

*Dale M. Ptycia*  
Sr. Manager, Licensing & Merchandising (1988 - 2018)  
**Hockey Canada**



On frozen ponds or in covered arenas, Canadians love their hockey.

Dale Ptycia (BASc '85: University of Lethbridge) cultivated his passion for Canada's national winter sport into a long-standing career with Hockey Canada. Over his 31-year long involvement with Hockey Canada, he has taken on a variety of technical and administrative roles. He oversaw the licensing and merchandising portfolio for Hockey Canada taking the Team Canada brand from development and launch in 1994, to the second largest sport-licensed property in Canada in 2013.

Dale combined his knowledge of hockey with a keen business approach to assist and engage licensing, marketing and partners to activate consumer products featuring the Team Canada brand. His day-to-day business has been strongly influenced by his experience as a grassroots and high-performance coach going back over 35 years. Dale acknowledges the depth his academic background at the U of L (BASc (BA) '85) provided the makings of a solid foundation on which to spring-board into the business of sport.

In 1994, Dale was asked to develop a new visual brand for Hockey Canada and its high-performance teams. He led the Canadian Hockey Association in the creation and implementation of the now widely-recognized Team Canada brand, logo and national team iconic jerseys.

Managing the Hockey Canada brand led Dale into the area of intellectual property (IP) rights, not only in Canada but abroad as well. Overseeing the formal registration and maintenance of Hockey Canada's IP, Dale worked closely with General Counsel for Hockey Canada and

external legal counsel on brand management, rights enforcement, anti-counterfeiting strategies, litigation and related activities.

In addition to traditional retail channels and storefronts, Dale has developed alternative channels of distribution through mail-order, event-based retail mini-shops, web-shopping/e-commerce and in-venue retail models, just to high-light a few examples.

Dale is regularly called upon to offer guidance and advice to numerous other Canadian National Sport Organizations (NSO's) on licensing and IP topics, including international hockey federations. He is a regular guest instructor at the University of Ottawa's graduate program in Sport Administration. Additionally, Dale also was a sessional instructor at Algonquin College's Recreation Management Program, and continues to be a guest lecturer in the College's Sport Business Management post-graduate program.

In June of 2012 and then again in 2013, he was invited to address the Parliament of Canada: House of Commons' Standing Committee on Industry, Science and Technology as they studied the topic of *Intellectual Property Regime in Canada*.

In 2007, during the formation of the 2010 Olympic Act - Bill C-47 - Dale led Hockey Canada through the necessary steps to make amendments to the proposed Legislation. The recommended amendments were ultimately accepted which allowed Olympic and Paralympic athletes to enter into commercial opportunities without fear of undue repercussions.

Dale has often been quoted by sport journals and media on Team Canada's licensing program and sport intellectual property topics. He continues to work alongside other major sport leagues (and their respective professional and alumni associations) as well as numerous other commercial brands in the Canadian retail and event landscape.

In 2002, Dale was presented with the Queen's Golden Jubilee Medal and Queen's Diamond Jubilee Medal in 2012 for his long-standing volunteerism in sport (hockey and soccer). Dale was inducted into the 2018 U of L Alumni Honour Society. Throughout his regular travel across Canada, he is recognized and called upon by many athletes he once coached, to offer a little insight into their on-going athletic endeavours as coaches, instructors or teachers.

"I see myself as coming full circle, working in the field of hockey as a result of my passion for the game, then entering into my academic path, ultimately into a sport administration career and ultimately giving back to the community whether by volunteering as a coach, mentoring interns or students and advising my sport administration peers on the business of sport," says Ptycia.

Since moving to the Nation's Capital in 1988 (from Lethbridge / Calgary Alberta), Dale has been a part of the supporting cast of Canada's national teams which have earned 45 gold medals, 29 silver and 9 bronze in world championship play and Olympic Games.

“It continues to be an honour to have served Canada’s hockey community on a daily basis!”

Dale continues to reside in Ottawa, with his wife Beverly, together with their three adult children Thomas (Tiffany and their son Henry), Kate (Matthew) and James (Jessica)