



Happy New Year – Reflecting on the Yellowhead Chiefs 35th Anniversary

Dear Chief families, sponsors, and supporters,

Happy New Year to you all! As we step into 2024, we would like to take a moment to reflect on the incredible journey of the Yellowhead Chiefs AAA hockey program—a journey that began over 35 years ago with a vision to create an elite hockey program for our regional kids. Back in 1987/88, a group of visionary parents and supporters laid the foundation for something special, and we're grateful for the countless hours they invested back then, and over the years, to give us what we have today.



From a single Yellowhead Chief team in 1988, we've grown to four male and female teams - a fantastic accomplishment for our Yellowhead region. We take pride in being the only volunteer-based AAA program in Manitoba with all four programs working collaboratively under one great brand. This helps provide a high-caliber hockey experience for 70 to 80 young males and females each year.

This past year, we successfully brought all four Chief programs under one roof, solidifying our partnership with Shoal Lake. The relationship has thrived over the past 35 years, and we anticipate continuing this path for another 35 years, keeping our Chief home as central as possible within our region.

The Yellowhead Chief Council Committee (YCCC) has been very active since the fall, and much has been done in a short period of time. The committee, comprising of four team managers, two members at large, and two Yellowhead board members, has proven to be well-balanced. This setup has allowed our team managers to collaborate, share ideas, and learn from each other in unprecedented ways.

The YCCC's core foundation is built on key points outlined in our YCCC overview:



Chief Team Values/Beliefs: A Chief Team Handbook has been created to articulate what it means to be a Chief, capturing our program's values and beliefs.

<https://www.yellowheadhockey.ca/teams/default.asp?u=YHD&s=hockey&p=custom&pagename=AAA+Chief+Guides>

Transitioning Experience: To avoid losing experience and expertise when players (parents) age out, the committee will help in a more smooth transition for managers, coaches, and parents.

Consistent Expectations: The YCCC has worked to create consistency in expectations among all four teams through the team handbook and a parents ops manual.

<https://www.yellowheadhockey.ca/teams/default.asp?u=YHD&s=hockey&p=custom&pagename=AAA+Chief+Guides>

Standard Budgeting Process: A template has been developed to standardize the budgeting process among all four teams, ensuring each Chief team continues to operate independently while remaining fiscally sound with a goal of breaking even each year – and a defined plan to handle excess or deficient funds in the event that may occur.

<https://www.yellowheadhockey.ca/teams/default.asp?u=YHD&s=hockey&p=custom&pagename=AAA+Chief+Guides>

Chief Program Enhancement Fund: The YCCC envisions an enhancement fund contributed to by all four teams, focusing on investing in areas that benefit the program and our future generations.

Coaching Agreement Template: A yellowhead coaches agreement has been created for consistency and to support our coaches and emphasize the importance of the Chief program's culture.

<https://www.yellowheadhockey.ca/teams/default.asp?u=YHD&s=hockey&p=custom&pagename=AAA+Chief+Coaches>

Team Managers Collaboration: The formation of YCCC has brought the four team managers together, fostering collaboration and mutual support.



Joint Funding for Program Enhancements: The YCCC encourages discussion on joint funding for Chief program value-add items, enhancing the overall program environment.

Branding Consistency: A Chief brand guide ensures consistency in branding across all teams, fostering pride in our Chief identity.

<https://www.yellowheadhockey.ca/teams/default.asp?u=YHD&s=hockey&p=custom&pagename=AAA+Chief+Guides>

We've made a good start in all these areas, and we'll build on this foundation for the future.

Celebrating our 35th anniversary this past year is a significant milestone, and we're proud to have accomplished so much. We've enhanced our home facility with a large new sign, created a dedicated Chiefs coaching room, and invested in dressing room improvements for our U15 male and female programs. These investments not only benefit our current players but also contribute to the long-term success of the Chief program.

As we look forward, the YCCC will continue its quarterly meetings with a preset agenda, focusing on program-building activities and supporting all four teams. Our goal is to brainstorm, plan, and work towards the continued improvement of the program – while each program operates independently as they always have.

Volunteers are the heart of our community, and if you're a Chief parent, sponsor, or alum, you're likely a volunteer too. The YCCC is a group of volunteers dedicated to building and supporting the Chief program for future generations, following in the spirit of those who had the vision to start the Chief program over 35 years ago.

Thank you all for being outstanding Chief parents, sponsors, and supporters. Here's to a fantastic 2024!

Yours truly,

YCCC (Yellowhead Chief Council Committee)

