Muskoka Wild
2017 / 2018 Recruitment Package

Proud member of the Canadian Premier Junior Hockey League
Founded to provide young players with the opportunity to be a part of a truly Canadian junior hockey experience, offering a supportive environment where management maintains an acute focus of developing skills and character traits to maximize future success in life.

Based in the heart of Muskoka, the tranquil surroundings and tight-knit community provide the perfect embodiment of the Canadian hockey experience that young players dream of.

Become a part of #WildNation.

2016/17 West Division Champions • 2016/17 Presidents’ Cup Finalists
The Canadian Premier Junior Hockey League (CPJHL) was formed in 2016 when a group of existing and new junior hockey team owners responded to the ever increasing desire for a league that would enhance the development of the college-bound hockey player. The CPJHL was structured to increase competitiveness, commitment to the Junior hockey player, and to provide a recruiting ground for NCAA, NJCAA, ACHA and CIS college coaches. The league is governed by an impartial Commissioner, with team owners motivated to ensure the success of all CPJHL players.

CPJHL teams play a 48-game regular season that runs from September to March, and culminates in a playoffs. The CPJHL conducts a Showcase and All-Star Game throughout the course of the regular season, providing the opportunity to showcase its member teams and their respective players.

The CPJHL is a developmental league, where many players will begin their junior careers. Every player will participate in two to four practices per week (dependent on game scheduling), with one weekly practice focused solely on individual skill development. It is at this stage in players’ lives where adjustment to the playing style at a higher level of hockey and maintenance of the academic excellence required for a collegiate future must co-exist. The CPJHL’s mission is to fully prepare every player to achieve both their personal and hockey goals.

Roster sizes have been limited to 25 players and 3 goalies per team, ensuring the primary focus of each team remains on the development of the individual.
The Muskoka Wild organization is owned by Northern Athletic Education, Inc. (NAE), a company specializing in the development of young individuals’ athletic skills, personal confidence, maturity and perseverance to better enable them to accomplish their personal, educational, professional, and athletic goals.

The Muskoka Wild are based in Port Carling, Ontario.

VISION
Junior hockey as the vehicle where young players are brought together to play the sport they love in a supportive environment where management is acutely focused on developing each player’s athletic skills and character traits to maximize future success in life.

MISSION
To achieve its vision, the Wild will recruit dedicated individuals who have an active interest in bettering themselves and those around them. The organization will provide its players with excellent athletic training and ample gameplay opportunities in a professional environment complete with dedicated staff who take an active interest in their player’s success beyond the rink.

CULTURE AND VALUES
Muskoka Wild’s culture places a high premium on professionalism and evenhandedness in competition. Players must conduct themselves as professionals on the ice and in public, while exercising sportsmanship towards teammates and opponents. It is critical that members of the organization support one another as they enjoy mutual successes, and learn from mutual failures. It is expected that players and staff will exercise grace in both victory and defeat.

Members of the Muskoka Wild organization must possess sincere determination and the ability to persevere through the difficult times that come with any season. Players who at once have an independent work ethic, a desire to learn from others, and a willingness to help those around them will fit perfectly into Muskoka Wild’s organizational culture. We aim to be a pillar of the community, and will conduct ourselves in a way that instills pride and admiration in all those who interact with the members of the Muskoka Wild.

As a progressive and caring member of the community, Muskoka Wild values:

- Respect
- Integrity
- Sportsmanship
- Work ethic
- Responsibility
- Accountability
- Leadership
- Kindness
- Academic focus
- Healthy competition

To succeed as a member of the Muskoka Wild, it is important to be rigorous in your approach to:

- Conditioning
- Skills development
- Developing hockey IQ
- Community involvement
- Academic learning
The three-member executive team at NAE is responsible for all decisions regarding the team’s operation. Providing a strong foundation for the organization, the executive team brings together a diversified background from financial markets, law, brand marketing and sponsorship, and hockey operations.

The Muskoka Wild coaching staff is responsible for the oversight of prospects and the on-going development of all roster players. This group includes:

- Scott Baker – General Manager / Coach
- Ben Murdoch – Coach
- Dan Wray – Assistant Coach
- Ryan Morgan – Equipment Manager & Player Safety Expert

This diversified group forms a partnership of talented, like-minded individuals working to build a successful junior hockey program. General Manager / Coach Scott Baker has excelled at hockey throughout his life, representing teams in Junior A, the Ontario Hockey League and Ontario University Athletics. This background has provided key insight into the physical and mental traits it takes to succeed as an athlete.

The entire coaching staff is involved in local minor hockey, and is actively working to entrench the program in the local community. From the outset, NAE has looked to foster new relationships and establish the Wild within the tight-knit community of Muskoka. While the Wild’s success on the ice has been noteworthy, NAE is even more proud of what the team has been able to accomplish over a short term in the community. From the Port Carling and Bala Santa Claus Parades to Winterfest, there has been a concerted effort to have the Wild present at all notable community events.

None of the key decision-makers have any children, nor any affiliation to any individual within the organization. This ensures a bias-free environment for all players to develop, with success based solely on performance and contribution towards the mission and goal of the team.
Facilities

The Wild play all home games at the Port Carling Arena, located in the heart of town. Being the prime tenant in the facility has enabled the Wild to begin transforming the space from a typical minor hockey look, providing Wild players with an atmosphere appropriate for a true junior program.

• Dedicated dressing room, with separate coaches room
• Two to four (2 - 4) weekly 1.5 hour practices, with additional ice availability
• Off-ice training access and dedicated sessions

• Post-game video analysis
• Equipment
  • Sherwood gloves; pant shells
  • Home & away jersey

CPJHL Showcase & WSHL Shootout

With player development being a founding principle of the league, the second annual CPJHL Showcase will be held in December 2017. Last season, the inaugural CPJHL Showcase was hosted at Pullar Stadium in Sault St. Marie, Michigan, with all eight member clubs competing in an East versus West round robin format.

Following the Showcase, the CPJHL assembles an All-Star team to compete in the WSHL Shootout, held annually in Las Vegas, Nevada. This event brings together all 29 Tier-II teams in the USA; the Wild were proud to send six players to take on the WSHL's top teams. For players chosen to compete, there will be associated expenses for travel and accommodations.

Both events provide the opportunity for all players to showcase their skills to a captive scouting audience from NCAA college programs and higher levels of junior hockey. They provide the ideal environment for players to expose themselves to opportunities at the next level - both athletically and academically.

Travel

Based in Ontario, the location of CPJHL franchises creates a fairly large territory for each team to navigate. In an effort to minimize the overall effect of travel, the majority of games are divisional; however the league will be moving to a more balanced schedule for 2017.

For all required travel, the CPJHL provides transportation through a fully chartered busing company.

The vast majority of games are scheduled for weekends, minimizing the disruption to both school and employment opportunities. Except in exceptional circumstances, all trips are same-day. Players are picked-up from the Port Carling Arena in the afternoon and return directly upon the conclusion of the game. Transportation is provided for those individuals staying in the dorm house.
Through an agreement with local property management company Loon Call Resorts, members of the Muskoka Wild have the opportunity to live together in the team dorm house. Under the constant supervision and guidance of Coach Ben Murdoch, the house offers safe and affordable accommodations right in town.

Set in the heart of Muskoka, this serene and tranquil environment provides the ideal place to play Junior hockey. NAE believes that housing the core of the team under one roof will play a critical role in developing our players off the ice, promoting higher levels of team camaraderie and individual discipline as players bond together through the upkeep of their shared community.

Accommodations are available to every member of the Muskoka Wild for a monthly fee.
Stay Connected

The Wild make it easy to stay connected regardless of your location.

- CPJHL website provides live scoring for every game, and complete stats tracking for all players in key areas throughout the season
- Video recordings of all Wild games are uploaded to our dedicated YouTube channel post-game
- The Wild possess a strong presence in the local media, with weekend previews prior to each game complemented by thorough game summaries after the final whistle
- Active social media following

Livestreaming of all games remains an active goal, as we recognize its importance to the parents of our players. It remains the primary focus financially, and will be one of the first investments we make back into the organization.

Media

*Muskoka Wild Advance to CPJHL Super 4* - Muskoka411.com - March 14, 2017  

*Wild Take 3 of 4 This Weekend* - Muskoka411.com - February 21, 2017  
[http://muskoka411.com/start/muskoka-wild-add-6-points-after-winning-3-of-4-games-this-weekend/](http://muskoka411.com/start/muskoka-wild-add-6-points-after-winning-3-of-4-games-this-weekend/)

*Muskoka Wild Defeat Seaforth Generals to Remain in First Place* - Jewel 88.5 - November 7, 2016  

Social Media

- [www.muskokawild.com](http://www.muskokawild.com)
- Facebook.com/MuskokaWild
- @MuskokaWild
Educational Opportunities

The Wild offers all players access to educational and career counseling by leveraging the varied backgrounds of the executive team. We seek to play an active role in developing all players, and based on the interests and appetite of the individual, can provide unique access and exposure to a corporate setting.

Enrollment in local high-school programs is available for players of age. There is an associated cost for all international players.

Employment Opportunities

We have been successful in securing employment opportunities for Canadian citizens. Upon joining the team, the Muskoka Wild can assist in finding employment for our athletes.

Unfortunately, based on citizenship and immigration issues, we cannot locate employment for international players.

Payment

The CPJHL is a pay for play league. Please contact NAE management for more information on individual payment packages.

All international players must purchase emergency insurance for a one-time payment of USD $850.

Contact Information

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