.e., the 2004-05 NHL lockout), while others tell stories about a very long process involving the complex interplay of multiple factors coming together within an ever-changing environmental backdrop.

As data collection and analysis continues through the winter of 2011-12, we are confident our research efforts will result in a better understanding of the circumstances whereby highly identified fans eventually leave the NHL family.

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Should Boys Be (Read As) Boys? The Rhetoric of Family in Hockey Memoir from MacGregor to Falla

The rhetoric of family is often deployed by hockey players having been in their first NHL game, their comments afterwards reflecting their thanks to their family and their joy that father and mother were able to be at the game, or witness it on television. But the structure of hockey at elite levels is constructed to take boys away from their families and place them with surrogate parents when they are teenagers, and the professional game, obviously, has no regard for birthplace in situating youngsters on teams.

Still, players maintain a superstructure of family, real or invented. Sidney Crosby lived in Mario Lemieux's house as if he were an overgrown son for the first several years of his playing career. The Staals of Thunder Bay, Ontario maintain in interviews that they are close as brothers despite playing on different NHL teams. When Mark was knocked out of the game with a concussion by brother Eric in the 2010-11 season, the news reports naturally focused on the aspect of their filial relation.

However, we must ask whether the discourse of family as deployed in hockey is authentic, or whether it is maintained as an illusion, while in reality, the business of the game prevails. Witness Crosby's concussion therapy—his agent stood by and watched the progress from day to day, according to press reports. And what's wrong with that, anyway? Crosby's a grownup. Why do fans, the consumers of the media, have to read about him as if he were a boy being taken care of by his parents?

My paper will ask whether the literature surrounding the game, including Roy MacGregor's *The Home Team: Fathers, Sons, and Hockey* and Jack Falla's *Ice Time* and *Home Ice*, works to reinforce the myth of family or works against it. If these memoirs reinforce the prevailing discourse, then their appeal is clear. But if they work against it, then what is the particular logic they use, and how is it possible to account for their popularity given that their reception context is heavily weighted toward rewarding the prevailing myth that "I couldn't have gotten here without them [mom and dad]"?

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“Buffalo Is Hockey Heaven”: Terry Pegula, The Buffalo Sabres and a
City in Flux

I propose a consideration of Terrence Pegula’s newly established ownership of The Buffalo Sabres. What are the implications of an owner who made billions on natural gas extraction, and whose company was cited for numerous environmental violations in the process, purchasing a professional sports team in an city readjusting to post-industrialism but still very economically and culturally vulnerable? Given the 2012 Hockey Conference theme of “family,” Pegula’s benign paternalism has certainly mitigated many Buffalonians view of billionaires as being a cause of their problems, even as they passed a law banning hydrofracturing within the city the very same month Pegula purchased the team. While Buffalo is on the same Marcellus Shale formation as Pennsylvania where Pegula made his fortune, it seems a world away to many Buffalonians, who see Pegula as a savior with deep pockets who has promised to bring a Stanley Cup to the city, regardless of where the money came from to pay for it. The impact of his fortune on the city of Buffalo and on the game of hockey itself, both as a community and a marketplace, seem worth exploring in this context.

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The Role of the University in the Development of Hockey

University students were among the first participants in early organized hockey games, especially in Montreal in 1875, when McGill University was one of the first hockey teams. As universities became homes for hockey teams, so they spread hockey to, an example being the role of Royal Military College and Queen's University in bringing hockey to Kingston in 1886. The universities also encouraged women's participation in hockey, and provided a sporting culture and pre-existing competitive networks for both men's and women's hockey.

During the nineteenth century, university teams were prominent in provincial and city leagues, so that Queen's University was able to challenge for the Stanley Cup. As the game developed towards professionalism, the universities provided individuals who were active in the organizing, promoting, and coaching of the professional game. Likewise, university players frequently moved into the elite hockey ranks. With similar developments taking place in the United States, university players were included in both Canadian and American Olympic hockey teams.

As hockey became more widespread and established, the relationship of university hockey to junior hockey and professional hockey changed over time. When the National Hockey League established farm systems including the junior ranks, from the 1940s to the 1960s, the number of junior players passing through university to the pros represented roughly 5% of the Junior player population. At present, players with a junior hockey background comprise most of the numbers of a university hockey team, while the universities have also contributed coaches and playing systems to the professional leagues.

This paper will review the transformations that the University hockey game has undergone and the reasons for those changes. It will offer a categorization and explanation of the forces and factors that have applied to the relationship between Universities and hockey at other levels (junior and professional) over time.

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Players Abroad, Fans at Home: Public Attitudes to Russian Defectors to the NHL

This paper discusses the main trends of Russian public attitudes to the activity of the national players in NHL teams. It is widely recognized that, beginning in the late 1980s, Soviet (Russian) players began to be a very important and successful part of the NHL community. The paper analyses the reaction of Soviet (Russian) sporting and broader societal opinions on the careers of leading players such as V.Fetisov and A.Mogilny, who began their first NHL season in 1989.

The paper is focused also on the evolution of political, social and public reactions to the cooperation between the NHL and leading Russian hockey clubs and associations. The role of the leading Russian players – including P. Buré, A. Kovalev, S. Starikov, I Kovalchuk, A. Ovechkin, E. Malkin, S. Bobrovsky, S. Gonchar, A. Anisimov, A. Laktionov, P. Datsuk, A. Semin, and others – in sporting activity in present-day Russia and in international cooperation is identified as well.

Another issue is how the Russian mass media, fan clubs and Internet community cover the current activity of the Russian players in the NHL, and how cooperation between the Russian National League, the Federation of Russian Hockey (FHR), and the NHL is developing.

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**Daryl Leeworthy,
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The Skaters of Sydney and Streatham: The Export of Hockey to the
British Empire in the 1930s.

This paper will examine the export of hockey and its Canadian players and coaches the British Empire in the 1930s. With clubs set up in countries such as Britain, South Africa, and Australia, hockey became one of Canada's most successful exports in the inter-war years. Accompanied by a material culture that laid stress on speed and essential modernity, the sport was fundamentally connected with the Great Depression. Many of the most successful players in London, for example, came from impoverished circumstances in Winnipeg and the Maritimes. The paper therefore concerns itself not just with the globalised commercial prospects of Canada's game but also with questions of class, migration, and the dilemmas that faced the sportsman as worker. Making use of contemporary newspapers from Britain, Australia, South Africa, and Canada, the paper seeks to draw attention to the global (rather than simply North American) circumstances of hockey in the 1930s and to add further to the debate on its development in that crucial decade.

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Eric Lindros: A hubristic Canadian anti-hero?

He dominated the game in a way that no other player has. Not with beauty, but with power. He possessed a combination of physicality and finesse unmatched in league history. With the exception of Gretzky and Orr, he was the most highly touted junior hockey player of all time. And he was the embodiment of hockey hubris.

*“And now you threaten to strip me of my prize in person-
the one I fought for long and hard...
back I go to Phthia. Better that way by far,
to journey home in beaked ships of war.”*

These are the words of hubristic Achilles; words eerily similar to those of Lindros on that infamous draft day. He was the strongest and fastest of the hockey soldiers, and he was refusing to perform his magic in the depths of Quebec. Endorsement deals- these are the hockey player's prize, and Lindros was to be stripped of his hard earned prize.

*“But you, my child,
stay here by the fast ships, rage on at the Achaens,
just keep clear of every foray in the fighting.”*

Words of a doting mother. Thetis spoke these words to Achilles as he lamented alone on the beach. Hockey mythos says that very similar words were spoken by Bonnie Lindros as her seventeen year old son wrestled with the idea of becoming a Nordique.

In my paper, I will examine the career of Eric Lindros in an attempt to affirm or disprove his place as a hubristic Canadian anti-hero. Was he an antagonistic figure who thought he was bigger than the game only to succumb to the folly of his own arrogance (refusing to keep his head up as he crossed the blue line)? Or has his career (its most iconic moment being a recipient of a hit that would be a clear cut suspension in today's game), been unfairly maligned by journalists and heart-on-their-sleeve hockey fans?

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Tim Lewis
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Hockey Academia on Canada's Left Wing: Personal Perspectives and Student Research Arising from Teaching "Hockey and the Canadian Identity" at Vancouver Island University

In 2009-2010, I launched two third-year History courses at Vancouver Island University centred on the theme of 'Hockey and the Canadian Identity'. The courses examine a number of pertinent issues including: the class values associated with early amateur versus professional hockey, hockey as an expression of Canadian masculinity, the role various media forms played in popularizing the fascination with hockey, the acceptance and/or marginalization of women and racial minorities within the game, hockey's role in both perpetuating and easing the French - English divide, and the long-established ties between hockey and Canadian nationalism.

One of the more exciting elements of these well received courses is the opportunity students have to engage in primary research. The major assignment for each course requires students to make use of on-line and/or microfilm newspaper holdings as a basis for producing original research. Among the best works produced to date include an analysis of the local pride and identity generated by the success of the 1955 World Champion Penticton Vees, and several works that detail the prevalence of hockey violence throughout 20th century North America.

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“A Manly Nation Requires Manly Games”:
Hockey Violence and the 1905 Manslaughter Trial of Alan Loney

This historical case study builds on our previous research into violence in Canadian hockey. It examines media coverage of the 1905 manslaughter trial of Alan Loney, following the death of Alcide Laurin as a result of injuries sustained during a hockey game in Maxville, Ontario. Loney, a member of the Maxville team, was arrested for striking Laurin, a member of the Alexandria Crescents, in the head with his stick, following an altercation between the two players. Newspaper accounts of Laurin’s death, Loney’s trial, and the Maxville player’s subsequent acquittal offer valuable insight into the cultural narratives surrounding hockey violence in early twentieth-century Canada.

The Laurin-Loney case generated considerable debate around the issue of what constituted “clean” and “rough” hockey, and demonstrated that even death from a deliberate stick attack could be rationalized as an unfortunate accident. Loney’s lawyer, Mr. R.A. Pringle, reminded the court that “a manly nation requires manly games,” and “when a life was lost by misadventure in manly sports it was excusable homicide.” The game reports and trial coverage examined in this case study suggest that stick-swinging incidents and aggressive play have been regarded as ordinary and “proper” aspects of “strenuous hockey” for more than a century. The historical examination of such cases is important because the justifications for violence that were articulated in the context of the death of Alcide Laurin continue to be voiced in contemporary discussions of hockey violence.

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Manifestations of Masculinity among Major Junior Ice Hockey Players

Ice hockey at the Major Junior level is particularly significant for players, coaches, and families alike as the players are simultaneously coming of age and beginning to take on a full-time career in the sport. This stage of life raises questions about masculinity on the public agenda in terms of the problematic nature of hypermasculinity in sport, stereotypical images of athletes, and questions of social responsibility as both men and athletes. A study was conducted to address the relationship between masculinity and ice hockey. In particular, it concentrates on hypermasculinity as it relates to Major Junior Ice Hockey and the experience of being a player at that level. Surveys and interviews were conducted with an entire Canadian Major Junior ice hockey team as part of a broader research project with the overarching objective of understanding how the players' understandings of manhood influence their perceptions of and attitudes toward their lifestyles and environment. With this in thought, the players were asked a range of questions, most of which focused on the following themes: how their time is spent, their priorities, their social environment, how to be successful, and what it means to be a man. The presentation will offer an overview of the data and findings along with the challenges that work of this nature presents. It will conclude by suggesting key issues that have been identified over the course of the research and areas requiring further investigation.

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The Literature on Hockey's 'Bad Boys'

In this presentation, I will examine a sub-genre of hockey literature or perhaps more accurately the depiction and popularity of the 'bad boy' phenomenon. Western culture has always been fascinated by the figure of the young defiant male, the rebel with or without a cause, who seems to exude sexual energy and is bold enough to cross the line. Modern sport has had its classic examples ranging from the playboy figures of Joe Namath or Derek Sanderson to the more violent approach of others. Drug use, be it recreational or performance-enhancing, is often part of the phenomenon, but the illicit activity could include any manner of infraction like supporting dog-fighting or gambling.

The physical nature of hockey is probably responsible for the ever-popular good-guy who eventually learns how to confront the perennial bad guy in many films dealing with the sport (e.g., *Youngblood*, *The Rocket*, etc.). Hockey, however, with its tolerance, some would say, encouragement of fighting has a special place among modern team sports in this respect, and its literature reflects this. There are at least four installments of a series called 'Bad Boys,' featuring biographical sketches of a number of so-called 'enforcers.' There are special websites devoted to the hockey fight, where one can view what seems to be any major fisticuff between combatants in any of the professional, senior, or major junior leagues in North America.

With the growing concern over concussions and their lasting effects, this body of literature is shifting from the un-analytical glorification of the violence to more scientific and tragic takes on the negative consequences of the role of fighting in hockey. John Branch's three-part special, 'Punched Out: The Life and Death of a Hockey Enforcer,' which appeared in the *New York Times* in December 2011 exemplifies what I would designate as professional journalism. At the other extreme, the glorification of hockey violence still lives in internet culture. My presentation will attempt to answer the question: what role will this literature play in the debate about fighting in hockey?

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Family Matters: Does one's NHL success have implications for their family members?

Was Brent Gretzky drafted based on his skill or the connection to his older brother Wayne? Were the Sutter brothers all skilled players? Is there such thing as a hockey gene? Hockey has a long history of family members following each other into the National Hockey League (NHL), this may be sons following fathers, sibling following each other or a grandfather-grandson combination. There have been 249 brother-brother(s) combinations, 119 father-son combinations and 108 other combinations such as uncles, cousins and grandfathers. In commercial enterprises, politics, law, plumbing and agriculture following another family member into the same profession is not uncommon. Numerous reasons for this have been suggested including nepotism, physical-capital transfer, brand loyalty transfer and human capital transfer. Using NHL Draft data and career statistics the author examines the success rate of family members to establish whether a family connection is evident.

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“Pure Hockey,” Community and “Canada’s Game” in Documentary Film

Two relatively recent documentary films, *Shinny, the Game in All of Us* (National Film Board, 2001), and *Pond Hockey* (Northland Films, 2008) portray hockey in its simplest form – outside, the river, the backyard rink. Both films feature motifs of joy, simplicity, and a longing for childhood, and stress how the game creates friendships, a sense of equality and community. The role of family support, and the passing of the game from generation to generation is celebrated. Shinny/pond hockey is mythologized as “the way that it’s meant to be played” and “what hockey’s all about.” Web-sites, where viewers could share their own hockey experiences, backed both films. Meanwhile, key differences lie in the way the game is taken to speak to the nation. *Pond Hockey*, an American film, makes reference to the meaning of hockey to small towns in places like Minnesota, but it very understated. *Shinny*, however, is awash in nationalism and images of iconic Canadian scenery. Hockey is constructed as being “part of the landscape of Canada” and as reflecting universal aspects of Canadian culture. Comparing these films speaks to the construction of narratives in documentary filmmaking, and to the stories Canadians tell themselves about the sport.

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Screech Owls: The *Familia* of Roy MacGregor's Narratives on Hockey

Roy MacGregor is perhaps the most prolific of Canadian writers to use hockey as the subtext and text for his writing. His most well-known work, *The Home Team: Fathers, Sons, and Hockey*, succinctly, is an intimate portrait of the father-son bond in and through the game of hockey. More sweeping in national scope and significance of hockey is *Home Game: Hockey and Life in Canada* which MacGregor co-authored with hockey legend Ken Dryden. Least well known, though acclaimed by academics to be one of the very best novels on sport, is *The Last Season*. The latter is a poignant description of jaundiced hockey goon, Felix Batterinski. Finally, MacGregor has authored 21 adolescent novels (and a companion Scrapbook) in a series entitled *The Screech Owls*, a fictional co-ed team of players. The series has garnered MacGregor several major writing awards. The Screech Owl books were the first adolescent-level narratives to be popularized after Scott Young's *Scrubs on Skates* series from the 1950s and re-published in the 1980s. This paper examines MacGregor's hockey fiction (and his non-fiction, to a lesser extent) from the lens of his treatment and portrayal of the family and its place in the pantheon of hockey, at least in MacGregor's perspective. From the dysfunctional Batterinski family contextualized in northern Ontario and within a Polish ethnic background to the concept of father:son in *The Home Team* to the notion of families in selected examples from the Screech Owl series, this analysis explores the mirror held up to the hockey family by one of Canada's best 'hockey' novelists. Using literature to examine the concept of family construction and portrayal is an important revelation of the truth that emanates from fiction.

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Mission Impossible: Examining the Resource Allocation and Program Promotion of USA Hockey and Hockey Canada

National governing bodies in North America are generally charged with promoting sport for all participants. As per their respective mission statements, "Lead, Develop, and Promote Positive Hockey Experiences" and "to promote the growth of hockey in America and provide the best possible experience for all participants by encouraging, developing, advancing and administering the sport", Hockey Canada and USA Hockey should operate in a way that offers equitable support for all participants.

When regulatory bodies make decisions that affect various stakeholders, the need for clarity and transparency in asset management, financial support and program promotion is imperative, especially when the mission clearly states "all participants". Many governing bodies within sport and in other facets of business regularly eschew their mission to support elitism and marketable publicity.

This presentation will examine the financial support and program promotion within Hockey Canada and USA Hockey. An examination of the financial reports of both NGB's indicates that elite programs receive an exorbitant amount of the budget in relation to the largest participatory categories and that youth and girls development received a relatively small amount of the planned budget and actual dollars spent in both NGB's.

If NGB's claim to utilize sport for development then they may want to rethink the practice of focusing its financial outlay on elite athlete development. There is some evidence that the rise in success at an international and professional level for USA Hockey is related to an increase in overall participation rather than an increase in elite development programs, which has been promoted by USA Hockey. Even in light of this, USA Hockey has launched a program using the long-term athlete development model, while framing it only in elite development. Elite development programs, while important to an NGB, utilize a disproportionate amount of the resources that could be used to affect a larger number of participants within the hockey community. Future directions and suggestions will be presented.

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“A Superior Class”? Hockey Moms in Minor Hockey

Gender issues often arise in analyses of hockey, regardless of the level of play. Whether the subjects are female cheerleaders and/or ice cleaners, female hockey players, or women as fans, questions frequently come up regarding how women in the sport are perceived and treated especially in comparison to their male counterparts.

What are also of interest are the mothers of young male hockey players, who are frequently ignored during serious discussions of issues and concerns in minor hockey. Stompin' Tom Connors called hockey moms a “superior class” during an introduction to his song, “My Hockey Mom,” but often hockey mothers are relegated to jokes a la Sarah Palin, etc.

This paper will address the “hockey mom,” centering on mothers of Canadian novice and atom players (ages 7-8 and 9-10, respectively). Using both literature on the hockey mother and personal interviews, this discussion will begin to examine the amount of influence mothers exert over their sons in terms of attitudes towards hockey. Are the attitudes and values of mothers of hockey-playing boys significantly different from those of fathers? How are these manifested at home and at the rink? How much do “hockey moms” truly affect young boys’ perceptions of how the game should be played in terms of the latter’s beliefs about such issues as violence, masculinity, and good sportsmanship?

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Female Adolescent Values about Organized Hockey: Why We Should Listen

Management By Values (MBV) is a relatively new approach that intentionally utilizes values as a framework for management decisions (Dolan & Richley, 2006). The MBV approach acknowledges that the alignment of personal and organizational values creates a more motivated and sustainable environment. But whose values are being incorporated when an MBV approach is utilized? Stevens (2006) and Etue and Williams (1996) claim the values inherent within female hockey in Canada have changed during the past two decades due to rapid growth that focused upon high performance and elite programs. Within traditional youth minor hockey, organizational values are typically ‘adult-imposed’ by those who organize and manage the service group, such as the national, provincial and local hockey associations. In a majority, if not all instances, there exists little or no input from the athlete user group. Given these conditions, the foundation of a MBV approach in female hockey is unclear.

Consequently, the objective of this study was to explore adolescent female hockey players, and the values they place upon their participation in organized hockey, in order to better develop a MBV approach within female minor hockey as a whole. Data were collected from adolescent female hockey players representing house league to elite levels in Ontario, using an adapted Sport Values Questionnaire (MacLean & Hamm, 2008; Lee, Whitehead & Balchin, 2000). Preliminary results offer insight regarding the congruence/incongruence between the values of female youths who play the game and how the game is managed. The discussion focuses upon implications not only for the MBV literature, but also for the organization of female minor hockey in Ontario. The recommendations will better inform female hockey organizations about an MBV approach to sport management and generate more effective female hockey program strategies that better reflect user group (female hockey athlete) values.

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Megan Popovic
Lou Popovic

Puck'n Hometeam: Fatherhood, Daughterhood, and Our Hockey Family

The sport of hockey is woven into the cultural fabric of our nation; however, the deaths of three National Hockey League (NHL) hockey players this summer escalated the importance of having a deeper understanding of multiple layers of this culture. Across Canada, newspaper articles, blogs, and social media outlets reported on the athletes' experiences with mental illness, drug and alcohol addiction, depression, and suicide, while also questioning their correlation with values and norms of the hockey world, such as fighting, concussions, professional and personal pressures, loneliness, and hyper-masculinity. Formerly silenced views of current and former players, coaches, trainers, and owners are being expressed in myriad communication spaces, while the institution of hockey is scrutinized, defended, and challenged by those within and outside of the sport. However, within this contentious debate, one important perspective is missing – the voices of the families of professional hockey players. These individuals, specifically the parents, often have significant roles in shaping, supporting, and sustaining the development of their sons' quests for professional hockey careers. We know this because we – as father and sister – are part of this small, exclusive community within the professional hockey world. We are a hockey family. And, for over two decades, our son/brother's commitment to hockey excellence shaped the interdynamics of our family unit in myriad ways. Blending memories and insights of hockey and familial life, our presentation will reveal emotions, dreams, illusions, delusions, aspirations, losses, and strengths realized upon reflection and co-active dialogue between father and daughter. Our co-created conversation brings forth the lived experiences from our hockey 'hometeam', with the intention of providing depth to this collective discussion on hockey, sport, family, and Canadian culture.

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From Nicholas Nickleby to High School Graduate: Hockey, Education,
and Canadian Boys, 1947-67

The post-Second World War baby boom brought about many changes in Canadian social attitudes to children, family life, and education. While scholars such as Douglas Owsram and Neil Sutherland have discussed the general social effects, there is little mention of the role of organized youth sports, even though the provision of healthy physical activities was one of the integral components of the reformulation of education ideology in the period. As sports activities for young boys became increasingly organized towards educational goals, it soon became apparent that it was in conflict with the practices and priorities of pre-existing youth sports organizations such as the Canadian Amateur Hockey Association (CAHA), whose practices and quasi-commercial relationships (with the National Hockey League in particular) came under particular scrutiny. The main criticism was the placing of boys as young as twelve (“Nicholas Nicklebys”) on lists that reserved their professional services to NHL clubs, which moved the players to sponsored amateur teams based far from home (and the influence of parents) and hurt the chances for completion of a high school education. Based on archival research and the correspondence of the CAHA, NHL, as well as educational and religious groups, this paper examines the debate between those who espoused a new norm of universal high school completion and those who emphasized the potential economic opportunities afforded by professional athletic play. I argue that a changing view of male childhood can be seen over the postwar decades as greater prosperity allowed delayed entry into the workforce, and that Canadian society in general was redefining a new norm for childhood that came to include universal completion of a high school education.

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Rules from Above, Resistance from Below: The MPAAA, NS AHL and
Nova Scotia's Amateur Hockey Crisis, 1902-1910

This paper will untangle the web of power relations between the Nova Scotia Amateur Hockey League (NSAHL) clubs and Maritime Provinces Amateur Athletic Association (MPAAA) from 1902 to 1910, in terms of Raymond Williams' cultural adaptation of Gramscian hegemonic theory. The NSAHL was founded in 1902, in hopes of providing high level hockey under the umbrella of MPAAA regulations. An ideological disconnect between NSAHL clubs and the MPAAA, however, was evident from the league's inception. Composed entirely of bourgeois athletes, the MPAAA sought to maintain Victorian, middle-class notions of amateurism, prohibiting player salaries, transportation payments, and accommodation funding. According to the MPAAA, hockey needed to be played for its moral and physical benefits alone. NSAHL Clubs, on the other hand, faced the reality of sport as a product within the emerging culture of consumerism. Fans paid for a first rate team and expected teams to sign first rate players. With Central Canadian and American hockey leagues drawing Maritime talent in exchange for cash, NSAHL clubs indulged in secretive compensation techniques to stack their line-ups, allowing teams to sign less affluent players and professionals. As hints of professionalism leaked through the press to the MPAAA, the emergent culture of sporting consumerism slammed against the tide of Victorian amateurism. The NSAHL and MPAAA became locked in a hegemonic give-and-take for the better part of decade, each side negotiating fiercely until the NSAHL collapsed in 1910.

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The Forgotten Series: 1974 WHA All-Stars Vs The Soviet National Team

Two years after the watershed 1972 Summit Series, another less-heralded eight game series took place between the Soviet Union and Team Canada. On this occasion, though, the 1974 edition of Team Canada was made up completely of players from the World Hockey Association (WHA), the upstart rival to the National Hockey League (NHL). Also played in the midst of the Cold War, the 1974 Summit Series represented another instance of “hockey diplomacy” aimed at fostering diplomatic relations between the two countries. Like its earlier counterpart, the 1974 edition ended in violence, politicking, and accusations of unsportsmanlike conduct. However, unlike Team Canada’s last minute heroics two years earlier, the Soviet national team dominated the 1974 Series. Despite the social significance that continues to be afforded to the 1972 Series, it is our contention that, while far less memorable for the Canadian hockey establishment and fans, the 1974 version irrevocably accelerated the globalization of the game. This development was primarily the result of the WHA’s embracement of professional European hockey players. In this presentation, then, we outline the broader political-economic and socio-cultural issues—in Canada and the Soviet Union—that served as the backdrop to the games. These include: the emergence of the WHA and the emergent league’s promotional ambitions, and the fundamental differences towards international relations of Canada and the USSR. Finally, we offer an analysis of the impact of the 1974 Summit Series on the state of international hockey and the global hockey labour market. The latter is especially relevant with the collapse of the Soviet Union in 1991 and the creation of the professional Kontinental Hockey League (KHL), the Russian hockey foil to the NHL.

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How Swede It Is: Börje Salming and the Migration of Swedish Ice Hockey Players to the NHL, 1957-2012

This paper deals with the former Toronto Maple Leafs and Team Sweden great Börje Salming's role as a trailblazer for the migration of Swedish ice hockey players to the NHL. It is argued that Salming's stellar NHL-career not only paved the way for generations of his countryman – by working to dispel the North American myth that Scandinavian players were soft and fragile – as it is commonly asserted, but helped transform the Swedish national identity and hegemonical ice hockey masculinity as well. The aim is to further the understanding of the globalization of the game in general, and the effects of the formation of NHL:s transitional labour market in particular.

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Dreaming the Dream or Living the Dream? An Inquiry of the Status of Women's Intercollegiate Club Ice Hockey

In American Intercollegiate Athletics, club sports such as rugby and ice hockey play a younger sibling role. Although some clubs may be as competitive as some Division III level teams, the club status leads to both negative and positive perceptions. In the family of hockey, using women's club teams as a transition to varsity level is a commonplace practice.

The year 2000 started a new decade and chapter in women's collegiate ice hockey. The NCAA sponsored the first women's National championships for Division I and III ice hockey and the American Collegiate Hockey Association (ACHA) sponsored the first women's ice hockey club championships. Eleven years later, women's club hockey has multiplied beyond many expectations.

This paper will begin with an overview of the status of the United States women's participation in collegiate clubs from 2000 forward. This overview will address several points including the creation of two divisions in the ACHA, the longevity of clubs, and co-existence of varsity and club teams. Then, progress through an exploration of what has happened to the original 16 teams from the ACHA inaugural championship, as micro case studies. The paper's conclusion will consider the future evolution and development of women's collegiate club hockey.

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Drafting Fast and Slow: Do Scouts Think Too Much or Not Enough?

Entry drafts are an important aspect of professional sports used to increase intra-league competitiveness by granting weaker teams the opportunity to select players before stronger teams. However the efficacy of draft as a mechanism to promote competitiveness presupposes the ability to rank-order amateur players in terms of potential impact in the professional game. The surprisingly weak relationship between draft order and actual performance in the NHL has led to calls for more rigorous and analytic approaches to the draft selection problem. Others counter that hockey is too complex and dynamic for so-called “moneyball” approaches and favor intuitive and holistic approaches to player evaluation. We examine these opposing views by comparing historical scouting evaluations to actual performance in the league. The scouting data, which contains both holistic, impressionistic measures of player potential in addition to specific skill-based assessments, is used to compare the predictive accuracy of intuitive holistic assessments to multi-attribute evaluation functions.

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“It’s a given that the kids are going to play hockey ... there’s never a question!”: Contemporary Parenting Ideologies, Families, and Hockey in a Rural Community

Grounded in a middle-upper class value system of post-industrial societies, a culture of *involved fathering* and *intensive mothering* parenting ideologies have emerged and may have an important connection to organized youth sport. That is, a parent’s “moral worth” may be evaluated by their children’s successful participation in sport. Although this phenomenon has been relatively unexamined, the works of Kay (2009) and Coakley (2009) have speculated that this might provide one reason why families are so willing to invest the vast amount of emotional, physical, and financial support towards their children’s participation.

This qualitative study (7 families, residing in rural Ontario) seeks to address this gap in the literature and explores the connections between children’s hockey, family life and the social and cultural contexts in which participation occurs. Specifically, it addresses some of the ways in which children’s participation may reflect and contribute to broader and complex socio-cultural changes in contemporary parenthood ideologies and what it means to be a “good parent”. The findings presented in this paper will emphasize the complexity of the family’s decision-making process related to their hockey involvement and the heightened sense of family togetherness as well as tension that it creates. The gendered nature of this process and how rurality shapes the families’ sport involvement are also emphasized.

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Celebration on Ice: An Examination of Double Standards following the Canadian Women's Gold Medal Victory at the 2010 Winter Olympics

Approximately one hundred minutes after winning the gold medal in the women's ice hockey competition at the recent Winter Olympic Games in Vancouver 2010, members of the Canadian team returned to the ice to celebrate their victory. There was nothing particularly unusual going on here; at least not from a hockey perspective. Canadian hockey has a strong tradition of such celebrations, for example, after the final game of the 1972 Summit Series, the victorious men's team took to the ice and celebrated with beer and cigars. The Canadian women players were no different, they sat at centre ice smoked cigars, drank cans of Molson Canadian beer, and gulped champagne.

Our aim in this paper is to explore some of the issues arising from this celebration controversy. We suggest that criticism of the hockey player's post game celebrations reveals double standards. We believe that the disapproval directed towards the women's hockey team is, at least in part, a result of gender double standards in relation to alcohol consumption and female athletes. Overall, we conclude that there is a double standard at play which judges women athletes' more harshly than men when it comes to the kind of alcohol related cultural practices commonly found in the sporting realm.

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The Respect in Sport Program

In September 2010, Hockey Calgary (HC) instituted the mandatory Respect in Sport (RiS) program, requiring one parent/guardian from each family to complete the online program or their child(ren) would not be permitted to play. The intent of the program is to educate parents on the effects of negative sport related behaviors -- more specifically, to educate parents on creating realistic expectations and to help reduce the amount of maltreatment which commonly occur in sporting events. “The objective of requiring one parent/guardian from each family to complete the RiS program is not to change the behaviors of the 2% of really bad parents, but rather to educate and empower the other 98%” (Past HC president).

In an effort to understand the impact of the RiS program, a group of researchers from Mount Royal University have undertaken a three-year study examining the perceived effects of the mandatory RiS program. Survey findings have identified little impact on negative behavior, however, interview findings have highlighted an increased awareness of the impact of poor parental behavior, the need for more accountability from Hockey Calgary and overwhelmingly the need to continue the Respect in Sport program. This presentation will share the findings from year one and the preliminary findings from year two of this three-year study.

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“*A Picture is Worth 1000 Words*”: Analysis of the Role of Sport in the Management Textbook, A Study of Sports Images in OB Textbooks from 1992 to 2011

This paper examines a selection of organizational behaviour (OB) textbooks from 1992 to 2012. Using both content analysis and semiotic language analysis, the purpose of the paper is to illustrate how sports images in textbooks – although used ostensibly to explain OB concepts – can have implications for addressing issues of gender, race, ethnicity, disabilities, and intersectionality. We conclude that sports images and metaphors (along with other asides, examples, and illustrations) need to be used carefully and reflectively.

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Coping at the Rink: A framework to understand work-family conflict of parents with children in competitive hockey

Work-family conflict (WFC) is an expanding area of inquiry within human resource management and research associated with a high commitment context, where the potential for conflict generation is high, offers a promising empirical setting to extend WFC theory. A qualitative research design was used to explore WFC coping strategies gathered through interviews (n=23) and focus groups (n=12) with parents of competitive youth hockey players. The findings demonstrated a combination of factors, not just coping strategies enabled the parents to successfully manage WFC. Discussion focuses upon an integrated perspective reflected by a data-generated multi-leveled framework involving various elements within work and family domains, such as family commitment, prioritization and boundary setting, and coping strategies. Overall, the holistic framework is based upon a broader balance as opposed to conflict understanding of the work-family interface. Various human resources strategies are discussed to ensure reduced conflict for both the employer and the employees, where children's activities have the potential to impede on balancing work-family obligations.

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