



**OUR MISSION:**

The Southeastern Hockey Association of Wisconsin is dedicated to the ideals that encourage, improve and promote the standards of youth hockey in southeastern Wisconsin. To this end, SHAW supports a recreational and travel hockey league in all appropriate age brackets. SHAW provides a healthy and safe environment to assist in the development of competitive hockey teams, educate youth in the sport of hockey, and encourage fair play in a USA Hockey sanctioned organization. In addition, SHAW will endeavor to assist in the obtaining of scholarships through the playing of hockey.

**IMPORTANT DATES:**

1-Jan-08	Lights Out Hockey
18-Jan-08	Senior Night
January??	Pizza pick up
4th weekend in February	Cofrin Cup
Last weekend in March	Cairns Showcase
??	Banquet

**STATE TOURNAMENT SITES:**

March 1-2, 2008	
High School	Green Bay
Bantam A	Stoughton
Bantam B	River Falls
PeeWee A	Marshfield
PeeWee B	New Richmond
PeeWee C	Washington County
Squirt A	Menomonie
Squirt B	Ozaukee
Squirt C	Chippewa Falls
Mite A	Onalaska
Mite B	Mosinee

**NOTE: Make your Hotel Reservations NOW!**

**STATE PLAYDOWNS:**

February 8-10, 2008  
Sites TBD

**Don't Forget:**

**Team Manager's Meeting - 2nd Monday of each month @ 6:30pm 11-12-07**

**Board of Directors Meeting - 3rd Monday of Each month @ 6:30 pm 11-19-07**

**Note: The 2007-08 Budget will be discussed at this meeting. All parents and anyone interested is invited to attend.**

**A Note from Carisa - Director of Merchandise**

I hope to have all SHAW merchandise on the website by mid October. There will be a printable order form that can be dropped off in the mailbox at the Wilson Park Arena. Merchandise will be available Saturday, November 10 during Picture Day. At that time, we will have NEW merchandise and a heat press for personalization!! Show your support with SHAW gear!

**Farewell!!**

*We would like to thankeveryone in the SHAW organization for the past 8 years. SHAW is a GREAT organization and our family was honored to have called it our hockey home. We will definitely miss everyone we have made friendships with and those of you that have spent so much time to help our children understand the great game of hockey. If you ever get down to the Phoenix area, please feel free to look us up.*

*Remember, it's all about our kids! Good Luck in 2007-08 and beyond!*

*Thanks again,  
The Storbeck Family*

**A Parent's Perspective:**

*The long tryout season is finally over. You can be sure that most of the skaters will start the season in good condition and ready to skate. You can also be sure that a few skaters will be disappointed that they didn't make the team they were hoping for. On another level, for every skater there are supportive parents that sometimes show their deepest passion at tryout time. I can remember many years at my own house where the anxiety raised by the hour waiting for that call that told out child what team they were on.*

*If I can be so bold, let me give you some perspective on this worrisome tryout time. I think we as parents get pretty worked up because we see our children being judged and for some reason that never seems fair, especially when your child has a chance for the A or B team but landed on the B or C team.*

*I've had 2 kids work their way through this process. And I'm glad to report that they have come through many years of hockey with wonderful memories, no matter how they felt on the evening of the last tryout. I've seen several examples where one child barely slipped onto the A team and had a season where they lost more games than they won. I also remember a very disappointing night when a hope for the A team became a B team acceptance. As disappointing as that may seem at the start, it was turned into a state championship at the end of the season. If my child had made the A team he would have not as memorable a season. As a parent, the best year I had with other parents was one that did not quite make a winning season.*

*But regardless of the success of any team my children were blessed with wonderful friends, some great conditioning, and some wonderful hockey memories. SHAW hockey exists to bring the great game of hockey to kids who are interested and willing. So enjoy this season, and help your child to appreciate him or herself no matter what team they find themselves on this year.*

*A SHAW Parent*

*Jim Paull, an extremely dedicated former "Yooper," is a very deserving member of the prestigious Wisconsin Hall of Fame. He left his snowshoes in Calumet, Michigan in the late 1950's, but brought his love for the game of hockey and fierce determination to "do it right" to Milwaukee and Wisconsin's youth hockey was a huge benefactor.*

*When he arrived in Milwaukee to start a 40 year career at Allen Bradley, he needed a job but didn't need any help with his hockey. A natural, slick, skater since he could walk, Jim soon got involved in the local hockey scene, or what there was of it. He instantly the great potential for hockey and became one of the original organizers of SHAW. This group has grown to become one of the premier hockey associations in Wisconsin. With a few of his "Yooper" friends, he was able to give SHAW a jump start compared to the other hockey organizations.*

*During his tenure with SHAW, he was the first Director of Coaches and served on the Board of Directors for many years. He also coached for many teams at different levels for 20 years, helping to bring 4 State titles. These teams were the 1975 Bantams, the 1977 Pee Wees, the 1985 High School team and the 1985 Midgets.*

*After he passed on his demanding SHAW duties to others, he coached Milwaukee Pius High School and brought them the private school JV championship in their second year.*

*In addition to coaching, he found time to play for the Milwaukee Admirals from 1970-72, the Milwaukee Wings in the Badger State league from 1974-77, was the player coach for the Milwaukee Oaks in 1977 and finished as a player coach for the 1978 Milwaukee Wings.*

*His dedication to the younger players is legend in Milwaukee. As a coach, he was not only a constant motivator and great teacher, but also took a personal interest in all his players. He often picked them up at home for practice in order to make sure they were on time. His motto was, "No player left behind."*

*A huge Detroit Red Wings fan, Jim started a momento collection of Red Wing items as a child in Calumet. When he moved to Milwaukee, that collection was put on hold for many years. His collection is now truly impressive, collecting everything connected with the team except for the players themselves. The collection occupies his entire basement and the main focus is his favorite player, the great Gordie Howe.*

*Jim was way ahead of his time in Wisconsin Hockey circles and is richly deserving of his induction into the Wisconsin Hockey Hall of Fame.*

**BEHIND THE SCENES:**

*A new feature looking at the people who help make SHAW GREAT!!!*

*Pat Heikkenan*

*You may have seen him running around the rink, doing everything from organizing pennants, making team assignments, collecting and organizing evaluations, answering countless questions and anything else that goes with having anxious skaters and parents during tryouts.*

*Pat has served as Vice President ON Ice for the past 4 years. He has also contributed in several coaching roles, including the JV team this season.*

*Make sure you tell him thanks the next time you see him for his dedication and effort. I am positive that if you have a question or a comment, Pat will spend the time to address your issue or concern and work to find the answer to your issue in a timely manner.*

*Great job Pat!!*

**A SIDE NOTE:**

*My apologies for the appearance of the newsletter. I had to do it on EXCEL instead of Publisher due to technical difficulties. The next will be better.*

*Wade*

**Please send any contributions to:**

**Wade Van Westen, Newsletter Director**  
[hawkeyes29@yahoo.com](mailto:hawkeyes29@yahoo.com)