



Like a plant, a sport or business is only as strong as its roots. Extreme Hockey and Sport is about strengthening the roots of sport... and its own roots within its community.

"We're extremely community-oriented and always pushing the envelope to be the best we can," says owner Jason Degelman. Extreme Hockey doesn't do this with its own agenda in mind. "The number-one thing is customer service: your needs are first. We don't sell to sell. First and foremost, we work with your budget. It doesn't matter how much money you've spent with us, we try to treat all customers equally and provide you with the best service.

"Number two is giving you the proper fit, utilizing our expertise and knowledge of our product. We aren't here to make the sale and get you on your way; we don't want you just one time. We're looking to build a solid and trusting relationship between you and our team." Degelman assures that you are getting proper advice from well-trained staff, not someone from the bicycle, appliance or camping sections...common in box stores. These are the roots of Extreme Hockey's philosophy.

Loved sports since childhood

Jason Degelman has been in the industry since 1988 but has loved sports since he was a child. "I grew up in Southey playing fastball and hockey and was a very successful player." At 16 years of

Extreme Hockey: Strengthening the roots of sport and the community

BY



age, he moved to play for the midget AAA Yorkton Mallers. "I was offered a full hockey scholarship with the University of North Dakota but was involved in a serious motor vehicle accident in May,

1987. That ended my hockey career but definitely not my love of the sport." While Degelman was recovering from the accident he was offered employment with Western Cycle. "I worked there for



depicts corporate sales as “a small business-within-a-business that will brand a variety of products with corporate or teams names.” This might include golf shirts, OGIO luggage, pucks, lighters or watches.

“We don’t just sell a team a basic jersey. We’re always trying to make their brand, name or logos appear the best in our customers’ eyes.” Scott Albert, corporate/team sales manager, has avenues for name brands and ideas for your company or team. The corporate division of Extreme houses sports memorabilia ranging from low-cost prints to Wayne Gretzky Authentics limited-edition canvas pictures of him and Mr. Hockey, Gordie Howe. Extreme Hockey sells memorabilia and also consigns it to charity events for silent and live auctions.

More than just making sales

That’s the business side of the business. Lisa Degelman emphasizes that they are about more than just making sales. “We’re a community company. Having a young family—Hunter is seven and Emersyn is four—we reside in Regina Beach and are a small-town community-driven family! I volunteer on the preschool board, at the school and with coaching the kids’ sports teams. We’re always involved in local fundraisers ... anything to help out. That’s our family and company’s philosophy... to be grassroots or ‘small-town,’ giving back to those that give to us. I have a degree in social work, so this way of doing business is right up my alley!”

The Degelmans maintain Extreme as a grassroots company by being involved with Hockey Regina, Sask Baseball, 3-4-5 Fun Hockey League, Notre Dame College and several First Nations bands. Similarly, the company is a huge supporter of the Red Cross Anti-Bullying Program and Kids Sport. During November’s Black Friday sale, a percentage of the sales and all donations were given to Cindy Fuchs and her anti-bullying program. In return, Red Cross volunteers helped work the sale.

a few years with casts on while I endured many surgeries,” he says. He traveled to Australia, returning to the store, eventually becoming buyer and manager. In 1996, Degelman relocated to Regina’s newly established Play it Again Sports franchise. He was initially the buyer and manager, but soon became a partner. The franchise eventually evolved into the independently owned Extreme Hockey and Sport.

The store opened its doors and celebrated its grand opening on January 13, 2001. Jason put his love of sport into his career and built a very strong team at Extreme. The store employs on average 30 to 40 employees and focuses on these main categories: hockey, ball, specialty sports/performance moisture-management clothing, and corporate/team sales. Extreme Hockey is 70-percent hockey and, as a hockey store, Degelman says there are a couple of significant points that set it apart from its competitors.

First is selection. “We carry the top name brands, and the relationships we have with our suppliers are more significant than at other stores,” he says. Degelman often has access to new products first and—more importantly—exclusively. Degelman points to Graf Canada, “a

grassroots company based in Calgary. We’re their exclusive dealer in Regina and have had a strong relationship with them since I became a retail owner.” In addition, Extreme carries all of the other hot brands, including Bauer, Easton, RBK, Warrior, Mizuno, UnderArmour, Nike and many others.

Second is the shopping experience. “Our stick department is like walking into the fair! It’s one of the top stick departments in the country... we have selection, and a variety of price points, patterns and models.” Also, the “skate pit” is guaranteed to have a pair of skates that will properly fit your skill level, your price desire and, most importantly, your feet!

Stick, helmet and skate

In the hockey category, Degelman explains that his company promotes the stick, helmet and skate. “Those are the three key products that we sell and we carry them in-depth 52 weeks of the year. We don’t just bring in product for the high times. That is another thing that sets us apart from other stores.”

Extreme Hockey knows its equipment. It also knows how to help teams and companies promote their names. Degelman

Kids Sports recently held its press conference at the store announcing that it had partnered with Extreme to help acquire sporting equipment for children who do not have it. As well, Kids Sports assists with raising money for helping local families who cannot afford the costs associated with their children being involved in sport. Seventy-two sports kits were just donated to schools in the area. Both Lisa and Jason relish the opportunity to help people in the community to become better people and athletes.

Another rewarding form of community involvement is helping those with disabilities play sports. Degelman explains, "We have worked with children with club feet and other physical conditions, people who have lost limbs and large people who have trouble finding equipment to properly fit them. It's taking a toddler or a senior athlete and providing them with products that assist them in taking their game to the next level. We try to change the negative to a positive and give someone the experience to play sports."

Pushing the envelope

The goal of "pushing the envelope" applies to top-end athletes as well. Extreme Hockey has worked with elite power-skating instructors Liane Davis and Brent Bobyck and has worked with several professional players from the NHL to European leagues to the WHL to university/college to Midget AAA. "We try to help these individuals perform at their optimum level as well," says Degelman. The goal of helping people achieve the next level applies to the company's employees as well. Managers Jordan Brisebois and Jordan Zarembo provide employees with up-to-date training from the industry; from its sharpening company Blade Master to Graf "school" and product-knowledge seminars given by suppliers' reps.

Extreme's team has historically included kids from the University of Regina Cougars men and women's hockey teams, the Prairie Thunder and Regina Rams

Testimonials

"Extreme selection, Extreme quality, Extreme service...the Extreme experience! My son is a competitive Bantam level hockey player. I know that I can count on Extreme to have the right gear, at the right price, along with trusted advice from sales staff that play the sport. I appreciate that everything my son needs to play hockey throughout the year can be found at Extreme—the great selection at competitive pricing combined with great service and convenience keep us coming back! Thank you to Jason and the team at Extreme Hockey for making it easy."

Paula, An Appreciative Single Mom

"I have been dealing with Jason Degelman and Extreme Hockey and Sports since its opening days and our relationship goes back at least 20 years. Jason and his staff offer the highest level of service for all ages, whether you are just starting out, a novice hockey player, or an elite AAA player needing the best fit possible. The knowledge of the staff at Extreme is second to none! With me being a professional skating instructor, it is important that I am in the right skate with the proper fit to perform at my highest level day in and day out. I have all the confidence in Extreme Hockey that they keep me at this level. As well, I recommend them to all my clients when they need new product or if they just need 'good advice'."

Brent Bobyck, Brent Bobyck's Power Skating School-Need for Speed

"My experience with Extreme Hockey has always been very positive. They have all of your hockey needs and more. It's by far one of the largest selections of merchandise and level of service under one roof...this surpasses any other large chain. Whether you are buying skates, outerwear or any other sporting equipment, Jason and his staff are always courteous, professional and knowledgeable about their product. All of the staff always make sure that their customers are well taken of."

Fiona Smith-Bell, Member of Canadian national women's hockey team from 1994-2002, winning seven international gold medals, including two World Championship gold medals and an Olympic silver in 1998

football teams, and Notre Dame College. "Our team is generally well-rounded with experience and expertise," notes Degelman. "We've always encouraged the kids and athletes to complete school and provided part-time employment."

The company strives to push employees into becoming better for their next position in life, to train them and give them work ethics and values to hand off to their next employer. "Our staff knows we're usually a stepping stone to get them into their next world. I have had several staff become firefighters, city police,

RCMP, accountants, engineers and small-business entrepreneurs like me!" Degelman exclaims.

This team believes every individual should be given the opportunity to participate: thus the company's motto, "We fit you like a pro on your budget." Whether you are a beginner, 14 or 64, Extreme Hockey's owners and staff will have something for you and your needs...guaranteed.

Contact info