

Ontario Lacrosse Magazine is the primary source of information for Ontario lacrosse players, parents, coaches and officials.

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SMSNET RETURNS TO POWER THE FESTIVAL SCOREBOARD ALERT SERVICE AT THE 2012 ONTARIO LACROSSE FESTIVAL

The ninth annual Ontario Lacrosse Festival kicks off on Friday, August 3rd and runs through Sunday, August 12th at Iroquois Park Sports Centre, Canada's largest municipal sports facility, in Whitby, Ontario. Holding its status as the largest youth sporting event in Canada, this year nearly 11,028 athletes and coaches are slated to participate at the Festival and with an expected audience of nearly 60,000 spectators throughout the ten-day event, communicating event results becomes a difficult task.

Though Iroquois Park remains the central hub for Festival action, continued growth of the event has resulted in the incorporation of venues in the nearby municipalities of Clarington, Oshawa and Ajax. Festival organizers realize the posting of event results on a single scoreboard in one location no longer gets the job done and have since partnered with SMSnet to deliver scores and other important information directly to the participants.

SMSnet has built a robust text messaging platform that enables the OLA to text important information to all members who subscribe for the service. With the guidance of President Rick O'Connor, SMSnet has become the leader in Canadian Sports Text Messaging, specializing in sending text alerts, scores, notices, and improving the communication of

time sensitive information. Members of the Festival Event Team collect scores from all arenas and organize them into age divisions, then upload the results to the SMSnet platform which delivers the scores directly to subscribers' mobile devices.

The concept of the Festival Scoreboard Alert Service has certainly caught on with Festival participants. In 2011, over 3,300 people subscribed to the Festival Scoreboard Alert Service, a 350% increase from the year prior. SMSnet technology has allowed Festival organizers to reach out to interested parties who are unable to attend the event, including Canada-wide messaging as fans can follow their national teams from home provinces.

"Our partnership with SMSnet has been an extremely valuable service for both the execution of the event and communication tool for parents, players, coaches and fans," says Ron MacSpadyen, Marketing Director of the Ontario Lacrosse Festival. "With an event our size, keeping everyone updated on scores in real-time helps address what would become an avalanche of inquiries for our volunteers. With one free text subscription, fans can find out any score of any of the 1,000-odd games at the Festival. We are looking forward to another year of continued user growth." ♦

LACROSSE GETS ONE STEP CLOSER TO OLYMPICS

FEDERATION OF INTERNATIONAL LACROSSE BECOMES SPORTACCORD MEMBER

The Federation of International Lacrosse (FIL) was accepted as the 106th member of SportAccord at the Annual General Assembly of SportAccord meeting on May 25th in Quebec City. SportAccord is the umbrella organization for all Olympic and non-Olympic sports federations. The general purpose of SportAccord is uniting the world of sport as a partner in Olympic Movement objectives.

FIL President Stan Cockerton and Development Director, Tom Hayes were in attendance at the General Assembly representing FIL.

The FIL sees its membership with SportAccord as an opportunity for increased cooperation, access to services and promotion as well as being the first step in the pathway toward Olympic recognition.

SportAccord President, Hein Verbruggen,

warmly welcomed the FIL as its newest federation.



Afterward, FIL President Cockerton said, "This is a very exciting day for FIL. We are honoured to become a SportAccord member and will continue to strive forward in our pursuit of the Olympic dream."

The Federation of International Lacrosse was established in August 2008 in a merger of the men's and women's lacrosse associations. FIL is responsible for the Men's World Championship, World Indoor Championship, Women's World Cup, and both the Men's and Women's U19 World Championships. These events take place once every four years. For further information on both organizations, contact www.filacrosse.com or www.sportaccord.com. ♦

CANADIAN LACROSSE HALL OF FAME ANNOUNCES 2012 INDUCTEES

Several outstanding OLA players, builders and teams from the past were recently announced as the newest members of the Canadian Lacrosse Hall of Fame in New Westminster, B.C.

The new Ontario inductees include:

- **Mike Gray (Whitby, ON)** — Mike's lacrosse journey began as a Brooklin youth lacrosse player in the 1950's until his retirement from the Brooklin Redmen Sr. A team in 1971. Gray won the 1963 Minto Cup with the Oshawa Green Gaels and the 1968 and 1969 Mann Cups with Brooklin. He traded in his lacrosse gear for a clipboard and whistle to become the GM and coach of the 1972 Brooklin Senior Lacrosse Team. In 1976, Gray started the Brooklin Redmen Major Senior Lacrosse team taking on the General Manager role until 1987. In his tenure, the Redmen were bronze medalists in the Nation's in 1980 World Box Lacrosse Championships, Mann Cup champs in 1985 and Mann Cup finalists in 1986. Mike held the Ontario Lacrosse Association (OLA) Major Commissioner position from 1987-1994, then returned to Brooklin in the early 90's as President and served various roles as Alumni President, broadcaster, Team Manager and General Manager until 2001. After winning the 2000 Mann Cup, Mike managed the Brooklin Merchants Senior B teams (2002-2004). Gray was inducted into the Canadian Lacrosse Hall of Fame Team Category with the Oshawa Green Gaels and Brooklin Redmen teams.
- **Derek "Jammer" Keenan (Oshawa, ON)** — Derek played in seven seasons (1976-1982) with the Oshawa Green Gaels Junior A lacrosse team where he was a perennial Top 10 league point scorer. Keenan played his entire nine Major Series seasons (1983-89, '92 & '95) with the Brooklin Redmen, winning three Mann Cup titles in four years (1985, 1987 & 1988). He was the OLA Major Series Top Scorer and MVP in both 1987

and 1988. In 212 career games, he scored 342 goals and 437 assists for 779 points and 361 penalty minutes. In 1991, Keenan played one season with the Whitby Steelhawks of the Canadian NLL winter pro league where he was the league Top Scorer and MVP. In three Major Indoor Lacrosse League seasons, Keenan netted 123 points in 27 games with Buffalo and Toronto winning two Champions Cups with the Buffalo Bandits (1992-93). Derek began his NLL coaching career in 2003 with the Toronto Rock with stops in Anaheim, Portland and currently Edmonton. Keenan was inducted into the Ontario Lacrosse Association Hall of Fame in 2009.

- **Tom "Slick" Wreggitt (Oshawa, ON)** — Tom played in 20 seasons of Major Series lacrosse (1979-99) with the Brooklin Redmen and Peterborough Lakers winning four Mann Cup titles with Brooklin in 1985, '87, '88 and 1990. Wreggitt was in the Major Series Top 10 of scoring in 11 of those seasons. In 332 regular season games, he scored 426 goals and added 654 assists for 1080 points with an additional 131 goals and 178 assists for 309 points in 168 playoff games. Wreggitt is currently 12th in Canadian all-time playmakers with 832 assists and 16th in all-time Canadian point scoring overall with 1389 points. Wreggitt was inducted into the Canadian Lacrosse Hall of Fame Team Category with the Brooklin Redmen (1985-91) team and into the Ontario Lacrosse Association Hall of Fame in 2011 and as a player.
- **R.G. (Bob) Curtis (Peterborough, ON)** — After amassing an impressive 2.07 points per game average as a Peterborough Junior, Bob Curtis graduated to the 1954 Peterborough Timbermen, helping win a Mann Cup in his very first year as a Senior player. He helped his team earn the league championship four more times (1955-57, '59), earning a stellar 2.57 points/game av-

erage. He was a top ten scorer for the first six years of his career (1954-60), but was more than an offensive force. Bob was also known as a talented loose ball man and a quiet leader who let his play do the talking. In 224 career games, Curtis scored 365 goals and 210 assists for 575 points. His number was raised to the rafters by Peterborough in 2009.

- **1956-59 Brampton ABC's Junior Excelsiors** — In 1959, the Brampton Junior Excelsiors did something no team had ever done before. They won a third straight Minto Cup, cementing their dominance as Canada's national Junior lacrosse champs. The core of that "three-peating" team was formed in 1956 with a team that won its first of four consecutive Eastern league championships, but ultimately lost to Vancouver Mount Pleasant Legion in the 1956 Minto Cup. But that first taste of the Minto success was enduring and the Excels would not be denied against Victoria Shamrocks in 1957 and '58, and then the New Westminster Salmonbellies in 1959. Brampton won twelve Minto Cup games in three years, losing only four. Their numbers included eleven inductees to the Canadian Lacrosse Hall of Fame.

Other members of the 2012 induction class include: Murray Lehman (Surrey, BC), Tom Marechek (Baltimore, MD), Craig Stevenson (Surrey, BC), Ron Jay (Victoria, BC) and the 1928 Canadian Olympic Gold Medal Team.

The new inductees will bring the number of those honoured in lacrosse's national shrine to 476: 142 Builders, 210 Box Players, 82 Field Players and 42 Veterans (those who played prior to 1970). There are 16 teams inducted in the Canadian Lacrosse Hall of Fame Team Category.

The formal induction banquet and ceremonies will be held on November 17, 2012 in Burnaby, B.C. ♦

THE LACROSSE MOVE GOES INTERNATIONAL

Beginning June 1st, lacrosse fans were given the chance to see the game they love on the big screen. Crooked Arrows, an original, uplifting sports movie takes place in the contemporary world of a Native American reservation and follows the high school lacrosse team on their journey to becoming state champions.

The Canadian premiere event was held Sunday, May 20 at the Beach Cinemas in Toronto to give fans a sneak peek and launch a celebration of lacrosse. The event showcased the feature movie as well as a meet and greet with one of the stars, all while ticket sales supported local amateur lacrosse.

The story connects the sport of lacrosse with its roots and tells the story of the game through the Native American background. Joe Rogan (played by Brandon Routh) wants to modernize his reservation but is first tasked with coaching the Crooked Arrows who compete against teams in the elite Prep School League. Coach Rogan takes the team on a journey, inspiring them with their heritage and tribal pride, to compete for the state championship.

Those involved with the film had to answer an important question before they could begin production: "Do we find actors and teach them how to play lacrosse, or do we find lacrosse players and teach them how to act?" The casting director decided the film should be as real as possible and went on a country-wide journey across the United States to find lacrosse players who could star in the movie and showcase the sport of lacrosse on the big screen. Some of the most talented lacrosse players treat the audience to authentic plays and game action, one of the many storylines lacrosse fans will enjoy.

Several reviews indicate the choice of lacrosse talent over actors was well received and the Boston Globe wrote, "Crooked Arrows scores as a family film with terrific action." Crooked Arrows is playing at select theatres only, including the AMC Whitby theatre during the course of the Ontario Lacrosse Festival. ♦

NEW OLA TEAM RANKINGS SYSTEM LAUNCHED THIS SEASON

The Ontario Lacrosse Association in partnership with MYLax launched an official statistical ranking system for all rep box teams across Ontario this summer.

In the past, rankings officials have travelled around Ontario observing teams, tracking player movement among clubs, and accounting for coaching experiences and past results. But as registration numbers continue to grow across the province, performing these tasks and placing teams in the appropriate skill categories becomes increasingly difficult.

The MYLax platform was created based on the flagship MYHockey rankings system, the preeminent North American leader in ice hockey team rankings. Owner Neil Lodin helped coordinate the new initiative.

The MYLax rankings are computed mathematically, with no subjective weighting or human determined values. MYLax rates teams based upon how well they play against other teams and how good those teams are. These two factors are "AGD" or "average goal differential" and "SCHED" or "strength of schedule." AGD is currently calculated by accumulating the goal differential of each game, to a maximum of 7, and divides it by the number of games played. The strength of schedule is computed by averaging the rating of each game opponent. AGD and SCHED are added together to compute a team's rating. The numerical ratings were used as one

tool in the overall 2012 OLA Ratings Process.

OLA Coordinator of Ratings, Lynn Brandwood, looks forward to comparing results from the eighth week and final ranking date, Wednesday, August 1st, and overall division results from the Ontario Lacrosse Festival.

"I think that kind of analysis will help us improve the MYLax system" says Brandwood. "It took Neil almost a decade to build what many people consider the most accurate ranking system of hockey info, so tracking provincial championship results versus our first year rankings will be interesting. Ultimately it's about improving the system."

OLA Program Director Ron MacSpadyen assessed the season as "Fascinating, thanks to Lynn's extraordinary effort on the project."

"For me, this past winter was the eleventh season I watched Neil's system rank hockey, so was very interested in how it would perform with the shorter lacrosse season, in both total games and schedule lengths. My opinion is the system did not even get the chance to reach its full potential because we had some inaccurate and missing game scores. Once we clean that up, which is not difficult to do with the help of our clubs and Lynn's leadership, this tool has huge promise for the OLA."

"We already have a list of improvements to implement for next year and a lot of coaches, players, volunteers and fans I talked to are interested in where this is going." ♦



With Kayden Tapp (left) and Tyson Currah (middle) in hot pursuit, Dominik Dolson (right) is off and running at the Day of Champions hosted by the London Minor Lacrosse Association. The Blue Devils house league program, coordinated by Director Karie Wilcox and Convenors Perry Dewaele, Ryland Fairweather, Heather Hodgins, Dave Pizzezy and Mike Wilkins, serves approximately 425 players in southwestern Ontario.