

Coach Profile: David Frazer

Position: Head Coach

Team/Organization: U15 BB Red Kitchener Jr Rangers

Coaching Experience: 18 Years

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Social Media Links: N/A

Why did you accept the U15 BB/B Red Team in Kitchener?

Hockey isn't just a sport for me—it's a crucible for self-confidence and growth. Since 2006, I've been immersed in this game as a coach, helping shape young athletes through its challenges and triumphs. After a stint in the OMHA coaching my son in Whitby, I returned to the Kitchener representative system in 2018, eager to push new boundaries as a non-parent coach. As I progressed through the years as a player (I played rep in Kitchener when it was gold green and white), I began to recognize the impact that this great game had on my own development; both as a player and as a young man. Hockey taught me resilience, discipline, and camaraderie—lessons that shaped me. Inspired by the impact my own coaches had on me, I wanted to step up and be the mentor who doesn't just teach skills, but ignites potential, both on and off the ice. My purpose is to instill resilience and tenacity in young athletes and show them how to rise above adversity.

Tell me about your team culture

This team runs on respect, accountability, and maximum effort. We value the grind and understand that no one succeeds alone—teamwork fuels victories. While I push players to elevate their individual game, collaboration always comes first. On the U15 BB Red Team, I set high expectations and ask that every player owns their role, with zero shortcuts. Accountability is paramount, and honest feedback drives our growth. After games, we double down on development—whether it's through power skating, off-ice training, or webinars.

On the U15 BB Red Team, we will emphasize the importance of collaboration over individual achievement. While individual talent is necessary, it's the collective effort of the team that leads to long-term success. I encourage players to support one another, to celebrate each other's accomplishments, and to lift each other up during challenging moments.

We share this great game with opponents, officials, arena staff, opposing parents and the association. I take that responsibility seriously. We promote a culture of respect to everyone involved in our great game.

Parents? You're part of the culture too. I foster open conversations—every voice matters. We promote respectful and open dialogue so every parent has a chance to learn and share their personal views. Together, we shape a unit that fights for each other, learns from challenges, and leaves everything out on the ice (or in the party room at tournament hotels).

What does it feel like to be a player on this team?

It's tough, but fun and rewarding. My coaching style pushes players to embrace the "4 keys", face setbacks head-on, and keep pushing beyond their limits. I lead with fun ensuring every player understands their potential and challenges themselves to meet it. The emphasis is on improving the skills that make champions, while creating a bond that lasts far beyond the rink. Players leave my team as stronger athletes and individuals who know how to handle pressure, rise after failure, and work as a cohesive unit.

What lasting skills, values, or lessons do you hope your players gain and carry forward from this season?

This team is about going beyond hockey—it's about building resilience and character. I push my players to master the fundamentals, adapt to tough situations, and dominate even under pressure. The bigger takeaway is learning how discipline and teamwork drive success, in hockey and life. By season's end, they'll be tougher, smarter, and ready for the next challenge, armed with memories, camaraderie, and a hunger for growth.

Can you tell us more about you?

When not at the rinks, in the summer you'll find coach David on the water wake skating on Lake Eugenia. In the winters, he also enjoys the "second fastest game on ice"; curling.