

**Don Koharski's**

***CODE R.E.D.***

**Online Training Program**

***Built for Minor Hockey Officials!***



# What is the **CODE R.E.D.** program?

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Simply put it stands for...

**R**etention =  
**E**ducation +  
**D**evelopment



The number of hockey officials has been on a steady decline for too many years. As administrators and teachers we need to respond with *modern training tools* to help provide officials with the skills they need to succeed.

Koharski's ***Code R.E.D. program*** is a modern, online training program designed to support officials with officiating fundamentals with the goal of helping your association improve retention.

# Make Officiating Fun!

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“We all need to work together to become more consistent in our training of young officials. Not only to retain, educate and develop them - but to grow our staffs! Let’s get our officials excited, energized and engaged. We need to show officials we care about their development and growth.

“Let’s make it fun again. Let’s shape the future leaders not only on the ice but in our communities. We know our officials face huge challenges such as abuse. One of our goals is to bridge the gap on abuse through our platform. It’s time we are all held accountable.

**“We need to get officials engaged and ensure they aren’t neglected!”**



# Program Components

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*The program consists of training content, a platform to track progress and development, and 1-on-1 consulting.*

## 1) Video Lessons from Don Koharski

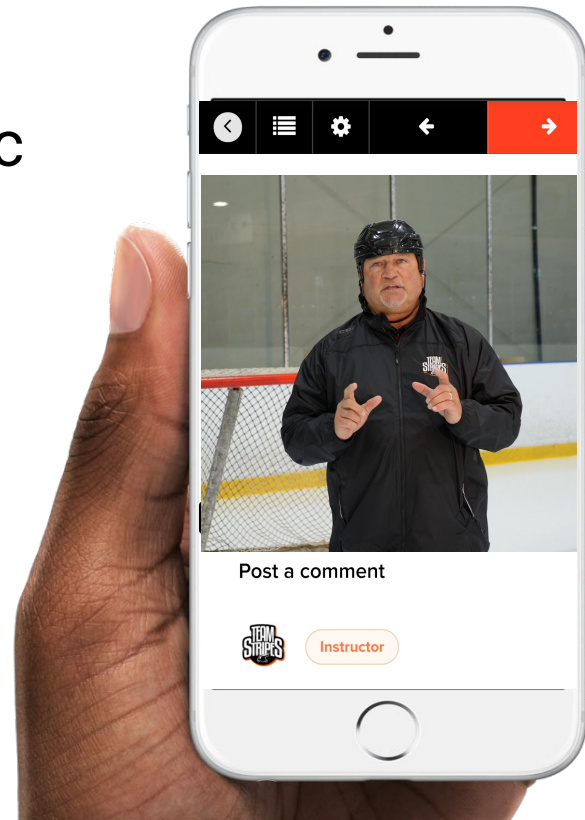
- Useful video lessons
- Referee and linesmen specific
- Professionally produced
- Instructors from AHL, QMJHL, NCAA + More!

## 2) eTraining Platform

- Monitor officials progress
- Mobile accessible
- Provide quizzes to officials
- Assign learning tasks

## 3) Group Consulting

- Get live 1-on-1 consulting with Don Koharski
- Includes once a month group chat exclusive to your association (Oct. 1st thru Apr. 30th).



# Pricing for 2019/2020 Season

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*You can mix-and-match certain elements of the program. Below is the pricing for the different components. All prices will include HST.*

## **Video Lessons from Don Koharski**

- \$75 per individual license (minimum 10)

## **eTraining Platform**

- \$12 per official
- Admins are free

## **Don Koharski Consulting**

- One time promo fee of \$500

***BONUS:*** *Any official in your association enrolled in our program gets 10% off a future Koharski development camp!*



# Impact on your Association

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Since launching our training program, we have been providing ongoing support to officials from countries such as Canada, United States, Finland and Australia.

A majority of our members access our program at least 3 times per month during the season! Below are survey results from our members:

- **78% of those surveyed indicated that it was very easy to apply skills to their games.**
- **92% of users reported higher levels of confidence.**
- **95% of users found the content easy to access.**
- **On a sliding scale from 0 to 100 in terms of ‘fun’, users ranked the program an 86.**

*“The high-quality video content is engaging and provides the tools our members need to improve their officiating skills!”*

**Andy Hudson**

Missouri Ice Hockey Officials Association

# WANT TO LEARN MORE?

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Contact Don Koharski:

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## *Our Partners*

