
Report to the Community

2021 - 22

Canadian Adaptive Snowsports -
Alberta Association



Report to the Community 2021-22

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

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

Goals

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

Key Partners



CADS Alberta – 2021/22 Provincial Board

President Becca Neels
Vice President Chris Holoboff
Treasurer Neil Hepburn
Secretary Angela Schornstein
Member at Large Evan Profit
Member at Large Kirk Schornstein
Member at Large Edward Shaw
Member at Large Spencer Allen
Calgary Zone Rep Chad Hohol
Edmonton Zone Rep Katie Gourlay

CADS Alberta – 2021/22 Provincial Staff

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

CADS Alberta, through its Board and staff, were excited to see the return to snow of our CADS Alberta snowsport programs for the 2021-22 season. Our membership numbers have certainly started to recover, as we recognized that our members, both participants and volunteers, were keen to return to winter activity, and found our CADS Alberta programs a safe alternative in which to participate.

We were also appreciative of how our zones were respectful in creating safe and sanitized settings for our members.

As we moved into the 2021-22 season, we again saw uncertainty ahead, but our goal was to determine opportunities to functionally deliver safe programs in each of our Zones, versus a province wide decision to cancel CADS programs for another season.

The responsibility of CADS Alberta continues to be an information resource and sounding board for each of our Alberta Zone programs, allowing them to determine the safest and most opportune method in which to continue to run CADS programming. There was certainly a continuous oversight as to participant and volunteer health and safety as the guiding necessity, while optimizing the capacity to continue to operate programs week to week.

We have found that not unlike golf, snowsports provided an outdoor a setting that affords a recreation option within a safe framework. The greatest challenge was the indoor transition for participants to put on their snowsport gear that allows them to participate outdoors. We worked closely with CADS National in creating a realistic COVID policy that each zone was expected to apply, working in collaboration with their snowsport venue and AHS requirements.

For 2021-2022 many of our programs were active, with some smaller programs not operating, not generally because of COVID, but due to unforeseen circumstances such as a major hill sluff that damaged the entry level area and lifts for the season in Grande Prairie's Nite Hawk, which has not allowed the CADS program to operate with a similar issue in Alliance.

The other observation which truly provided the need to run programming this season, was that our membership, which had dropped to just over 500 during the 2020-21 cancelled season, has rebounded to 769 members for the 2021-22 season.

With the positive member desire to be active, we moved forward with specific strategic elements that will have long term impacts for the benefit of our programs and outreach growth over the 2022-23 and future seasons.

The CADS Alberta top priorities for the 2021-22 season remained tied to our pillars of activity, which remain the foundation of our long-term operational goals.

These include:

- Development
- Education
- Equipment
- Competition

The document that follows will present the outcomes for the 2021-22 season.

Please continue to stay safe and we look forward to next year's program in 2022-23!

Sincerely,



Ozzie Sawicki
Program Director



Becca Neels
President

CADS Alberta: Strategic Goals

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

The modification for this year's Report to the Community, is that our explanatory notes for focus in on our four pillars of activity, which include:

- Development
- Education
- Equipment
- Competition

These elements are all essential components of our 2021-2023 quadrennial strategic and operational plan. As we continued the COVID recovery process for 2021-22, recognizing that we have re-established our on-snow programs with many safety considerations in mind, but our goal continues to be to deliver excellence in best practices and a community-oriented program across the province through our CADS Alberta Zones.

Core Goals and Season Outcomes 2021-22

These goals remain the focus of our reporting to our CADS Alberta Membership as an indicator of the health and progression of the organization.

Development

What had been evident moving into the 2021-22 season is that we had several volunteer instructor retirements, being replaced by a resurgence of new volunteer members becoming involved. This is essential to the success of our programs, as the opportunity for both our existing participants and new participants to be engaged is reliant on a growing volunteer base. We were encouraged by what we saw and will continue to support our present zones and have renewed the planning for new zones across the province.

We also worked with Zones to plan Slide & Ride try it events, with the expectation for 2021-22 to have booked events, that should we need to postpone or cancel, we can do so. This was more pragmatic than trying to book last minute events. As programs managed the COVID landscape a singular successful Slide & Ride program was

completed at Tawatinaw Valley. We expect a continued resurgence of our come try it programs for the 2022-23 season.

Education

The second pillar that is critical in supporting our primary organizational purpose of developing snowsport activity opportunities for participants is that of creating education and training for our volunteer instructor pool. CADS has an education and certification pathway which CADS Alberta implements with its Zone programs. The goal of which is to annually provide a CADS training block early season to prepare both returning instructors (refresher training or to take advancement levels of training) and new instructors (base training) followed by end of season evaluations that lead to level 1 and 2 certifications of instructors. The education goal is focused first on the safety of our participants. The CADS training and certification process provides training on the various ability areas (physical, cognitive, and sensory), preparing instructors to understand the nature of the ability first, followed by applying knowledge around the equipment being used (sit-skis, outriggers, etc.).

Every Zone is expected to participate in a training process early season. The larger Zones such as Calgary, Edmonton, Lethbridge, and Red Deer have created their own internal training schedule, while smaller Zones such as Cold Lake, Tawatinaw Valley (Westlock), etc. rely on CADS Alberta to provide a course conductor that comes to their Zone to deliver the CADS training and evaluation education process. CADS Alberta generally supports the small Zones in covering the cost of this training, as it is the best interest of our PSO to ensure a level of expected quality of education delivery and learning environments for all our volunteer instructors.

This is an ongoing process annually, which is mainstay of creating a safe and quality learning and advancement opportunity for our participants. An area that we found requires growth moving towards the 2022-23 season is in pre-course training for level 1, 2 and 3, as well as the training of additional Alberta based course conductors. This will ensure that we can meet capacity needs for the expected growth for the 2022-23 season and beyond.

Equipment

Having established a central CADS Alberta equipment pool, in which Zones can lease what they need annually (<https://cadsalberta.ca/adaptive-equipment-lease/>), we have successfully acquired CIP funding to grow our equipment pool significantly, with the goal that no individual who wishes to be participating should be limited by lack of access to the equipment they require to participate.

The funding support covers an 18-month window, allowing us to build our equipment needs up over the next two seasons (2021-22 and 2022-23). To engage our Zone programs, we are providing the opportunity for CADS Alberta Zones to purchase equipment through our equipment order, which provides the opportunity to receive discounted pricing through reduced shipping costs and other offers of the equipment suppliers we deal with.

Our first order of eight mono and bi-sit-skis arrived in January 2022, which added an immediate benefit to our programs. The order, placed in May of 2021, was delayed due to material delays caused in multiple consumer areas during the pandemic.

The second order will be placed in the summer of 2022 so that we receive an additional eight skis for 2022-23. The goal is to have an ability to outfit any participant that needs equipment with proper sizing and ability of equipment required. This allows our smaller and newer Zones the ability to access equipment in a cost-efficient lease process, that eliminates high costs in establishing zone programs.

We also continue to supply tethers, outriggers, and other materials in support of our Zones.

Competition

As our 2016-19 Quadrennial was focused on restructuring our competition process, with a build to a successful Canada Winter Games, competition remains an integral component of our 2021-23 quadrennial plan, with a distinct strategy outlined for competition in four areas:

1. The 2022-2023 focus is once again to field a successful Canada Winter Games CADS Alberta Team in Para-Alpine Skiing.
2. To continue to encourage CADS Alberta Zones to develop coaching talent within their Zone programs with the knowledge that CADS athletes can now create a national points profile that allows them to compete in any National alpine competition in Alberta or out of province.
 - a. CADS Alberta has established an annual budget area to support competition program establishment and growth opportunities, focused on coaching first, and athlete opportunities to be part of training and competition opportunities.
 - b. For the 2022-23 season, CADS Alberta will be reestablishing a provincial level competition strategy that will provide specific support to our zone programs who wish to engage and encourage advanced programs.
3. To work closely with Alpine Canada, Alberta Alpine Ski Association, and BC Adaptive Snowsports to ensure coordinated programs that are CADS Alberta led for 2022-23.
4. 4. To introduce snowboard competition opportunities in Alberta for CADS athletes interested in this pathway. This will be introduced as of the 2022-23 season.

Other Areas

In addition to our four pillars, as outlined, CADS Alberta has undertaken key areas of leadership.

Revenue Generation

While experiencing down time, we did continue to actively seek out new funding

options to ensure that CADS Alberta remain fiscally healthy moving into and beyond the 2021-22 season.

Traditional access to a CADS Alberta Casino was postponed multiple times due to the pandemic health restrictions, but once the opportunity was opened to completing our casino, it provided a healthy benefit to our organization.

Additional grants were secured, as well a series of private donations, for which we are extremely grateful to those who considered our CADS Alberta programming a valued group to support.

We believe that it is important to continually seek out unrestricted funding opportunities, and diversification of funding reach, as we focus on building a fiscal reserve to ensure we can continue to remain a healthy organization regardless of challenges such as COVID-19. We are extremely appreciative of our provincial government support, which allows our core programming pillars to remain realistic, but do feel that creating a broader sustainability model is important to staying organizationally healthy.

Developing Stakeholder and Partnership Relationships

We were very proud to have nominated Nakiska Ski Resort and Manager Jan Sekerak, a long-time supporter of CADS Alberta, for a CADS National Award recognition as Sponsor of the Year for 2019-20. We were very excited to see Jan and Nakiska selected as winner of the Award and extend a special thank you for their continued support of CADS Alberta and adaptive snow sport competition and training opportunities. With COVID limiting the chance to create a quality opportunity to present the award, we were able to recently present the award to Jan, representing Nakiska. We continue to work with Nakiska, and our many snowsport venues who support us, as they are critical partners in the success of our CADS Alberta programs.



Ozzie Sawicki, CADS Alberta Program Director presenting the CADS National Sponsor of the Year Award to Jan Sekerak

Advocacy and Outreach

- Board Diversity - Entering the 2021-22 season, we now have a 10-person Board with 30% female representation and 40% adaptive representation. We will continue to strive for increased Board equity leading to the 2022-23 season.
- CADS Alberta will be working in partnership with CADS National and the Canada West Ski Area Association (CWSAA) to deliver a Diversity, Equity and Inclusion program, which will ultimately serve to improve operational knowledge and the performance culture of these partners.
- As the #WeThe15 movement was unveiled at the recent 2020 Tokyo Paralympic Games, in recognition that at least 15% of the global population are persons with a disability, CADS Alberta has a clear mandate to reach out through our communities, schools, workplaces and all applicable outlets to advocate for the #WeThe15 population in providing safe and quality adaptive recreation programming. So, a key “next step” in our 2021-2023 plan is in creating a marketing and communications strategy to reach the broader adaptive audience, their families, friends, and caregivers, who we wish to see physical activity opportunities for all abilities, and for continuing to remain the amazing social community that is CADS Alberta.
- Finally, the 2020-21 season was the 50th anniversary of CADS Alberta. A project has been underway to complete a book speaking to the rich history of the organization within the Alberta sport landscape. The goal is to have the book completed for release mid-2022. This will create an opportunity to further advance knowledge of our organization, and to promote its rich history and growth.



Membership

The Zone programs in Alberta include (as of 2021-22):

- 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)
- Red Deer (Canyon Ski Area)

- Banff (Sunshine Village) – Not a CADS Zone, but an affiliate through RMASC (Rocky Mountain Adaptive Sport Center)
- Tawatinaw (Westlock)

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 impairment and many others.

With the recovery and progressive opening from health-related restrictions, our membership for the 2021-22 season saw significant recovery. Our focus will continue to be on ensuring safe program environments as we move forward so we may continue to regrow the CADS Alberta brand and winter sport activity for all abilities.

The 2021-22 membership:

- **Total 769**

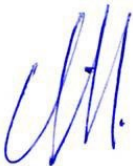
Summary

The above work was made possible through a highly innovative and dedicated CADS Alberta Board, without whom the above work and provincial support would not have been possible, and the exceptional 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.

Thank you to our many partners, stakeholders, and collaborators, and thank you to our CADS Alberta Zones for their exceptional collaborative spirit that helped in a difficult decision process, which will lead to an even better communication capacity in the future.

Finally, and once again, a special thank you to those in the health care community, and the many front line organizations, businesses, and individuals who continue to work diligently to ensure the safety of all Albertans and opportunities for those with a variety of abilities. You don't go unnoticed.

Respectfully submitted,



Ozzie Sawicki
Program Director, CADS Alberta