



## 2008 Annual Congress

November 10 & 15, 2008  
Worlds Benefit Cruise

### MINUTES

#### **Present:**

Glenn Bowie, NS (Executive)	Kim McKnight, BC
Barb March-Burwell (Executive)	Gerry Whittaker, BC (10 <sup>th</sup> )
Michael Collins, ON (Executive)	Nigel Eggers, BC (10 <sup>th</sup> )
Todd Johnson, ON (Executive)	Dan Velcic, AB
Matt Rini (Executive, WS NT Coach)	Annica Collombin, AB (10 <sup>th</sup> )
Peter Person, BC (Executive)	Hermann Gratzfeld, AB
Paul Melnuk, ON (Executive)	Sheri Sieferling, SK
Shawn Gratzfeld, AB (Executive, WB Ctte)	Keneen Magnowski, MB
Richard Gray, BC (Executive, BF NT Coach)	Tom Magnowski, MB
Steve Bush, BC (WS NT Coach)	Paul Roberts, ON
Mike Lieffers, SK (WB NT Coach)	Christina Collins, ON
Pat Messner, ON (Adaptive NT Coach)	Claudia Currie, NS
Chris Bourne, ON (Adaptive Ctte)	Gary Allen, NS
Kim Hall, ON (Barefoot Ctte)	Louis Simard, QC
Russ Dickson, AB (LTAD Ctte)	Dee Dee Brunet-Arvisais, QC
Dan Wolfenden, (WSWC Office)	Vern Oberg, AB (10 <sup>th</sup> )
Ellen Barwise (WSWC Office)	Paul Bowie, NS
Stephanie Stewart (WSWC Office)	Peter Thurston, ON (10 <sup>th</sup> )
Sherry Blackmore, BC	Ken Flinn, NS (15 <sup>th</sup> )

*Monday, November 10<sup>th</sup> 2008*

#### **1. President's Opening Remarks**

Glenn Bowie welcomed everyone to Congress, reminded attendees that the Awards night has changed to Friday night and that Congress meetings continue on Saturday.

#### **2. Confirmation of Voting Rights**

The number and allocation of votes were confirmed as follows:

<i>Official Voting Delegate</i>	<i>Province</i>	<i>Votes</i>
Sherry Blackmore	BC	3
Peter Person	BC	2.5
Annica Collombin	AB	2
Dan Velcic	AB	2.5
Barb March-Burwell	SK	1.5
Michael Lieffers	SK	1
Tom Magnowski	MB	1
Keneen Magnowski	MB	1
Christina Collins	ON	2
Paul Roberts	ON	2.5
Louis Simard	QC	2
Dee Dee Brunet-Arvisais	QC	2
Claudia Currie	NS	1.5
Gary Allen	NS	1
<b>TOTAL ELIGIBLE VOTES</b>		<b>25.5</b>

Accordingly, any majority vote was determined to require 13 votes and any 2/3 majority vote to require 17 votes.

### 3. Year in Review

A 'State of the Union' presentation was made by Glenn Bowie on mission, goals, business plan, governance, finance, membership, marketing, communications, sport development, and year ahead.

### 4. Approval of 2008 Congress Agenda

<b>Motion</b>	Moved by Paul Roberts, seconded by Barb March Burwell to approve the agenda of the 2008 Annual Congress as presented.	<b>CARRIED</b>
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### 5. Approval of 2007 Congress Minutes

<b>Motion</b>	Moved by Sherry Blackmore, seconded by Annica Collombin to approve the minutes of the 2007 Annual Congress, November 16 – 18, 2007 as presented.	<b>CARRIED</b>
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### 6. Consideration of Reports

<b>Motion</b>	Moved by Dan Velcic, seconded by Annica Collombin to receive the Executive Board, National Committee and Provincial reports for information as presented.	<b>CARRIED</b>
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### 7. Ratification of Executive Board Decisions

<b>Motion</b>	Moved by Sherry Blackmore, seconded by Gary Allen to ratify the decisions of the Executive Board since last Congress.	<b>CARRIED</b>
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## 8. Audited Financial Statements

**Motion** Moved by Keneen Magnowski, seconded by Paul Roberts to accept the audited financial statements for the fiscal year ending 31 March 2008 as presented.

**CARRIED**

## 9. Appointment of Auditors

**Motion** Moved by Barb March Burwell, seconded by Christina Collins to appoint the firm of Ousley Hanvey Clipsham Deep to conduct the Water Ski and Wakeboard Canada audit for the year ending 31 March 2009.

**CARRIED**

## 10. National Coaching Certification Program Presentation

Ellen Barwise presented an overview of the NCCP, its transition, certification process, progress and plans for the year ahead.

## 11. SkiAbility Program Presentation

Chris Bourne presented an update on the SkiAbility program, the year in review, level of participation, and the year ahead.

## 12. Rip 'n Ride Presentation

Ellen Barwise presented an overview of Rip 'n Ride, the year in review, delivery levels, and the year ahead.

## 13. 2009 World Water Ski Championship Festival Presentation

Paul Melnuk encouraged delegates that this is a National event not a provincial function. He reviewed details on tickets sales and sponsorship packages. He clarified to contact the Worlds secretariat in regards to sponsorship referrals, camping availability, and volunteer opportunities.

## 14. Confirmation of Location and Dates for 2009 National Events

The status and details for future events were established as follows:

- 2009 Westerns Very tentatively targeted for Swan Lake, Vernon, BC, August 1-2. Details to be confirmed by December 15<sup>th</sup>.
- 2009 Easterns Further discussions needed between Quebec and Ontario. Ontario. Details to be confirmed by December 15<sup>th</sup>.
- 2009 Atlantics Lake TBA, Halifax, Nova Scotia, August 1-2
- 2009 Water Ski Nationals Shalom Park, Edmonton, AB, August 11-15
- 2009 Adaptive Nationals Integrated within Water Ski Nationals
- 2009 Barefoot Nationals BC not able to host. Details to be confirmed by December 15<sup>th</sup>.
- 2009 Wakeboard Nationals TBD. Details to be confirmed by December 15<sup>th</sup>.

### 15. Host Selection for 2009 Congress

Glenn Bowie reported that no formal bid had been received for the hosting of the 2009 WSWC Congress. Potential locations to be discussed throughout the week and to be reviewed on Saturday.

### 16. Election of Executive Board Members

Glenn Bowie explained that three Executive Board positions were up for election at this Congress: Sport Development Director, Finance Director, and President.

Glenn referenced the nomination materials as contained in the Congress manual, noting that a single nomination currently exists for all three positions, and therefore acclamations are in order.

<b>Motion</b>	Moved by Matt Rini, seconded by Paul Roberts to elect Glenn Bowie as President, Paul Melnuk as Finance Director, and Michael Collins as Sport Development Director by acclamation.	<b>CARRIED</b>
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### 17. Charting a New Course: Presentation of WSWC's Draft Strategic Plan 2009-12

Michael Collins presented the new "draft" Strategic Plan, work that had been done to date, introduction, background, emerging trends, strategic questions, the strategic plan, the rationale behind the objectives and led the delegates through plenary sessions towards understanding and moving forward with the implementation of "Charting a New Course: WSWC's Draft Strategic Plan 2009-2012".

Delegates engaged in small group discussions surrounding three strategic goals presented. Those ideas and comments are noted in **Appendix A**.

*Saturday, November 15<sup>th</sup>, 2008*

### 18. Long Term Athlete Development Presentation

Michael Collins presented an overview of LTAD, the background, introduction and purpose, LTAD factors and stages, implementation successes/challenges, competitive structure trends, and 3 current implementation challenges for Congress discussion.

Paul Melnuk commented that LTAD changes the culture of our sport. Whereas before the reason to be a member was for competitive reasons now the focus/strategic change will be to create a large membership.

Russ Dickson presented the trends in competitive structure: competitive licensing, number of sanctioned tournaments, and National Championship participation.

Small groups were formed to discuss three issues: water ski Nationals/Regionals structure, Gaps in our current LTAD, and Incorporation of LTAD within wakeboard programming. Comments and ideas generated are noted in **Appendix B**.

## 19. Other Business

### *Thank You*

On behalf of WSWC and all attendees, Glenn Bowie thanked Debbie Wagner and Cruiseship Centers for their \$18 000 donation to Worlds.

### *2009 Congress*

Nova Scotia expressed interest subject to hotel availability. To be confirmed within 7 days.

### *Flowrider Fundraiser*

Richard Grey provided an overview of the contest/fundraiser that is scheduled later in the evening.

## 20. Further Strategic Planning – Next Steps

Glenn Bowie reported that good dialogue and support occurred over the strategic direction the Executive Board has brought forward. There was consensus that that there is a desire to move forward, and not wait until 2009 Congress to adopt the Strategic Plan. Three options were discussed: (1) delegate authority to the Executive Board to adopt the Plan, (2) adopt the Plan via email ballot, and (3) convene a special meeting to adopt the Plan. Pros and cons of each were discussed.

It was decided that understanding and ‘buy in’ was so critical to the Plan’s effectiveness that a face to face meeting would be the best opportunity. The following general timelines were established:

November –February	Executive Board continue to flesh out the Strategic Plan, incorporating input from this Congress
March-April 2009	Circulation and communication of draft Plan
April 2009	Special meeting, including provincial representatives, to adopt and discuss implementation of the Plan
Summer 2009	Communicate Strategic Plan to the membership

The Executive Board to propose a date, location and time in April 2009 within 2 weeks.

## 21. Adjournment

Glenn Bowie concluded the Congress with a warm thank you to Water Ski and Wakeboard Alberta for such great hospitality and organizing a successful congressional weekend and to all participants for their time.

<b>Motion</b>	Moved by Paul Roberts, seconded by Christina Collins to adjourn the 2008 Congress.
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**CARRIED**

## **Appendix A**

### **Notes and Comments Recorded in Small Group Discussions Surrounding the 3 Strategic Goals Identified in the Draft WSWC Strategic Plan**

#### **1. To grow membership of Provincial Sport Organizations:**

- Current PSOs do not have the capacity to develop and implement an effective plan to increase membership within their provinces. Each province discussed the initiatives that they had attempted to implement.
- Membership retention is also a problem in most provinces.
- The Rip 'n Ride program could be a means through which to increase membership or to collect contact information. BC offers an associate membership with each Rip 'n Ride package (packages \$10 each).
- TowSmart would be a great way to retain membership, however it is hard for the broker to get provincial membership information and therefore they do not always enforce the "must be a member" clause. A system must be created to assure that everyone benefitting from the program is a provincial member.
- More information and education to our members is needed about TowSmart program and its benefits. This program has a value to the membership and this needs to be exploited.
- Suggestion and discussion about a national database for membership. Would allow for resources to be pooled and more reliable data on retention and numbers. Suggestion that this would also simplify the process for members.
- Discussion around using the boat industry as a means to increase membership. Partnering with boat dealers and manufacturers to include a information package about WSWC with each boat sold.
- A better job needs to be done in promoting the value of a membership, as well as more value needs to be added. Suggestions include a photo gallery, YouTube coaching videos, insurance benefits and Worlds 2009.
- Overall: Membership is an administrative nightmare and at some point we need to combine our resources to become more effective. A national database could be set up as an added value benefit to PSOs.

#### **2. To increase organizational effectiveness for towed water sports in Canada:**

##### *What is the role of Congress?*

- Great platform to discuss topics, but often walk away with no conclusions.
- Members who attend congress should have the ability to make decisions and bring it back to be implemented in their provinces. Who should PSOs send to the meeting? Wakeboard not represented at Congress, also female versus male – if we want them to be decision makers then why is this important?
- Information should be presented before Congress to allow each PSO to attend Congress with an informed provincial decision. Once voted on, Congress would be used as an information session so that members present can go back to their province to implement. Members get information in advance and can come with an informed provincial decision.

- Congress should be a place for communication. An opportunity for coaches, PSOs, meeting of sub/functional groups.
- Pre-congress teleconference would allow for more effective and productive session at Congress.
- Opportunity to hear keynote speakers- opportunity to change the direction of our sport.
- The current structure of WSWC is designed to be a passive organization. The ability to affect change is minimal.

*What should the Executive Board's role and structure be?*

- Current structure leaves the EB as both oversight and management and the National office as administrative.
- The EB as oversight and the National Office as management would be more effective.

### **3. Deliver a sustainable revenue model:**

- To continue to deliver programs there needs to be an increase in revenue. Consensus that we want to increase non-government revenues versus cutting any of the current programs or services.
- Government money will not increase while cost will most likely continue to rise
- Need to be able to reach our members
- Deliver services that generate revenues?
  - ✓ Major events
  - ✓ "Fun" event series
  - ✓ Credibility/Access to facilities
  - ✓ Membership
  - ✓ National magazine
  - ✓ Drenched
- Capitalize on tax donation receipting capability
  - ✓ Value exists but need to appeal to people outside of the community and not to direct our efforts continually to the community.
  - ✓ Use people from within the community to attract those from outside
  - ✓ There is a perception that athlete and the sport are already well funded by government
  - ✓ Need to promote the capability to do targeted donations

**Appendix B****Notes and Comments Recorded in Long Term Athlete Development Discussion Groups****1. Water Ski Competitions: To consider possible solutions to declining participation at Water Ski Regionals and Nationals.****REGIONALS***What are issues affecting these events*

- Number of rounds vs. cost, expense, effort
- Cost of the event – organizing committee
- Cost of the event (entry fees) for many participants exceeds the perceived value of the event
- Increasing travel costs and hotel
- No fun
- Cost of World Ranking tournament vs. cost of sanctioned tournament

*Considerations*

- Who is it for – who is a competitor?
- Do they all need a competitive license?
- Are we accommodating all potential participants?
- Ratings/standards – are they too high?
- Multiple rounds?

*Possible solutions*

- Better communication to potential participants
- New rules/format for some divisions or categories
- Competitive license not required for some divisions/categories
- Focus on new customers
- Make them more fun
- Split Westerns (BC/AB & SK/MN)

**NATIONALS***What are issues affecting this event*

- Expense
  - Travel
  - Entry fees
  - Time off work
- Value – perceived or otherwise
- Time – event takes too many days
- Event is boring for family / spectators
- Requires too many highly skilled officials

- Number of rounds vs. cost, expense, effort
- Cost of the event – organizing committee
- Increasing travel costs and hotel
- No Fun
- Cost of World Ranking tournament vs. cost of sanctioned tournament

*Why do participants attend?*

- To Win – become Canadian Champion
- Camaraderie
- Senior Athletes (over 25) – because they can – unlike other sports, there are divisions and opportunity
- Enjoyment of sport
- Other family members attend

*Considerations & Possible Solutions*

- Venue must support high performance
- Multi-lake sites
- Dates
- Limit number of venues – 2 or 3 sites Nationally
- Better sponsor support
- Better infrastructure
- Better communication to potential participants
- Increase value – multiple rounds
- Officials standards
- Only require “elite” officials for WRL divisions and group those divisions together
- Lower standards for officials for other divisions

**2. Where are the gaps: Determine where there is a need for new or better integrated program and identify some immediate next steps.**

- Provinces need to share information about what works, their action plan, grants they are accessing, ideas, etc.
- There is a large gap after Rip n Ride, no specific programming.
- Rip ‘n Ride should be used as Talent ID and an opportunity to tell the athletes about other programs, coaches, lists of clubs/schools and next steps.
- Development teams used to be younger athletes however now the funding is for older athletes. How do we get a hold of up and comers?
- Biggest gap is 13 to 16 year olds, i.e. between Rip ‘n Ride and commitment/Boys I
- Solutions:
  - ✓ Rip ‘Ride Information package (lifestyle, consistent program, DVD, what happens next, literature, parent/athlete education)
  - ✓ Develop a Nationals Grassroots challenge series
  - ✓ Develop a Talent ID package for clubs/schools

- ✓ Develop a mechanism to get them to schools
- ✓ Develop a Challenge series - Fun score sheet, novice tournament structure, 4 passes guaranteed/consistent across
- ✓ Provincial execution, national development
- ✓ Need to market the sport and the lifestyle of the kids to parents (as a wholesome/good/benefit) if we sell to adults, kid will follow
- ✓ Programs should not be scheduled on weekends
- ✓ Need more education on competitive stream and the variety of options available
- ✓ Development team skiers to coach at grassroots level skier
- ✓ Rip 'n Ride coaches to become sales people
- ✓ Run camp after Nationals for "potential" skiers (10-14 yrs)

### 3. LTAD implementation within the wakeboard community:

*Does LTAD apply to wakeboarding?*

- Yes 100%

*Who/how to communicate LTAD to the wakeboard community?*

- Facebook
- Identify provincial leaders, i.e. past national team members (Sunni, Lockey, Sheena)
- Endorsement DVD from national teams members on the value of LTAD

*Does the competitive structure fit?*

- Ideal structure would be : Fun tournament – regional tournaments – Nationals  
- Provincials

*Should you have to qualify for Nationals?*

- No, at this time we do not have the numbers to warrant this. However rails/sliders needs to be addressed. To be presented for decision to the WSWC wakeboard committee.

*Do the current age groups align with LTAD?*

- Provinces use different age categories for provincials and local tournaments.
- These different age categories need to be compiled and a suggestion put forward to the PSOs for alignment with LTAD.
- The current age categories are appropriate for the National Championship at this time.

*How do we address the lack of sanctioned wakeboard events?*

- Promote the benefit of insurance
- We need to reassess what we offer for sanctions?