

Founder Story

Built From the Inside of Youth Hockey

My Hockey Recruiting wasn't built from the outside looking in. It was built from years spent inside youth hockey — as a coach, a parent, and a family trying to do the right thing for their players.

For more than eight years, our family has navigated the youth hockey landscape. We've coached and supported both boys' and girls' teams and experienced multiple leagues and levels, including EHF, E9, and the Valley League. Like so many families, we spent countless hours in rinks, on sidelines, and in conversations trying to answer one simple question: **What is the right next step for this player?**

What became clear very quickly is that youth hockey isn't short on passion or opportunity — it's short on clarity. Families are expected to make early, impactful decisions about teams, coaches, training facilities, and tournaments, often with limited information and a lot of noise.

As a coach, it was frustrating to watch families struggle to evaluate options fairly. As a parent, it was even harder to feel confident that the right decisions were being made at the right time. Advice was fragmented, recommendations were biased, and too often the loudest voices carried the most weight.

We didn't see a platform that truly served families — one that was neutral, transparent, and focused on development rather than hype. So instead of accepting the status quo, we decided to build what we wished existed.

My Hockey Recruiting was created to help families navigate youth hockey with confidence. It's a player-first platform designed to bring structure, credibility, and transparency to a complex system — supporting development, not pressure.

Youth hockey is a journey. My Hockey Recruiting exists to make that journey clearer for the families walking it.