

December 28, 2008

To: Wisconsin High School Hockey Coaches  
Re: Hobey Baker High School Character Award

Dear Coach:

We are excited to announce the 2008/2009 Hobey Baker High School Character Award for each Wisconsin Boys and Girls varsity high school hockey program. Over the past two years 85% of the high school hockey programs in Wisconsin recognized a player on their respective teams.

The goal of the "Hobey Baker High School Character Award" is to develop, recognize, and reward exemplary character and sportsmanship demonstrated by our high school hockey players. This high school level award is a natural extension of the prestigious Hobey Baker Memorial Award given to the nation's top collegiate hockey player and sportsman. (See Exhibit A)

Each varsity high school hockey head coach should follow the process outlined per Exhibit B, with each coach selecting the member of their team who best exemplifies the characteristics of sportsmanship and character represented by the Hobey Baker Memorial Award. As outlined per Exhibit B, each coach will return the completed nomination form (Exhibit C) by February 4, 2009. Upon receipt of the nomination form we will engrave plaques, which will be delivered back to the coaches by February 28, 2009. The program does not carry a cost but as a volunteer, non-profit organization, contributions are accepted and encouraged (Exhibit C).

We believe the extension of the Hobey Baker Memorial Award to the high school level is a tremendous way to promote a lasting positive influence on the sport of hockey at the high school level.

Thank you in advance for your assistance and efforts in making this a success. If you have any questions or comments, please feel free to email me at [jim\\_hayes@campbellsoup.com](mailto:jim_hayes@campbellsoup.com).

Sincerely,

Jim Hayes  
Hobey Baker Foundation

Enclosures

**THE TRUE SPORTSMAN  
The Legend of Hobey Baker**

- Hobey was the ultimate athlete of his day. Entering Princeton University in 1910, he captained both the hockey and the football teams. His legend lives on having been inducted into the College Football Hall of Fame and both the Canadian and American Hockey Halls of Fame.
- When WWI broke out, he enlisted as a fighter pilot, battling in the sky as he did on the ice, earning medals for exceptional valor under fire. But, just as he was returning to a hero's welcome in America, he died in France, testing a repaired aircraft.
- Throughout his hockey career, Hobey Baker was penalized only twice. After every game, he would visit the opposing team's locker room to shake the hand of every single opponent.

***He was beloved not just by those he played with, but those he played against.***

- Hobey Baker was the embodiment of all that was good in the game of hockey.

***An ideal of American excellence, there is not a finer example of the true sportsman.***

- Hobey Baker is the symbol of why we love this game. A symbol of the perfect hero.

***We may never see his like again, but Hobey Baker's spirit lives on through the Hobey Baker Memorial Award.***

**CHARACTER BUILDS EXCELLENCE**

**What is the goal of the Hobey Baker Character Award?**

- To recognize, develop and reward exemplary character and sportsmanship in our high school hockey players.

**Why have a Hobey Baker Award for high school hockey players?**

- The Hobey Baker Foundation, in partnership with the WI High School Coaches Association, recognizes that it takes more than great hockey skills to develop great student-athletes.
- The development and recognition of exemplary character and sportsmanship in our high school hockey players is an extremely important aspect of the student-athlete experience.
- Many Division I hockey players come from the high school ranks. This high school level award is a natural extension of the prestigious Hobey Baker Memorial Award.

**How will this new award be implemented?**

- At the beginning of the high school season, all coaches will be provided a Hobey Baker video and information packet to encourage character building during the season. Towards the end of the season, the coach will select one player from their team to receive the award.

**How are the recipients of this high school “character” award selected?**

- Deserving candidates are selected by their high school coach based on a number of factors that demonstrate “character”, including: positive attitude, outstanding sportsmanship, excellent work ethic, unselfish team player, coachability, great role model and exemplary citizenship.

**When will the recipients of this “character” award be announced?**

- At the end of the 2008/2009 high school hockey season.

**What do the recipients receive?**

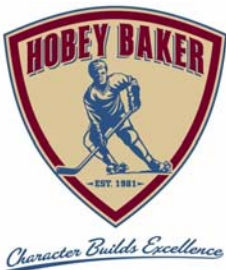
- A commemorative plaque that recognizes their exemplary strength of character and sportsmanship.

## Criteria for Hobey Baker High School Character Award

## Exhibit B

- A. This award should be presented to the player that best exemplifies the sportsmanship and character of Hobey Baker. Integrity, coachability, selflessness, and citizenship should be considered. This is not a “best player” (i.e., Mr. Hockey) award but a “best kid” award.
- B. The award should go to a player from the senior class.
- C. **Complete the nomination form (Exhibit C) and return it by February 4, 2009.**
- Fax – 262-646-2536
  - Email – [jim\\_hayes@campbellsoup.com](mailto:jim_hayes@campbellsoup.com)
- D. By February 28, 2009 you will receive a plaque that should be presented after the Hobey Baker high school character video is shown at your team awards banquet. (The video introduces the award and cues the presentation of the award.)
- E. Please retain the video for next season. The video may be shown again at the beginning of the season (to make the players aware of the award) and at the year-end banquet.
- F. Please contact Jim Hayes at 262-646-2534 or [jim\\_hayes@campbellsoup.com](mailto:jim_hayes@campbellsoup.com) with any questions.

Thank you for the great support in the state of Wisconsin.



**Wisconsin Hobey Baker Character Award**  
**2008/2009 Hockey Season**

**Exhibit C**

***Deadline: February 4, 2009***

Name of high school: \_\_\_\_\_

Team Nickname \_\_\_\_\_

Name of head hockey coach: \_\_\_\_\_

Address: \_\_\_\_\_  
(where the plaque is to be  
mailed) \_\_\_\_\_

Coach's telephone #: \_\_\_\_\_

Coach's email address: \_\_\_\_\_

Name of player selected: \_\_\_\_\_  
(please print clearly)

DVD Needed \_\_\_\_\_

Local Newspaper website \_\_\_\_\_

**IMPORTANT**

Dear Coach,

Part of the Hobey Baker Foundation's Mission is to promote Character Building and Sportsmanship through the High School Character Award. We are a non-profit and the total cost/recipient to administer this program is approaching \$75 per team. If your team has a "Booster Organization" and you can make a contribution to support this program it would be greatly appreciated **(If you cannot make a contribution your participation will not be affected)**. In 2007/2008 we received \$2,050 in donations from 30 schools, Associations and or individuals. Thank you for your support!

Make checks payable to: Hobey Baker Memorial Foundation

***Return Ballot by February 4, 2009 to:***

Jim Hayes  
Hobey Baker Foundation  
228 E. Laurel Circle  
Delafield, WI 53018

Jim Hayes  
Hobey Baker Foundation  
Fax – 262-646-2536

Jim Hayes  
Hobey Baker Foundation  
email-jim\_hayes@campbellsoup.com