

The 2016 Hockey Conference

“The Multiplicity of Hockey: The Games within the Game”



July 6-7th, 2016
University of New Brunswick
Fredericton, New Brunswick



The Hockey Conference

July 6-8, 2017 : University of New Brunswick

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Co-Organizer- Dr. Kristi Allain (St. Thomas)

Co-Organizer- Dr. Cheryl Macdonald

Co-Organizer- David Steinberg

Co-Organizer- Mike Gagne

Key Notes Speakers Organizers- Terry Fitzpatrick and John McIntosh

Sponsorship Organizers- Diana Cocchiarella, Dunu Eliaba, and Brittany Pye

Registration/Gift Bags/ Opening Ceremonies- Dunu Eliaba, Aiden Hallihan,
Alexie Noble, Erin Maranda



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I wish to welcome all the delegates to the 2016 Hockey Conference –“The multiplicity of hockey: the games within the game”. Further I wish to welcome everyone to the University of New Brunswick and I do hope you have time in your schedule to enjoy the beauty Fredericton and the surrounding Maritimes have to offer.

Like many Canadians, I grew up with a hockey stick in my hand, playing whenever I could whether it be in an organized fashion, or the just as thrilling street hockey or local outdoor rink pickup game. I also looked forward to the yearly Christmas hockey book providing a historical account of a specific team or an autobiography of a favorite player. It wasn't until I read Richard Gruneau's book *"Hockey Night in Canada"* and later met him during a talk he gave at Queen's University that I began to fully realize the sociological impact of the game.

The Faculty of Kinesiology is excited to have this conference hosted here. The Faculty has several strong connections to Hockey. Several faculty members have been involved in hockey-related research and consulting from a sociological, historical, management, media, psychological and sport performance perspective. Graduates from our undergraduate and graduate programs have been involved with hockey at various levels through internships and research projects; with some former graduates now holding prominent positions in hockey organizations.

The organizing committee has worked tirelessly to assemble a captivating and educational program. In reviewing the preliminary program I would suggest that the committee has succeeded in packing the two days with an eclectic breadth of presentations ranging from the historical and sociological impact of the game, to papers focusing on the management and delivery of hockey programs as well as research pertaining to sport science associated with equipment and concussions. There are also scheduled professional development opportunities with leading hockey minds. I believe there is something for everyone.

I look forward to meeting you over the two days.

Sincerely,

Wayne J. Albert
Dean
Faculty of Kinesiology

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Coach NB will be commemorating National Coaches Week by going on tour throughout the province to promote coach education and celebrate our coaches here in New Brunswick!

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Coach NB is pleased to announce our first annual Beyond Coaching Conference this **September 23-24th, 2016** at the **Crossman Community Centre Kay Area** in Moncton.

The conference will feature **Karl Subban** as one of our keynote speakers. Included are several sessions and a keynote panel to be announced in the coming months.

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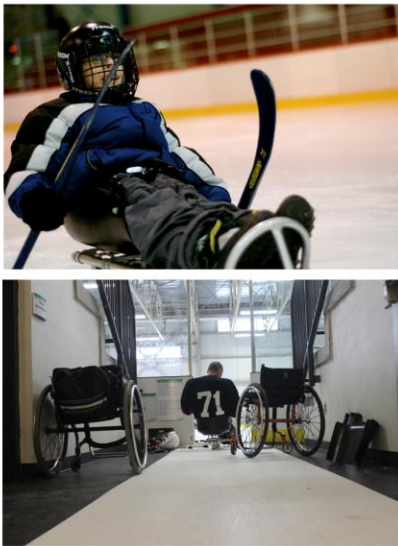
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Conference Schedule

All events will take place at the The Wu Conference Centre – unless otherwise indicated

Day 1: Wednesday, July 6

7:30am-7:50am	Registration	Foyer
7:50am	Opening Remarks	Auditorium
8:00am-8:30am	NWHL	Auditorium
8:00am-8:50am	Tom Coolen: former Olympic & NHL coach – “The Little Country that Could” coaching Latvia at the 2014 Sochi Olympics	St. Thomas University
8:45am-12:20pm	Coaches NCCP Course – The Basic Mental Skills Module (Coach Registrants)	St. Thomas University
8:30am-10:00am	Concurrent Sessions	
	Room 203	Room 204
	An Organizational Analysis of Swedish Hockey Clubs <i>Julie Stevens, & Tobias Stark</i>	So You Have Decided to Implement the Respect in Sport Parent Program? Challenges and Best Practices for Effective Program Delivery <i>Julie Boone</i>
	The third team: Experiences of high level hockey officials <i>Matthew Forster</i>	On the Elimination of Minor Midget Hockey <i>Terry H. Wagar</i>
	Coaches Beliefs and Perceptions about Advanced Hockey Analytics <i>Jean Lemoyne</i>	The “Invisible” Costs of Children Playing Organized Hockey <i>Cory Kulczycki, Larena Hoeber, & Harold Riemer</i>
		Post Olympic Careers of 1998 Canadian and American Women Ice Hockey Players <i>Jeffrey Gerson</i>
		Playing at collegiate and post-collegiate levels: What are the current opportunities for women? <i>Mila C. Su</i>
		Putting Your Best Skate Forward: Migratory Patterns of Young Canadian Hockey Players <i>Alexandra Mountain</i>
10:00am-10:10am	Break	Foyer
10:15am-10:45am	Concurrent Sessions	
	Room 203	Room 204
	Slap Shot: Cultivating Community Engagement through Experiential Learning <i>BerNadette Lawson-Williams</i>	To implement, or not to implement – that is the question <i>Julie Boone</i>
10:50am-11:40am	Concurrent Sessions	
	Room 203	Room 204
	Gender and sexuality through the lens of social media amongst male Major Midget AAA ice hockey players in Canada	Career Pathways of becoming a General Manager in the Canadian Hockey League <i>R.D. Chisholm</i>
		Gendered Organizational Structures and Girls Participation in Hockey in the United States <i>Erin Morris</i>

	Cheryl MacDonald		
	Of pucks and women: Digital media use by the CWHL and the NWHL Barbara Ravel & Ann Pegoraro	Examining Hockey Through the Lens of Human Resource Management Terry H. Wagar & Kent V. Rondeau	#Hockey Wives: Reinventing WAGS and Puck Bunnies or Reinforcing Stereotypes? Charlene Weaving
11:45am-1:20pm	Lunch – Ted Nolan Talk		Chancellor's Room
1:25pm-1:55pm	Players Round Table		Auditorium
2:00pm-3:00pm	Concurrent Sessions		
	Room 203	Room 204	Auditorium
	The Curious Paradox of Playing the Russians: Cultural Memory, the WHA, and the 'Lost' Series of 1974 Brian Kennedy	Saving rural village life through ice hockey: Fact or Fiction? Hart Cantelon & Carly Adams	The Game within the War: Hockey Entrepreneurship in the Canadian Expeditionary Force, 1914-1918 J. Andrew Ross
	The Very Brief History of the Huntington Hornets & its Olympic Hero Clark Haptonstall	Dismantling the Boards of Canada's Backyard Hockey Rinks: A Threat to Canada's National Identity and Recreation? Jonathon Edwards & Cory Kulczycki	Exhibiting Hockey at the Canadian Museum of History Jennifer Anderson
4:00pm-5:00pm	Sledge Hockey Game - Conference Participants are welcome to play (sponsored by Easter Seals and the City Fredericton Sport Tourism).		Grant Harvey Arena
Day 2: Thursday, July 7			
7:30am-7:50am	Registration/Information Desk		Foyer
7:50am-8:40am	Dr. David Scott		Auditorium
8:45am-10:10am	Concurrent Sessions		
	Room 203	Room 204	Auditorium
	The Tellings of Tough Guys: Analyzing Hockey Enforcer Autobiographies Fred Mason	Changing on the Fly: Situating multiculturalism, citizenship and hockey through South Asian voices Courtney Szto	Lindros Affair: Canadian politics and hockey in Québec John Wong & Michel Vigneault
	The Check Hear Around the World: Reflecting on the 1976 Philadelphia Flyers vs. Soviet Red Army Exhibition Hockey Game David Hollander	Reimagining the Home Game in Richard Wagamese's Indian Horse Jamie Dopp	Hockey's Ghosts: The Corruption, Perversion, and Fetishizing of Masculine Identity in Ontario Minor Hockey Culture Alexander Carey
"They Waded into the Thistles in Butcher Fashion": Hockey Violence and the 1905 Ottawa-Rat Portage Stanley Cup Challenge Stacy L. Lorenz	"He's a beaut!": Don Cherry, Dress, Bodies and Military Men Kristi Allain		

10:20am-10:25am	Break	Foyer
10:25am-10:55am	Cheryl Maloney and Gerald Gloade: Aboriginal Panel – The origins of hockey	Auditorium
11:00am-12:40pm	Concurrent Sessions	
	Room 203	Room 204
	«Disputé avec brio»: Modern Womanhood and Ice Hockey in Interwar France and Britain <i>Andrew C. Holman</i>	The Finnish (and Nordic) ice hockey map is redrawn: Jokerit moves to KHL <i>Jyri Backman</i>
	Opinions of male Major Midget AAA ice hockey players on homosexuality in ice hockey <i>Cheryl MacDonald</i>	“It’s real in that they make it real but it’s not actually real, tangible”: Hockey in rural and small-town British Columbia <i>Dominique Falls</i>
	Gender Support as a Determinant of Sponsorship Response in Women’s Hockey <i>Denyse Lafrance Horning</i>	Friends with Benefits: Relationships in the NHL <i>Tingling, P.m. Martell, M. & Collins, C.</i>
	Not Just for Laughs: Hockey and Humour in Wayne Johnston’s The Divine Ryans and in Mordecai Richler’s Barney’s Version <i>Jason Blake</i>	Skating in the Sun: Examining Identity Formation of National Hockey League Fans in the Sunbelt States <i>Brandon Mastromartino</i>
12:45pm-1:15pm	Lunch – Brian Kennedy	Chancellor’s Room
1:15pm-2:05pm	Mike Johnston- Former NHL Coach: Developing a Winning Culture	Auditorium
2:10pm-3:00pm	Concurrent Sessions	
	Room 203	Room 204
	Humanizing concussions: A Foucauldian analysis of the media discourse of concussions in the NHL <i>Jonathan Cabot</i>	Using historical fantasy hockey to teach hockey appreciation <i>Heather A. Muir</i>
	Understanding the Status of Events Linked with National Identity: An Analysis of the Status of the World Junior Hockey Championships <i>Jonathon Edwards & Joseph Todd</i> Delay of Game: What is the status of women’s international ice hockey? <i>Mila C. Su</i>	Case Study: Floorball Development and Impacts in a Rural Community <i>Graham Nickerson, Pat Layton, & Doug Koch</i>
3:05pm-3:35pm	Coaches Round Table	Auditorium



The Hockey Conference

July 6-8, 2017 : University of New Brunswick

3:40pm-4:25pm	Luc Gauthier- NHL Scout: Evaluating Players	Auditorium
4:30pm-5:20pm	The Cohort Clash in Women's Recreational Hockey	Room 203
	<i>Denyse Lafrance Horning</i>	
	Women's Hockey in Canada: Past, Present and Future	
	<i>Marianna Locke & George Karlis</i>	
	The Legitimacy of Women's Ice Hockey and Cultural Citizenship in the 2016 Women's Winter Classic	
	<i>Cheryl MacDonald, Courtney Szto, & Jonathon Edwards</i>	
7:00pm	Dinner - Billy Bridges: An Inspiring Story	

“He’s a beaut!”: Don Cherry, Dress, Bodies and Military Men

Kristi Allain, St. Thomas University

Don Cherry is frequently dismissed by Canadian journalists as a ranting buffoon and widely ignored by academics, but this paper examines three seasons of Don Cherry’s Coach’s Corner broadcast on CBC television and finds that Cherry is a significant producer of Canadian cultural identity, particularly in terms of his celebration of certain bodies and styles of dress. As a self-proclaimed authority on appropriate masculine style, Cherry comes to understand proper masculinity as intrinsically connected to the bodies of young, muscular, (often) white men. Throughout the period of analysis, Cherry’s repeated memorializations of fallen Canadian forces members and other uniformed officers (e.g., RCMP, police, firefighters, etc.), were the most recurrent non-hockey related discussions in his broadcast. Cherry frequently commented on the corporeality of these bodies in the same ways that he celebrated the physical “beauty” associated “good ol’ Canadian [hockey playing] boys.” This paper looks to untangle Cherry’s seemingly contradictory conceptions of “beauty” as tied both to his own ostentatious sense of fashion and style, and the physiques of hockey-playing men and those in the Canadian Forces. The connection between Cherry’s understanding of hockey players as “warriors” and members of the Canadian Forces as “teammates” speaks to a celebration of a particular hegemonic Canadian national identity, specifically one tied to the bodies of young white men.

Exhibiting Hockey at the Canadian Museum of History

Jennifer Anderson, Canadian Museum of History

At the 2016 edition of The Hockey Conference, I would like to give you a behind-the-scenes tour of the Canadian Museum of History, highlighting the work currently underway towards the exhibition, “Hockey in Canada: More than just a Game,” opening in March 2017. Following its run at the CMH (Gatineau, QC), the exhibition will travel to other museums across the country, from January 2018 until December 2020. It will be a celebration of the passion Canadians have for the sport, an opportunity for visitors to see treasured artifacts from the history of hockey, to discover the impact of the game on popular culture and communities, and to relive memorable moments. It will include approximately 200 artifacts, photographic and audio-visual archives, representing diverse aspects of the game. The work that has been accomplished so far has involved considerable teamwork, consultation, and an exploration of the nuances of the national game. It has also been about establishing relationships and

acknowledging the importance of sport in the everyday lives of individuals across the country. The exhibition research has brought intriguing Canadian stories to light; stories that will be shared in this presentation.

The Finnish (and Nordic) Ice Hockey Map is Redrawn: Jokerit moves to KHL

Jyri Backman (LL.M.), Malmö University (Sport sciences) and
Linnaeus University (Business School)

Background/problem/issue

"Jokerit to KHL 2014": this was the biggest sports-related news in Finland summer 2013. On a well-attended press conference in Helsinki Jokerits owner Mr. Harry "Hjallis" Harkimo informed that he decided to move Jokerit from Helsinki to the Russian ice hockey league Kontinental Hockey League (KHL) season 2014/2015. KHL was established "[t]o promote the successful development of hockey in Russia and other countries in Europe and Asia" and has clubs from several European countries; example Belarus, Croatia, Latvia, Czech republic and since 2014 Finland.

The sporting and economic magnitude of Jokerits move to KHL should be borne in mind that Jokerit is one of Finland's most successful ice hockey clubs in sporting terms and one of Finland's largest ice hockey clubs in financial terms. According the Finnish journalist Kaj Kunnas at YLE Mr. Harkimos reason to move Jokerit is easy to understand: "Money, money, money." In terms of Americanization we can speak of profit-maximization à la American model (major leagues) has become a part of Finnish ice hockey.

The main problem and research task is to analyze Jokerits move to KHL considering this was a huge step away from the traditional organization of Finnish (and Nordic) ice hockey and sports in general.

Method

Document analysis and interviews with Jokerits owner Mr. Harkimo, the chairman of the Finnish ice hockey federation Kalervo Kummola and stakeholders of Swedish ice hockey (Nordic aspect).

Theory

Americanization. The term Americanization means of tradition that American influence and culture is received/imported/forced to a country (ice hockey).

Result

Mr. Harkimo has moved Jokerit to KHL to develop the business of European ice hockey despite the traditional organization (sport model) of Finnish and Nordic ice hockey.

Not Just for Laughs: Hockey and Humour in Wayne Johnston's *The Divine Ryans* and in Mordecai Richler's *Barney's Version*

Jason Blake, University of Ljubljana

This paper considers the role of hockey humour in Wayne Johnston's *The Divine Ryans* and in Mordecai Richler's *Barney's Version*. Though neither novel is only about hockey, hockey helps structure each of these works – to the point that a reader who does not “get” the references to the Montreal Canadiens (among others) will have a poorer reading experience. Moreover, both Johnston and Richler show how funny hockey culture can be. My paper argues that when hockey is put to use as an instrument of meaning, as a surrogate form of battle, the results can be funny and delightful. For example, when the young narrator in *The Divine Ryans* tries to prove male superiority by playing hockey against his sister, the results are hilarious; when Barney proudly spouts useless hockey trivia, the effect is embarrassingly comical for *Barney's Version*. Though young Draper Doyle and old Barney Panofsky may not be aware of the humour, the reader is. In addition to laughs, however, the reader benefits from an awareness of what it means to take a sport too seriously.

To implement, or Not to Implement - That is the Question

Julie Booke, Mount Royal University

In 2010 Minor Hockey Calgary began requiring one parent/guardian complete the Respect in Sport online program. Since that time many other provincial hockey associations across Canada have begun requiring program completion. At the same time, some associations have decided to not implement the Respect in Sport parent program or are continuing to try and decide whether or not to implement. A study was conducted in an effort to understand why or why not associations have implemented or not implemented the Respect in Sport program, and the impact association leadership teams are seeing with the implementation moving across Canada. Further, the study explored how this mandatory focus on respect may impact the culture of minor hockey. The purpose of this presentation is to share the findings from the study. Findings

provide an interesting look into the decision making process from this leadership perspective.

This presentation will engage participants in a discussion focused on respect in the sport of minor hockey and the idea of requiring parents complete such a program to permit their children to play. Through discussions, ideas may arise about the culture of minor hockey, strategies for focusing on respect and suggestions for moving forward.

So You Have Decided to Implement the Respect in Sport Parent Program? Challenges and Best Practices for Effective Program Delivery

Julie Booke, Mount Royal University
Katherine Tamminen, University of Toronto
Kristina Smith, University of Toronto

Over the past few years, the implementation of the online Respect in Sport parent program has been making its way across Canada. With the implementation parents and league administrators have voiced their concerns, suggestions, criticisms, positive reviews, and ideas for success. Over the past six years, two research projects have been conducted in Alberta and in Ontario to gain a better understanding of stakeholders' perceptions of the implementation of the Respect in Sport parent program. Findings from these two studies are combined to provide a larger picture of implementation challenges, parent and administrator perceptions, and program impact. Results will be presented concerning (a) perceptions of the program content, (b) delivery of the online program, (c) uptake of the program, and (d) hockey leagues' implementation processes. The overall purpose of this presentation is to discuss key elements of effective implementation and provide session participants with best practices for implementing the Respect in Sport parent program or any other similar parent education program in minor hockey. Session participants will be encouraged to share their ideas on implementing educational programs for hockey participants and to discuss strategies for successful implementation.

Acknowledgements: Part of this research was supported by a SSHRC Partnership Development Grant awarded to the second author.

Humanizing concussions:

A Foucauldian analysis of the media discourse of concussions in the NHL

Jonathan Cabot, University of Ottawa

The North American ice hockey world has come to realise that concussions are a major problem and a threat to the sport and to the National Hockey League. The media coverage of the serious concussions suffered by several NHL stars and of the scientific advancements in the detection and long-term effects of concussions has intensified over the last 20 years. A discourse analysis of Canadian newspaper coverage of concussions in the NHL in 1997-1999 and 2010-2012 focusing on the production of discursive objects and subjects reveals a shift in reporting with the emergence of a human angle to concussions. More NHL players are covered as subjects concerned with both physical pain and the mental health problems associated to concussions, rather than merely as athletes. The impact of concussions on the personal lives of players is now an object of discourses that also produce the NHL player as a family man. Finally, former hockey players' stories who have suffered serious concussions are recounted as a cautionary tale, opposing early retirement as a result of health issues to persistence in playing despite such health concerns.

Saving Rural Village Life Through Ice Hockey: Fact of Fiction?

Hart Cantelon

Carly Adams, University of Lethbridge

This paper will build upon the extensive on-going research and that already completed by Dr. Carly Adams (2011 SSHRC Grant: Imagining Community: Women's ice hockey, high performance sport, and rural survival in Southern Alberta). In some respects, it is the sequel to the paper that was presented at the 2012 Hockey Conference (Sustaining community through high performance women's hockey in Warner, Alberta).

Utilizing the substantive content of interviews completed, statistical information on Canadian agriculture (Eg. Interim Report of the Standing Senate Committee on Agriculture and Forestry, 2006), the local/global debates surrounding food security (Eg. Growing Costs for Canadian Farmers, 2008), and a re-visiting of past

July 6-8, 2017 : University of New Brunswick

research in sociology and social anthropology (eg. Frankenberg, 1957; Whitson and Epp, 2001; Lucas, 1971; Emmett. 1964) the paper will address the fundamental question: what assistance can a high performance female hockey academy provide in saving a rural village?

In their introductory essay to *Writing Off the Rural West: Globalization, Governments, and the Transformation of Rural Communities*, (2001) Dave Whitson and Roger Epp raise a fundamental, if rhetorical question about rural life. They ask:

. . . do "rural people have any right to remain 'in place' ---that is to continue living and working in communities and occupations that have often sustained their families for generations"? (xxxii).

There are those, including many influential political figures, who encourage rural depopulation. There are others Whitson and Epp note, who would argue, "that rural communities should not be 'written off' in the language of bankers and economists." (xxxiii) The authors might have been speaking directly about Warner with their observation that:

rural people retain stubborn attachments to places they don't abandon lightly, despite the overwhelming bias towards mobility in the surrounding culture. Those attachments suggest other human values to be balanced out in a fuller understanding of livelihood: the importance of neighbours and friends, of satisfying work, of familiar landscapes, and of intergenerational ties." (xxxiii)

As we will attempt to demonstrate, Warner town and Warner hockey in a mutual relation of juxtaposition, strive towards this rural living alternative. Obviously this is a complex issue, with both intended and unintended consequences for both the village and the hockey academy. The paper, as noted above, will situate the hockey academy in the context of rural survival.

Hockey's Ghosts: The Corruption, Perversion, and Fetishizing of Masculine Identity in Ontario Minor Hockey Culture

Alexander Carey, University of New Brunswick

My creative writing master's thesis at the University of New Brunswick depicts minor hockey culture in southern Ontario. In *The Line*, my novel, I explore concerns of place and genre—specifically southwestern Ontario and the Gothic—with the understanding that hockey novels are ideological vehicles of

community and personal identity. My novel unpacks the epistemological problems with the heroic mythical framework perpetuated by popular hockey novels. My thesis explored the timeless concept of hubris ("all hockey players believe they will go on forever (Doug Beardsley) in a contemporary context, using a game and a time and a place I know well.

With its exploration of systematically perpetuated off-ice violence, my project questions the concept of hockey as national signifier. The Line also negotiates its characters' paths both through and towards personal salvation and redemption, in the secular sense of those terms, after the characters are no longer exalted, small town heroes. The Line transplants fundamental aspects of celebrity culture into the microcosm of the archetypal Ontario small town. In that sense, my work belongs to the Southern Ontario Gothic tradition constructed in the 1970's by the works of writers like Robertson Davies, Alice Munro, Graham Greene, Timothy Findlay, Margret Atwood and many others.

Concussions in Ice Hockey: Exploring the Impact of Rule Changes and Concussion Education on Athlete Safety

Jeffrey G. Caron, McGill University
Gordon A. Bloom, McGill University

Injuries are a common occurrence in ice hockey (Flik, Lyman, & Marx, 2005), and researchers have found an elevated incidence of concussions in this sport (Marshall, Guskiewicz, Shankar, McCrea, & Cantu, 2015). This is concerning given that multiple concussive and subconcussive head impacts have been linked with short-term implications such as second impact syndrome (Dessy, Rasouli, & Choudri, 2015) as well as long-term effects such as dementia and chronic cognitive impairment (Stein, Alvarez, & McKee, 2015). Growing awareness about the short- and long-term consequences of concussions have influenced stakeholders and governments to take steps to make hockey safer. For example, Hockey Canada removed body checking from boys' hockey at the Pee Wee level beginning in the 2013-2014 season. Additionally, all 50 American States have passed concussion legislation mandating that concussion education materials be distributed to athletes and coaches prior to each season (Centers for Disease Control and Prevention, 2014). The purpose of this presentation is to examine the impact of rule changes and concussion education on athlete safety in hockey. More precisely, this presentation will critically review contemporary initiatives and provide recommendations that

may further improve athletes' safety while participating in our national winter sport.

Career Pathways of becoming a General Manager in the Canadian Hockey League

R.D. Chisholm, University of New Brunswick

The complexities of sport systems has increased over time with the external pressures that exist within the environment that sport organization operate. Due to these pressures, managers are required to have a diverse range of skillsets and experiences to effectively manage the sport organization in an effort to ensure that the sport organization is able to survive within this complex system. One type of manager that has not been extensively researched within the sport management literature is the position of the General Manager (GM). Most often, the GM is responsible for staffing the organization, delegating coordination responsibilities, effective planning, decision making on behalf of the firm as well as attaining a desirable profit that will benefit the organization as a whole (Brown, 1982; Fabianic, 1984; Fizek & D'Itri, 1997; Govindarajan & Gupta, 1984; Sayles, 1979). Thus, the purpose of this study was to specifically explore the employment pathway of a GM within the Canadian Hockey League (CHL), through the use of systems theory, to gain an understanding of the experiences and skillsets (i.e., personal characteristics) needed to be a GM for a CHL franchise. To further explore these aspects of being a GM, 10 semi-structured interviews will be conducted on current GMs and owners within the CHL.

Reimagining the Home Game in Richard Wagamese's Indian Horse

Jamie Dopp, University of Victoria

One of the key elements of the hockey myth is the idea that hockey can offer a pathway—a shortcut, even—to belonging in Canadian society. Hockey in Canadian popular culture is often represented as a means to bond with the northern geography of the country, the characteristic national identity that has been shaped by this geography, and the community that has developed from both. Hockey in Canada, then, seems to promise a way to feel at home.

July 6-8, 2017 : University of New Brunswick

But what happens when the game is played by a First Nations player? When the player is First Nations, how does the idea of hockey as a pathway to belonging—as a way to claim a sense of home—change?

Richard Wagamese takes up these questions in *Indian Horse*, which tells the story of Saul Indian Horse, an Ojibway boy apprehended by Canadian authorities and sent to residential school, who discovers in hockey a kind of "salvation" from the horrors around him. In the hockey sections of *Indian Horse*, Wagamese deftly plays with common tropes from sports literature, especially those having to do with the disadvantaged boy who uses athletic prowess to triumph against the odds, as well as the specifically Canadian tropes about hockey as a shortcut to acceptance in Canadian society. Saul, the novel emphasizes, is a player with preternatural "vision" on the ice. As the story unfolds, however, Saul's hockey "vision" turns out to be profoundly ironic. For one thing, it is revealed ultimately to be a form of blindness about his own life. Only when Saul loses his hockey "vision," with its false promise of belonging and home, is he able to become a seer in a more true sense—and to start himself on the path to restoring his own sense of personal wholeness and community.

Dismantling the Boards of Canada's Backyard Hockey Rinks: A Threat to Canada's National Identity and Recreation?

Jonathon Edwards, University of New Brunswick
Cory Kulczycki, University of Regina

Hockey as sport and recreational activity is often cited as an important element of Canadian identity and the hockey rink exemplifies many Canadian's connections to and passion for the game (Adams, 2006; Gruneau & Whitson, 1993). The media are quick to highlight the connection between hockey and Canadian identity as indicated in the *Toronto Star* (20, December, 2004), "Hockey is the thread that weaves through Canada's culture, through villages, towns, cities, provinces and country" (p.A.26). As a result, outside of organized hockey youth often engage in hockey through street hockey (Adams, 2006) and the backyard hockey rink. However, when families with children attempt to recreate together they often encounter constraints, these include: access, infrastructure and finances (Reis, Thompson-Carr, & Lovelock, 2012). The backyard rink, which was a staple for passionate hockey families, is now threatened by a movement congruent with the not-in-my-backyard (Dear, 1992; Smith & Marquez, 2000) argument along with municipal bylaws, climate change, and the increasing organizational structure of hockey. Analyzing news

July 6-8, 2017 : University of New Brunswick

articles, the purpose of this study was to explore how the mainstream Canadian media framed (Entman, 1993) the building and use of backyard hockey rinks. This study expands our understanding the backyard hockey rink's connection to Canada's national identity.

Understanding the Status of Events Linked with National Identity: An Analysis of the Status of the World Junior Hockey Championships

Jonathon Edwards, University of New Brunswick
Joseph Todd, University of New Brunswick

Hockey is arguably part of Canada's national identity (Gruneau & Whitson, 1993). As it was stated in the Toronto Star (2004), "Hockey is the thread that weaves through Canada's culture, through villages, towns, cities, provinces and country" (A1). While, "the popularity of hockey remains strong across the country, and the links between sport, community, and Canadian nationalism remain more relevant than ever" (Mason, Duquette, & Scherer, 2005, p.255). It is no surprise then that Canadians enjoy watching and attending National Hockey League (NHL) and the Canadian Hockey League (CHL or Major Junior) games. One of the most watched and publicized events within Canada are the World Junior Hockey Championships (WJC), in which Major Junior players primarily compete. Arguably, because of hockey's connection to Canada's national identity, the WJC tournament facilitates a broader status level both in the hockey community and society as a whole through its media exposure. The concept of status is based on the notion that an organization's social positioning within an organizational field is determined by affiliations, quality of its product, and past behaviours (Podolny, 2005). Thus, the purpose of this proposed project was to examine the WJC to understand the elements through that have led to its current status level in Canada.

"It's real in that they make it real but it's not actually real, tangible": Hockey in Rural and Small-Town British Columbia

Dominique Falls, Simon Fraser University, Douglas College

As part of my dissertation research, I spent three years in the south-eastern part of British Columbia doing ethnographic work in a region characterized by

isolated, rural, and small-towns. My dissertation did not start out as a project about hockey (and, I would argue it still is not entirely); it was about small-towns, childhood, and sport. But, for many coworkers, friends and fellow academics, researching 'rural sports' meant I must be researching hockey. For a variety of reasons, there is an assumption – both by small-towns residents themselves and those living in urban centres – that hockey 'belongs' in and to rural and small-town Canada. My presentation will use observations and rich qualitative interview data from almost a hundred children, parents, and sport administrators to question this assumption. While there are certainly a lot of people playing and watching hockey in these communities, there exists too much diversity in the way hockey is being lived and experienced to suggest it still (or ever did) 'belong' to small towns.

The dynamic interaction of hand grip and ice hockey stick flexion during slap shots and wrist shots

Andrew Flemming, McGill University
David J. Pearsall, McGill University

Technologies were synchronized to examine the dynamic interaction of hand grip and ice hockey stick flexion during slap shots and wrist shots. Subjects performed stationary wrist shots and stationary slap shots using three hockey stick shafts of different stiffness on a synthetic ice surface. Grip forces at the stick-hand interface were recorded using piezo-resistive sensors and stick flexion was measured using strain gauge pairs about the shaft's major and minor axes. Eleven high caliber (HC) and seven low caliber (LC) ice hockey players were tested.

Grip force and strain were found to differ between calibers, such that HC showed higher forces and stick flexion than LC during both shot types. While stick stiffness affected the extent of stick flexion, it did not significantly affect the forces seen at the hands, nor the shooting velocity. Peak strain in the minor axis occurred before peak strain about the major axis, indicating a complex 3D bend and possibly a torsional shot dynamic. Individual shooters displayed consistency in their grip "force signatures", yet there was wide inter-subject variability. In general, bi-manual grip force coupling was evident across all subjects. Further study is warranted using these combined measures to better understand the dynamics between the player's hands and stick during other hockey skill tasks, such as stick-handling and passing.

The Third Team: Experiences of High Level Hockey Officials

Matthew Forster, University of New Brunswick

Officials are a part of sports which is often undervalued and misunderstood. Sport has three teams on the playing surfaces: two opponents and the officials. The current study sought to gain a better understanding of the experience of high level hockey officials by examining the reasons why hockey officials officiate, and the extent to which these experiences were either negative or positive.

Participants in this qualitative study were recruited from the Hockey Canada officials program. Using a semi-structured interview approach, six elite level amateur hockey officials in New Brunswick who work in the AUS and the MHL were interviewed. This study employed a modified version of the data analysis processes developed by Miles and Huberman (1994), and Edward and Skinners (2009). The framework based on the construct of serious leisure as outlined by Stebbins (1992) was applied in order to understand the data.

Preliminary results indicated that five out of the six characteristics of serious leisure were found within officiating. The positive aspects of the officiating experience included physical activity, staying involved in the game, skill development, and the social component of officiating. The negative aspects of the officiating experience included the interactions with players, coaches and fans, the time away from family, and the pressure of making the correct officiating call. The majority of officials in the study indicated that they wished they had started officiating earlier in their life. Implications of this study will be discussed in terms of how to develop and retain officials.

Analysis of Hockey Blade Dynamic Behaviour using Digital Image Correlation (DIC)

Adrien J. Gerbé, McGill University
Philippe J. Renaud, McGill University
David J. Pearsall, McGill University
Larry Lessard, McGill University

The slapshot is an important skill for ice hockey players while being an intricate dynamic problem to study. Today's hockey stick blades are constructed with different cores, wall thicknesses and geometries across and within manufacturers. The combination of these different characteristics yields great contrasts in the feelings perceived by players, which remains difficult to predict based on dynamic simulations.

The objective of this study is to compare the dynamic behavior of different hockey blades during a stationary slapshot task on an artificial ice surface. Three--- dimensional Digital Image Correlation (DIC) technique was used to study three blade constructions and two blade patterns. Two high---speed cameras in a stereoscopic arrangement were used to capture the hockey blade during a slapshot from ice contact to puck release; a radar gun placed behind the net recorded puck velocity. The images captured were processed to extract blade deformation data in the X, Y and Z---axis as well as principal strains.

It is hypothesized that the blade dynamic behavior will be significantly different for the two blade patterns, while the effects of blade construction will be less important. The maximum strains recorded will also be used to assess which blade constructions are more susceptible to failure. The outcome of this study may allow the manufacturer to design task specific hockey blades to cater to players needs based on their position, technique and preferences as well as coach's recommendations.

Post-Olympic Careers of 1998 Canadian and American Women Ice Hockey Players

Jeffrey Gerson, University of Massachusetts Lowell

This paper explores the post-Olympic careers of the 1998 Canadian and USA women's ice hockey teams. During the course of my research on women coaches in the CIS and NCAA, several male interviewees said that women ice hockey players, even at the highest level, did not remain connected to the game, whether in coaching, administration, business, or active as college alums. This paper would examine whether those comments have merit.

The idea of retention in ice hockey is an important one. This paper would ask: how do gender roles and expectations function to undermine retention? When women leave the game to have a family, do they eventually return and in what

July 6-8, 2017 : University of New Brunswick

form? Are they able to return if they want to or has the hockey world moved on? Does the separation itself create an inertia that's hard to overcome? Just by being a pioneer or path-breaker in the sport means you were underfunded and didn't receive the support you deserved from your college and national hockey association. Some might argue, why give back to that?

I will interview a third of each team or 7 players, for a total of 14. Interviews will be recorded on video, in person or via Skype. Portions of those interviews will be embedded in a PowerPoint, which I will present at the conference.

The Very Brief History of the Huntington Hornets & its Olympic Hero

Clark Haptonstall, Rice University

At the beginning of 1956, Huntington, West Virginia (USA) was a hockey-free environment. Not since the 1940's had the city even seen a hockey game. Hockey scores weren't on the radio, highlights weren't shown on television, and box scores didn't appear in the newspaper. Huntington was a Southern town, or pretty close. People didn't understand the rules of this game played on ice, primarily by Canadians. So, how in the world did Huntington get a professional hockey team that fall?

This presentation will describe the one-year history of the Huntington Hornets. The Hornets were a member of the 6-team International Hockey League (IHL), a level of professional hockey that was considered two notches below the National Hockey League (NHL). There will be added emphasis in the presentation placed on 19-year old Roger Christian, the only American on the team. After playing for the Hornets, Christian later led the United States to the Gold Medal in the 1960 Olympic Games where he scored a hat trick in the third period of the championship game against Czechoslovakia.

The Check Hear Around the World: Reflecting on the 1976 Philadelphia Flyers vs. Soviet Red Army Exhibition Hockey Game

David Hollander, New York University

The artwork is here: <http://victoryjournal.com/stories/hockey-story>

There are many wonderful stories about how sports has been able to bridge the gap between nations, races, religions, genders. The 1976 Philadelphia Flyers vs. Soviet Red Army exhibition hockey game is not one of those stories. It was an international sports fiasco, ending in an appalling (to some) fight-first, play hockey-second incident between the participants. The graphic short story rendered here (<http://victoryjournal.com/stories/hockey-story>) creatively examines/interprets how a “perfect storm” of elements – the national and international cold war climate, U.S. domestic issues, the social and economic issues in Philadelphia, the particular character of Philadelphia as a sports town and how the Flyers embodied the zeitgeist of much of the above, but without any pretense whatsoever. And, the story shows that perhaps even more than any macro political, social or economic issues, the game said more about the current state and future of the sport of hockey itself.

«Disputé avec brio»: Modern Womanhood and Ice Hockey in Interwar France and Britain

Andrew C. Holman, Bridgewater State University

In Britain and France, the interwar era saw the rise of enthusiasm for women's ice hockey, the heyday of which stretched from 1926 to 1938. Women's teams were iced in Manchester, Brighton, Southampton, and London, where a team called the Lambs played games in Wembley Stadium and drew impressive crowds and press. Across the water, competitive teams took to the ice in Chamonix and Brussels, but Paris was the core of continental women's hockey in the 20s and 30s, where the Flèches Noires, Droit au But, Club de Sport d'Hiver and Gros Caillou Sportif clubs played matches in the Vélodrome d'Hiver and Superbagnères that were routinely covered in Le Figaro and Le Dimanche Illustré. In the late 20s, the Fédération française du sport d'hiver established a national championship Coupe de France for women's hockey and in 1930, the Challenge Guérard, an annual mid-winter multi-competition event. Between 1931 and 1936, England and France put up women's “national” teams to play against each other for a purported European championship. The games became a platform for the expression of national ideas about modern womanhood. In this, hockey was both an activity and an aesthetic—an arena for new ideas about female movement (grace, style, verve) and, more broadly, progress and freedom.

This paper will explore the cultural meanings of women's hockey in interwar Britain and France.

The Curious Paradox of Playing the Russians: Cultural Memory, the WHA, and the 'Lost' Series of 1974

Brian Kennedy, Pasadena City College

Jan Assmann and John Czaplicka, in their essay "Collective Memory and Cultural Identity," define cultural memory as "a collective concept for all knowledge that directs behavior and experience in the interactive framework of a society and one that obtains through generations in repeated societal practice and initiation." They further claim that "the specific character that a person derives from belonging to a distinct society and culture is . . . seen to maintain itself for generations as a result of . . . socialization and customs." These definitions, were they applied to the 1972 Summit Series, would make perfect sense. Few people alive in Canada in 1972 don't have a memory of the original Summit Series, even if that is a later-created recollection of not participating in the most incredible moment in Canadian hockey history, not to mention Canadian history as a whole.

Certainly anyone who remembers the 1972 Summit Series should remember that another one was contested in 1974, but for most hockey fans, that second eight-game challenge is aptly named, as letters on the 2006 DVD box set indicate, "The Lost Series." But is memory ever lost? If cultural memory "has its fixed point . . . maintained through cultural formation (texts, rites, monuments) and institutional communication (recitation, practice, observance)" (Assmann and Czaplicka), then what, since text (in the form of video) exists, has happened to 1974, and why?

Clearly, it has not become an object of fetishization (as has 1972). But dismissing this second Summit Series doesn't do justice to its place in Canadian history. Thus I would argue that rather than loss, "erasure" might be a better word to describe what has happened to this 1974 disaster in which a team of WHA all-stars won one game, tied three, and lost four in an eight-game series mirroring the one played two years prior.

I would like to unpack the process by which this erasure occurred by performing a rhetorical analysis of the television game commentary from the 1974 series. As this process unfolds, it will become clear that both the contexts of 1972 and the

combative expansionist rhetoric of the WHA were deployed, consciously or unconsciously, to explain the game action and place it into the larger context of Canadian cultural memory, and that this is the very strategy which became the series' undoing.

Freewheeling, improvised, and oftentimes an imprecise match for the action on the ice, the narrative which accompanies the games points back to the invention of the new league and forward toward its ultimate dissolution, which itself mirrors the fragmentation of hockey in the Canadian imagination in that decade, and renders it forgettable.

My analysis will indicate that, as Andreas Huyssen says, "Memory is always transitory, notoriously unreliable, and haunted by forgetting—in short, human and social." But wait—that returns us to the curious paradox of playing the Russians: when we think we'll forget (because victory will be easy) we remember (1972). And when we think we'll remember (because players like Hull, Cheevers, Howe, Mahovlich, and Henderson were on the roster), we forget (1974).

Another freaking Summit Series? Heck, yeah, and one close to being lost to time, but not to memory, at least not as long as the melancholic aftereffects of losing linger in the collective Canadian mind.

The "Invisible" Costs of Children Playing Organized Hockey

Cory Kulczycki, University of Regina
Larena Hoeber, University of Regina
Harold Riemer, University of Regina

Parents play an integral role in their children's sport participation (Knight & Holt, 2013) where they decide to enroll them in a sport (Armentrout & Kamphoff, 2011). Children's sport participation is often a family affair where resources (e.g., finances, time) are split between everyday tasks, sport, and other family members (Kay, 2000). In addition to the obvious financial commitment, parents transport athletes, serve as club volunteers, and provide sport knowledge and moral support (Harwood & Knight, 2009). Some commitments associated with a child's sport participation are unanticipated and can lead to discontentment with the sport, organizations, and club members. The purpose of this presentation is to discuss the unanticipated costs encountered by parents of children playing within a provincial hockey system.

Parents (n=818) completed an online survey that was distributed to the 2014 Saskatchewan Hockey Association members. We inquired about household demographics, hockey player expenditures, and family expenditures. In the

open-ended section respondents identified additional costs of supporting hockey-playing children; this data is the focus for the current presentation.

The data was analyzed through open-coding to highlight important costs including lost wages and income, taking care of other siblings, and travel, and less tangible ones, including emotional energy, and additional club and team duties. Our findings suggest that parental commitment is greater than initially expected with multiple additional costs being incurred.

Gender Support as a Determinant of Sponsorship Response in Women's Hockey

Denyse Lafrance Horning, Nipissing University

Gender solidarity is defined by Fajak and Haslam (1998) as "an identification and unity amongst members of the same sex, expressed in a sense of community and mutual support regarding interests, feelings and reactions" (p.73). There is strong support for the proposition that women tend to unite more strongly based on gender than do men (Bruins et al., 1993; Fajak & Haslam, 1998; Lorenzi-Cioldi & Doise, 1991). A review of cross-disciplinary literature revealed notions of gender support in the management, sport management, and cause marketing areas. In terms of sponsorship effects however, there were no studies found to have considered elements of gender support or solidarity as a possible determinant of sponsorship response.

As part of a broader study of gender differences in sponsorship effects, gender support was investigated as a potential influence on sponsorship response. While women and men's involvement with the sport of hockey was found to be comparable, event intercepts (n=633) at five charity-linked hockey games (three men's games and two women's games) revealed significant differences in terms of expressed gender support. As expected, women indicated stronger support for their own gender than did men and the magnitude of this difference was greatest among spectators of women's hockey (versus men's hockey). This finding suggests that sponsors targeting female consumers may effectively leverage the passion of gender solidarity through association with female sports.

Further analysis revealed that although these sentiments of gender solidarity were greatest at women's hockey events, the corresponding impact on sponsorship response was similar at both women's and men's games. Women's feelings of support and corresponding response to sponsors are therefore not restricted to female-only events. This finding broadens sponsorship opportunities for organizations targeting female consumers.

This exploratory consideration of the construct of gender support in women's hockey is intended to encourage further attention on the impact of this factor in consumer processing of sponsorship programs. As hybrid forms of sponsorship continue to develop (such as sport s and causes, festivals and sports, arts and causes, etc.), the potential basis of gender support also broadens and extends the platform of shared relevance and consumer engagement.

The Cohort Class in Women's Recreational Hockey

Denyse Lafrance Horning, Nipissing University

Female hockey is a growing sport that is in a rapid state of evolution. The professional level of women's hockey was recently bolstered by the introduction of the National Women's Hockey League (NWHL), consisting of four US teams. The Canadian Women's Hockey League (CWHL), originally founded in 2007, continues to operate with five professional women's teams. At the amateur level, Hockey Canada (2015) reports female player registration at an all-time high of 87,494 during the 2014-2015 season. Within these reported statistics, a segment of players often overlooked however is women recreational players.

In 2012, Lafrance Horning and O'Reilly conducted a study to explore factors motivating women to adopt the sport of hockey. A sample of 781 recreational players revealed a passionate and influential group of hockey consumers with unique needs and considerations. Phase two of this study focusses on a potential cohort clash that was suggested through findings of the initial study. This cohort clash refers to the conflicting needs and behaviours between a younger cohort of competitive-minded players with years of skill and experience and a more mature group of recreational players motivated mainly by the social and enjoyment aspects of the game. This trend builds on Stevens' (2000) concerns of a declining sense of community in women's hockey and rising segregation between skilled and recreational players that is ultimately threatening the grassroots health of this sport. A mixed methods approach (i.e., focus groups followed by survey) as recommended by Abeza et al. (2015) will be used to capture greater insight into this latest development in women's recreational hockey and to

propose recommendations to ensure a positive hockey experience for all levels of female players.

Slap Shot: Cultivating Community Engagement through Experiential Learning

Bernadette Lawson-Williams, Smith University
C. Johnson, Smith University

The purpose of this workshop is to discuss the impact of a sport management experiential-learning project that was implemented in an undergraduate collegiate sport marketing course. The project was designed to provide undergraduate sport management students with an opportunity to strengthen their professional skills while organizing and planning a promotional event for a semi-professional hockey team located in Charlotte, NC – the Charlotte Checkers of the East Coast Hockey League. Objectives of the project included: 1) enabling students to apply their knowledge of sport marketing concepts in a practical sport business setting; 2) exposing students to the intricacies of planning and executing a sport-related event; and 3) fostering the development of competent, global-minded, and well-rounded future sport professionals through hands on experiences. Through the workshop, attendees will gain insight regarding how impactful the project was in exposing the sport of hockey to African American students attending Johnson C. Smith University, a Historically Black College and University. Additionally, attendees will learn how to effectively execute similar collaborative experiences to foster engagement between hockey organizations and community agencies, such as universities, K-12 schools, and recreational sport programs. The importance of forging partnerships with community organizations, along with the keys to developing meaningful community collaboration through hockey will be discussed.

Coaches' Beliefs and Perceptions About Advanced Hockey Analytics

Jean Lemoyne, Université du Québec à Trois-Rivières

Introduction: In ice hockey, a new trend in performance analytics has taken place over the last five years. However, very little data is available about the coaches' knowledge, beliefs about the usefulness of advanced statistics in competitive hockey.

Purpose: The purpose of this study is to investigate about coaches' beliefs and perceptions about the utilization of advanced hockey analytics at the developmental and competitive levels. More specifically, we want to verify which factors influence coaches about using this new analytic approach.

Methods: A validated, on-line questionnaire was distributed to 50 elite hockey coaches involved in different levels of competitive hockey (junior, midget elite, college, university, and professional). Coaches' knowledge, attitudes, social norms, perceived facilitators, perceived barriers and intentions about new hockey analytics were measured. Descriptive statistics and group comparisons (coaching experience, leagues, and competition level) will be performed to verify the presence of differences related with multiple factors.

Results/Discussion: Results from this study will be presented in a perspective related with further practical implications. A better understanding about coaches' knowledge, beliefs and intentions about advanced hockey analytics should contribute to identify key factors to integrate in further coaching education sessions. Also, more empirical data is necessary to validate and study relationships between advanced analytics and performance at different levels of competition.

Women's Hockey in Canada: Past, Present and Future

Marianna Locke, University of Ottawa
George Karlis, University of Ottawa

Sport continues to be a powerful socializing agent across cultures and the globe. Hockey in Canada is perhaps the most dominating social agent of sport as it is Canada's game. Although not as media exposed as men's hockey in Canada, women's hockey can historically be traced back to the late 1800s when organized women's hockey was first played at the university level in Canada. It was not however until almost 100 years later, in 1987 that the first World Women's Hockey Championship was held in Toronto. Since 1987 the number of Canadian women and girl hockey players has increased at a steady pace, yet continued growth of this sport is still subject to question. A number of factors have a direct impact on the growth and popularity of this sport in Canada. These include high cost, changing demographics, the increasing popularity of other competitive sports such as soccer, and the exodus of Canadian talent to the NCAA. The purpose of this paper is to provide an overview of the current state of condition of Women's hockey in Canada. Specifically, the intent is to: (1) present the evolution of women's hockey in

Canada; (2) describe Women's hockey in Canada today from a socio-demographic and cultural perspective; and (3) present forecasts for the future evolution of Women's hockey in Canada. This paper concludes with suggestions for administrators of Canadian women's and girl's hockey for the future direction of this game in Canada.

"They Waded into the Thistles in Butcher Fashion": Hockey Violence and the 1905 Ottawa-Rat Portage Stanley Cup Challenge

Stacy L. Lorenz, University of Alberta, Augustana Campus

This case study of violence in Canadian hockey examines newspaper coverage of the March 1905 Stanley Cup challenge between the Ottawa Silver Seven and the Rat Portage Thistles. It analyzes cultural narratives of rough and aggressive hockey in relation to gender and class identities in late nineteenth- and early twentieth-century Canada. Media reports from newspapers based in Ottawa, Montreal, Toronto, and Winnipeg form the basis of this study. Coverage of Ottawa's championship hockey team frequently made reference to violent incidents and rough tactics. During the 1905 series, the Thistles suffered numerous injuries at the hands of the Silver Seven as a result of hard body checks, cross-checking, and "jabbing" with the stick.

Newspaper accounts of hockey violence created cultural narratives that combined elements of "brutal butchery" and "strenuous spectacle." These narratives spoke to different ways of experiencing and enjoying hockey, and to various tensions within public perceptions of the sport. Depictions of "brutal butchery" combined outrage and fascination; accounts of "strenuous spectacle" portrayed violence as part of an absorbing, aggressive, masculine display. Ideals of respectable, middle-class masculinity and rough, working-class masculinity coexisted within accounts of fast, skilled, rugged, hard-hitting hockey.

By evaluating key issues surrounding violence and masculinity in early hockey, this research addresses important gaps in the study of Canadian sport history

and the analysis of hockey and Canadian popular culture. In particular, this paper begins to answer the need for careful, focused case studies that examine hockey violence in a historical context. In addition, knowledge of the historical origins of hockey violence is crucial to understanding debates over present-day hockey violence. The justifications for roughness and the admiration of "furiously fought" hockey expressed in 1905 newspaper coverage are still prominent in the culture of hockey today.

Opinions of Male Major Midget AAA Ice Hockey Players on Homosexuality in Ice Hockey

Cheryl MacDonald, Concordia University

This presentation outlines a portion of a doctoral dissertation project that used surveys, interviews, and a social media analysis to examine conceptions of gender and sexuality among male Major Midget AAA ice hockey players in Canada. Specifically, it overviews relevant theory and literature will then present the players' responses to questions about their attitudes towards homosexuality within a hockey context such as 'Is it okay to have a gay coach?' and 'What would it be like to have a gay teammate?' Midget AAA demarcates a particular nexus for younger hockey players as they are part of a wider generation of youth that is understood to be largely accepting of homosexuality, yet they participate in a sport in which homosexuals have not traditionally been welcome. This nexus makes itself felt in the study results, which suggest that although the players are more accepting of homosexuality in a hockey context than their fathers and grandfathers might have been, there is still work to be done to educate them on LGBTQ athlete issues and the importance of inclusion in sport.

Gender and Sexuality Through the Lens of Social Media Amongst Male Major Midget AAA Ice Hockey Players in Canada

Cheryl MacDonald, Concordia University

This presentation outlines a portion of a doctoral dissertation project that used surveys, interviews, and a social media analysis to examine conceptions of gender and sexuality among male Major Midget AAA ice hockey players in Canada. Scholars characterize ice hockey as a sport that socializes boys and men to be hypermasculine and homophobic, therefore the study sought to determine the relevance of this claim via the players' public self-presentations on Twitter, a popular internet microblogging platform. The results of the content analysis will be presented in order to demonstrate how gender and sexuality are situated within the players' interactions on Twitter. The methodological challenges associated with non-obtrusive research on social media platforms will also be discussed in the context of digital culture, which is constantly developing and changing. Based on the work of Lebel & Danylchuk (2014) and informed by theories of masculinity and self-presentation, the findings suggest that topics related to gender and sexuality occupy a very limited amount of the players' interaction on Twitter, which may be quite telling in the context of what kind of information one chooses to share publically on the internet.

The Legitimacy of Women's Ice Hockey and Cultural Citizenship in the 2016 Women's Winter Classic

Cheryl MacDonald, Concordia University
Courtney Szto, Simon Fraser University
Jonathon Edwards, University of New Brunswick

The 2016 women's Winter Classic outdoor ice hockey game in Boston marked the first time in history that representatives from the Canadian Women's Hockey League and the newly minted National Women's Hockey League would face off against one another. Taking place the day before the National Hockey League's men's Winter Classic game, the women's game was meant to create more visibility for women's hockey outside of the Olympics, however opinions on whether or not this goal was accomplished are divided. On the one hand, the players and league

Commissioners felt that the event constituted an enjoyable experience that demonstrated an elevated public appreciation for women's ice hockey. On the other hand, many fans took to social media to express their disappointment that the women's game was not televised and tickets were only available to those who had purchased tickets to the men's game. At the same time, others took to social media to argue that women's hockey was not worth watching to begin with, let alone televise. Drawing from a theoretical framework of organizational legitimacy and

cultural citizenship and using semi-structured qualitative interviews with coaches and players who participated in the women's Winter Classic, this presentation

addresses the contemporary visibility, development, and value of women's ice hockey in Canada.

The Tellings of Tough Guys: Analyzing Hockey Enforcer Autobiographies

Fred Mason, University of New Brunswick

Weighing the earlier reflections of Dave "The Hammer" Schultz against a more recent crop of books, this paper analyzes a collection of 8 autobiographies, and one posthumous biography, of NHL hockey enforcers. While some speak primarily of glory days and battles fought, most offer a deeper reflection of the players' role on their teams, and of the enforcer in hockey more generally. Themes coming from the books include the ability to impact a game and protect teammates; camaraderie, yet being troubled with their roles; respect for other "goons" and the enjoyment of playing, but also high levels of stress, fear, and lingering injury. Several of the players discuss reliance on families, or "hard living" as strategies to cope with various pressures. Many suggest an appreciation for the opportunity to have a professional career, yet they would not want their sons to pursue the same path. Collectively, these books offer a window into the perspective of a group of men who played, and fought, in a unique role in professional sports, one subject to much media discussion in recent years in light of new approaches to headshots, concussions and the high-profile deaths of a number of retired players.

Skating in the Sun: Examining Identity Formation of National Hockey League Fans in the Sunbelt States

Brandon Mastromartino, The University of Georgia

The NHL is considering adding a team in Las Vegas, Nevada (Whyno, 2014), and understanding the development of fan identity in similar markets can aid in this expansion process. Fan identity research is important in building a new fan base because sport fans reinforce identification with the team by engaging in supportive and repetitive consumption behaviors and it is crucial to develop that fan identity early on (Wann, 1995).

Las Vegas is located in the Sunbelt, which is a geographic region of the United States that is generally considered to stretch across the Southeastern and Southwestern U.S. Currently there are nine NHL teams in this region: Anaheim Ducks, Arizona Coyotes, Carolina Hurricanes, Dallas Stars, Florida Panthers, Los Angeles Kings, Nashville Predators, San Jose Sharks, and Tampa Bay Lightning.

This study is exploratory qualitative research that uses a case study method to gain familiarity with the phenomenon of NHL fandom in the Sunbelt region and acquire new insight in order to formulate a more precise hypothesis in future research. Fans from NHL teams in the Sun Belt states were interviewed and data was collected regarding their identity formation process. General themes and patterns were identified in regards to how they became an NHL fan and suggestions for further growth in this region can be made. This research provides practical implications for NHL teams in the Sunbelt to build and expand their fan base, as well as lead to a quantitative investigation to narrow in on specific factors and differences among regions in future research.

Gendered Organizational Structures and Girls Participation in Hockey in the United States

Erin Morris, University of Illinois at Urbana Champaign

Girls and women are continuing to increase their presence and participation in hockey. However, only 67,000 girls and women play hockey across the United States today, compared to 450,000 boys. This difference in participation may be representative of cultural views of hockey as a legitimate sport for girls. The low participation numbers also mean that participation takes many forms. Depending on the region of the country and how many girls play hockey locally, there are three main organizational structure types that support girls' participation in hockey. Female players can play on a girls-only team in girls-only clubs, girls-only teams in coed clubs, or on predominantly boys' teams. The different gendered structures may lead to disparate experiences of the players and different perceptions of organizational legitimacy. This study explores the experiences of female youth hockey players in the United States and how their experiences impact their perceptions of organizational legitimacy and continued participation in hockey. This study used surveys and interviews of 14U-18U players in the US. Results seek to make suggestions for best practices for the different gendered organizational structures to include girls in hockey,

recognizing that each structure type is needed in the current landscape of girls' hockey.

Putting Your Best Skate Forward: Migratory Patterns of Young Canadian Hockey Players

Alexandra Mountain, University of Pittsburgh

Migration by youth hockey players to Canada from abroad, and between Canadian provinces locally has dramatically increased in the past 70 years. This migration to and around Canada mimics the movements of professional and semi-professional hockey players who have aged out of the Canadian major junior hockey system, the Canadian Hockey League (CHL), which only allows players between the ages of 16-20.¹

This presentation will focus upon the data set and mapping project that I have started to create for my dissertation which highlights the migratory trends of youth hockey players. I will, through this mapping project, demonstrate how local hockey programs become internationalised, and highlight the importance of migration for the development of professional hockey players.

My work will contribute to a wider discussion involving the global professionalization of youth who play sports, and the migration that takes place following this professionalisation. It is an attempt to move past understandings of the employers of athletes as benefactors, and instead, question the motives behind creating and sustaining a global migration of athletic labour.

¹ The following a selection of academic literature that deals with the migratory trends of professional, adult hockey players: Colin D. Howell (ed)., *Putting it on Ice, Volume 2: Internationalising Canada's Game*, Halifax, N.S.: Gorsebrook Research Institute, St. Mary's University, 2003 and Tobais Stark, "How Swede It Is: Borje Salming and the Migration of Swedish Ice Hockey Players to the NHL, 1957-2012" (paper presented at The Hockey Conference, 2012:

Using Historical Fantasy Hockey to Teach Hockey Appreciation

Heather A. Muir, Bowling Green State University

One of the challenges of teaching U.S. sport history is that most students are only interested in football, basketball, and baseball. These tend to be the sports covered in many sport history texts as well. Even those students who are interested in hockey believe that the "Original 6" were the six teams that started the National Hockey League ("NHL"). Taking a social constructivist view to teaching and motivating students (Powell & Kalina, 2009), this class project was developed to help students work together to construct knowledge of hockey and hockey history through playing historical fantasy hockey. Students recreated the 1936-1937 NHL season through historical newspaper articles from The New York Times. After drafting skaters, each student located box scores for specific games. During class, students reviewed the box scores and tracked their players' goals, assists, and penalty minutes. Soon the students who were only interested in basketball were cheering for the Montreal Maroons and New York Americans, in addition to the more familiar Boston Bruins, Chicago Blackhawks, Detroit Red Wings, Montreal Canadiens, and Toronto Maple Leafs. Players like Toe Blake, Dit Clapper, Mush March, and Syl Apps became heroes for their fantasy teams. At the end of the semester, students reflected upon their new appreciation for hockey history through this fun, hands-on class project.

Case Study: Floorball Development and Impacts in a Rural Community

Graham Nickerson, Pat Layton, Doug Koch
New Brunswick Floorball

Floorball is a relatively new sport in Canada that combines many familiar elements of floor hockey, but with lighter equipment and rules that emphasise speed and agility. The development of a youth floorball league in rural New Brunswick has had positive impacts on minor hockey in some obvious areas but also has benefitted other community stakeholders in a number of ways. In other regions of Canada, the sport has focused on elite floorball development and while building relationships with the International Floorball Federation and other international bodies, a large segment of the population is still by and large

ignorant to the sport. New Brunswick Floorball developed a different approach by developing a grass roots program to funnel players into elite teams as the provincial floorball organization develops and more stake holders invest in a provincial and national floorball program. Assessing some key indicators such as program enrollment and athletic performance using the New Brunswick government's community statistical data called "My Community at a Glance Profile", a number of community benefits have been identified. In 2015, New Brunswick Floorball is leading the nation in the growth of youth floorball enrollments which had several community benefits such as allowing minor hockey players to continue to develop skills, attracting non-hockey families to hockey culture, and providing new ways for organized sport to integrate with the community.

Of Pucks and Women: Digital Media use by the CWHL and the NWHL

Barbara Ravel, Laurentian University
Ann Pegoraro, Laurentian University

The Canadian Women's Hockey League and the National Women's Hockey League are two North American leagues that feature some of the best female ice hockey players in the world. While mainstream media pay little attention to the league and its players as compared to men's hockey of the National Hockey League (especially in Canada), the league and its teams heavily rely on digital media to inform fans and to promote their athletes. The purpose of this study is to analyze the social media content of the CWHL and the NWHL. Data will be collected from the leagues' official accounts on two SM platforms (Facebook and Twitter) for the 2015-2016 season using the NVivo add on NCapture. This exploratory study will utilize the theoretical framework of self-presentation theory. Specifically, thematic analysis and content analysis will be employed to explore how the leagues portray themselves and their athletes on social media. We will compare the ways they present women's hockey and female players in this context of professional or professionally run leagues situating the results in previous research on women's sport in the media. This study will contribute to the emerging body of research in digital media and female athletes.

Direct on Ice 3D Lower Body Kinematics of Ice Hockey Skating Starts

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The forward skating start is a fundamental skill for ice hockey players, yet limited quantitative performance parameters exist to guide coaches in athlete training development. Hence, the purpose of this study was evaluate kinematic movement technique in relation to a skaters' skill level. High and low calibre ice hockey players ($n=7, 8$) of similar lower body strength profiles completed three ice hockey parallel starts. A 10-camera motion capture system placed on the ice surface recorded participant's lower body kinematics and centre of mass (CoM) progression during the first four steps. This detailed analysis revealed similar hip, knee and ankle joint gross movement patterns across skaters, however greater stride rates were associated by subjects with a higher initial CoM jump and shorter double support times, similar to "running" start steps. Different from over ground sprint start kinematic technique, these skating starts showed greater concurrent hip abduction, external rotation and extension, presumably for optimal blade-to-ice push-off orientation for propulsion. Further direct on-ice kinematic analysis is feasible (this being the first study of its kind for ice hockey) to examine other skating skills.

"The Game within the War: Hockey Entrepreneurship in the Canadian Expeditionary Force, 1914-1918"

J. Andrew Ross, Library and Archives Canada

Scholars have been keen to point out how in the late 19th century 'military and athletic institutions overlapped and interpenetrated, and their cultures evolved in tandem.' (Burstyn, 1999). Yet it can be argued that it was only with the coming of the First World War that direct connection was made between sport and the military, through sport as physical training. Guy Lewis (1973) showed that for the United States this relationship created a watershed for the emergence of US spectator sports, but until Craig Greenham's recent (2010) dissertation on wartime baseball not much has been understood about the Canadian experience.

This paper examines hockey in the Canadian Expeditionary Force as a fascinating conjunction of sport, military, sport, and business history. While soldiers experienced hockey as preparation for battle, military hockey was also entwined with the market forces that had dictated its peacetime development. Using as case studies the hockey-playing infantry battalions of the Canadian Expeditionary Force (including the 228th Battalion Northern Fusiliers, who competed in the professional National Hockey Association), I argue that the arrival of sport as a Canadian military training regimen – to encourage physical fitness, and teamwork, and esprit de corps – was driven by a clear commercial imperative that derived from the prewar regimental traditions of the Canadian militia, which in turn reflected the larger context of military professionalization.

How Hockey Helps: A look at hockey charities in North America and their impact on communities around the world

Adam Sherlip, Founder & Executive Director of The Hockey Foundation

The Hockey Foundation is a US 501(c) (3) with a mission to change lives around the world via hockey. Since its inception, The Hockey Foundation has donated over 6,000 pieces of equipment and coached over 2,000 players in the Indian Himalayas. The UN, US, Canada and many other nations recognize sports as an effective tool for development, and The Hockey Foundation is one of a number of charities that have worked towards this goal. This presentation will be an overview about a selection of hockey-related charities based in North America, the work they are doing, their similarities/difference, the obstacles they face in an ever-changing global landscape, and how The Hockey Foundation is working to build a coalition of hockey charities.

An Organizational Analysis of Swedish Hockey Clubs

Julie Stevens, Brock University
Tobias Stark, Linnaeus University

In Canada, minor hockey associations are predominantly volunteer-based nonprofit entities governed by Hockey Canada whereas professional hockey organizations are privately owned entities that operate within a commercial league, namely the National Hockey League. In Sweden, both professional and youth program are managed within one organization and each club is

governed by the Swedish Ice Hockey Association. The delineation between community versus commercial hockey manifests differently within each hockey system.

According to organizational analysis literature, the co-existence of competing interpretive schemes within one hockey entity, such as community versus commercial goals, creates pressures that impact organizational design. Consequently, the purpose of this qualitative study was to examine the organizational design of Swedish hockey clubs in order to better understand the ways in which club leaders reconcile community- commerce tension.

A total of 11 semi-structured interviews were conducted with executive staff of Swedish Hockey League clubs. Findings identify themes related to the strengths, weaknesses, opportunities, and challenges of each club, and how these aspects enable or inhibit the management of distinct youth and professional hockey domains within each club. The discussion utilizes sociological and managerial perspectives to explain the conciliation or agitation of these values as club leaders strive to produce hockey talent.

Playing at Collegiate and Post-Collegiate Levels: What are the Current Opportunities for Women?

Mila C. Su, SUNY Plattsburgh

While women's competitive hockey has been in existence for over a century, modern recognition began with the International Ice Hockey Federation (IIHF) sponsorship of Women's World Championships (1990); the International Olympic Committee (IOC) sponsorship for the Olympics (1998), followed by National Collegiate Athletic Association (NCAA) D1 (2000) and club championships sponsored by the American Collegiate Hockey Association (ACHA) within months of each other and a few years later, NCAA DIII (2003). While female hockey players have options of collegiate competition in North America, what types of opportunities beyond college are available for the woman who wants to play competitive hockey? While the primary focus will be on North America, the increase of international players in college teams as well as semi professional opportunities, attention to the European will be included. The role of gender equity will be considered in this investigation.

Some of the questions that will be explored include:

1. How many varsity programs exist in the United States?
2. How many varsity programs exist in Canada?

3. What are the college club opportunities?
4. What is the geographic distribution of varsity and club teams in North America?
5. What are the pro and semi pro opportunities for women in North America and internationally?

Delay of Game: What is the status of Women's International Ice Hockey?

Mila C. Su, SUNY Plattsburgh

In 2010, International Olympic Committee (IOC) president Jacques Rogge expressed his consternation on the continuing dominance of Canada and the United States in Olympic Women's Ice Hockey cryptically threatening to remove women's hockey from the Olympic venue. Rogge seemed to forget that in 2006, Sweden won silver and the US Bronze. Overall, the Olympic gold seems to be exchanges between Canada and the United States. Bronze has been won by Finland, Sweden and most recently Switzerland.

The hockey community responded with the International Ice Hockey Federation (IIHF) leading the way. While a similar pattern of winning has occurred in the Women's World Championships since its first sponsorship in 1991, the IIHF has been helping to improve the game in Europe and in Asia. After this comment the IIHF made a concerted effort to grow the game for women and girls by introducing new strategies and revamping opportunities to compete.

This paper explores the current status of international hockey opportunities for women's competitive hockey under the lens of gender equity.

Questions that will be explored include:

1. What are the commitments and investments of the national governing body for women's ice hockey?
2. What are some of the strategies that the IIHF are endorsing and are they helping?

3. What are the participation rates of girls and women competing on the international level?

Changing on the Fly: Situating Multiculturalism, Citizenship and Hockey Through South Asian voices

Courtney Szto, Simon Fraser University

South Asian presence in Canadian hockey has slowly been growing over the past decade, and is, perhaps, exemplified by the development of the Hockey Night in Canada Punjabi broadcast. Interestingly, this particular “minority” embrace of hockey is occurring in a post-9/11 Canada that has become increasingly race aware. This presentation will explore preliminary observations in a sense-making project that seeks to address: (1) Why South Asian communities have embraced hockey in a way that no other “visible minority” group has been able, or wanted, to do? (2) What are some of the implications of Canada's nostalgic and mythological privileging of hockey for Canada's South Asian populations with regards to national inclusion, racial identity, and claims to citizenship? And, (3) In what ways might South Asian involvement in hockey ease, heighten, and/or complicate tensions around social inclusion and national belonging in Canada with respect to race?

Friends with Benefits: Relationships in the NHL

P.M. Tingling, Simon Fraser University
M. Martell, Simon Fraser University
C. Collins, Simon Fraser University

Relationships have long been known to have a significant effect on commerce. For example, when the number of connections or the level of trust between two parties is high commerce can be facilitated and conversely the absence of relationships and trust may inhibit such commerce. Using longitudinal data of the relationships between front office NHL employees and the trading of player contracts we test the hypotheses that trust leads to commerce and that commerce leads to trust. We find support for these hypothesis and that a significant relationship exists between the frequency of trades between a team and the likelihood that an executive will move to that team. Theoretical rationale and implications are discussed.

On the Elimination of Minor Midget Hockey

Terry H. Wagar, Saint Mary's University

An issue that rears its head on a regular basis concerns age groupings in minor hockey. For example, some of the options put forward for midget hockey include having (1) a U16 and U18 (or U19) division, (2) minor midget hockey (for players 15 years of age) in addition to major midget hockey (which would include players 16 and 17 years of age), and (3) only having major midget hockey (for players age 15 to 17). These are only a few of the options available. Some observers believe that age groupings should be changed so that bantam hockey would be for players aged 14 and 15 and midget would be for 16 and 17 year olds. Others are concerned about providing opportunities for older players to play hockey and favour having "over-agers" (that is, players who are 18 years of age).

The purpose of my paper is to examine some of the issues relating to age groupings at the midget level. For instance, it can be argued that competing against older players can be beneficial / detrimental to hockey development. In Eastern Ontario, a pilot project beginning in the 2015-16 season involved the merger of minor and major midget hockey into a combined Midget AAA league. Reaction to the change has been both heated and mixed. I will also explore this development in my presentation.

Examining Hockey Through the Lens of Human Resources Management

Terry H. Wagar, Saint Mary's University
Kent V. Rondeau, University of Alberta

The study of human resource management is traditionally based on applications in the corporate and government sectors. A review of human resource management textbooks reveals relatively few examples or cases involving sports. The purpose of this paper is to examine ice hockey from a human resource management perspective. Some of the topics to be addressed include recruitment and selection, orientation and development, health and safety, compensation and rewards, human rights and diversity, and performance management. While such issues are typically covered in most human resource management courses, our objective is address applications to hockey.

By way of example, what can we learn from human resource management when it comes to player selection? Every year, the evaluation of players (at both the minor hockey and professional level) is the subject of considerable debate. Many of the selection procedures are seriously flawed and fail to utilize best practices. We believe that examining hockey through the lens of human resource management can make a contribution to the academic literature and be of benefit to those involved in hockey.

#Hockey Wives: Reinventing WAGS and Puck Bunnies or Reinforcing Stereotypes?

Charlene Weaving, St. Francis Xavier University

In this paper, I will examine the Canadian 'documentary' series Hockey Wives which debut March 18th, 2015 on the W Network. The series follows wives and girlfriends (WAGS) of professional NHL players as they navigate through their partners' playoffs, injuries, free agency, trades and retirement. Hockey Wives quickly became the most popular show on the network, and episodes are ranked as the top reality series on iTunes Canada following the broadcast. Using a philosophical media content analysis approach, I will build on research examining reality television and also refer to the Desperate Housewives series phenomena (Sharp 2011) in connection with Hockey Wives. I will also outline prominent gender constructions that surround hockey like masculinity, homophobia and hyperfemininity and how they are framed in the series. Additionally, I will contribute to the analysis of gender stereotypes that emerge for WAGS and puck bunnies research (Crawford and Grossling, 2004) while

contrasting content from Hockey Wives. Finally, elements of nationalism and Canadian identity will be outlined from Hockey Wives, because of the celebrity-like status that NHL players have in Canadian culture.

Lindros Affair: Canadian Politics and Hockey in Québec

John Wong, Washington State University
Michel Vigneault, UQAM /McGill University

Hockey is a Canadian passion. When most scholars examine hockey and its impact on the Canadian society however, they refer to Anglo-Canada in the main. This is somewhat surprising as Canada, at least the governments, promotes and celebrates diversity of its populace. Although it is slowly changing by academics such as Ransom (2014), Melançon (2009), and a few others, studies on hockey and the Quebecois society remain a topic in search of researchers. This paper attempts to address this void by examining the drafting of Eric Lindros by the NHL's Quebec Nordiques in the 1991 entry draft and his subsequent refusal to report to the team.

Using content analysis on four Canadian newspapers (two in Ontario and two in Quebec), this study explores the Lindros affair and the dialectic between English- and French-speaking Canada in the context of the then Conservative government's attempt to reconcile Quebec's place within Canada. In 1987, Prime Minister Brian Mulroney set to bring Quebec into the Canadian fold after Quebec failed to approve the repatriation of the British North American Act from England that established the Canadian Constitution in 1982 under Pierre Trudeau's Liberal government. Known as the Meech Lake Accord, the agreement among the provinces opened new discussions on Canada as a federation as well as the "special status" granted to Quebec. For many in Quebec, the Accord was an acknowledgement of the distinctiveness of the province in Canadian society. Failure to be ratified by all provinces in 1990, the Accord provided a context for Lindros' rejection of his draft and the development of the Charlottetown Agreement (1992) and the Québec second referendum (1995).



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