

**Max Clifford**  
**U15 A Head Coach**

Max Clifford is a dedicated and passionate travel hockey coach who has spent a lifetime immersed in the world of hockey. With years of experience playing travel hockey and competing in Junior C leagues, Max brings a wealth of knowledge and a deep love for the game to his coaching.

Outside of hockey, Max works as a heavy machine operator, demonstrating a strong work ethic that he applies both on and off the ice. His journey into coaching began with a desire to share his passion for the sport with the younger generation, ensuring that they experience the same joy and excitement he felt as a player. He firmly believes that with hard work and dedication, any player can achieve their potential.

Max's coaching philosophy centers on teaching fundamental systems, while also inspiring kids to fully buy into what he's teaching. He emphasizes the importance of commitment, perseverance, and teamwork, but above all, he stresses the importance of having fun and enjoying the game. The moment Max sees the excitement in his players' eyes, he knows that his hard work is paying off.

A strong believer in "hard work pays off," Max encourages his players to push their limits, grow together as a team, and make lasting memories on and off the rink.