



GOLD IN THE NET

SINCE 1986

PRESS KIT

GOLD
IN THE NET®

www.goldinthenet.com

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EXECUTIVE SUMMARY

Gold in the Net or GITN is recognized as a world leader in setting the standards for the development of hockey goaltenders. Our dominant presence spans across not only all of Canada, but includes franchises in Finland. GITN also boasts the world's largest and most comprehensive instructional DVD series. The series presently stands at 10 volumes with plans to expand to 12.

In 1986 GITN was formed to fill a void in the marketplace in the hockey schools & instructional videos industry. GITN is a hockey-oriented company that offers expert training in goaltending, by way of summer hockey schools, traveling hockey clinics, seminars, and private consultations. Other activities range from operating real-ice training facilities to the sale and production of instructional videos/DVD designed for both the goalie and the coach.

Our system has proven to be successful for our existing franchises. Our success has been derived from the quality and personal touch of our hockey school program; most hockey schools in North America operate the same program year after year with little changes. Because Gold in the Net operates all year round throughout the world, it possess the knowledge to constantly change and adapt the programs to maintain the most updated and currant program available anywhere in the world. Along with its DVD series and professional look it sets the standards in goaltending development and is recognized internationally as a world leader in professional goaltending instruction.

Our NHL alumni consist of Founder, President, and CEO Perry Elderbroom, who has acted as the goaltending consultant for the Columbus Blue Jackets; Former Franchise Owner of Sweden, Henrik Lundqvist of the New York Rangers; Franchise Owner of Finland Fredrik Norrena, who spent time with the Columbus Blue Jackets; Kari Lehtonen of the Dallas Stars; Karri Ramo of the Calgary Flames; Robin Lehner of the Buffalo Sabres; Antero Niittymaki formerly of the Philadelphia Flyers; David LeNeveu formerly of the New York Rangers. Wade Dubielewicz formerly of the New York Islanders.



FRANCHISE STRUCTURE

GITN is recognized as a world leader in setting the standards for the development of goaltending and it exemplifies what a hockey school business should be. Being a complete business allows for multiple sources of revenue via summer camps and minor hockey programs, retail sales and instructional DVD sales. Being involved in a good franchise, like GITN, is like being in business for yourself; however, you are never alone. Under most circumstances, there is seldom a situation that will arise that the corporation has not already experienced and overcome. Our lengthy operating history, proven system, and support from the collective membership within the corporation will eliminate the need for franchises to operate on a trial and error basis. The end result is running a GITN franchise is a headache-free business.

The corporate head office is responsible for continually updating material and providing staff training programs. The corporate head office also designs and produces all of the printed material, including brochures and posters, and is responsible for the final development and production of new programming and DVDs; however, head office always encourages involvement from all the franchises in this process.

During annual meetings, the franchise group actively participates in discussions on the direction of the company. The franchises are encouraged to put forth new ideas for the programming and overall operations of the franchise units. The annual meetings provide an excellent forum for interaction between all franchises and the corporate head office, where issues can be addressed collectively as a unit.



SERVICE DESCRIPTION

After 30 years, GITN continues to thrive on this incredible experience that changes our student's lives in their schooling, their attitude, their responsibility, and lastly, their hockey through the finest goaltending instruction available in an exciting, positive learning environment.

GITN's main focus is still to provide innovative help for today's goaltenders and coaches of all ages and caliber, and accomplishes this by not only operating a wide range of summer programs, but also by way of traveling hockey schools, seminars, private consultations along with an in-depth instructional training DVD series.

Mental training has always been an important part of the goalies development and a focal point for GITN. Really brought to the forefront in 2012 when GITN broke new ground with an unprecedented lecture series to assist all goalies gain a new perspective on the importance and implementation of Mental Training. In 2015 GITN again raised the bar unveiling the first ever Mental Training Course (MTC) where the students spent 3 daily classroom sessions each day learning how to create and implement a personal platform to help guide them to strengthening their Mental Game.

How do we continually maintain this innovative training program?

Having the best-qualified and trained instructors in the goaltending school business. Only instructors certified by GITN are eligible to teach our students. GITN's certification process is unique and has 11 different levels of instructing certificates in the program. Each is identified on their shirts and jerseys to allow parents recognize the level of training in each staff member. This not only allows for continuity of our program but also allows franchises to exchange instructing staff and know exactly what their staff will be capable of operating.

GITN's unique and exclusive approach to developing goaltending skills, by having the best-designed progressive and innovative programs for the improvement of each individual goaltender, at any level or age. We believe that a goaltenders development is not only determined by his/her own dedication and effort, but also by the influence of a well-trained and motivated staff.

The goaltenders individual ability will be assessed at the camps to allow each one to build skills and achieve the highest level of play they desire - whether it's competing at the high school, college or professional levels. We stress self-esteem, education and balance with sports skills and dedication. We always encourage the importance of grades and provide real-world examples. Daily lecture sessions cover a wide range of important self-esteem building subjects such as drug prevention, nutrition, and the balance of higher education and a passion for goaltending. Our experience has shown

this type of learning, along with the auditory and kinesthetic learning provided on the ice gives each student the best retention so that they can maintain what they've been taught. Our professional instructors encourage this process at all levels of goaltending development. It creates an unparalleled sense of accomplishment, newfound confidence, greater self-esteem, and a strong personal drive to achieve goals.

INNOVATIVE

GITN's Innovative Training System is based on improving control and confidence both in and out of the net. It is our focus to provide the absolute best goaltending skills training and guidance to help youth goaltending talent achieve the competitive edge necessary to excel to the "next" level.

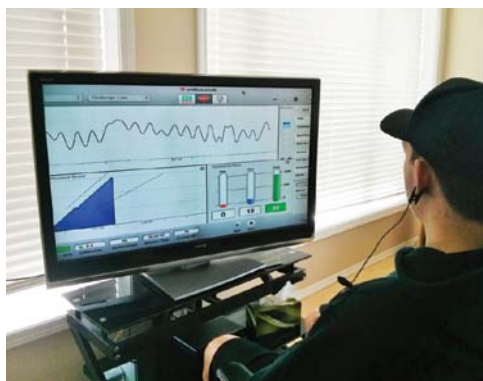
At the height of competition, the ability to manage emotional responses often is the difference between winning and losing. Gold in the Net provides objective, real-time feedback and allows athletes to better self-regulate their tension and emotional responses, especially in challenging situations. In addition, being able to enter a coherent state maximizes many aspects of optimal performance such as eye-hand coordination and reaction times for the goalie.

Gold in the Net uses a heart rhythm coherence training system for all of its students to enhance training effectiveness and improve performance. There are numerous case studies that illustrate how these tools can assist any athlete to improve their performance. Just one more thing Gold in the Net is implementing in all of our high level training programs.

If you think Gold in the Net will just stop there, well then you're not a Gold in the Net student yet, because coming soon across Canada will be another technology that will assist the goalie in their tracking and peripheral vision.

This light board measures performance and records the data to track improvement. It will enhance the goalies reaction time, visual-motor coordination skills and peripheral visual awareness. By improving these skills, the goalie makes better, faster and smarter decisions.

The ability to increase and improve the tracking ability for any goaltender will allow him to perform at a higher more consistent level. In addition the peripheral enhancement will provide better awareness of where everyone is in the zone without losing track of the puck. The incorporation of physical movement and cognitive processing has made it a natural fit for concussion management.



EXPERT STAFF

Learn from the BEST! Our Professional Staff are excellent role models, successful goaltenders, and skilled instructors and are certified by GITN to teach the GITN training program. We work with our students on and off the Ice in a fun, and competitive environment to improve their goaltending skills and confidence. Our specialized drills and progressive curriculum encourage creativity, identify and eliminate weaknesses, build upon strengths and teach them how to teach themselves.

TRAINING PROGRAMS FOR STAFF

Try and find another hockey school program anywhere that trains and certifies its staff, while continually updating their certification levels annually? We know we have tried, but it just doesn't seem as important to the other schools and programs. In 2013, GITN trained 200 staff worldwide, estimated staff trained by 2016 would be 300.

FUN

Since goaltending mechanics are learned through repetition and muscle memory, they will not be left alone to execute incorrectly. Our staff will work with them on and off the ice until they get it right! Our students will be better and smarter goaltenders at the end of their camp, guaranteed! Many of the drills designed for our programs are based on a competitive game, where students challenge the instructors in a fun and fast past environment.

PASSION

"The will to win is easy; the will to PREPARE to win is difficult". Goaltending is the greatest game on the Ice and becomes even GREATER as the student's skills improve. We go the extra mile to improve ALL the vital goaltending skills necessary for our students to excel to the next level. Experience our commitment to developing our goaltenders skills!

DESCRIPTION AND DEMONSTRATION

Each drill and skill being worked on is described and demonstrated by our expert staff in full gear to clarify how and why we are doing it and when it may be used in a game. Students find it much easier to understand with the instructor in full gear and working alongside the students

GOALTENDER DEVELOPMENT

Development continues as we properly reinforce each new skill throughout the camp, through On Ice training and Off Ice training DVD's and lecture series. This attention to detail provides our students with the foundation necessary to continue progressing on their own, long after the conclusion of their Camp!

Not to mention we have more levels of programming to help the individual's development more than any other program. We currently stand at 7 levels On Ice program training.

GITN teaches and ties together the Fundamental and Advanced goaltending skills needed to become a complete goaltender. Goaltending requires more than just skating skills and stick handling skills. Successful goaltenders train hard to develop a delicate balance of ALL skills including Skating, Stick handling, Team Play and Off Ice Training. GITN provides this important balance for the new age goaltender.

GITN GUARANTEE

If you are new to GITN, we invite you to experience what thousands of goaltenders worldwide have discovered...GITN will improve your goaltending skills, in fact, we guarantee it! We guarantee that you will skate away a SMARTER, more CONFIDENT & SKILLED GOALTENDER.



GITN MISSION

- To establish a program committed to excellence in both product and opportunity.
- To develop loyal, satisfied customers worldwide through committed, successful franchisees.
- To build a network that is recognized as a leader in both the national and international hockey school industry using the highest quality training methods.
- To build a network of financially sound independent franchisees.
- To ensure that all business is conducted in an ethical and business-like manner.
- To provide GITN franchises comprehensive training in the operation of the franchise and the equipment so that they can offer the highest level of service to their students.
- To offer GITN franchises training to assist them in maintaining the highest level of professional service and technical ability.
- To ensure that the state of the art techniques are maintained in schools offered by GITN
- To develop and expand the training programs offered by the franchises to their students.
- To be a responsible and charitable corporate citizen.
- To benefit all people with whom we do business.

GITN VISION

To provide the finest goaltending instruction available in an exciting and positive learning environment, while continuously developing programs to achieve goals of excellence in instruction, and comprehensiveness in approach, and intensity in execution.

PRODUCTS AND SERVICES

OVERVIEW

GITN's main focus is to provide innovative help for today's goaltenders and coaches of all ages and caliber. This is accomplished by not only operating a wide range of summer programs and state of the art Training Centre, but also by way of traveling hockey schools, seminars, private consultations, and an in-depth instructional training DVD series.

Learn from the BEST! GITN continually maintains our innovative training program by having the best-qualified and trained instructors in the goaltending school business. Only instructors' certified by Gold in the Net are eligible to teach students. Our unique and exclusive approach to developing goaltending skills is predicated on possessing the best-designed programs for the improvement of each individual student at any level or age. GITN believes that goaltender development is not only determined by one's dedication and effort, but also by the influence of a well trained and motivated staff.

GITN's innovative training system is based on improving control and confidence both in and out of the net. It is our focus to provide the absolute best goaltending skills training and guidance to help goaltending talent achieve the competitive edge necessary to excel to the "next" level.

We work with our students ON and OFF the ice in a fun, competitive environment to improve their goaltending skills and confidence. Our specialized drills and progressive curriculum encourage creativity, identify and eliminate weaknesses, build upon strengths, and teach our students how to teach themselves.

"The will to win is easy. The will to PREPARE to win is difficult." Goaltending is the greatest game on the Ice and becomes even GREATER as a student's knowledge, skills, and abilities improve. GITN goes the extra mile to improve ALL the vital goaltending skills necessary for our students to excel to the next level. Experience our commitment to developing our goaltenders skills!

HOCKEY SCHOOLS

Summer Camps: GITN operates more levels of programming than any other hockey school. In fact most organizations offer only two levels, with a few offering more. GITN offers seven different levels of program, Regular, Intermediate, Advanced 1 & 2, Elite 1 & 2, Private. We also offer Pro camps, which are by invitation only. GITN has a program to suit anyone at any age or calibre and we go to more places operating across Canada, into the United States, and Overseas.

Minor Hockey Programs: GITN actively travels during the season to reach students in distant locations that are not exposed to our program. We remain committed and heavily involved in Minor Hockey Associations across Canada. GITN provides specialized goaltending clinics to assist not only the goaltenders themselves, but to guide coaches and parents to a better understanding of the position.

Private Instruction: GITN offers private programs during the summer months and private sessions throughout the hockey season. Most private programs/sessions are done in GITN's training facilities. Our instructors, however, attend other rinks/ locations to provide consultation for teams at a multitude of skill levels. This consultation is comprised of off ice lectures and on ice training.

TRAINING FACILITY

In 2003 GITN-BC built its first real ice training facility in British Columbia. A cost effective facility designed as a miniature ice arena equipped with a real ice surface, boards, glass, and change rooms. This allows the program to operate all year round in a full time capacity. Since then, GITN-AB has built their own in St. Albert and GITN- ON with their facility in Brockville. Plans are in place to have all Master Franchises own and operate all year round with a training facility.

INSTRUCTIONAL DVDS

The World's Most Complete DVD series, GITN has recently updated the series with 6 new volumes bringing the series up to 10. They are all available in both English and French.





Volume 1

An Introduction to Goaltending: All the basic movements needed to build a solid foundation. Designed for the goaltender, his coach and the parents to assist him in development.

Volume 2

Angles and Positioning: Proper positioning and angles can be the goaltender's strongest asset. It can help eliminate many of the inconsistencies in the goaltender's play.

Volume 3

The Complete Butterfly: With so many different elements of the butterfly, understanding what movements belong where and how and when to use them allow the goaltender to maximize their use during the game.

Volume 4

Forward Motion: Has the body moving forward towards the puck instead of retreating back, forming an illusion for the player, letting him think he has more room to shoot than he actually does.

Volume 5

Transition: Showing the goaltender when and how to handle the puck more efficiently. Taking the coach through the steps necessary to combine his goalies puck handling skill with his team's offensive transition.

Volume 6

Playing a System: Successful goalies need a system which to play in conjunction with their style. Helps goalies create their very own system to compliment their game.

Volume 7

Power Skating: The goaltender's skating ability directly relates to his performance on the ice. Helps improve balance, strength and speed to create explosive power on the ice.

Volume 8

Explosive Power: An off ice conditioning program using a combination of plyometrics, sprint, resistance and agility training to improve your speed and strength to give you more explosive power.

Volume 9

A Game of Control: Controlling the depth in the goalies position maximizes the coverage of the net, allowing the goalie to possess the opportunity to stop every shot taken.

Volume 10

The Dreaded Goalie Slump: Identifies key components of the slump and how to stop or prevent one, as well as the recovery necessary to regain full confidence in the goalies game.

QUALITY CONTROL

Quality is maintained at GITN via a certification program which was implemented to provide continuity in all programs worldwide. GITN is the only hockey school to provide such in-depth training for its staff. This keeps the ideals and philosophies together and allows all the programs throughout the franchises to continually develop as a unit.

At GITN, each helper, instructor, and head instructor must be certified. There are five levels of certification, Helper, Jr. Instructor, Instructor, Head Instructor, and finally a Master Instructor. Last year GITN certified more than 200 staff while operating certification programs in Parksville, British Columbia; Edmonton, Alberta; Brandon, Manitoba; Ottawa, Ontario and Turku Finland.

All staff are required to update their certificate annually while upgrading their status and ranking. The necessary training provided shows everyone at each level what they are responsible for and how to execute their job properly. Senior Helpers can obtain an instructors certificate allowing them to travel and work at various locations. Instructors get to update their instructor's certificate to a head instructor level gaining them more pay and the opportunity for travel and to operate an entire program by themselves.

Understanding the different levels of our Staff here at Gold in the Net



MASTER INSTRUCTOR

The top level that GITN assigns to the people that actually help build and contribute to the program. This person can only be appointed by the corporate head & CEO Perry Elderbroom



SENIOR CHIEF INSTRUCTOR

This is the person in charge of the instructional component for each franchise. This person is graded by the corporate after being evaluated during special franchise training seminar, which will include both on and off ice components.



HEAD INSTRUCTOR

Must have a minimum of 3 summers experience as an Instructor and be sponsored by the Master Instructor. Successfully take and pass all written, oral and on ice exams designed for the both the instructing levels as well as administrative component. There will be 3 levels of Head Instructor with 3 being the most senior.



INSTRUCTOR

Must have a minimum of 2 summers experience along with 8 programs worked and be sponsored by a Head Instructor or Master Instructor. Successfully take and pass all written, oral and on ice exams designed for the instructing levels of the program. There will be 3 levels of Instructor with 3 being the most senior.



ASSITANT OR INTERN INSTRUCTOR

Successfully complete G.I.T.N. Instructor Training seminar. Assist in a minimum of 5 programs as a Helper and be sponsored by an Instructor, Head Instructor or Master Instructor. Successfully take and pass all written, oral and on ice exams designed for the instructing levels of the program.

HELPER

Successfully complete G.I.T.N. Helper Training seminar. Assist in a minimum of 3 G.I.T.N. summer programs as a Helper in Training. Successfully take and pass all written, oral and on ice exams designed for the Helper level. There will be a Level I & II option with the Level II being the most senior.



GITN SCHOLARSHIP PROGRAM AND CHARITY FUNDRAISERS

GITN is proud to be the founding sponsor of the Aaron C. Cornwell Memorial Scholarship Fund. The scholarship annually awards GITN students and staff with bursaries in recognition of the dedication and commitment in the pursuit of hockey and academic achievement. In the first 10 years of the scholarship's existence, Gold in the Net has awarded more than 57 bursaries and \$57,000 to students.



Aaron Cornwell was a student of GITN whose life was cut short tragically in a car accident in 1999. Aaron was self-driven, motivated and he knew everything he wanted to do and how to do it. He planned on playing Jr. "A" in Canada while furthering his education to become a Marine Biologist. It is with this that we bring his 2 passions together in an annual event that will help others in their pursuit of excellence through their hockey and academics skills.

The Annual GITN Golf Classic has been the main source of fundraising for the bursary program and has had great support from Henrik Lundqvist and the New York Ranger, President and CEO of GITN Perry Elderbroom's former team the Columbus Blue Jackets have supported the event. As well as some of the other NHL teams and Vaughn Hockey has been a tremendous supporter of this event.

Originally hosted on Vancouver Island, now it has two locations each year, one being hosted in Parksville on beautiful Vancouver Island as well as St. Albert Alberta. With strong community support in both locations it has allowed GITN to give back to kids in a very special way. You can always check out our web site for more details on how to get involved or support the program.



Additional Information

Newspaper Articles
From around the World

Aaron C. Cornwell

Memorial Scholarship Fund

Award winners and comments

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International success for Parksville's Gold in the Net

By Mark MacDonald Publisher

PARKSVILLE - Perry Elderbroom is very proud of his company's products.

Antero Niittymaki of the Philadelphia Flyers.

Fredrik Norrena of the Columbus Blue Jackets.

Henrik Lundqvist of the New York Rangers.

Kari Lehtonen of the Atlanta Thrashers.

Karri Ramo of the Tampa Bay Lightning.

David LeNeveau of the Phoenix Coyotes.

They are all National Hockey League goaltenders, and the "products" - students - of Elderbroom's Gold in the Net Hockey Schools Inc.

Eldbroom started Gold in the Net in 1986, following his passion. Today, the company has a stable that includes some of the best goalies in the world, and a staff of eight full and part-time employees at their compound in the Parksville Industrial Park.

Eldbroom has been able to make a comfortable living out of teaching goalies, much to

Continued On Page 33

The Puck Stops Here



Perry Elderbroom has netted some fine results for his students at Gold in the Net

Film and production studio for Cowichan

Cowichan Valley Citizen

COWICHAN VALLEY - The Cowichan Valley's developing film industry got a huge boost recently when Vancouver producer Robin Webb announced that the school district has accepted his offer to buy the old Maple Bay Elementary site so he can turn it into a film studio and production centre.

Webb and his group had to

sweeten his initial offer slightly to come up with what the Cowichan Valley School District wanted but they agreed on a sale in the area of \$850,000, he says.

The backers are the same people who were involved in Webb's last two movies. "They are 100 per cent on board with this," he says.

He says he'll need investors because purchasing the site is

just the beginning.

"It's probably going to cost me that much or twice that to get it ready as the studio we need. We've got to spend an awful lot of money to prepare it but I'm thrilled again about that because the thing that's so important is that we're going to spend it right here in the Valley. We've chosen to do it here because it's the best deal for us and also the best opportunity to

get a studio on the Island and take advantage of the incredible talent that is already here."

A fair amount of work will be needed to convert the school to a studio, he says.

"We'll probably have to add a couple of little things on to the (building) because the big sound stage at this moment would probably be the gymnasium and we will be adding

Continued On Page 6

Coaching in the big league

Perry Elderbroom gets job for season with Blue Jackets

MICHAEL RHODE DAILY NEWS

Perry Elderbroom doesn't spend a lot of time at home these days.

His time is at a premium.

Elderbroom's business — Gold in the Net goaltending school — is going strong and has been for the past 23 years.

But he's caught on to a little side gig this hockey season, one that has him jetting all over North America.

In October, Elderbroom, 48, was named goaltending consultant to the Columbus Blue Jackets, who are in Vancouver Sunday to face the Canucks.

With the Jackets coming west for a three-game road swing prior to the NHL All-Star Game break, it has allowed Elderbroom the luxury of spending a week at home in Parksville. He'll join the team for practice Saturday afternoon then go with the team to Calgary and Edmonton before the break.

How Elderbroom came by the job was through word of mouth.

"It just happened that there was an opening and one of the guys in their organization had mentioned me and somebody else had mentioned me," said Elderbroom, a former goaltending coach with the Nanaimo Clippers. "I'd talked with (Columbus head coach) Ken Hitchcock. They really needed somebody and asked if I was available to come down right away.

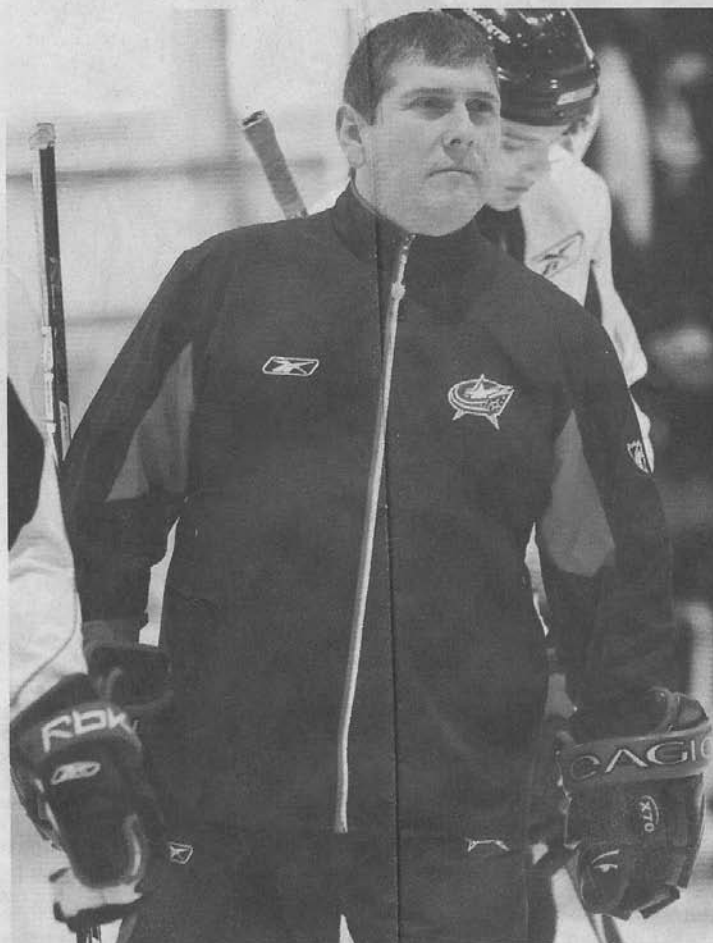
I signed on until the rest of the year so I have a contract until June."

One of the perks of Elderbroom's current job is working with probable NHL rookie of the year Steve Mason.

The goal medallist from the 2008 Canadian junior hockey team is turning the NHL on its ear. Mason's 16-9 record is impressive. He also leads the entire league in goals-against average (1.80), save percentage (.936) and shut-outs (six).

Mason's maturity between the pipes is what strikes Elderbroom most.

"The plan was to actually let him spend one season in the minors and



Parkville's Perry Elderbroom has signed as a goaltending consultant for the Columbus Blue Jackets for the rest of the season. [COLUMBUS BLUE JACKETS PHOTO]

build his game," said Elderbroom, whose job description is to work with the Blue Jackets goalies as well as the netminders in the farm system. "The expectation was that he could come in next year and be a factor on the team. We had some injuries that plagued the team early on so he came up and he just never relinquished the net.

"It's unfair to call him a kid because he plays with such maturity and poise. Even the players will come up to me and say he just doesn't play like a 20 year-old."

With the Gold in the Net program, Elderbroom has worked with several junior, college and professional

goalies.

Some of his clients include current New York Ranger goalie Henrik Lundqvist, Kari Lehtonen of the Atlanta Thrashers, Antero Nittymaki of the Philadelphia Flyers and former Clipper David LeNeveu, currently in the Anaheim Ducks organization.

Elderbroom travels with the team on their plane. He estimates that he's in or around the Blue Jackets three weeks out of every month.

The other week is back home in Parksville.

"Just in the last couple of weeks I've been Washington, St. Louis, Colorado, Detroit, Anaheim," he said.

"I'd talked with (head coach) Ken Hitchcock. They really needed somebody and asked if I was available to come down right away. I signed on until the rest of the year."

PERRY ELDERBROOM

From the competition, Elderbroom has been throughout Canada, Sweden and Finland.

"It pretty much is the Island," said Elderbroom, who has been a junior hockey coach for 23 years. "Technically, we have a school in the area and put on more than anyone else. I think anyone could do what we've been doing."

The Island staff is five people.

That jumps to the summer during car areas of the world and program to maintain the product, Elderbroom has a lot of time in Columbus.

The city is horrible so first a bus is a college there are still so around.

"They have a and it's quite involved in."

Working with the improvement most gratifying.

"The biggest results and when I got there, the situation, then in the league as Right now, I think in the league."

Following Sunday, the next time March 1.

MRhode@n

Blue Jackets turn to Gold



BRIAN WILFORD/CNS

Perry Elderbroom, who joined Columbus Blue Jackets as goalie coach recently, has taken to the big league lifestyle.

COACHING | President of goalie school g

BY BRIAN WILFORD

It was Wednesday and Ken Hitchcock was on the phone.

The coach of the NHL's Columbus Blue Jackets wanted to know if Perry Elderbroom would be interested in being the goalie coach for the Blue Jackets.

Goalie coach Clint Malarchuk had had to step aside for personal reasons and the Blue Jackets were looking for someone right away.

They chatted a bit and Elderbroom, president of Gold in the Net Hockey Schools, based in Parksville, said he was interested.

Hitchcock said they were talking to other people, including some with NHL experience, but "he was very intrigued by what people had been saying about me," Elderbroom recalls.

Hitchcock wanted Elderbroom to talk to Blue Jackets general manager Scott Howson. They did that Thursday.

On Friday, Elderbroom talked to the team's goalies. Goalie Fredrik Norrena had been coached by Elderbroom, and operates a Gold in the Net franchise in Finland, and the team wanted to make sure that wasn't a problem for the other goalies.

It wasn't.

On Saturday morning, Elderbroom flew to Minnesota and hooked up with the team as its interim goalie coach, with a contract ending in June.

They played the Wild that evening, Saturday, Oct. 25, losing 3-2 and losing star goalie Pascal Leclair to a sprained ankle.

He was replaced by Norrena that night.

Steve Mason, named Most

We've got a young, talented future looks very bright. I'm the only team in the league that made the playoffs, so they think we've got a shot at

PERRY ELDERBROOM

NEW COLUMBUS BLUE JACKETS GOALIE COACH

Valuable Player of the 2008 World Junior Championships, was just coming back from an injury and wasn't yet game-ready, so the team had brought in Dan LaCosta from the Syracuse Crunch, the Blue Jackets' American Hockey League affiliate.

"Their goaltending was in quite a state of disarray," Elderbroom recalls.

It was a tough situation for a new coach but Elderbroom wasn't rattled.

"I had done spot work with NHL teams before," he says. "I was confident. It's what I'd done all these years."

Making things easier was the team's reception to the guy from Parksville.

"I was warmly welcomed by the entire Columbus Blue Jackets family," he says.

"Everybody knew who I was, including the stewardesses on the Blue Jackets' airplane."

That's right. The Blue Jack-

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Gold in the Net – Newspaper Articles
Overseas Print from Russia, Finland and Sweden

Lundqvist laddar i Linköping

Målvakten testar nya NHL-skydden

Stenlund/Lundqvist
Henrik Lundqvist
laddar inför NHL-
flykten till Linköping.

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Henrik Lundqvist övar Anslutningen i Linköping. Foto: Johan Andersson

Lundqvist var i dag i Linköping för att testa de nya NHL-skydden. Han har tidigare testat de gamla skydden och tycker att de nya är bättre. Han har också testat de nya skivorna och tycker att de är bättre. Han har också testat de nya stickarna och tycker att de är bättre.

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STÅLMÄN



Stålmän
Professorn i
franska och
engelska på
gymnasiet

Hur mår du?

Hur mår du? Det är en fråga som ofta ställs på en intervju. Det är en fråga som ofta ställs på en intervju. Det är en fråga som ofta ställs på en intervju.

Ishockey. Gold in the net

Vissa av dem behöver inte hjälp med att få på sig skivorna medan andra redan har mottagit många poäng. Men de 45 målvakter som samlats till mästerskapet i Linköping den här veckan har åtminstone en sak gemensamt – de vill bli bättre målvakter.

Det är en fråga som ofta ställs på en intervju. Det är en fråga som ofta ställs på en intervju. Det är en fråga som ofta ställs på en intervju.

Team effort for YANA



This Authority Team Canada hockey jersey, earned by an elite player, was



Gold in the net – så blev målvakten som 1995-målvakten Fredrik Norberg i mål och avgjorde. Här gör han det 1995 års landslagsmål i Linköping. Foto: Johan Andersson

Slippa utespelarna fördel på målvakt

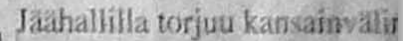
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Jakobstads Tidning

Gold in the Net – Newspaper Articles
Overseas Print from Sweden, Finland and Canada

ie.net målvaktsskolan i Jakobstad den här veckan



And har man 45 deltagare. Hälften av dem är från styrelsen stycken är från Kärn-2 från skolorna och en från Vasa, Mårbo. År 1984 några från olika församlingar.

Målskytarna är indelade i tre olika grupper: skyttepar, förtämrings och special. Till specialgruppen hör skidskytte samt husky. Här längas och gått igenom grundkurs i målskytte. Ad

Jag trivs här. Det är inte för stressigt och målet är välsett. Så, snart tycker jag om, säger Linder. Senare, som också är från en av den gränslösa närheten var för borta i kvällen.

Verfügung jähren führt sich der zu den einkaufenden an die nötigen Besagte (Händler) aus.

Frivilliga hjälpare



Världskänd målvaktstränare på besök i Jakobstad

a, världs-
jk mät-
om bland
n Burke,
obstad,
nålit mät-
om i vär-
nu är
skobstad
lans kun-

15 NYA KLÄDER Henrik Lundqvist gjorde sitt första läppa för säsongen i går. Och 34-åringen vart gullig i det

Enrik Lundqvist om nya NHL-skydden: Riktigt små

De här är hög-
 nya kläder.
 Det måst
 påsten.
 Det var riktigt
 lynt det här, sa-
 ge till Lundqvist.
 Men det låter på
 i Skogshuset, så
 det är inte så
 för den nya mall-
 en, det är en ny
 modell, det är en
 ny modell, det
 är en ny modell.
 Det är en ny

Personlige mellemværeskrænkelse
Mikael Lehter
fjeldet
— Et hundebarn de
søe nu at man en borte
målret.

Theirik Lundqvist
Stena Lijana (Dr. Ahn-
son, med en hustru) är
i händning H.C. W. Lund-
qvist, i händning med en
hustru.

— That, say, like the anti-dignity, many people would like to say that like a mistake or more first, since Lushkov is not a sportsman but a private and business after all. (Lushkov)

Kilns etc)

Har källan det?
- Som det brukar på första läpset - flög ut ett kort, kort och samtidigt.

När jag läste på programmet på morgonen, med nya skriftstyper till, tänkte jag om att alla skulle gå till skolorna. Men nej, eftersom att de trängde i den och en halv timme, så var jag faktiskt någon av de barnen i ett annat land.

Politi Mikhael Lehnert
gratis det om at be-
skyldes i forbindelse med
den tidligere 25 cent-
meter analyse.

krav till den riktigt stora kampen väntar den 15 september.

Tror på Rangers

Makes its nest in one place:
New York Rangers. Our
hate vibrate upon AHL—
get Hartford Wolf Pack.

Iagt tror att jag har gån-
 de möjligheter att bli spe-
 lare i Rangens. Men det är
 mycket som är nytt, inte
 bara fysiskt.

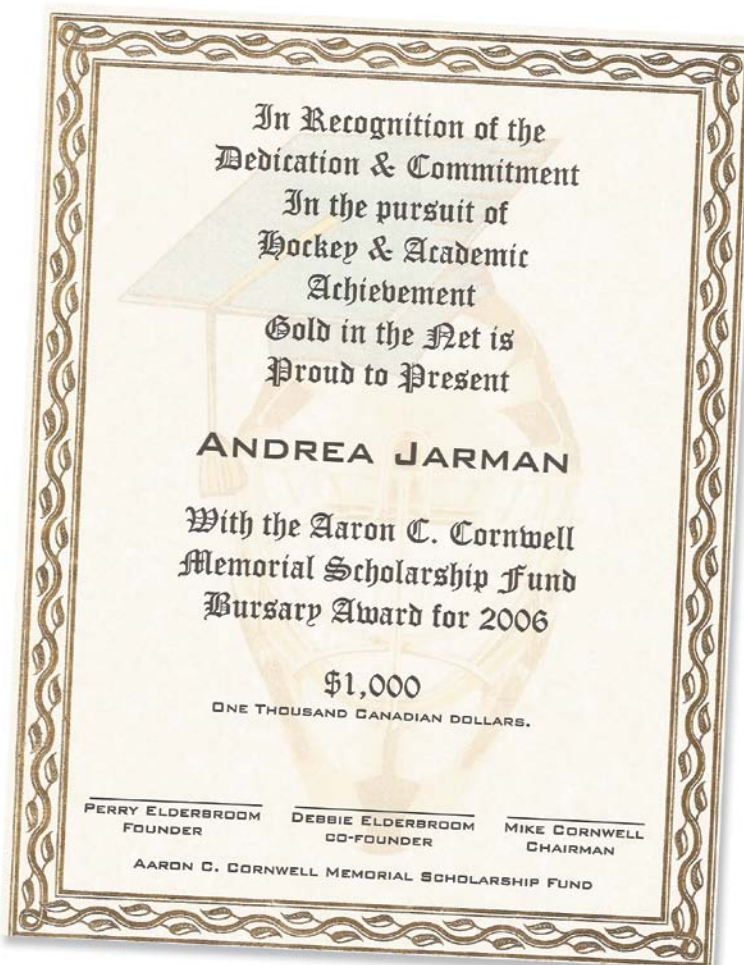
om har tränat tillsammans med Fredrik Norrén den här veckan. Norrén nyttar av Elitbröns kunskaper.

20



Aaron C. Cornwell 1981 - 1999

From the time I first met Aaron, he always impressed me, maybe it was the intensity in which he hung on every word I said absorbing everything around him or the strong work ethics he had. Aaron was self driven, motivated and he knew everything he wanted to do and how to do it. He planned on playing Jr. hockey in Canada while furthering his education to become a Marine Biologist.



It is for this reason we bring his two passions together in an annual celebration that will help others in their pursuit of excellence through their hockey and academics skills. During the past 3 years Gold in the Net has awarded 12 very deserving students each with a \$1,000.00 bursary to assist them in furthering their education. Each year it grows, in the first year we gave out three bursaries, the second year we gave out four and in the third year we gave out five bursaries. It is estimated that we will be awarding \$10,000.00 to \$15,000.00 annually within the next five years.

We get great support from all our NHL goalies and their teams to assist us in raising funds. We host the Gold in the Net Golf Classic each year along with a silent auction and dinner event.

Here are just a few of our winners along with what they had to say about Gold in the Net.



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ALBERTA

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Faculty of Arts

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Fax: 780.492.9106

The Aaron C. Cornwell Memorial Scholarship Fund
Gold in the Net Scholarship Program
P.O. Box 414
Lantzville, B.C. V0R 2H0

2 April 2006

re: Andrea Jarman

Never before in my years as a reference writer here at the university have I come across the perfect match! Not until this very moment. Andrea Jarman, your candidate and my former student in the Scandinavian Program at the University of Alberta, combines all aspects of your scholarship. You must have been looking for her! Andrea is a positive, optimistic young woman with a happy disposition and a good word to all. She is a tireless, organized, ambitious, and accomplished Law student. She has volunteered in various areas and also works to pay her way through university. Her passion in life is hockey, particularly goaltending. She is the daughter all parents hoped for: she is independent and capable, friendly and polite, approachable and compassionate. She knows what she wants and strives to reach her goals. We can all attest to her wonderful attributes as a student, a team player, a daughter, a friend, and a role model.

I taught Andrea Swedish. I specifically remember a presentation in front of the class toward the end of the first year. Andrea had planned a goaltending lesson for the other students! In Swedish, with all pedagogic tools, with laughter and encouragement, she lead her classmates through moves and rules. She glowed; she was on fire. It was fantastic! She was sharing a passion – in a foreign language.

Andrea's intention has always been to weave her interests into a career. That's where Swedish comes in. She planned a career as an NHL contract lawyer! Here is this petite, sweet girl, first year at a university, with big plans to pursue a very specific, tough career in a male-oriented world. These dreams fuelled her. Today, she is fluent in Swedish, an accomplished goaltender, and – one year earlier than the rule – well on her way through Law School.

Her ambitions and tenacity have made an impression on many, including myself. Her peers look up to her. And she still has time to laugh and spend time with friends.

I was tickled pink when Andrea asked me to write on her behalf regarding this particular scholarship. Have I managed to get it across, that I consider this young woman your perfect candidate? Andrea is always on the go, smiling. She always takes the time to chat a while although her schedule is crammed. She is a master at juggling all: academia and sports, work and leisure, family and friends. She budgets her time and sets priorities. I absolutely recommend that you consider Andrea Jarman as a scholarship recipient. Should you need additional information, don't hesitate to contact me.

Sincerely,

Marianne Lindvall
Marianne Lindvall, Lecturer

lindvall@ualberta.ca

Essay

I have been fortunate to be involved with Gold in the Net as both a student and an instructor. Gold in the Net has had many positive effects on my life. It has helped to build my confidence, it has allowed me to form many interesting and lasting relationships, and it has afforded me many great opportunities. If I had not become involved with Gold in the Net I would not be the person I am today.

My involvement with Gold in the Net, especially as an instructor, has really helped to build my confidence. The responsibilities that I have been given on and off the ice as an instructor have made me open up as a person and have forced me to step up to the challenges these responsibilities present. Be it having to give a lecture to a room full of goaltenders or run a lesson on the ice, my duties with Gold in the Net have obliged me to take control of situations I am involved in. The confidence that Gold in the Net has helped me to achieve has brought me success in other aspects of my life. At school I am expected to address different groups of people, from my class to a panel of judges, and the self-assurance I have obtained through Gold in the Net allows me to hold the attention of the different groups I address and speak with confidence. In a more general sense, the self-assurance I have learned through Gold in the Net makes me comfortable to speak up in difficult situations and deal with difficult people confidently.

Gold in the Net has facilitated the formation of many interesting and lasting relationships with many different people. It has given me a chance to get to know people from all over the world, including the US, Sweden, Japan and England to name a few. Had it not been for Gold in the Net I would not have met these people and been able to form so many diverse relationships. Gold in the Net has also allowed me to form a closer relationship with my younger brother who also trains and works for the camps. Through the time we spend together at the camps, the friends we share and the common interest, we have had the chance to form a stronger bond. Some of the most rewarding relationships Gold in the Net has allowed me to form are with the children I work with. Gold in the Net has allowed me to become a leader and a role model to many children and this gives me a great sense of achievement.

Training with Gold in the Net has also given me many opportunities as a goaltender which would otherwise not have occurred. The skills that Gold in the Net has supplied me with both technically and mentally have allowed me to compete at levels beyond many goaltenders with five years experience. This past season I had the opportunity to play an exhibition game with the University of Alberta Pandas against the Chimos of the WWHL. Though at that time I did not succeed in making the team, the coach complimented my attitude and asked me to return to tryouts next season. The skills that Gold in the Net has supplied me with are also what allow me to play in Men's Leagues with players who have experience playing in Junior Hockey. I have not doubt that if it were not for my Gold in the Net training, I would not possess the skills to play at the level I do.

The above is merely a sampling of the many positive affects Gold in the Net has had on my life. Without the confidence, relationships and training that Gold in the Net has given me I would be a very different person and would not have had the success I have.

Andrea Jarman



DOVER BAY SECONDARY SCHOOL, 6135 McGirr Road, Nanaimo, B.C. V9V 1M1
Telephone: (250) 756-4595
Fax: (250) 751-3405

Trudy Handel,
Coordinator,
FilmFLEX Program,
Broadcast and Media Communications Department,
3700 Willingdon Avenue, Burnaby, B.C. V5G 3H2

February 13, 2006

Dear Ms. Handel:

Re: Mike Sharkey

I can confidently recommend Mike Sharkey to your program. I have known Mike since November of 2004, at which time he took my Media Studies 11 course. I found him to have an admirable work ethic, to be responsible, respectful, dependable, creative, and willing to take risks.

In my course, which dealt with media literacy as well as hands on production of a short film, Mike impressed me with his ability to learn quickly, his sensitivity to issues in the media, his articulate analyses, his talent and vision, and his passion to create powerful work.

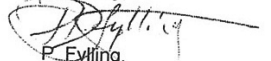
During the course, Mike's attitude toward work was enthusiastic. He regularly put in extra time and effort on written and media creation assignment, always adhering to deadlines.

Later, outside of Media Studies, Mike competed against other teams in the Skills Canada Regional Competition for Video Production. He lost his partner in his team, but, determined, he moved straight through this setback. The theme for the video was given him at 8:30a.m., and he was required to envision, film and edit to completion within five hours. Mike won that competition. He then went on to compete and do very well in the Skills Canada B.C. competition.

Mike's interest in video production goes on, Just last month he entered a new piece in the B.C. Epilepsy Society's competition.

I am sure with his skills, interest in learning, and drive, Mike will be an asset to your program, and I wish him luck in his studies.

Sincerely,


P. Eytling,
Media and Drama Teacher

As a student and instructor at Gold In The Net, I have been able to accomplish a great deal. Though my own goaltending has improved, there is so much more that Gold In The Net has done for me. Through the course of my journey up the Gold In The Net ladder I have established many friendships, increased my leadership and responsibility skills and even worked my way into a career. Without Gold In The Net, none of this would have been possible.

Throughout the camps a certain camaraderie rose between the regular students creating friendly competition and inspiring confidence. This is something I found out long ago and it still stays strong. Without these people to challenge me to take my game, or as an instructor, my lessons further, I would never have gained the self confidence I now have. With this also comes a respect for others, something that has to be learned to make it anywhere in this modern world.

With the new task of leading and teaching younger goaltenders comes a great sense of responsibility. In the time I've been an instructor, I have not only learned how to deal with this responsibility, but also how to become a leader. Without these leadership skills, it would be increasingly difficult not only to lead my helpers and students, but also to take command in any situation I might encounter in later years. Through my job as a helper and instructor, I have been able to greatly increase these skills that will no doubt help me to accomplish anything I set my mind to.

With my interest in a career set in film and television, Gold In The Net Productions has been a great source of experience. With my work on the "extras" in Volume 8, the Kinlo Mat video, and now work on Volume 9, I feel ready to attend film school, then get out in the industry. I have learned the techniques in Film and Editing through Gold In The Net Productions that I may not have otherwise learned, made mistakes that are better to have learned now and gained enough confidence in this area to face any challenge. Non linear editing, working with clients, working to a deadline, these are just some of the things I have learned through work with Gold In The Net Productions. It is no doubt that with this experience, my application for BCIT looked strong. It is also this "on-the-job" experience that allowed me to be accepted into the school. I know that even in the coming years this experience will help me in ways I would never have thought possible, and helped me to become a truly great filmmaker.

With all of this in mind, it is easy to see how Gold In The Net has affected my life. Confidence, leadership, technical skills are all things I would like to have learned no where else but at a hockey camp. Without Gold In The Net none of this would have been possible.

Michael Sharkey

How Gold in the Net has Impacted my Life

I started attending Gold in the Net training sessions at age 13. This has had a tremendous impact on my life because it helped me improve as a goalie very quickly. The instructors were excellent in encouraging me to become my best. They were excellent role models for younger children and this made me want to be like them. I started working for Gold in the Net as a goalie instructor three years ago. It is a job I cherish and it has always been a positive work environment. I realized that I love teaching others as much as I enjoy playing the game. It is very rewarding to see someone improve while at the camp.

Working at Gold in the Net offers me the ability to travel and meet new people. It has helped me to improve as a goalie, as an instructor, and as a person. I am more confident, and I feel good about myself. Gold in the Net taught me to set goals and to work hard. One of these goals is to get an education which is why I am currently enrolled in the Northern Alberta Institute of Technology (NAIT) in the Business Administration Program. I have been able to take some of the skills that I have learned at Gold in the Net and apply them to my studies.

Gold in the Net has given me the chance to meet new people. Many of these people have become my life long friends. I was quite fortunate to have the opportunity to travel and instruct in Finland during the summer of 2005. This experience has changed my life and it let me see what another culture is like, I even got to try and learn a different language. Gold in the Net has taught me to be a leader and I know that this skill can be transferred to any job that I may have in the future. I have also learned how to motivate students which is another skill that will help me succeed in the business world. I feel that I have learned many different skills from Gold in the Net that will help me to succeed in the future. Gold in the Net has also taught me the importance of staying in shape, keeping physically active and eating healthy. As a goalie these skills have enabled me to become an excellent goaltender with the ability to stay at the top of my game.

During the time that I have spent at Gold in the Net I have always been treated with respect and kindness, which in return has taught me how to treat others. I was fortunate to start training at this hockey school and I have enjoyed many positive experiences. These experiences will remain with me for the rest of my life. The owners of Gold in the Net treat me like family. All my friends joke with me that I have the best job in the world, and I think that they are right!

Barrett Baumgartner

Gold in the Net has impacted my life so much by giving me different experiences and opportunities. It's shown me life lessons and different ways to improve my lifestyle in easy and positive ways.

I've always wanted to be a goalie since I was five years old. I couldn't wait when I was Initiation level to get my first turn to play in the net when the coaches would ask who wanted to play "goalie" for the next practice or game. The first time I went to a GITN (Gold in the Net) clinic was when they came to Castlegar, I was eight years old. By the Sunday afternoon video session in one of the change rooms, I apparently fell asleep, exhausted from trying so hard during the ice sessions to improve as a goalie.

Over the next eight years, I attended many GITN summer camps and they showed me different styles of goaltending which I could use. Their lessons and instructors always supported me in a positive way. In later years, GITN was only available in Summerland, so I would go there and live in residence for the week. It felt like it was a long way from home but the GITN staff made me feel right at home and after that I didn't feel homesick when I left for different places anymore. They taught me different nutritional facts that I put into practice to this day. GITN taught me the discipline of practicing so that I could continue to improve in my skills. Not only did GITN teach me the physical side of goaltending but I also learned a lot about the mental aspect of the game. I also learnt to maintain composure and the use of adversity in a positive way to refocus. These skills have impacted me also for school and work as I have become more confident and focused on doing things to the best of my ability. Leadership and encouragement roles were always presented in GITN and helping the people in your group succeed further. I was really good at being a leader apparently and later in the years I was presented with the opportunity to help out with GITN. Through GITN I've met tons of really cool people and developed many friendships. I still keep in contact with these people and hope to see them again.

I always get asked the question of why do I like standing in front of a net and attempting to stop a hard rubber puck that is coming at me over 80 kms. /hour. I always give the same answer, I just love being a goaltender. I just love being able to come up with "huge saves" and "robbing the shooter!" especially in the GITN shoot-outs. As I look forward to Grad 2007, I know thanks to GITN that I have learnt many skills both on and off the ice that I will take with me. Most importantly, GITN helped cultivate my passion for the game and I hope to continue playing for years to come.

Respectfully submitted by
David Lebedoff