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# Report to the Community

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2015 - 16

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Canadian Association for Disabled  
Skiing - Alberta

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# Report to the Community 2015-16

## **Vision**

The vision of CADS-AB is to achieve integration so that persons with disabilities may participate in alpine skiing and snowboarding, recreationally or competitively, throughout Alberta.

## **Mission**

CADS-AB will provide support through partnerships, leadership, training and advocacy, so that persons with disabilities have the opportunity to ski and snowboard, either recreationally or competitively.

## **Targets**

- Individuals with Physical and Cognitive Disabilities
- Long Term Athlete Development (LTAD) Learn-to-Train to Train-to-Compete Competition Stream, Alpine Skiing and Snowboard
- Partners / Stakeholders
- Volunteers

## **Goals**

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



## **CADS - Alberta – 2015/16 Provincial Board**

**President** Ed Shaw  
**Vice President** Peter Quaiatinni  
**Treasurer** Glenn Lemmerick  
**Awards** Janice Coulter  
**Alpine Chair** Kam Raoufian  
**Secretary** Meggie Schellenburger  
**Technical** Vacant  
**Communications** Vacant  
**Fundraising** Vacant  
**CADS Rep.** Kevin Harling  
Jason Martyn  
Michelle Salt  
**Past President** John Stone  
**Red Deer Zone** Canyon Ski Area (contact)  
**Medicine Hat** Hidden Valley Ski Area (contact)  
**Lethbridge Zone** Vacant  
**Edmonton Zone** Vacant  
**Calgary Zone** Thom Griffith  
**Program Director** Ozzie Sawicki  
**Provincial Coach** Plamen Stamov  
**Executive Coordinator** Sharon Veeneman

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# CADS – Alberta Strategic Goals

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The following goal areas were identified and developed at the June 2013 CADS – Alberta Strategic Planning session and became the foundation for the CADS-Alberta 2013-2016 Strategic Plan. Following an internal review of the organization that was initiated in June, 2015, the CADS-Alberta Board made the decision to create an interim position of Program Director, which as of May, 2016 will be assessed with respect to the role becoming a permanent positional role with CADS-Alberta. As of January, 2016, the position of Program Director was filled by Ozzie Sawicki, who was tasked with a series of directives, one of which was to look at a plan that would include a strategy leading to the 2019 Canada Winter Games to be hosted in Red Deer, Alberta as a home province opportunity.

The outcome of this directive was the creation of an updated 2016-2019 CADS-Alberta Quadrennial and Strategic Plan that has built on a number of the goals that were included in the 2013-16 Strategic Plan, while expanding to create a plan that includes, amongst other areas, a defined movement towards a clear LTAD pathway progression, outreach that includes participation opportunities throughout the LTAD pathway for all geographical areas of the province, and delivers a comprehensive competition strategy for both alpine skiing and snowboarding that will ensure that Alberta be a strong contender at the 2019 Canada Winter Games.

The 5 areas that were the foundation goals in the 2013-2016 Plan, have been expanded to the following list of goals, that are now the priority focus of CADS-Alberta.

Challenges and opportunities continue to exist for CADS-Alberta to expand its membership base and allow for new programs and individuals to be involved with our programs. Increasing the snowboard content of CADS programming is a specific directive with respect to membership recruitment. Ultimately CADS-Alberta will continue to move forward on its priorities, and over the early to mid-point of 2016 will create demonstrated measurables to track and monitor program improvements at the entry level of participation within the program, through to measures as to each phase of the LTAD pathway, starting with the Learn to Train environment for both alpine skiing and snowboard.

## **Goals:**

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

The reporting that is provided below provides an update as to activities that have taken place for 2015-16 prior to the transition to the new 2016-2019 CADS-AB Quadrennial and Strategic Plan. This report is presently in draft form, and will be finalized as an approved document at or shortly prior to the spring AGM as an information update that will include transition outcomes that have taken place from January 2016 onwards.

## **Governance:**

*To build and maintain effective and efficient systems that will allow CADS-Alberta to move closer to its vision.*

- *CADS-Alberta continues to be a funded organization through the Alberta Sport Connection.*
- *The Alberta Government approved the “Alberta Sport Plan – Going the Distance 2014-2015” in July 2014, and this presently continues to be the foundation through which CADS-AB has been developing its strategy as an organization.*
- *Alberta Sport Connection has been tasked with creating and implementing a sport plan which will include a new funding model and accountability model to take sport through 2024. CADS-Alberta, and their new Program Director is aware and well informed as to the strategy that will form the new accountability framework, and has initiated a quadrennial plan for the 2016-19 timeframe that will parallel the expectations of the new framework.*
- *Alberta Sport Connections updated guiding principles include: Alignment; Accountability; Innovations and Creative Thinking; Accessibility and Inclusion; Safety and Ethics; along with a strong rationale for sport alignment with Canadian Sport for Life, Long Term Athlete Development models is to be embraced by all sport.*
- *CADS-Alberta hosted an ‘Alpine Summit’ led by Ozzie Sawicki of Pozitive Results Sport Strategies to review its athlete development model against LTAD; review our current and potential partners and how we align in the community. The Report, submitted for review and assessment by the Board, has led to a transition to a new operational model and update plan for 2016 through to 2019.*
- *CADS-Alberta spent time adding clarity to our Vision and Mission Statements, along with making progress on organizational Value Statements – this will allow CADS-Alberta to ensure that all decisions are reflective of our foundation and values and move us toward our Vision.*

## **Athlete Development:**

*To prepare competitive athletes to meet the demands of Alpine Skiing through training and competition.*

### **Provincial Para-Alpine Race Team**

- *The Alberta Provincial Race Team was made up of 7 members who participated in training and races throughout the winter season. Members are Spencer Allen, *Airdrie*; Trinity Tratch, *Calgary*; Omid Raoufian, *Calgary*; Branden Jensen, *Calgary*; Bharath Samrat, *Calgary*; and Josh Byrne (VI Guide) participated with the team.*
- *The Provincial Para-Alpine Race Team led by Plamen Stamov completed a structured training program focused at Nakiska Ski Area, and travelled to races in Panorama, B.C.; Kimberley, B.C.; Nakiska, AB, Silver Star, B.C.; and Nationals at Whistler, B.C.*

- The program will be shifting to a province wide competition strategy moving forward to 2016-17.

### *LTSD – Long Term Skier Development*

- The new LTAD, outreach and competition strategy is outlined in the 2016-19 CADS-AB Quadrennial and Strategic Plan.

### *Advocacy*

*To strategically raise awareness and build support for persons with disabilities so they can ski and snowboard.*

- CADS-Alberta continues to use “Constant Contact” as a mechanism to improve the frequency of communication with its membership. Membership communication has increased to a monthly basis, with consistency in message open rates. Messages average a 43% open rate. We continue to send e-news to a 1944 subscriber list of members and related disability and ski agencies.
- Join CADS-Alberta on both facebook and twitter . . . join the conversation!
- Our website is currently being updated, and an RFP will be developed to transition the website to a content management structure that will allow internal management to become more efficient for updates and additions to be made.
- Please refer to the Program Director Report to the Board for an update on advocacy items completed, including site visits, meetings, surveys and projects.

### *Leadership Development*

*To foster leadership potential through support, training and recognition.*

- CADS National has now released its new CADS Instructor certification modules, and CADS-Alberta is presently assessing the implementation strategy of the new training material.
- A complete plan for delivery will be completed by April 2016 and will be carried out for the 2016-17 season.
- Para-Entry Level Coaching courses are being offered to both Calgary and Edmonton and any other zone that has interest, during April 2016, while a series of courses are being planned for the 2016-17 season, including Canyon Ski Club in Alliance, Alberta.
- An entry level (Level one) snowboard course offering was planned for April, 2016 at Sunshine Village and will be deferred to the 2016-17 season in parallel to the alpine coach education strategy.
- Zone programs are running CSIA courses to instructors interested in attaining their level one status. This continues through to the end of the zone programming in March, 2016.

## **Revenue Generation**

*To strategically seek funds to meet the established needs set by CADS-Alberta.*

- CADS-Alberta continues to receive annual funding through the Alberta Sport Connection (ASC), formerly titled Alberta Sport Recreation Parks and Wildlife Foundation (ASRPWF).
- CADS – Alberta is a proud recipient of dollars from the Binnion Foundation, whose purpose is to support adaptive skiing throughout the Canada.
- CADS-Alberta received a significant donation through the family of David Holmes; a former participant that has since passed away. David’s family would like to create a legacy of grants that help participants get involved in CADS at a lesson level, as well as create opportunities to participate in National Festivals.
- CADS Alberta has applied for new funding opportunities that have included the Hettie and Robert McLean Charitable Trust (successfully awarded), Makadiff Grant (In Progress), Community Initiative Program Grants (In Progress), CPC System Development Funding (In Progress), ASC Event Hosting Funding (In Progress).
- CADS-Alberta continues to be a member of CanadaHelps.org CanadaHelps is a website that allows visitors to donate to any Canadian Charity online. They accept a variety of payment methods, along with the ability to transfer securities. Donations have continued to grow over the past year.
- The Canadian Paralympic Committee supported CADS-Alberta with an equipment grant. This is a matching grant program. CADS-Alberta also received support through the CPC Recruitment program as well. This initiative is made possible through financial contributions from the Canadian Paralympic Committee and Sport Canada.
- A sponsorship and donor document is complete. This will be of assistance at both a provincial and local level. Sponsorship and donor programs defined are:
  - Community Development and Sport Outreach
  - Building Adaptive Ski Communities
  - Provincial Race Team
  - Leadership and Instructor Training Program
  - CADS Festival Travel Support Grants
- CADS-Alberta hosted a casino in Edmonton October 4<sup>th</sup> & 5<sup>th</sup>, 2015.

## **Membership**

- CADS-Alberta currently holds a membership of 845 people as of March 2016 compared to 834 and 851 in the previous two years. There is active participation in the following regions:
  - Lethbridge (Castle Mountain)
  - Calgary (Canada Olympic Park)
  - Red Deer (Canyon Ski Area)
  - Edmonton (Rabbit Hill)
  - Jasper (Marmot Basin)
  - Banff (Sunshine Village)

- Rocky Mountain Adaptive Sport Center – Bow Valley
  - Cold Lake (Kinosoo Ridge)
  - Alliance (Valley Ski Hill)
  - Grande Prairie (Nite Hawk)
- CADS – Alberta participant membership is made up of people with spinal cord injury; amputees; spina bifida; cerebral palsy; blind; deaf; brain injury; cognitive disabilities and many others.