

ALIEN HOCKEY NEWS

VOLUME 1, ISSUE 1

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Special points of interest:

- *Skate Sharpening Available*
- *Sign Up for Adult Summer League*
- *Visit our website for more News & Events*

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Alien Hockey Open for Business

On January 25, 2006, a new hockey store opened in West Des Moines. Alien Hockey was started by Joe Bafia, Natalia Bafia & Mike Dylo. As current hockey players, we believed the Des Moines area deserved a hockey store with great products & services. More importantly, we knew outstanding customer service was what the hockey community wanted.

We are thrilled with the support we have received from hockey players, parents and organizations in our first three months of business. The Des Moines hockey community has welcomed us and we wanted to thank all our customers who have supported us during these early stages.

The future of hockey looks bright for Des Moines and the sport's popularity is being noticed. With the success of the Iowa Stars & Des Moines Buccaneers, a larger fan base has been created. The youth program has seen much success as well. Both the Oak Leafs & Capitals had tremendous seasons, and the addition of the Metro High School hockey league was a big success.

Our goal at Alien Hockey is to look for ways to promote the game of hockey. We understand that this is not just a sport, but a lifestyle. After all, our family of 5 are current players!

Thanks again for your support and we'll see you at the rink.



Our Mission

Promoting the sport of hockey at every age and skill level is our primary goal. By providing the best service, equipment & information, we will earn the trust of every player, parent and fan. We fully support the growth of hockey and strive to be a part of its success.

One Place. One sport. Alien Hockey

Raising Awareness

Alien Hockey is committed to promoting hockey, but our support reaches many other areas as well.

Currently, we are raising funds for the Making Strides Against Breast Cancer Event on May 6, 2006.

Through the sale of "One

Goal. Everyone Wins!" t-shirts, proceeds are donated directly to this great cause. The shirts are only \$20.

Visit our store to purchase one of these cool shirts and show your support. You can also donate directly to our team's fund through our website at www.alienhockey.com.



Hockey Equipment Shopping Online

Many customers have asked if our biggest competition is the internet. Although our answer is “yes”, we do not feel threatened by online retailers.

The main advantage an internet retailer has is variety. It would be hard to imagine the retail space required to carry every line, brand & variety of hockey equipment. On the internet, you can find anything imaginable.

We actually refer many customers to find the item they are looking for online (often times, we'll do it at our store with the customer). Once they



find the item desired, we can order it for them at a comparable, if not better price.

We believe cus-

tomers should support local business and at least give them an opportunity to price the same product, but we understand that sometimes an internet deal is too good to pass up. A few things to consider when buying online are listed below.

- **Size**– A size 8 CCM skate may not fit like a Mission size 8. This is true for just about every piece of equipment. Nothing replaces trying something on.
- **Price** - It is wrong to assume that an internet retailer's price is lower than what we can get it for. We have sold many items for less than an online store. Skates come unsharpened. We sharpen & bake at no charge if purchased at our store.

- **Service** - Some may discount this portion, but often times we can offer advice & answer questions that you cannot receive online.
- **Local Support** - Having a strong retail store in the community is irreplaceable. Everyone needs the basics like skate sharpening, tape, sticks & accessories. However, if a business does not generate enough business to remain open, all these “basics” go away as well. As much as it is our goal to provide all of your hockey needs at our store, we still prefer you shop our local competitors before using an online provider.

Before your next online hockey purchase, check to see if you can get the product locally. You may be pleasantly surprised that we can get you the same item and at a great value as well.

Adult Hockey (for every level)

Whether you are a seasoned veteran of the sport, recreational player, or have never played the game before, there is a great opportunity to play hockey.

The Metro Ice Sports Facility has programs geared for every level of player and ability. With “pick-up” hockey & leagues available, all players can find a setting that best suits their interest.

Here is a listing of the available hockey opportunities for adults.

Summer Leagues

There are four available leagues that you can join. Season starts the week of May 30th and there are 12 games.

A League (Advanced) - Wed. Nights
B League (Intermediate) - Sun. Nights
C League (Novice) - Thursday Nights
D League (Beginner) - Tuesday Nights

Highlights of the Summer Session

- \$170 before May 15th (\$200 after)
- Paid Referees
- A/B Leagues Selected by Draft
- C/D Leagues can form own team
- Individual sign ups will be placed on a team
- No power players allowed in C or D leagues

Sign up and pay at Alien hockey or at the Metro Ice Sports Facility.

Clinics

Metro Ice Sports Facility & Alien Hockey have teamed up to offer a Hockey Basics 101 For Adults. This 3 day session will include instruction on

basic skating and hockey skills. This is a great opportunity for those just learning the sport or wanting to improve on their skills to get some dedicated ice time. Cost per session is \$50 or \$90 for both sessions.

Session #1

Mon 4/24 7:45-9:15 pm
Tues 4/25 7:45-9:15 pm
Thur 4/27 7:45-9:15 pm

Session #2

Fri 5/12 7-8:30 pm
Sat 5/13 5-6:30 pm
Sun 5/14 5-6:30 pm

For more info on either the league play or clinics, call or visit:

www.dmicerink.com 515-276-7200
www.alienhockey.com 515-440-3456

Skate Sharpening Mystery Revealed

If you've been to Alien Hockey and brought your skates to get sharpened, then you've probably heard the question, "What size cut would you like?"

Since the opening of our store, we have heard a variety of responses which include:

"Sharp...but not too sharp."

"A hockey cut"

"Just the standard cut"

"It doesn't matter, my kids too beginner to know the difference."

Have no fear if you are reading this and think that one of those responses is what you would say. Those customers who have already been in can tell you that we can help.

Skate sharpening is an easy process to understand and can affect your skating greatly if done correctly (or incorrectly). Here is a brief explanation of the process.

A sharpened skate blade does not come to a point. It actually has 2 edges and a dip in the middle. This picture shows the shape of a blade if you were to hold your skate upside down and look down the middle.



A grinding wheel creates the dip, or what is commonly known as the

"hollow". By adjusting the shape of the grinding wheel, we can create different depths of this "hollow". The typical size ranges are from 1/4" to 1 1/2".

What becomes important is determining the correct hollow for your skates. The main factors used to determine a skate hollow are:

- **Skaters Weight** - A heavier skater will sink their blade into the ice more than a lighter skater. If a skater is given too deep of a hollow for their weight, more of the edges will sink into the ice. This will cause more friction which reduces a player's glide speed and requires more effort to push off.
- **Skaters Ability** - A new skater has not developed the control skills or leg strength of an experienced skater. A shallower hollow is used for newer skaters so less effort is needed to "control" the skates. Learning to hockey stop is a good example. A new skater attempting to stop with too deep of a hollow & not enough practice will "catch" their edge and the result will be falling forward over your ankle. If the hollow is shallower, less "bite" will occur on your blade when a hockey

stop is attempted, and you will "slide" through the hockey stop rather than catching the edge.

- **Skaters Preference** - As your skating ability improves, you can adjust your hollow depth based on personal preferences. A skater who plays forward and wants more glide and speed from end to end would take a shallower hollow. A skater who prefers making quick stops & sharp turns, would go with a deeper hollow.

As you can see, the depth of this hollow is relevant to every skating ability. The thought that a new skater or younger skater would not "know the difference" is incorrect. If anything, it is most important for the beginning skater to have the correct hollow, so they are not impaired from learning to skate properly.

At Alien Hockey, we strive to find the correct hollow for our customer. We will help you determine a starting point and keep a history of your personal hollow in our computer. As your ability changes, we will make adjustments according to your preferences.

Visit www.alienhockey.com to see more detailed information on skate sharpening.

Donate Your Used Equipment

Have you outgrown your equipment or bought something new to replace the old?

Many things can happen to your unused equipment including, handing down to a sibling, selling it, or throw-

ing it away. One other option to consider is to donate it.

Currently, we are accepting donations for the Des Moines Youth Hockey Association's "Hockey Garage".

If you have any equipment that is in usable shape, please drop it off at our store. We will take these to the Metro Ice Sports Facility for you.



Visit us at www.ALIENHOCKEY.com

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One Place. One Sport.

One Stop Shopping

If you are a hockey player, parent or fan, Alien Hockey is for you. Our store carries a full line of equipment and accessories for all your hockey needs.

What many people don't know is some of our other available services.

Skate Sharpening - We custom sharpen every pair of skates to the players preference. Our cost is \$5 pair or \$40 for a 10 sharpen pack.

Skate Profiling - We can change the profile of your skate blade to match your ability & preference. Our cost is \$20 and this is an overnight service.

Skate Baking - We have a Mission Skate Oven to bake skates. Many new

skates have moldable gel packs that can be heated to form fit your foot. Our cost is \$5 and please allow 25 minutes for this service.

Team Orders - Whether you just need some adult league jerseys, or full gear for an entire team, we can help. Custom logos on gloves, pants, bags, etc. are just a few options we can provide.

Special Orders - If you are looking for that particular item, or need a special size or style, check us out. We have a range of vendor & distributor options that can help. Full catalogs are available for viewing as well.



We also provide basic helmet repair, stick cutting and gluing in replacement blades.

For merchandise purchased at our store, these services are provided at NO CHARGE:

Skate Purchase

Skate Sharpen
Skate Bake

Stick Purchase

Cut to Length

Stick Blade Purchase

Gluing into shaft

If you have any other needs, please call us for more info.