
Report to the Community

2019 - 20

Canadian Adaptive Snowsports -
Alberta Association



Report to the Community 2019-20

Vision

Our vision is an inclusive Alberta in which adaptive snowsports are accessible to all.

Mission

CADS Alberta is a volunteer based provincial sport organization whose mission is to provide all Albertans recreational and competitive adaptive snowsport opportunities through a safe, inclusive learning and training environment; supported by strong leadership, advocacy and partnerships.

Targets

- Individuals with Adaptive Physical, Cognitive and/or Sensory Needs
- LTAD Learn to Train to Train to Race Competition Stream Alpine Skiing and Snowboard Athletes
- Volunteers
- Partners / Stakeholders

Goals

- Leadership Development
- Long Term Athlete Development (alpine skiing and snowboarding)
- Revenue Generation
- Developing Stakeholder and Partnership Relationships
- Advocacy and Outreach
- Governance

Key Partners



CADS Alberta – 2019/20 Provincial Board

President Brandi Heather (resigned)
Vice President Becca Neels (Interim Pres)
Treasurer Russ Atkin
Secretary Angela Schornstein
Member at Large Chris Holoboff
Member at Large Jorgen Krause
Member at Large Carrie McLellan
Member at Large Kirk Schornstein
Calgary Zone Rep Chad Hohol
Edmonton Zone Rep Nigel Campbell

CADS Alberta – 2019/20 Provincial Staff

CADS National Rep.
Ozzie Sawicki
Program Director (Staff)
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CADS Alberta: COVID-19 Impact

CADS Alberta recognizes that we are presently in an unprecedented time, with no certainty as to when the end will be clear. On behalf of our Board, I want to reach out to wish all of our members and partners that you, your family, and your circle of friends and colleagues remain healthy and safe. Please continue to follow the issued guidance provided through Federal, Provincial and Local governments, as we work together, even in isolation.

CADS Alberta, as a Provincial Sport Organization, was very lucky, as our season was coming to a close just as COVID-19 began to escalate. As an organization our funding is secure at this time, as we await next impacts that may occur. We will certainly keep our members informed of any significant changes that may occur in the immediate and longer-term future.

CADS Alberta in collaboration with our Zone programs and CADS National will continue to plan for the 2020-21 season, with hopes that we defeat this virus and that you all remain safe throughout. Updates will be posted over the summer of 2020 with program plans for 2021 including Slide & Ride events, education programs, equipment opportunities, competition plans and funding opportunities.

If at any time you find yourself wondering what may be happening, please contact us and we will ensure that you receive the most current information and planning available.

Please stay safe.

Sincerely,



Ozzie Sawicki
Program Director



Becca Neels
Interim President

CADS Alberta: Strategic Goals

The following goal areas were initially identified and developed at the June 2013 CADS – Alberta Strategic Planning session and became the foundation for the CADS-Alberta 2013-2016 Strategic Plan. The outcome of this directive was the creation of an updated 2016-2019 CADS-Alberta Quadrennial and Strategic Plan that has now been successfully completed.

The 2019-20 season was the first of a new quadrennial cycle and saw the addition of two new Zones, the successful distribution of equipment through the CADS Alberta equipment pool initiative and finally, the delivery of five well received Slide & Ride events. With the 2016-19 long term plan ending in a year focused on competition, with Alberta demonstrating its successful growth securing all four gold medal podium positions at the 2019 Canada Winter Games, our focus for the 2019-20 season was turned to advocacy and awareness, development, and program equipment needs.

We continue to follow our core goals which include:

- Leadership Development
- Long Term Athlete Development (alpine skiing and snowboarding)
- Revenue Generation
- Developing Stakeholder and Partnership Relationships
- Advocacy and Outreach
- Governance

These elements are all part of the development of our 2020-2023 quadrennial strategic and operational plan, which was stopped abruptly in March of 2020 by the onset of COVID-19. As a sport and recreation program, we did have the luxury of completing the majority of our 2019-20 season, missing the final one to two weeks of Zone programs.

The challenge now is in what lies ahead, as we hold our 2020-23 plan and instead place focus in developing a crisis management plan for the upcoming summer/fall (May to November 2020) and for our 2020-21 winter season.

This document will move forward with a review of our 2019-20 season and will conclude with the initial outline of our COVID-19 response plan for May to November 2020.

Core Goals and Season Outcomes 2019-20

The 2020-2023 Long Term Strategy continues to reflect the foundation pillars of the organization which includes development, education, equipment access and competition opportunities in both alpine skiing and snowboard, all of which are reflected in our core goals.

These goals remain the focus of our reporting to our CADS Alberta Membership as

an indicator of the health and progression of the organization.

- **Leadership Development**

- The Slide & Ride program continued into its fourth season in 2019-20 and with favourable weather, which was lacking in the previous season, we saw successful events hosted:
 - Sunday, January 26, 2020 – Kinosoo Ridge, Cold Lake
 - Saturday, February 1, 2020 – Nite Hawk, Grande Prairie
 - Sunday, February 2, 2020 – Canyon Ski Area, Red Deer
 - Saturday, February 29, 2020 – Hidden Valley, Medicine Hat
 - Saturday, March 7, 2020 – Tawatinaw Valley, Westlock
- The CADS Alberta Slide & Ride program continues to provide a significant outreach aspect of CADS Alberta. The goal is to reach all Albertans and expose them to local regional CADS Alberta Zone programs, and in areas in which a CADS Zone program does not yet exist, the identification of individuals or groups to become the next program builders are being identified.
- Continued expansion of CADS Alberta Zones continues, with the formal creation of CADS Crowsnest Pass and CADS Tawatinaw for the 2019-20 season, and Hidden Valley in Medicine Hat for the 2020-21 season.
- CADS Alberta continues to provide a leadership capacity in developing new audiences throughout Alberta for adaptive alpine skiing and snowboard.

- **Long Term Athlete Development (Competition)**

- Every CADS Alberta Zone program continues to have the opportunity to establish and develop competition programs, supported through funding from CADS Alberta targeting coach leadership, equipment and access to events and logistical support. Programs are suited to both Zone-Club needs and the LTAD level of the program.
- CADS Edmonton and Alliance applied for and received competition funding support for the 2019-20 season.
- CADS Alberta continues to work with its partners including Alberta Alpine Ski Association, Alberta Snowboard Association, Alpine Canada and Canada Snowboard to ensure that competition delivery be a seamless and well supported program area at the entry level, the Learn to Train and Train to Train level, through to the higher levels of national and international competition opportunities.
- The goal remains to create equitable competition and training opportunities including an annual series of competitions.
- A National rules and points structure was developed to better accommodate athletes entering able-bodied national races across Canada. The rule set has been developed through a collaborative effort of the CADS Alberta Program Director, Canadian Para-Alpine Ski Team leadership, and the Alpine Canada Officials Committee.

- **Revenue Generation**
 - New funding opportunities
 - Key funding through our Alberta Government partners is core to our business, which includes additional areas of funding such as coaching support.
 - Other grants are presently in progress or awaiting confirmation that will continue to provide support to CADS Alberta programming in areas including equipment acquisition.
 - Successful Casino operation also provided key funding that supports many CADS Alberta initiatives. The July 2020 Casino is presently postponed due to COVID-19 and will be rescheduled at a future time.

- **Developing Stakeholder and Partnership Relationships**
 - CADS Alberta continues to work with partners such as the Alberta Alpine Ski Association, Alberta Snowboard Association, Alpine Canada and Canada Snowboard and CADS National as core partners. The addition of groups such as the Red Deer College Adaptive Program, the Wolverines Adaptive Club program in Grande Prairie, the Municipality of Crowsnest Pass, Tawatinaw Ski Area (Westlock), Hidden Valley (Medicine Hat) and a series of other key ski area partnerships will continue to be a focus of on-going relationship building into 2020-21, as was the focus over the 2019-20 season.
 - Corporate and sponsor relationships continue to be explored, of which a series of initiatives will provide CADS Alberta members with further discounted services for the 2020-21 season. The 2019-20 season saw CADS Alberta members continue to receive extensive lift ticket and other discounts at snowsport resorts throughout Alberta.
 - Strengthening the ties between CADS Alberta and its Zone programs will remain a primary initiative of the organization, with efforts to deliver program benefits in instructional and coach certification, equipment support, CADS certification and supporting program delivery.
 - Discussions have been initiated to create a CADS Prairie Working Group, which will involve Alberta, Saskatchewan and Manitoba. This initiative will continue to move forward with a goal to creating a formal structure for the 2020-21 season.
 - CADS Alberta continues its partnership in the AACT Database project (ACCESS4You), which is designed to build collaboration with all adaptive provincial, regional and local programming throughout the province. CADS Alberta believes that this initiative will be instrumental in allowing CADS Alberta members access to every adaptive opportunity, regardless of whether it includes the winter sport access of ski or snowboard, or any other recreation, lifestyle or sport option. CADS Alberta believes that in taking on this leadership role, the organization can become a highly effective facilitator between the many adaptive interests in Alberta, but in creating an improved communication strategy and sharing strategy with the many existing and potential partners and key stakeholders in the province. The ACCESS4You mobile resource will be available for the 2020-21 season.

- **Advocacy and Outreach**

- Recognition of key Alberta partners and individuals, without whom CADS Alberta could not be as impactful as it is as a small provincial organization, was an important part of the 2019-20 season. Recipients and nominees included:
 - Lisa Herder – Red Deer Volunteer Award Nomination (Postposed by City of Red Deer until a later date for decision and celebration due to the COVID-19 closures).
 - Gord Mackenzie (Red Deer/Edmonton) – Received the CADS National Karl Hilzinger Award given to the person who has given exceptional service to CADS and to their division/program/club for a number of years.
 - Jan Sekerak, Nakiska Ski Area – Received the CADS National Sponsor of the Year given for the ongoing support that Jan and the Nakiska Ski Area continue to provide CADS Alberta towards competition training and access.
 - Nigel Campbell (Edmonton) – Nominated for the CADS National Volunteer of the Year.
 - Darryl Medoruma (Lethbridge) – Nominated for the CADS National Bob Gilmour Inspirational Leader Award.
- An integral part of the CADS Alberta mandate is to ensure the advocacy of the quality of governance process as an organization, a strong collaborative Board structure, and a focus on reaching as many Albertans as possible with quality programs in skiing and snowboarding. To facilitate this CADS Alberta provided the following initiatives in 2019-20 in support of these areas:
 - Slide & Ride Alpine-skiing and snowboard come and try it events
 - Sunday, January 26, 2020 – Kinosoo Ridge, Cold Lake
 - Saturday, February 1, 2020 – Nite Hawk, Grande Prairie
 - Sunday, February 2, 2020 – Canyon Ski Area, Red Deer
 - Saturday, February 29, 2020 – Hidden Valley, Medicine Hat
 - Saturday, March 7, 2020 – Tawatinaw Valley, Westlock
 - CADS Training and Certification 2019-20
 - CADS Cold Lake
 - CADS Medicine Hat
- CADS Alberta has established a pool of adaptive equipment that includes sit-skis, outriggers and related items such as tethers and ski-wings. The equipment remains with CADS Alberta which retains the responsibility to maintain the equipment, including refurbishment of equipment following each winter season. The equipment is stored in Red Deer, Alberta as a central storage location.
 - The goal of CADS Alberta in establishing the equipment pool is to allow its participant members who require access to equipment, especially sit-skis, to have the ability to lease the equipment on an annual (seasonal) basis.

- The participants must be CADS Alberta Members and require their CADS Alberta Zone to put forth the request on the participant's behalf. The equipment being utilized is for participants who are actively part of a CADS Alberta Zone Program, and the equipment is being used by the participant under the supervision of a CADS Trained instructor who is also part of the CADS Alberta Zone Program.
 - The program was very successful in ensuring that all CADS Alberta Zones had the required adaptive equipment for the 2019-20 season. Additional funding is being sought to increase our equipment pool for the 2020-21 season.
 - CADS Alberta Partners with AMPED2PLAY to Provide Alberta Ski and Snowboard Areas Diversity & Inclusion Training.
 - CADS Alberta recognizes the efforts of Alberta Snowsport Resorts to ensure that CADS Alberta members have access to exceptional snowsport experiences. The continued support of CADS Member discount across Alberta is a great benefit to our Members.
 - In an effort to continue to expand the Inclusion knowledge that opens market opportunities for services providers such as our Alberta Ski and Snowboard Area Partners, CADS Alberta has partnered with AMPED2PLAY, an international company specializing in Diversity & Inclusion Training for Non-Profit and For-Profit organizations.
 - AMPED2PLAY is offering **Engaging Inclusion**, a 4-hour training program that raises awareness for Ski and Snowboard Area staff and leadership as to how to increase the inclusivity of their organization. AMPED2PLAY is donating 20% of all revenues generated from each Engaging Inclusion program delivered to CADS Alberta. The program cost is \$1500.00 + GST for up to 20 people plus travel expenses to the location.
 - CADS Alberta continues to seek out ways to open doors of opportunity for individuals of all abilities and ages to enjoy winter sport in Alberta! Providing increased knowledge on inclusivity to our key partners in snowsport, CADS Alberta believes that this partnership can only strengthen our relationship with Alberta Ski and Snowboard Resorts and expand the reach to even more individuals with various disabilities to take part in winter recreation in Alberta.
 - This program will continue into the 2020-21 season and we will be reaching out to our Ski and Snowboard area partners in the late summer.

- **Governance**

- CADS Alberta has completed its bylaw and policy review, and all documents are available to membership at:

<https://cadsalberta.ca/policies-and-bylaws/>

- The policy package is current as of March 2020.

- **Membership**

- The Zone programs in Alberta include (as of 2020-21):
 - Alliance (Valley Ski Hill)
 - Calgary (Canada Olympic Park - WinSport)
 - Cold Lake (Kinosoo Ridge)
 - Crowsnest Pass (Pass PowderKeg)
 - Edmonton (Rabbit Hill)
 - Grande Prairie (Nite Hawk)
 - Lethbridge (Castle Mountain)
 - Medicine Hat (Hidden Valley) – New for 2020-21
 - Red Deer (Canyon Ski Area)
 - Jasper (Marmot Basin) – In Progress for 2021-22
 - Banff (Sunshine Village) – Not a CADS Zone, but an affiliate through RMASC (Rocky Mountain Adaptive Sport Center)
 - Tawatinaw (Westlock) – New for 2020-21
- CADS Alberta participant membership is made up of people with spinal cord injury; amputees; spina bifida; cerebral palsy; visually impaired; hearing impaired; brain injury; cognitive disabilities and many others.
- The six CADS Alberta core goals, with a focus on outreach, have led to a significant increase in membership within CADS Alberta. Prior to 2016-17, membership had been consistent around 840, with a total of 850 members in 2015-16, 834 in 2014-15 and 851 in 2013-14.
- The 2019-20 membership:

▪ Volunteers	573
▪ Student	325
▪ Coach	135 (coach/instructors – CSIA, CASI, ACA)
▪ Volunteer One Day	37
▪ Student One Day	81
▪ Total	1151
- The 2018-19 membership:

▪ Volunteers	600
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|--------------------------|--------------------------------------|
| ▪ Student | 318 |
| ▪ Coach
ACA) | 162 (coach/instructors – CSIA, CASI, |
| ▪ Athlete Slide & Ride | 59 |
| ▪ Athlete One Day | 3 |
| ▪ Volunteer Slide & Ride | 34 |
| ▪ Volunteer One Day | 19 |
| ▪ Student One Day | 41 |
| ▪ Total | 1236 |
- The 2017-18 membership:

▪ Volunteers/Student Coach	945
▪ Athlete Slide & Ride	101
▪ Volunteer Slide & Ride	196
▪ Volunteer One Day	7
▪ Student One Day	42
▪ Total	1291
 - Our goal is to ensure retention of these new membership numbers and ideally to continue to increase these numbers. The slight decline from 2017-18 to 2019-20 can largely be attributed to the economic downturn that has had an ongoing impact on the province over that period of time.

COVID-19 May to November 2020 Strategic Plan

CADS Alberta represents a participant base with many who can experience severe impacts as a result of the COVID-19 pandemic. Our immediate focus as the 2019-20 season came to an early close due to the pandemic's effects was to determine how best to support our participant membership.

Following discussions with CADS National Staff, the following COVID-19 Plan evolved for Alberta:

1. Planning

What was to be a 2020-23 Strategic and Operational Plan no longer made sense until we have clear outcomes post COVID-19. What made far more pragmatic sense was to plan in smaller blocks, which also provides us the ability to quickly adapt both strategically and operationally.

2. **May 1 to November 30, 2020**

The first smaller block plan is based on the three case scenarios that include:

- i. Worst Case: Closed resorts for 2020-21
- ii. Mid-Case: 50% operations and membership due to social distancing guidelines and requirements
- iii. Best Case: 75% of membership retained based on light social distancing measures

Our summer will be spent creating realistic plans. Creating virtual and other on-snow opportunities for connectivity will be critical for a large percentage of individuals and families dealing with disability with compromised resources, respite care, social services, etc. CADS Alberta has the opportunity to fill a void at a critical time and remains committed to that role.

For the moment, we remain focused on a worst-case scenario plan and adjust up as needed.

3. **Commitment to our Four Pillars**

- i. We remain committed to Development, Education, Equipment and Competition. COVID-19 support is built into each of the four pillars in a scaled percentage.
- ii. For the May through November 2020 timeframe, the focus will be on Member support, hence we consider this development and education.
- iii. In terms of equipment, we will see what comes from funding options, and we are already in a dialogue as to options for use of the funds.
- iv. Competition is presently on-hold aside from supporting Zone programs in terms of athlete retention, physical programming and other options.
- v. Communications with our Zones will become very important, and regular e-blast updates to members over the spring-summer-fall will take place. As the CADS Alberta Board positions itself as a resource and advocacy voice, those communications will be integral to the future renewal of CADS programs at a later date.

4. **ISOLOVEPLAY Boxes**

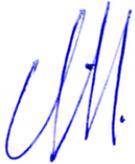
- i. Recognizing the isolation being experienced by our participant members, CADS Alberta has chosen to acquire ISOLOVEPLAY Boxes (<https://amped2play.com/service/isoloveplay/>) for all annual participant members (one box being delivered to each participant's household).
- ii. The box is an opportunity to remind participants that play is the foundation of their participation on the hill. The box requires curiosity, imagination, new ways of seeing and doing activity. The box contents lead participants to reflect on how their participation on the hill is mirrored in play off the hill. Does it require me to do something new and challenging? When I am playing, do I feel

confident and competent? How can I lead others by showing and explaining how I am using the box contents to keep my body and mind in play during this down time? Do I want or need assistance to do what I have imagined I can do with the box contents?

- iii. There will be online play program(s) that allow certified individuals to connect with differently abled individuals and their families. These virtual Play Dates will be accessible to all CADS Alberta Members who receive an ISOLOVEPLAY Box.
- iv. The age has been focused on 4-14, but we have recently created an adaptation, still under the name ISOLOVEPLAY box, that is an adult/senior's version. We would deliver the appropriate box to the members in question.
- v. The boxes are all unique multisensory experiences, there are multiple textures, weights, and sizes of objects. Individuals may require assistance to navigate the materials, supervision would be required for participants, however the box would not exclude any participant.
- vi. Boxes will be distributed between May 16 and May 21, 2020.

The above work was made possible through a highly innovative and dedicated CADS Alberta Board, without whom the above initiatives would not have been possible, and the support of Sharon Veeneman, the CADS Alberta Executive Coordinator. CADS Alberta continues to have a goal as being a Provincial Sport Organization that expects to be viewed as a leader in sport delivery in Alberta and for all Albertans in an inclusive and safe setting.

Respectfully submitted,



Ozzie Sawicki
Program Director
CADS Alberta