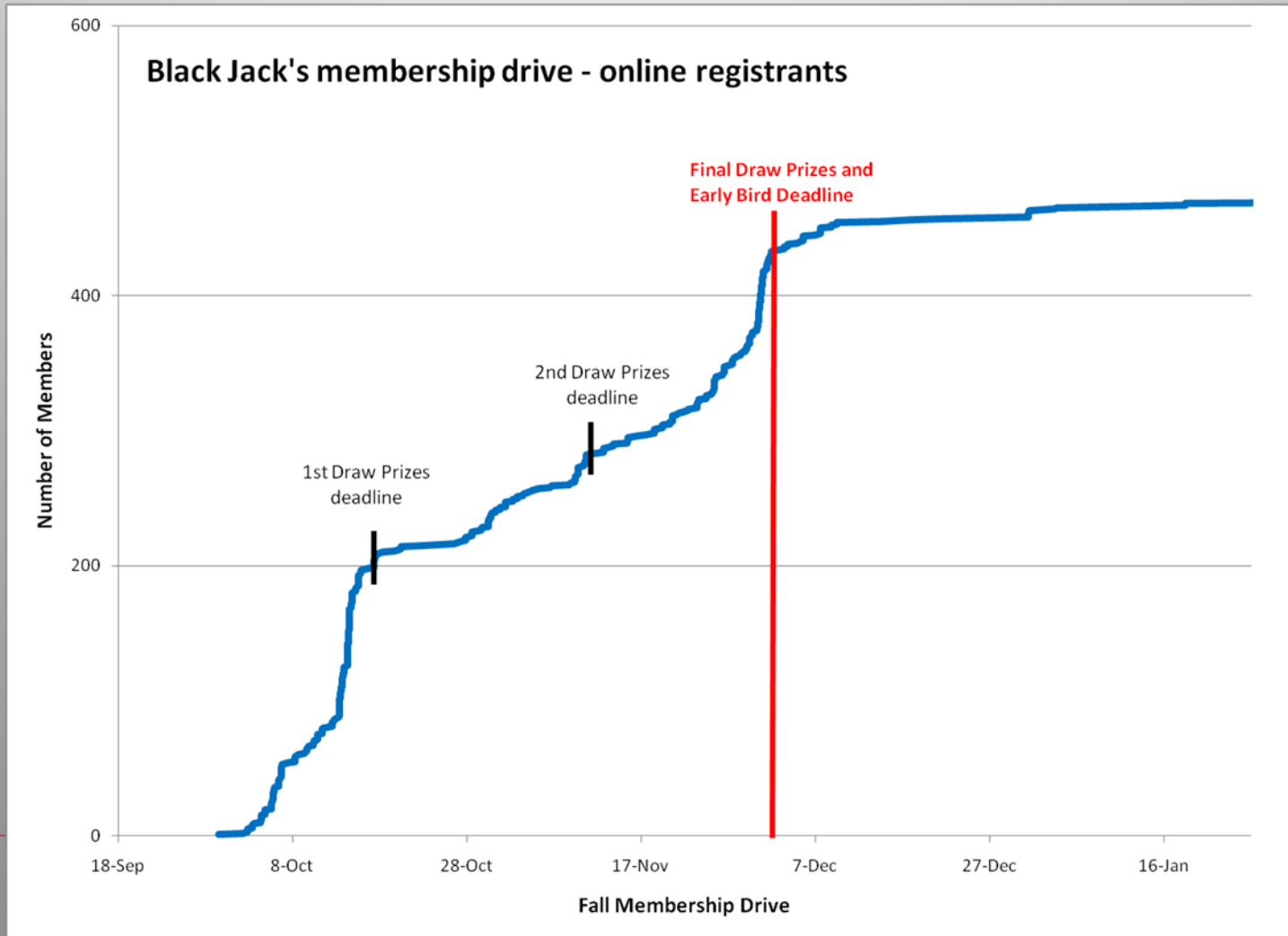


# Cross Country BC 2017 Club Development Workshop



# Case study: Do incentives and deadlines work?



# Gold Star pass upgrade – EXAMPLE

(when buying your membership on Zone4)

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**NEW OPTION:** (in support of our \_\_\_\_ program)

- For \$49, upgrade your pass to a Gold Star Pass and receive more than \$150 worth of perks.
- Or for \$99, upgrade to a Platinum Star Pass and receive more than \$300 worth of perks.

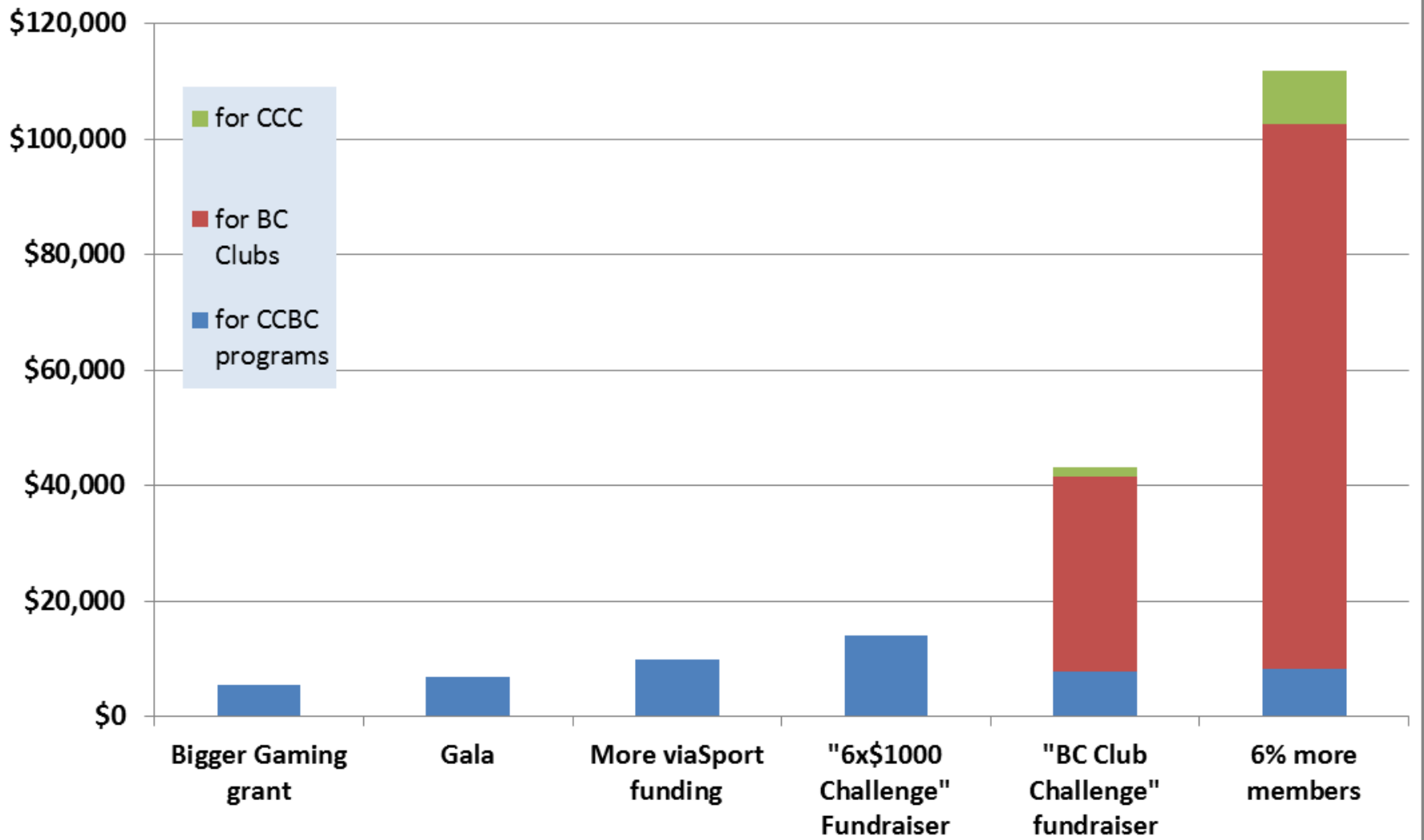
## Gold Star perks:

- Free **drip coffee all winter** at the Alpine Grind when you flash your Gold Star pass. Après ski anyone?? Thanks John!
- Attend a free **ski waxing clinic**. Thanks Gerald! (\$20 value)
- Attend a free **classic** and a free **skate workshop** with our club coach. All abilities welcome. Thanks Dave! (2 x \$40 value)
- 1 free **Day Pass** (rentals included). (\$15 + \$35 value)
- Get 15% off **wax & accessories all winter** at Gerick Sports when you flash your Gold Star pass. Thanks Erik and Jason!

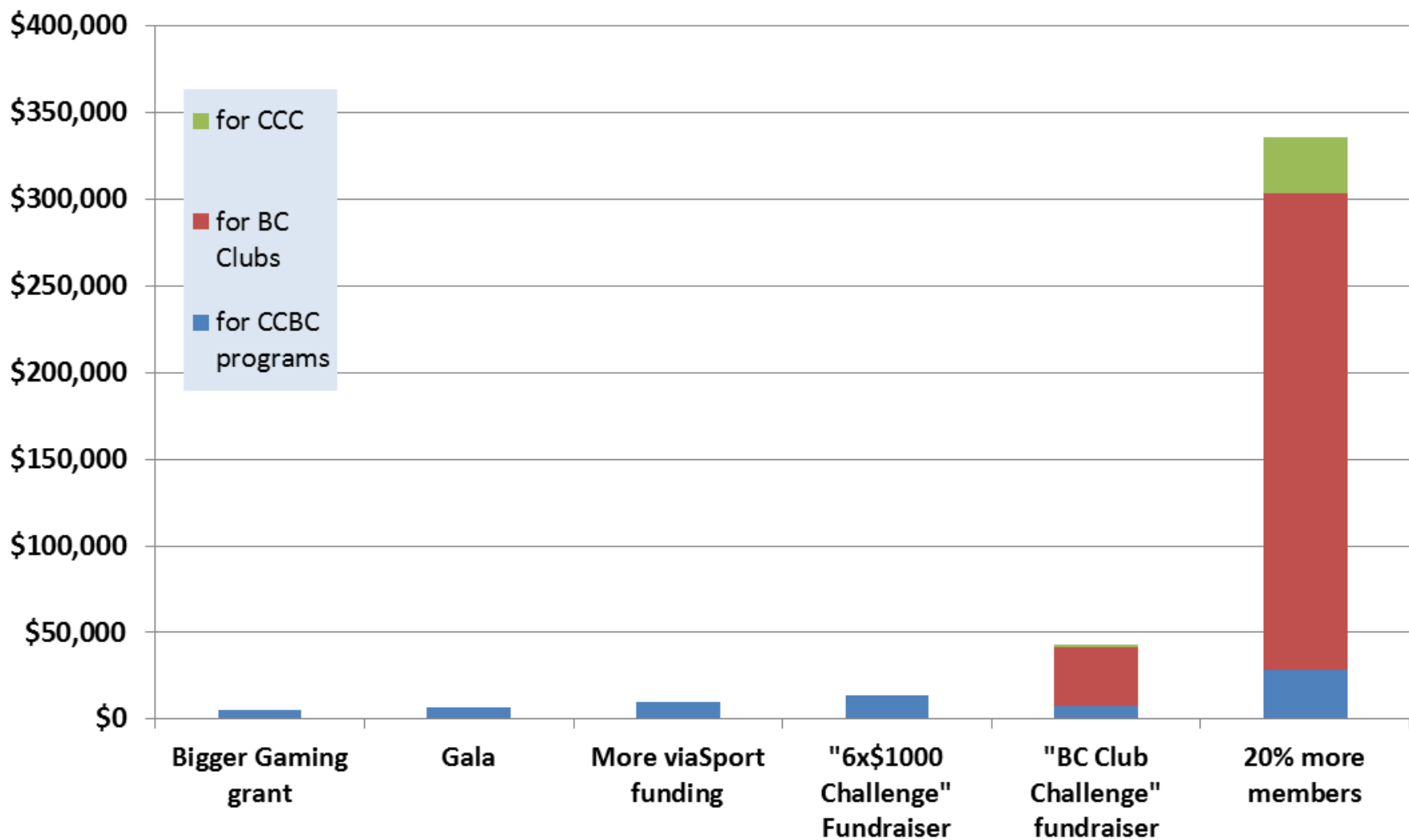
## Platinum Star perks:

- All of the above, plus:
- Get your **skis waxed** for free by the Junior Racers at the ski swap (\$20 value)
- ?
- ?

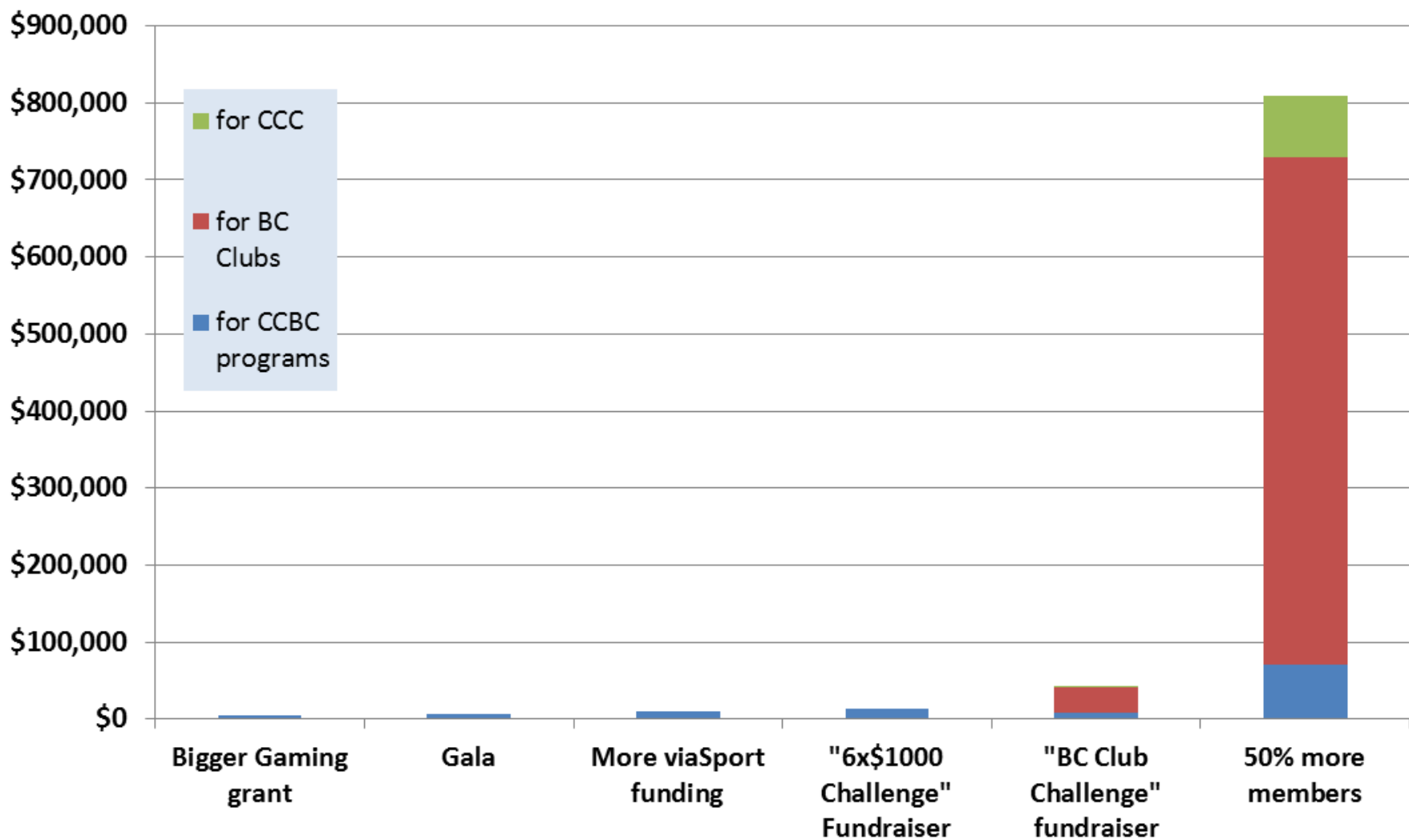
## New funding initiatives & improvements over last year



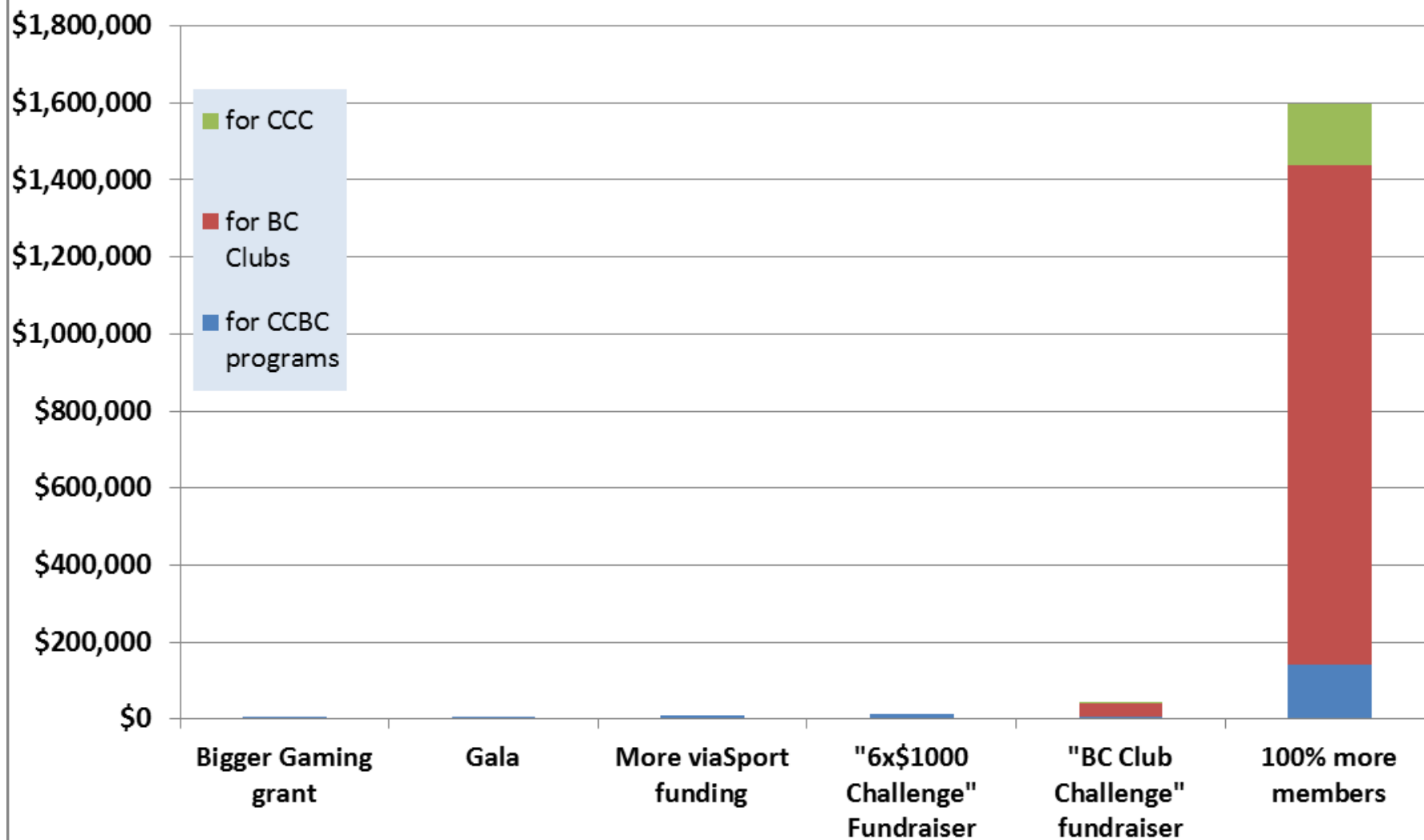
## New funding initiatives & improvements over last year



## New funding initiatives & improvements over last year



## New funding initiatives & improvements over last year



HP Seminar

IPB success

8 NST

20<sup>th</sup> @WC Final

¾ of Jr @WC Final

11<sup>th</sup> @ WJ

PN !

1<sup>st</sup> @ WJT

3 WJ +2 alt

Carded

Nat: 21 medals, 9 clubs

BCST/DS/TS:  
17 clubs

307 prov camp #

Nat: 41 T10 Agg, 12 clubs

427 midget race #

2,052 prov race #

490 regional camp #

2,452 regional race #

34 T2T  
& L2C

19 new OL1

11 new OL2

3 new OL3

800 Racing Rocks #

2,555 SDP

209 new ICC

125 new CC

59 L2T

18 new CDs

\$40k+ online fundraiser

20,000+ Ski S'Kool visits

9000+ race/loppet

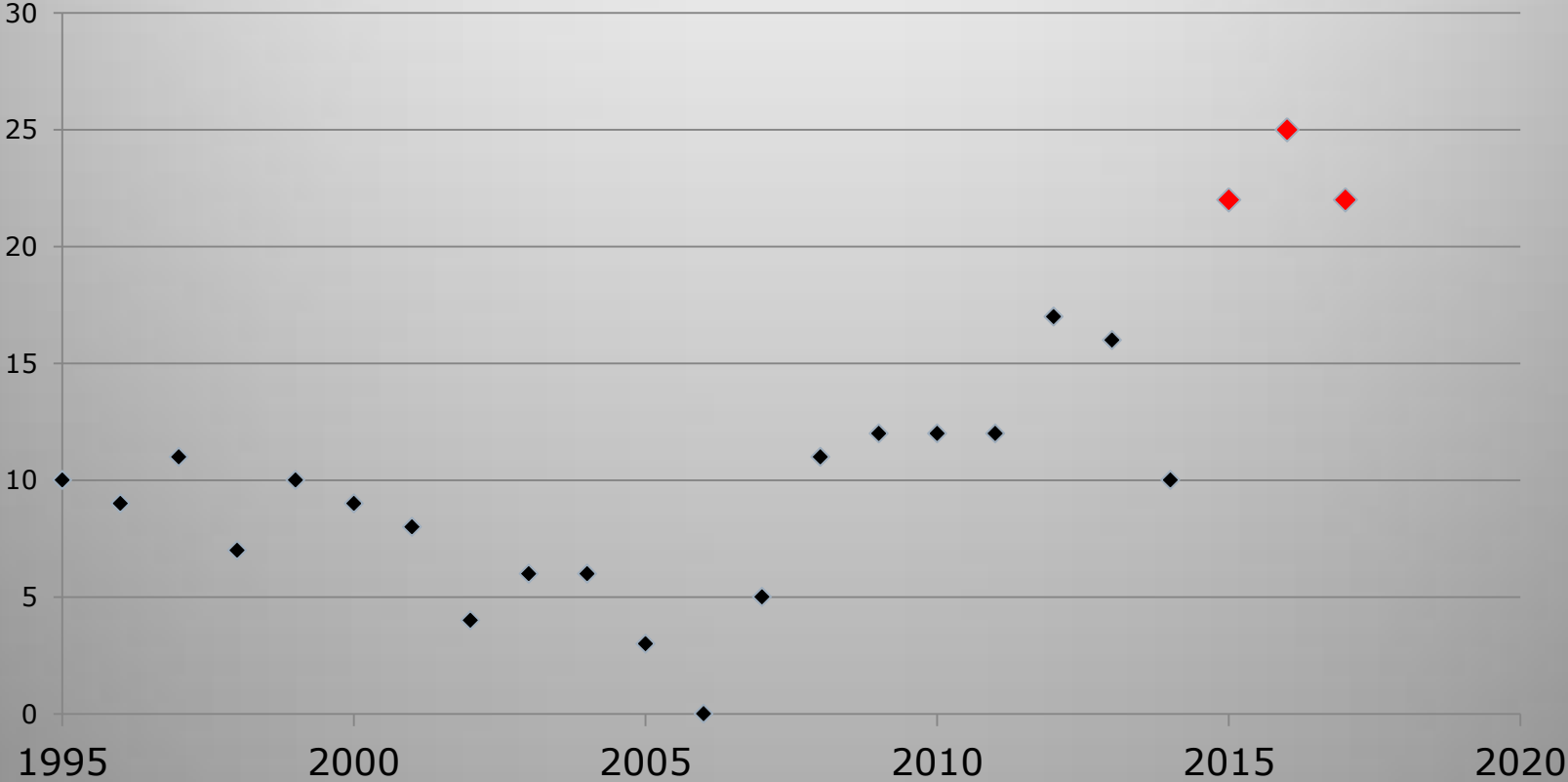
~17,000 members, ~1k more

1/3 clubs double digit growth

9 club records



# Total BC Medals at National Championships



## Provincial “Coach of Coaches” system

- viaSport
  - background
  - What they want, and are funding.
  - Like what they see (+ CSI, CCC)
  
- Leadership & oversight
  - Club coaches are busy
  - Many coaches across BC, at various stages of development
  - Needs – development & support
  - Athlete monitoring
  
- Coach Development
  - Course delivery
  - Evaluations/certifications of L2T, T2T, and L2C. Select few. 5 – 12hrs/evaluation.
  - Train the Coach Developers.
  - Other provinces attend.
  
- Provincial Team program
  - BCST, BCDS, BCTS, ~100 athletes
  - Camps/Trips : ~12, from 5 days to 2.5 weeks. Planning/design. Record attendance & sold out.
  - Sport science / sport medicine
  
- Regional camps, club visits – where are the greatest needs?
  
- Results & broad club success
  - Nationals
  - International results
  - IPB benchmarks
  - IPS targeted athletes
  - Carded athletes
  - Clubs represented on provincial team
  
- The future is bright. Potential in the pipeline. Functional.

# Cross Country Canada feedback

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“Some outstanding performances from BC at the trials – all going in the right direction. Very close to having a few more qualify.

Congratulations and stay the course!”

THolland

## Athletes Meeting IPB 2016-17

May 12, 2017



The following list represents athletes who met or were within one point of their distance and/or sprint IPBs (International Performance Benchmarks), in the 2016-17 ski season.

This list does not signify whether an athlete makes a specific team, but rather, it is to recognize the achievements of these athletes. Their hard work and racing experience this year indicates that they are currently on or nearing “The Podium Pathway”; with continued dedication to training and skill development, they have demonstrated the ability to excel at future major International events.

MALES

DISTANCE IPB - MALES

| FirstName | LastName | DOB  | DIV | Club                              | Points | IPB  | ±      |
|-----------|----------|------|-----|-----------------------------------|--------|------|--------|
| Remi      | Drolet   | 2000 | BC  | Black Jack Cross Country Ski Club | 87.00  | 84.0 | 3.00   |
| Alex      | Harvey   | 1988 | QC  | Club Nordique Mont Ste-Anne inc.  | 99.79  | 98.0 | 1.79   |
| Antoine   | Cyr      | 1998 | QC  | Club de ski de fond Skinouk       | 90.40  | 89.5 | 0.90   |
| Nicolas   | Beaulieu | 1998 | QC  | Club de ski de fond Orford        | 90.26  | 89.5 | 0.76   |
| Malcolm   | Thompson | 2000 | ON  | Georgian Nordic Ski Club          | 84.73  | 84.0 | 0.73   |
| Étienne   | Hébert   | 1998 | QC  | Club de ski de Fond Montériski    | 90.14  | 89.5 | 0.64   |
| Ty        | Godfrey  | 1998 | AB  | Canmore Nordic Ski Club           | 90.02  | 89.5 | 0.52   |
| Reed      | Godfrey  | 1998 | AB  | Canmore Nordic Ski Club           | 89.89  | 89.5 | 0.39   |
| Félix     | Longpré  | 1998 | QC  | Club Nordique Mont Ste-Anne inc.  | 89.88  | 89.5 | 0.38   |
| Ben       | Milley   | 2000 | ON  | Nakkertok Nordic (Ontario)        | 83.53  | 84.0 | (0.47) |
| Devon     | Kershaw  | 1982 | ON  | Onaping Falls Nordics Ski Club    | 97.71  | 98.5 | (0.79) |
| Gareth    | Williams | 1997 | BC  | Telemark Nordic Club              | 90.44  | 91.5 | (1.06) |

## SPRINT IPB - MALES

| FirstName | LastName | DOB  | DIV | Club   | Points | IPB  | ±      |
|-----------|----------|------|-----|--|--------|------|--------|
| Étienne   | Hébert   | 1998 | QC  | Club de ski de Fond Montériski<br>Black Jack Cross Country Ski<br>Club | 92.77  | 90.0 | 2.77   |
| Remi      | Drolet   | 2000 | BC  | Club   | 87.27  | 84.5 | 2.77   |
| Reed      | Godfrey  | 1998 | AB  | Canmore Nordic Ski Club  | 92.62  | 90.0 | 2.62   |
| Malcolm   | Thompson | 2000 | ON  | Georgian Nordic Ski Club   | 86.05  | 84.5 | 1.55   |
| Len       | Valjas   | 1988 | ON  | Team Hardwood  | 97.95  | 97.0 | 0.95   |
| Alex      | Harvey   | 1988 | QC  | Club Nordique Mont Ste-Anne  | 97.79  | 97.0 | 0.79   |
| Nicolas   | Beaulieu | 1998 | QC  | Club de ski de fond Orford   | 90.70  | 90.0 | 0.70   |
| Ty        | Godfrey  | 1998 | AB  | Canmore Nordic Ski Club  | 90.69  | 90.0 | 0.69   |
| Joey      | Foster   | 1996 | ON  | Team Hardwood  | 94.60  | 94.0 | 0.60   |
| Antoine   | Cyr      | 1998 | QC  | Club de ski de fond Skinouk  | 90.09  | 90.0 | 0.09   |
| Jesse     | Cockney  | 1989 | AB  | Foothills Nordic Ski Club  | 96.41  | 97.0 | (0.59) |
| Olivier   | Hamel    | 1996 | QC  | Comm de ski nordique Skibec  | 93.25  | 94.0 | (0.75) |
| Noah      | Thompson | 1998 | ON  | Big Thunder Nordic Ski Club<br>Black Jack Cross Country Ski<br>Club    | 89.06  | 90.0 | (0.94) |
| Julien    | Locke    | 1993 | BC  | Club   | 95.52  | 96.5 | (0.98) |

FEMALES

DISTANCE IPB – FEMALES

| FirstName | LastName   | DOB  | DIV | Club                              | Points | IPB  | ±      |
|-----------|------------|------|-----|-----------------------------------|--------|------|--------|
| India     | Mclsaac    | 2000 | AB  | Rocky Mountain Racers             | 84.16  | 81.0 | 3.16   |
| Annika    | Richardson | 1998 | BC  | Hollyburn Cross Country Ski Club  | 88.92  | 86.5 | 2.42   |
| Beth      | Granstrom  | 2000 | BC  | The Revelstoke Nordic Ski Club    | 81.85  | 81.0 | 0.85   |
| Lisle     | Compton    | 1998 | MB  | Kenora Nordic & Biathlon Club     | 86.78  | 86.5 | 0.28   |
| Benita    | Peiffer    | 2000 | BC  | Whistler Nordic Ski Club          | 80.95  | 81.0 | (0.05) |
| Natalie   | Hynes      | 1998 | YT  | Whitehorse Cross Country Ski Club | 86.07  | 86.5 | (0.43) |
| Dahria    | Beatty     | 1994 | YT  | Whitehorse Cross Country Ski Club | 92.47  | 93.0 | (0.53) |
| Roxane    | Vermette   | 2000 | QC  | Club Nordique Mont Ste-Anne       | 80.13  | 81.0 | (0.87) |
| Kaia      | Andal      | 1999 | BC  | Caledonia Nordic Ski Club         | 83.04  | 84.0 | (0.96) |
| Alana     | Brittin    | 2000 | BC  | The Revelstoke Nordic Ski Club    | 80.03  | 81.0 | (0.97) |

### SPRINT IPB- FEMALES

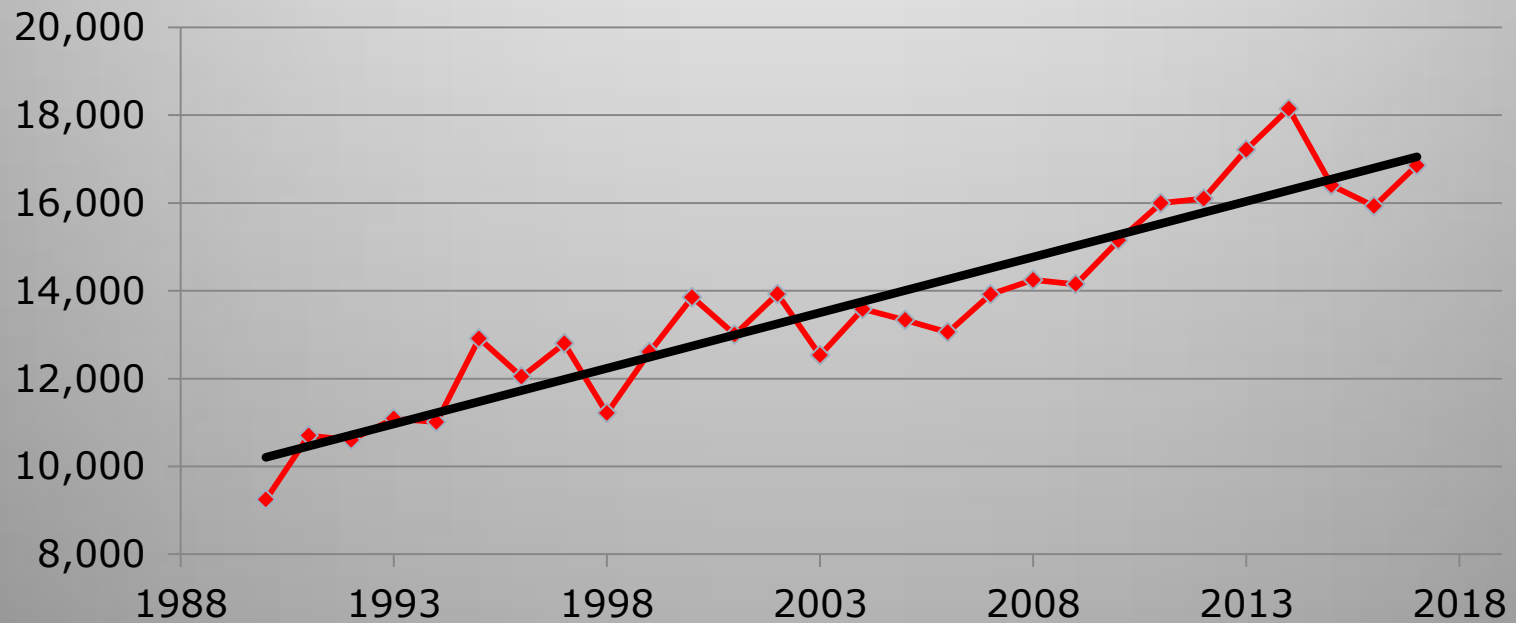
| FirstName | LastName   | DOB  | DIV | Club                              | Points | IPB  | ±      |
|-----------|------------|------|-----|-----------------------------------|--------|------|--------|
| Hannah    | Mehain     | 1998 | BC  | Sovereign Lake Nordic Club        | 90.91  | 89.0 | 1.91   |
| Dahria    | Beatty     | 1994 | YT  | Whitehorse Cross Country Ski Club | 96.10  | 95.0 | 1.10   |
| Katie     | Weaver     | 1997 | BC  | Hollyburn Cross Country Ski Club  | 91.98  | 91.0 | 0.98   |
| Elizabeth | Elliott    | 2000 | BC  | The Revelstoke Nordic Ski Club    | 84.14  | 83.5 | 0.64   |
| Alana     | Brittin    | 2000 | BC  | The Revelstoke Nordic Ski Club    | 83.54  | 83.5 | 0.04   |
| Annika    | Richardson | 1998 | BC  | Hollyburn Cross Country Ski Club  | 88.72  | 89.0 | (0.28) |
| Benita    | Peiffer    | 2000 | BC  | Whistler Nordic Ski Club          | 82.98  | 83.5 | (0.52) |
| Jenna     | Sim        | 1999 | BC  | Hollyburn Cross Country Ski Club  | 85.71  | 86.5 | (0.79) |
| Beth      | Granstrom  | 2000 | BC  | The Revelstoke Nordic Ski Club    | 82.62  | 83.5 | (0.88) |



# Growth & Sustainability

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## Membership Growth of Cross Country BC



# Grow with us!

- Thank you.

