

Association of the Year

2021-22 SEASON

“Since the inception of Southwest Hockey 7 years ago we have demonstrated a strong commitment and dedication to our Association and to Minor Hockey in Calgary. It is with great pleasure we submit the Southwest Hockey Association for consideration for the 2022 Association of the Year Award.

Southwest Hockey is a proud partner and supporter of Hockey Calgary with a strong presence at Operations Council. SW is prompt and timely in meeting deadlines, payments and an active partner in many important discussions to assist in decisions for the betterment of Minor Hockey. In support of the boundary review, we welcomed new members from the communities of Chinook Park, Kelvin Grove and Eagle Ridge. The Registrar works closely with Hockey Calgary regarding registration processes and system functionality ensuring procedures are as seamless as possible for all members.

Southwest understands the need for having depth in our programming and appreciates the varying commitment levels of our members. Southwest Hockey is a strong supporter of the House League Program, providing an opportunity for families who want minimal commitment. We have also developed a brand-new optional training program for members who wish to pursue additional skill development.

New this season we now offer a Power Skating Program for U7 and U9, as well as, an Academy Program for U9, U11, and U13. We also offer supplemental goalie sessions (for U9 to U18) and defencemen camps (for U13 to U18). For the 2nd year in a row, we have partnered with the Calgary Royals to offer a camp at the end of the season for players who are eligible to try-out for Elite in the Fall.

Southwest has supported the Hockey Canada U11 Pathway Skates and understands the importance of easing into a new season. Southwest has also created this opportunity for our U9, U13, U15 and U18 divisions. We have had very positive feedback for this initiative and these skates have helped bridge the gap between coming back from Summer and getting back into the swing of hockey!

In addition to the on-ice focus, Southwest Hockey has built a strong internal communication with the membership using such platforms as our website, Facebook, Instagram and Twitter in addition to our in-house Newsletter to communicate all the amazing opportunities.

Beyond these achievements, Southwest also appreciates the importance of bringing the community together. Community engagement includes such events as the Annual Family Skate with Santa and the Annual Coaches Cup. We held a donation drive for the Magic of Christmas in support of families in need and for the 5th time SW members have played Secret Santa for a SW family. We are hoping to bring back our Welcome Back BBQ this coming season! Celly, our Association mascot, plays a big part in bringing our families together. We often get requests to make special appearances at many events through the season. Seeing the smiles on everyone's faces certainly builds lasting memories.

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Through the last 7 years, Southwest Hockey has made a positive difference, exemplifying our mission; To encourage, promote, coordinate, improve and provide the means to enhance the experience for all those who wish to play, coach or otherwise become involved in the sport of hockey. We believe this has positively impacted our volunteers, families and all our participants who actively contribute to the betterment of the Association, making the Southwest Hockey Association a very deserving recipient of the 2022 Association of the Year Award.”