



TELEMARK

Nordic Club

Full Time Professional Coach:
1. Why?
2. How!



Agenda



- **Club Overview**
- **Why have a Professional Coach**
- **How to sustain a Professional Coach**
- **What we have learned**
- **Questions**

Barry Allen, P. Eng.

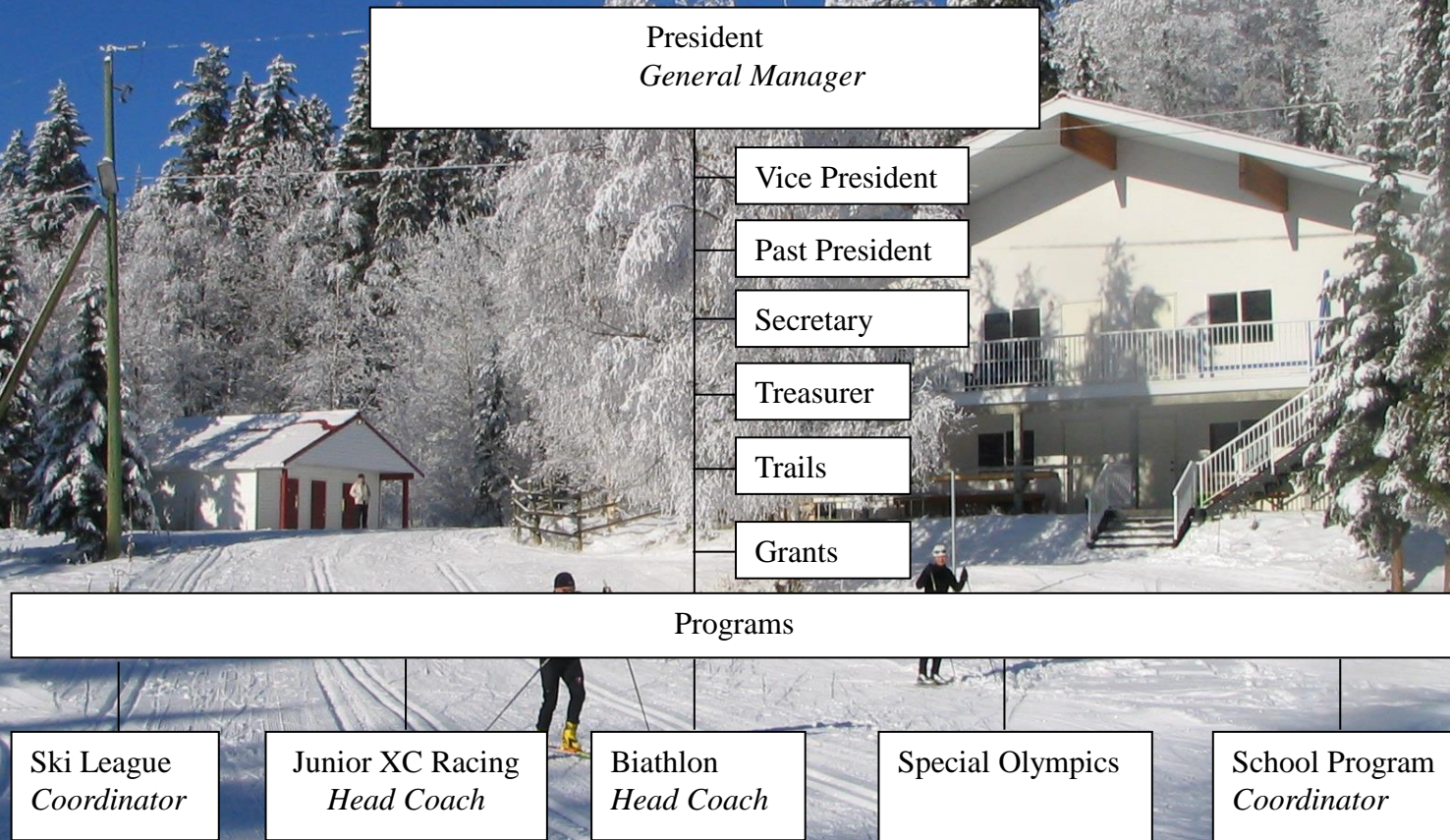
Director, Athletic Development and Race Program

Telemark Nordic Club

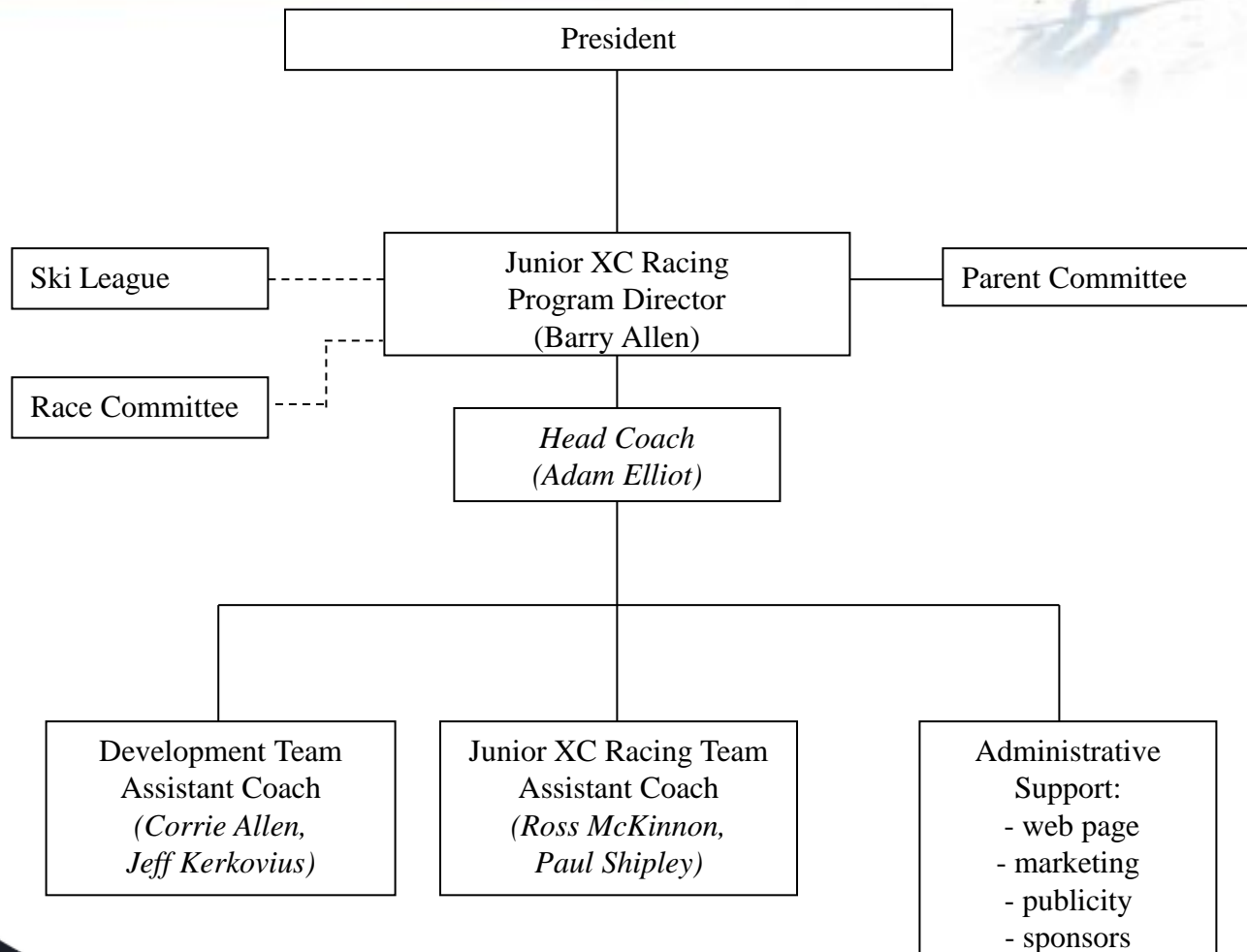
Club Overview

- 1,100 members, 25% of which are race affiliated
 - 6,000 day passes (100 per day)
 - 2,500 school visits
 - 150 jackrabbits / bunnyrabbits
 - 40 race athletes
 - Trails
 - 3 beginner
 - 3 intermediate
 - 3 long advanced
 - 3 snowshoe
 - Club revenue \$285,000
- 

Club Overview

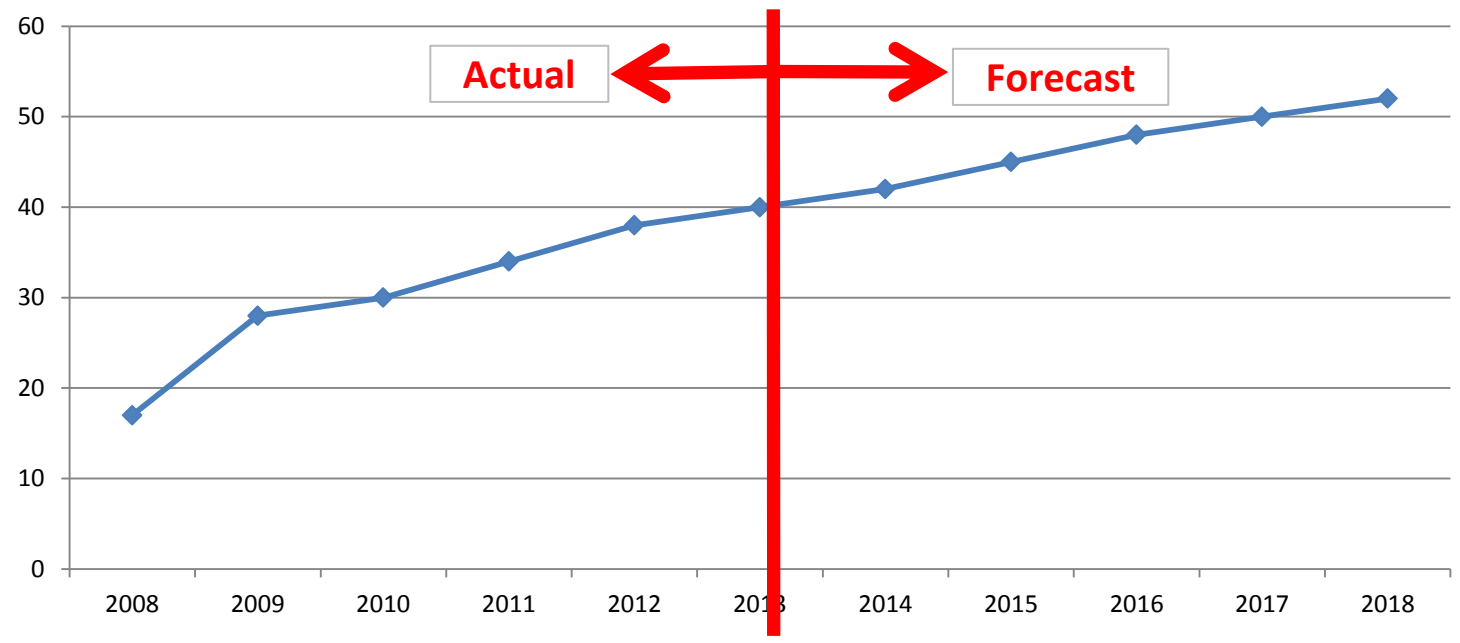


race team TELEMARK





Athletes



race team TELEMARK



Learn to Ski Fast!

Club Culture: cannot permit this to become an "elite" sport!

Telemark Junior XC Racing Budget	2014/15 Budget
Income	
CCC Grant	\$10,000
Telemark Club	\$10,000
CCBC Contract	\$10,000
Racing Team Member Fees	\$20,000
Fundraising	\$12,000
Total	\$62,000
Expense	
Coaching contract	\$47,500
Benefits for coach	\$3,500
Assistant coach	\$2,000
Coach's travel cost	\$4,000
Marketing	\$200
Consumables	\$2,500
Equipment	\$2,000
Total	\$61,700
Surplus	\$300

\$500 per athlete

\$1500 per athlete



A winter scene featuring a large, two-story white building with a balcony, surrounded by snow-covered evergreen trees. In the foreground, two skiers are on a snowy slope. The sky is clear and blue.

➤ **Club Overview**

➤ **Why have a Professional Coach**

➤ **How to sustain a Professional Coach**

➤ **What we have learned**

➤ **Questions**

Efforts This Year

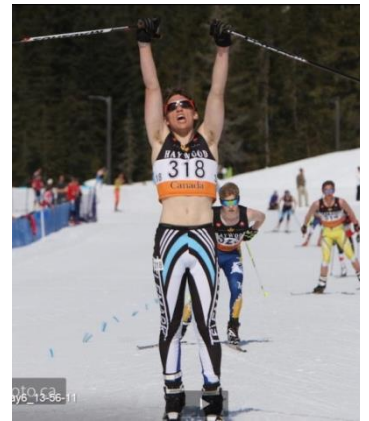
- 🏂 Head Coach Adam has proactively been working hard this season to set “involvement expectations” for race parents. Results have exceeded expectations with more parents participating in practices, waxing skis, and working with athletes at races. Having eager, informed, and involved parents means our athletes get better value from training and races go much smoother, consequentially our athletes’ race results are showing improvements across the board.
- 🏂 Significant increase in the percentage of our team athletes participating in BC Cup races, in particular amongst our 9-13 year old “Junior Development” athletes.
- 🏂 Some of our new athletes who moved up from Jackrabbits have dominated their age category. We are pleased to see a developing deep talent pool for future elite athletes.
- 🏂 Efforts to work with our Jackrabbits program to increase visibility of, and interest in, racing is starting to show results, with conversion rates from Jackrabbits into Junior Development increasing from near zero two years ago to the high 30s + percent expected next season. Our Jackrabbits are now registering for local races and talking to our race athletes and coaches – unheard of 2 years ago.
- 🏂 Success locally, regionally, and nationally.

Source: Telemark 2014 Year End Report to CCC



Someone Who can Spend the Time!

- 🏃 Prepare individual training plans
- 🏃 Conduct one-on-one coaching
- 🏃 Attend seminars and technique refreshers
- 🏃 Attend camps
- 🏃 Organize the volunteers
- 🏃 Take command
- 🏃 **No burnout, no guilt**



Learn to Ski Fast!

Participation Growth

Telemark-Hosted BC Cup Home Club Registrations

Year	Total	Jackrabbits
2011	20	0
2012	n/a	n/a
2013	40	5
2014	75	15



Learn to Ski Fast!

Why have a professional coach?

Summary

- 🏃 A Head Coach facilitates *Capacity Building* which in turn enables sustainable growth
 - 🏃 Mentoring volunteer and junior coaches
 - 🏃 Mentoring parent wax techs
- 🏃 A Head Coach ensures the strategic goals of the Telemark Race Program align with the LTAD model and strategic goals of Cross Country BC/Canada
- 🏃 A full time dedicated coach is essential to building a quality program that is sustainable.



Learn to Ski Fast!

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Basic Principles

- 🏆 Podium placements are low priority.
- 🏆 Coach needs to be properly compensated.
- 🏆 Let the coach do his job. “Let it go.”
- 🏆 We are not a charity.

My Observations

- 🏆 XC Ski racing is low cost / high benefit
- 🏆 40 high-spirited athletes with fond memories
- 🏆 80 parents happy, or at least placated. “Manage the parents.”
- 🏆 Manage the non-race club members
- 🏆 The athletes are special -- over-achievers, respectful, polite



Our Racing Team Decision Criteria

In order of priority:

1. How will the athletes benefit?
2. How will it impact club members?
3. How will it impact the Head Coach?
4. What is the parents' opinion?

Feeding the Beast: Funding

- Grants (\$30,000 -- 50%)
- Fees (\$20,000 -- 35%)
- Sponsors and Fundraising (\$12,000 -- 15%)

Grants

- BC Gaming Grant
- National Winter Sport Association (NWSA)
- CCBC Provincial Coaches
- ViaSport
- District of West Kelowna
- City of Kelowna Athletic Excellence
- Kidsport / Jumpstart
- Investors Group Community Coaching Conferences
- RBC Learn to Play Grant
- Club funding: racing puts more cash into the club than we take out...

Telemark Fees

Compare

	2010	2014
Junior Development	\$150	\$310
Beginner Racers	\$300	\$625
Elite Racers	\$300	\$750

Ski \$1.50/hr

Swim \$5.00/hr

Piano \$50.00/hr



Kelowna Community Music School

Registration Summary and Invoice Year 2013-2014

Barry Allen
2947 Lakeside Crt
Westbank BC V4T 1T1

Oct 10, 2013

Student First / Last Name	Program	Lesson length	Cost per unit	# of units*	Cost
Dana Allen	Joe 1 - Piano	0.5	\$25.00	35	\$875.00

Sponsors / Fundraising

- Tree Planting \$2,500
- Ski Swap \$1,000
- Cyclo Cross \$1,500
- Coffee \$800
- Hot Dogs \$500
- Hot Waxing \$400
- Raffle \$5,000
- Corporate Sponsors \$2,000
- Other non-traditional opportunities?

Let's focus on these



Raffle – Done Right

- Easy
- Low risk
- Popular
- “Opt-In fees”
- All Inclusive. All athletes contribute.
- Great for sponsors. 100% leverage.

\$25 lottery license
\$150 ticket Printing
5 working days

\$5 is magic

Telemark Nordic Club
Box 26072, West Kelowna, BC V4T 2G3
250-768-1494

1st - Madshus Hypersonic Skate Skis, Nano Carbon Boots, Xcelerator Bindings, Carbon 100HS Poles (retail \$1400)
2nd - 2 Night Nordic Ski Holiday at Silverstar (retail \$1000)
3rd - Tubbs Mountaineer Snow Shoe Package (retail \$375)
4th - Apple iPad Air WiFi 16GB (retail \$520)
5th - 2 Tickets to Rockets Game & Pre-game dinner at Waterfrontwines (retail \$140)
6th - 4 draws for a iPhone 5 Protective Logo'd Case (retail \$30 ea)

Winners consent to the release of their names by the licensee. All proceeds to Junior XC Racing & Biathlon Teams. This ticket is one of 2000 tickets printed.

Draw Date: March 2, 2014 at 12:30 pm
Draw Location: Telemark Lodge, West Kelowna

BC Gaming Event Licence #60832
\$5.00 each


Fifth Avenue Auto's Experience


Congratulations To Our Client Of The Month!

Every month, we choose a very special client of the month. It's our way of acknowledging our great clients and saying thanks to those that support our business with referrals and repeat business.





This month's Client of the Month is

Barry Allen for talking me into providing a raffle item instead of donation to Telemark which turned out to be pretty good advertising!


Name: _____
Address: _____
Phone #: _____


BC Gaming Event Licence #60832

- 1st - Madshus Hyperlite Xcelerator Bindings, Carbon 100HS Race (retail \$1000)
- 2nd - 2 Night Nordic Ski Holiday at Silverstar (retail \$375)
- 3rd - Tubbs Mountaineer Snow Shoe Package (retail \$375)
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Sponsors are Special

Respect their branding
Be on message
Bring value
Keep in contact



Mr. Patrick Rosen
Kelowna Cycle
103-2949 Pandosy St.
Kelowna, BC V1Y 1W1

Re: Thank You For Your Support

Pat, on behalf of the athletes, parents, and coaches of the Telemark Junior XC Racing team, I thank Kelowna Cycle and staff for the generous cash donations from your Cyclo Cross event and for supporting our athletes with team discounts and knowledgeable staff, plus a good inventory of race gear. As you certainly know, it is extremely costly for parents to fund an elite X-C ski athlete and your donation is an important part of our ability to offer our young athletes a top tier racing program in Kelowna. We work hard to ensure your business benefits from your investment in the team. You are getting good exposure on our web page with over 5000 "click throughs" from local prospective customers. In addition, we now include a "sponsors" item in every monthly race parent meeting, plus your company logo has professional presentation in 2 places on the Club web page, on two huge new sponsor banners at the lodge, and on a Sponsors page in the Club newsletter which is sent to all 1000 club members 3 times per year.

I have included a brief update about the team. The team has competed in 5 races already: Nor Ams in

How to Support your Coach

- Does he “show up”?
- Do the kids like him?
- Is he competent?
- Does he emphasize experiences and good memories, not medals?

Then “let it go”

- 
- A scenic winter landscape featuring a large, two-story white building with a balcony, surrounded by snow-covered evergreen trees. In the foreground, two skiers are on a snowy slope. The sky is clear and blue.
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What We Got Right

- Web page
- Parent committee executive
- Parent participation expectations
- One point of interface for managing the program
- Non-conventional fundraising





Support Our Race Team

Donate



Our Sponsors



Upcoming Events

- May 1, 2014
- SEK SK Roller 5pm TR2 at 5:00 pm
- May 3, 2014

Recent News

Host Family Needed For Quebec Exchange Student

Anyone willing to host a 16/17 year old exchange student from Quebec this summer please call Dana at 250-768-4856 or email dana.allen@shaw.ca. Thank you. ... [Read More...]

Tree Planting Season is Upon Us!

Heartland has again offered us a tree planting fundraiser on May 24, 25 and June 7, 8! Planting this year will be near Silver Lake. Just like in the past, there will be morning, afternoon, and ... [Read More...]

Spring Rush Run and Thursday

Hello Ski Fans, I am doing a running race this weekend in Rosé Valley. It is called Spring Rush and is being put on by PACE. If you don't know who PACE is I can tell you that Positive Attitude ... [Read More...]

Thursday TR2 Ski April 17 2014 Classic

Hello TR2s, Classic skiing Thursday from the Yellow gate. Let me know if you want a ride up ASAP. Probably the last opportunity at Telemark this season. Thanks, Adam ... [Read More...]



Saturday Pre-Ski 3pm CL

Hello Ski Fans, The Skiing yesterday was so good that I have added a ski before our season celebration on

Calendar

Month: March Year: 20 Go

March 2014						
« Prev	March 2014					Next »
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 * BC Cup 3 Championships
2 * BC Cup 3 Championships	3	4 * TR2 CL 5pm * TR1 CL 6	5 * Junior Development CL 5pm	6 * TR2 SK 5pm * TR1 SK 6pm * Parent Meeting	7	8 * SKI League Windup CL 10am
9 * Sovereign Loppet	10	11 * TR2 CL 6pm * TR1 CL 6	12 * Junior Development CL 5pm	13 * TR2 SK 5pm * TR1 SK 6pm	14	15 * Nationals * Entire Team SK 10 am
16 * Nationals	17 * Nationals	18 * Nationals * TR2 TR1 SK 10am	19 * Nationals * JD Skand 6pm	20 * Nationals * TR2 + JD Skand 10pm * TR1 CL or SK 4pm	21 * Nationals	22 * Nationals
23 * Entire Team SK 10 am	24	25 * TR2 TR1 SK 10am	26	27 * Roller Ski Triax Order Deadline	28	29 * Entire Team CL 10 am
30	31					

- Category Key
- Entire Team
 - JD
 - Parents
 - Race
 - TR1
 - TR1 and 2

What We are Working On

- ✗ Demographics
- ✗ Weaning off external funding
- ✗ Varsity program
- ✗ Conversion rate out of Jackrabbits
- ✗ More trained coaches



Take-Aways

- Raise fees
 - Not a charity
 - Raffle – do it right
 - Full time professional head coach 😊
 - Let the coach do his job
- 
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TELEMARK

Nordic Club

Questions?

Barry Allen

250-575-6263

barry@telemarkracers.org