



ALPINE CANADA ANNUAL REPORT 2016-17



TABLE OF CONTENTS

Annual Report Photo Credits:

Alpine Canada
Ambrose Weingart
Gary Yee
GEPA
Jean-Sébastien Labrie
Malcolm Carmichael
Marcus Hartmann
Matt Campbell
Michael Colligan
Roger Witney

- 2 - 4**
Chair & CEO Introductions
- 5 - 6**
About Alpine Canada
- 7 - 12**
Our Athletes
- 13 - 20**
Athletic Achievements
- 21 - 25**
Domestic Programs & Education
- 26 - 30**
Domestic Events
- 31 - 36**
Marketing Initiatives
- 37 - 41**
The Podium Club
- 42 - 43**
Financials
- 44 - 48**
Strategic Plan
- 49 - 51**
Our Partners





CHAIR & CEO INTRODUCTIONS



AN OLYMPIC & PARALYMPIC JOURNEY

Message From The Chair of
the Board of Directors

Alpine Canada Board of Directors:

Mark Rubinstein
Calgary, AB

Christopher Slubicki
Calgary, AB

Martha Hall Findlay
Toronto, ON

Jim McGovern
Vancouver, BC

Trevor Nakka
Calgary, AB

Jill Irving
Moncton, NB

Stephen MacCulloch
Montreal, QC

Christopher Robinson
Halifax, NS

Joe Shlesinger
Toronto, ON

François-Charles Sirois
Montreal, QC

Shannon Sullivan
Toronto, ON

Paul Stutz
Cochrane, AB

Ed Wilton
Bedford, NS



Gary Yee

This past year – more than any other - showed that ski racing results are not only about the Olympics and Paralympics. Alpine Canada Alpin (“ACA”) achieved countless podium results and crystal globes by our para-alpine, ski cross, alpine and development teams. Every World Cup and World Championship race counts, and our athletes made them count. Congratulations to all our athletes on an outstanding season.

I also want to thank and congratulate the unsung heroes at ACA, our office staff. ACA held several first-rate sponsor and supporter events this past season in Montreal, Mont-Tremblant, Toronto, Collingwood, Calgary and Vancouver. Besides being a great pleasure to attend, these events are crucial to thanking all ACA stakeholders, including families, friends, sponsors and supporters alike. The bar continues to be raised and I look forward to attending many more over the coming years.

We were also fortunate to secure several new sponsors this year. While bringing on a new sponsor is never an easy task, over the past year ACA added Solace, PCL, Element Fleet Management, National Bank and Stingray Digital Music to the team. Secure and long-term financial strength is the number one requirement to providing our athletes and coaches with the tools needed to consistently challenge the world at the World Cup level. A big ACA “THANK YOU” to our returning and new sponsors.

My fellow board members also deserve our thanks and appreciation for volunteering their time and resources to make ACA a stronger organization. They do so out of a passion for skiing and a passion to see Canada represented on the podium on the world stage. Our diversity in backgrounds, geography and skill sets make for a strong and engaged board. I want to personally thank all our board members for their selfless contribution to ACA.

In late May our President and CEO Mark Rubinstein announced that he intends to step down from his role by the end of 2017. Mark has been an incredibly strong and positive force within ACA. He will be missed within the ACA family and within the Canadian sport family. All of us at ACA wish Mark every success in the future.

On a personal note, I will be stepping down from the ACA board in September after serving on the board for seven years. There will always be challenges, but facing them head on with strong bench strength in our staff and board will ensure success for years to come. It has been a great honour to be part of this organization.

Best regards,

Chris Slubicki
Chair of the Board of Directors



Chris Slubicki with members of the
Canadian Alpine Ski Teams



2016-17 YEAR IN REVIEW

Message From The President
and Chief Executive Officer



Dear Friends:

On behalf of the entire Alpine Canada family, welcome to our 2016-17 Year in Review.

Our leadership team is hard at work on the detailed planning for the upcoming World Cup season and the 2018 Winter Olympic and Paralympic Games in Pyeongchang, South Korea. The accomplishments and achievements of this past World Cup and World Championship season, as chronicled in this report, demonstrate that we are well positioned for ongoing success.

Last season's podium results speak for themselves: 50 World Cup podiums, 14 World Championship medals, 4 Crystal Globes, and 4 World Junior Championship medals. Our Canadian ski cross team again established itself as the number 1 team in the world by winning the coveted Nations Cup trophy. The talent and determination of our Canadian alpine, ski cross and para-alpine athletes confirms Canada's standing as a world leading ski nation.

We were both thrilled and inspired by the many outstanding podium performances by our athletes, including marquee achievements by **Erik Guay** and **Manny Osborne-Paradis** (alpine), **Marielle Thompson** and **Brady Leman** (ski cross), and **Mac Marcoux (Jack Leitch – Guide)** and **Alana Ramsay** (para-alpine). We have showcased all of these achievements, and more, in the pages that follow.

Alpine Canada supports Canadian ski racing through numerous domestic race events and marketing programs including National Ski Day, alpine & ski cross National Championships, and the Audi Ski Cross World Cup. Through these and other initiatives, Canadians connected and engaged with our athletes and sport.

We continue to invest in the strengthening of Canadian ski talent at the junior levels. In collaboration with provincial ski associations, we have worked to advance Coaching education and excellence, hosted "Rising Star" camps that identify talented junior racers, support Nor-Am races across the country and many other important programs.

All of the achievements chronicled in this report are driven by a commitment to excellence. This includes the dedication of our coaching staff, trainers, medical and office staff, who work tirelessly in support of our athletes. We are also grateful to the many individuals and organizations that provide Alpine Canada with critical financial support, necessary to fund world-class programs. Through this support, we continue to achieve international success. We are proud to acknowledge all of these key partners in this report.

Finally, I would like to thank our Board of Directors for their guidance and assistance over the past year. I wish to acknowledge several individuals who will be leaving our Board this year. **Jill Irving** and **Steve MacCulloch** have both served on the Alpine Canada Board for many years. Their contributions to our sport have been significant and greatly appreciated. **Chris Slubicki**, Chair of the Board of Directors, will also be stepping down from Alpine Canada in the fall of 2017. Alpine Canada has benefitted enormously from Chris' many years of dedication to the organization. His integrity, passion and leadership has been an integral part of our success.

Warm Regards,

Mark Rubinstein
Chief Executive Officer

ABOUT ALPINE CANADA





ALPINE CANADA

Founded in 1920, Alpine Canada is the national, not-for-profit association governing alpine, para-alpine and ski cross racing in Canada. With the support of valued corporate partners along with the Government of Canada, Own the Podium and the Canadian Olympic Committee, Alpine Canada supports and develops Olympic, Paralympic, World Championship and World Cup medallists to stimulate visibility, inspiration and growth in the ski community.

OUR VISION:
**CANADA IS A WORLD
LEADER IN ALPINE,
PARA-ALPINE AND
SKI CROSS RACING.**

OUR VALUES:
**PASSION.
PERSEVERANCE.
PRIDE.
TEAMWORK.**





OUR ATHLETES



**CANADIAN
ALPINE
SKI TEAM**



Candace Crawford
Toronto, ON



Marie-Michèle Gagnon
Lac-Etchemin, Que



Valérie Grenier
Mont-Tremblant, Que



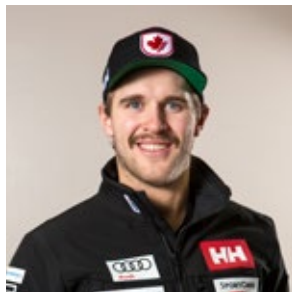
Erin Mielzynski
Collingwood, ON



Laurence St-Germain
St. Ferréol-les-Neiges, Que



Mikaela Tommy
Wakefield, Que



Phil Brown
Toronto, ON



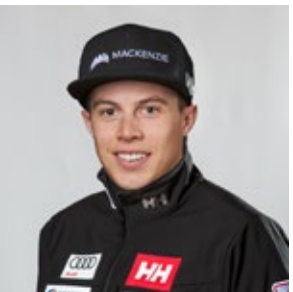
Dustin Cook
Lac-Sainte-Marie, Que



Jack Crawford
Toronto, ON



Erik Guay
Mont-Tremblant, Que



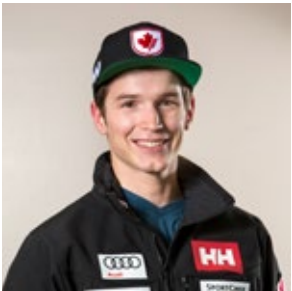
Morgan Megarry
Collingwood, ON



Trevor Philp
Calgary, AB



Manuel Osborne-Paradis
Vancouver, BC



Erik Read
Calgary, AB



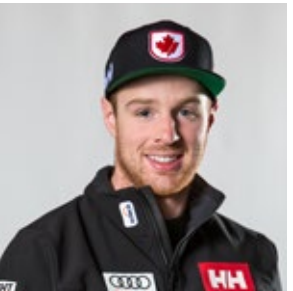
Brodie Seger
North Vancouver, BC



Broderick Thompson
Whistler, BC



Benjamin Thomsen
Invermere, BC



Tyler Werry
Calgary, AB



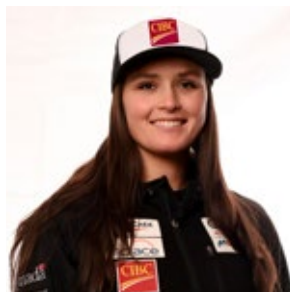
CANADA SKI CROSS



Kelsey Serwa
Kelowna, BC



Georgia Simmerling
West Vancouver, BC



Marielle Thompson
Whistler, BC



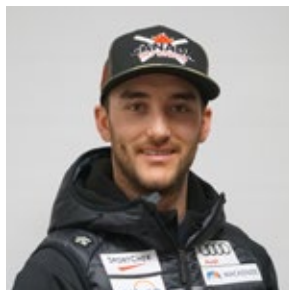
Chris Del Bosco
Vail, Col. / Montreal, Que



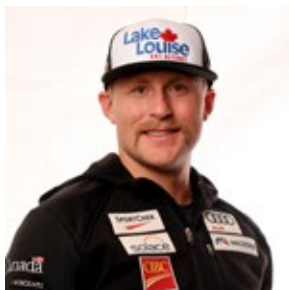
Kevin Drury
Toronto, ON



Dave Duncan
London, ON



Mathieu Leduc
Comox, BC



Brady Leman
Calgary, AB



Brittany Phelan chasing down Georgia Simmerling on the Audi FIS Ski Cross World Cup circuit.



CANADIAN PARA-ALPINE SKI TEAM



Erin Latimer
Toronto, ON
Standing Category



Alana Ramsay
Calgary, AB
Standing Category



Alex Cairns
Squamish, BC
Sitting Category



Alexis Guimond
Gatineau, Que
Standing Category



Jack Leitch
Calgary, AB
Guide: Mac Marcoux



Braydon Luscombe
Duncan, BC
Standing Category



Mac Marcoux
Sault-Ste Marie, ON
Visually Impaired Category



Kurt Oatway
Calgary, AB
Sitting Category



Kirk Schornstein
Spruce Grove, AB
Standing Category



The Canadian Para-Alpine Ski Team celebrates at the 2017 World Para Alpine Skiing Championships in Tarvisio, Italy.



CANADIAN ALPINE DEVELOPMENT SKI TEAM



Stefanie Fleckenstein
Vancouver, BC



Ali Nullmeyer
Toronto, ON



Amelia Smart
Invermere, BC



Marina Vilanova
Montreal, Que



Simon Fournier
Montreal, Que



Sam Mulligan
Vancouver, BC



Huston Philp
Calgary, AB



Jeffrey Read
Calgary, AB



Riley Seger
North Vancouver, BC



Men's Development Team at the 2017 Sports Experts
Canadian Championships.



CANADA
SKI CROSS
NEXT GEN



Zoe Chore
Cranbrook, BC



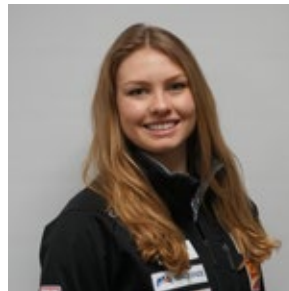
Tiana Gairns
Prince George, BC



Courtney Hoffos
Windermere, BC



Brittany Phelan
Mont Tremblant – North, Que



India Sherret
Cranbrook, BC



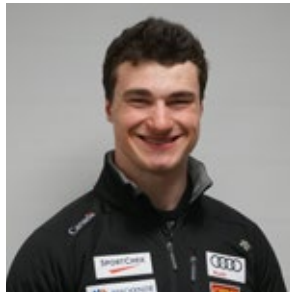
Alexa Velcic
Calgary, AB



Zach Belczyk
Banff, AB



Ian Deans
Lake Country, BC



Reece Howden
Cultus Lake, BC



Ned Ireland
Lake Country, BC



Kevin MacDonald
Mississauga, ON



Kristofor Mahler
Markham, ON



Trent McCarthy
Spruce Grove, AB



ATHLETIC ACHIEVEMENTS





2016-17 PODIUM SUCCESS

The 2016-17 season saw Alpine Canada athletes hit the podium a total of 50 times on the World Cup stage. World Championship medals, Nor-Am titles and Crystal Globes accompanied these incredible performances, resulting in one of the most successful seasons in recent memory.





ALPINE

RESULTS

3 WORLD CHAMPIONSHIP MEDALS

2 WORLD JR. CHAMPIONSHIP MEDALS

2 WORLD CUP PODIUMS

2 OVERALL NOR-AM TITLES

7 OVERALL NOR-AM DISCIPLINE TITLES

FEATURED ATHLETES



ERIK GUAY

A 19-year veteran of the Canadian Ski Team, Erik Guay is Canada's most decorated male ski racer of all-time, amassing 25 World Cup Podiums over his career to date. Guay is the 2017 World Champion in super-G and silver medallist in downhill.

- 3 World Championship Medals
- 3-Time Olympian
- 1 Crystal Globe
- 25 World Cup Podiums



VALÉRIE GRENIER


When Grenier took home the World Junior Downhill Champion title in 2016, the world took notice of this young up-and-comer. During the 2016-17 season, Grenier landed top-30 finishes in downhill, super-G, giant slalom and slalom disciplines, proving she will be one to watch in the years to come.

- 3 World Jr. Championship Medals
- 2 Canadian Championship Titles
- 37 Career World Cup Starts
- 12 Top-30 World Cup Results



ALPINE



 Clockwise: Erik Guay & Manny Osborne-Paradis with Kjetil Jansrud, Team Canada World Jr. Team Event Champions, Phil Brown, Valérie Grenier



SKI CROSS

RESULTS

- 18** WORLD CUP PODIUMS
- 1** NATIONS CUP
- 1** CRYSTAL GLOBE
- 1** WORLD CUP ROOKIE OF THE YEAR
- 2** WORLD JR. CHAMPIONSHIP MEDALS
- 2** OVERALL NOR-AM TITLES

FEATURED ATHLETES



MARIELLE THOMPSON

As the reigning Olympic Champion and number one ski cross athlete in the world, Thompson helped Canada Ski Cross secure the coveted Nations Cup trophy in 2016 and 2017. Nicknamed 'Big Air Mar', Thompson finished the 2016-17 season ranked first overall, claiming seven World Cup wins.

- 1 World Championship Medal
- 1 Olympic Medal
- 3 Crystal Globes
- 31 World Cup Podiums



BRADY LEMAN

A veteran athlete on the World Cup ski cross circuit, Leman finished the 2016-17 season ranked second overall and was instrumental in helping the team clinch back-to-back Nations Cup trophies. The reigning X-Games champion landed on the podium seven times in 2016-17, including two victories.

- 22 World Cup Podiums
- 4 World Cup Victories
- 3 Top-3 Overall Finishes
- 4th 2014 Olympic Games



SKI CROSS



Clockwise: Brady Leman & Marielle Thompson,
Britt Phelan, Georgia Simmerling, Canada Ski
Cross - Nations Cup Champions



PARA-ALPINE

RESULTS

30 WORLD CUP
PODIUMS

3 CRYSTAL
GLOBES

11 WORLD CHAMPIONSHIP
MEDALS

FEATURED ATHLETES



MAC MARCOUX & JACK LEITCH (GUIDE)

After just his fourth year on the Canadian Para-Alpine Ski Team, Marcoux has amassed success that spans many athletes' careers. The reigning Paralympic gold medallist in giant slalom took home the crystal globe in downhill in 2017 after joining forces with guide and former Alberta Ski Team member, Jack Leitch.

- 8 World Championship Medals
- 3 Paralympic Medals
- 4 Crystal Globes
- 34 World Cup Podiums



ALANA RAMSAY


After just three years on the Canadian Para-Alpine Ski Team, Ramsay continues to be a top contender on the World Cup circuit. In the 2016-17 season, Ramsay brought home two crystal globe trophies, thanks to her four World Championship medals and five World Cup victories.

- 4 World Championship Medals
- 2 Crystal Globes
- 13 World Cup Podiums
- 5 World Cup Victories



PARA-ALPINE



 Clockwise: Kirk Schornstein, Para-Alpine Team Celebration, Mac Marcoux, Mac Marcoux & Jack Leitch (Guide)

DOMESTIC PROGRAMS & EDUCATION



Para-Alpine Coaches: Jean-Sébastien Labrie and Will Marshall



COACH EDUCATION: OVERVIEW

The full integration of coach education into Alpine Canada took place in 2016-17, bringing best-in-class educational opportunities to coaches and developing skiers across Canada. Thanks to the partnerships established with our provincial partners, learning facilitators, evaluators, Peter Goodman, Keith Robinson, and Josée Rochon, Alpine Canada seamlessly provided great programming of the past while incorporating the latest coaching approaches in the new coach education curriculum.

Jennifer Stielow, M.Sc, CSCS, joined Alpine Canada in the newly created position of Senior Manager, Coach Education, providing leadership in the areas of coach education, long-term athlete development, strategic coaching initiatives, and coaching curriculum. From enhancing delivery methods for Entry and Development Level courses, piloting Performance Level courses in collaboration with our National team coaches, to leading the new web-based long-term athlete development (LTAD) project, Jenni's efforts and updates have been well received by the Canadian coaching community.

Domestic development and coach education significantly moved the needle forward in 2016-17, none of which would have been possible without the support of our provincial partners, resort partners, coaches across the country, clubs, athletes and parents. We would also like to thank the Coaching Association of Canada (CAC) staff for their support with Alpine Canada's coach education, as well as the NZ Foundation, World Cup Supply and the Goodman family for their financial support for our U16 projects.





COACH EDUCATION: SEASON REVIEW

Three new initiatives were launched in 2016-17, focusing on free professional development opportunities:

- 1 Top 10 coaching program provided interface opportunities for 32 coaches
- 2 Coach education webinars reached an estimated 272 coaches
- 3 Club outreach presentations at local clubs involved an estimated 170 coaches

Paid membership and active coach participation remains stable over the past three years.

Alpine Canada and Ski Quebec Alpin delivered 50 courses (+22.5%) reaching 374 coaches at the development and performance levels, ski cross, para, speed elements, head coach, and coach professional development.

Provincial partners increased the delivery of entry-level courses by 7% resulting in 935 newly trained entry-level coaches (+18.5%).





DOMESTIC DEVELOPMENT: INITIATIVES

Many of the domestic development initiatives this season were executed in conjunction with focused coach education programming, furthering the success of this integrated model.

Top 10 Coach Program

Identified coaches from programs across Canada were encouraged to apply for the Top 10 coach program, allowing for opportunities to pursue their coaching career. 32 coaches participated in a total of six programs in 2016-17:

- ❑ Winterstart Lake Louise Women's World Cup
- ❑ U16 Rising Stars Camp
- ❑ FIS CHI Alpeceimbra ITA (formerly Topolino)
- ❑ Whistler Cup
- ❑ FIS Speed Camp
- ❑ World Cup Ski Cross Spring Camp

Club Outreach Program

In its inaugural year, the club outreach program was designed to provide coaches and parents with valuable coach education and athlete pathway information. Alberta, British Columbia and Ontario were involved in the pilot project with an estimated 170 coaches receiving professional development credits for attendance. This program, run in partnership with the Province Ski Association Athletic Directors, was extremely successful and will be expanding in the 2017-18 season.



"It was an excellent experience training with Canada Ski Cross at the Sunshine Village spring training camp. The versatility of these World Cup athletes and their abilities to adapt to challenging environments was truly incredible. Seeing World Cup ski cross athletes training basic and high-end alpine racing and freeski technical drills made me realize how important coaches and alpine racing is to the success of ski cross. The best part of the camp was seeing top ski cross athletes and coaches working so hard and yet still smiling after each run/day, like a U10 tucking a run for the first time."

Jason Sullivan Head Coach, Elite Alpine SX



DOMESTIC DEVELOPMENT: INITIATIVES



U16 CAMP

36 athletes from across Canada were selected to join the U16 NZ Foundation Rising Stars Camp in Panorama, B.C. for a pre-season training camp. Five of Canada's best U16 coaches were selected to lead the camp as part of the Top 10 coaching program.



WHISTLER CUP

The 25th running of the Whistler Cup saw Team Canada represented by 18 athletes from across the country. These athletes contributed to Team Canada's best finish in recent years, winning the Team Event, collecting a total of five podiums and finishing in 3rd-place overall.



ALPECIMBRA (formerly Topolino)

Six athletes were selected to represent Canada at the Alpecimbra FIS CHI race in Italy based upon their results at the U16 Canadian Championships. Two of Canada's best U16 coaches lead Team Canada in collaboration with the Top 10 coaching program.



FIS SPEED CAMP

35 athletes and 14 coaches attended the FIS Speed Camp at Panorama Mountain Resort. Coaches and athletes were provided with an excellent opportunity to work on speed fundamentals during a post season training camp held in Canada.



DOMESTIC EVENTS



Katrin Ofner, Marielle Thompson,
Georgia Simmerling, Reina Umehara



NOR-AM CUP

The next generation of World Cup superstars took to the Nor-Am Cup circuit this year, competing in three Canadian series across five venues. Lake Louise Resort (DH + SG), Panorama Mountain Resort (SG, AC, GS + SL), Mont Ste-Marie (GS + SL), Val St-Come (SL) & Mont Garceau (GS) hosted a total of 204 male athletes and 170 female athletes from 23 different countries. A total of 14 world-class races were held for a total of 2,301 starts.

These races would not be possible without the fantastic work of the respective host Provincial Sport Organizations, incredible commitment of the local race organizing committees and the countless volunteers who donated thousands of hours of their time to stage races of the highest calibre. Thank you to our event partners, including Helly Hansen, Budget Rent-a-Car of Calgary, World Cup Supply, Wild Rose Brewery, Xerox and Pepsi for supporting Canada's future World Cup stars!






AUDI FIS LAKE LOUISE ALPINE SKI WORLD CUP

For the first time in 28 years, a World Cup opener in Lake Louise was cancelled due to inclement weather and poor snow conditions. While this affected the kickoff to the men's World Cup speed tour, the ladies World Cup event received positive snow control from FIS for the following weekend. Alpine Canada extends a huge thank you to the Winterstart Events Ltd. organization and all the volunteers who spent weeks preparing the Lake Louise track to host this world-class World Cup event on home snow.



 Valérie Grenier with Peggy Perry,
Vice-President, Purchasing & Marketing,
Willow Park Wines & Spirits



AUDI FIS SKI CROSS WORLD CUP, SUPPORTED BY MACKENZIE INVESTMENTS

MARCH 3 - 5 • 2017

The ski cross World Cup tour returned to Blue Mountain, Ontario for the final stop of the 2016-17 season, hosting the best ski cross racers in the world as they vied for their last opportunity to clinch points for the overall Crystal Globes and Nations Cup trophy.

It was a huge day for Canada on home snow with Canada Ski Cross athletes providing fans at home with a reason to cheer, thanks to the incredible athleticism and podium performances from Marielle Thompson (1st), Brady Leman (1st) and Chris Del Bosco (2nd). The entire Canada Ski Cross team proved once again their unquestionable dominance on the Audi FIS Ski Cross World Cup circuit, securing the coveted Nations Cup trophy, overall crystal globe (Marielle Thompson), second overall (Brady Leman) and Rookie of the Year (Britt Phelan) accolades.

This event was broadcast and streamed live by CBC Sports, showcasing the thousands of ski racing fans who came out in droves to cheer on our world-leading athletes. Thank you to Chris Robinson and the team at World Snowsports Event Group, Blue Mountain, and Alpine Canada's corporate partners – Audi and Mackenzie Investments for their contribution and efforts towards this successful event.





SPORT CHEK & SPORTS EXPERTS CANADIAN CHAMPIONSHIPS

U16 ALPINE CHAMPIONSHIPS
FEBRUARY 19 - 25 • 2017

U19 ALPINE CHAMPIONSHIPS
FEBRUARY 27 - MARCH 5 • 2017

SKI CROSS CHAMPIONSHIPS
MARCH 8 • 2017

SR. ALPINE CHAMPIONSHIPS
MARCH 25 - 28 • 2017

Alpine Ontario Alpin, in partnership with Mackenzie Investments, hosted the U16 Canadian Championships at Loch Lomond Ski Area in Thunder Bay, Ontario. A total of 159 athletes participated in eight races, creating a fantastic championship that included an array of spectacular cultural events held to celebrate the athletes, parents, volunteers and ski racing community in Northern Ontario.

The 2017 Sport Chek U19 Canadian Championships were hosted at Nakiska Ski Area in Kananaskis, AB by Alberta Alpine. A total of 150 athletes competed in snowy conditions to take home four men's and ladies' titles. The race organizing committee worked tirelessly to combat the challenges of Mother Nature and pulled off a fantastic event.

The 2017 Sport Chek Canadian Ski Cross Championships were held at Blue Mountain, Ontario, on a 'detuned' track from the World Cup. Driving rain and warm temperatures didn't dampen the spirits of the competing athletes, ROC and volunteers. A special thank you to World Snowsports Event Group for making the Championships the success they were!

The 2017 Sports Experts Sr. Canadian Championships were held at Mont-Tremblant, QC in partnership with Quebec Ski Alpin and Club de ski Mont-Tremblant. The Team Event was the star of the weekend, seeing members of the Canadian Alpine Ski Teams join forces with Provincial and NCAA athletes to bring home victory in front of a packed house at the base of Flying Mile!

Congratulations to all 2017
Canadian Champions!



MARKETING INITIATIVES





ALPINE CANADA BRAND REFRESH



Alpine Canada is one of the most storied National Sport Federations in Canada, represented by an identifiable brand that has evolved over the years. In 2016, we took a bold step forward with a significant refresh of our brand, thanks to support received from the Canadian Olympic Committee (COC).

The new look connects to the history of Alpine Canada, while positioning us to be competitive in the future as our sport continues to evolve.



Team launch event guests in the Helly Hansen photo booth, Manny Osborne-Paradis

MEDIA & TEAM LAUNCH EVENTS



Alpine Canada athletes kicked off the season in both Montreal, Toronto and Calgary markets, connecting with targeted national and local media outlets for content that was used in stories and articles by the respective outlets throughout the season. Each market hosted an all-stakeholder launch party, celebrating our athletes and supporters, while a feature fashion show showcased the official apparel partners of our three teams: Helly Hansen, Descente, Dale of Norway and New Era.

WORLD CUP VIDEO HIGHLIGHT SERIES



Ski racing fans across Canada stayed connected with the success of our World Cup ski cross and alpine athletes through a new partnership initiative with Infront Media. Alpine Canada received World Cup highlight footage, featuring Canadian athletes, shortly after the completion of each race. These highlights were packaged and distributed on Alpine Canada's facebook channel, garnering over 1 million views by Canadian fans.



CIBC NATIONAL SKI DAY



National Ski Day, an annual national initiative driven by Alpine Canada, along with our corporate and campaign partners, promotes our sport as a family driven, great value activity everyone can enjoy during the cold winter months in Canada. On January 14th, 2017, Canadians from coast-to-coast participated in Alpine Canada's annual National Ski Day campaign at 17 participating resorts, raising over \$40,000 for our high performance programming. Alpine Canada's social, digital and out of home marketing efforts generated over 27 million impressions, making National Ski Day in 2017 our most successful campaign to date.

CLUB ACA



In the fall of 2016, Alpine Canada launched a fan inspired loyalty and rewards program – Club ACA. This free to join, members only program, provides incentives and discounts on a wide array of products and services made available by Club ACA partners, exclusive to Club ACA members.

Visit clubaca.ca to join the club and start receiving great offers from Club ACA partners!



2017 CANADIAN SKI RACING AWARDS, PRESENTED BY HELLY HANSEN

Alpine Canada's 2017 Canadian Ski Racing Awards recognized the success of Canada's fastest and most talented athletes, as well as standout members of the ski community as a whole from the national team, through to the grassroots level. Within every facet of the ski racing community, dedicated individuals are behind the success of ski racing in our nation that continues to put athletes on the podium.

An external committee, chaired by former Canadian Alpine Ski Team athlete – Emily Brydon (B.C.), was comprised of delegates from across Canada who selected the 2017 Canadian Ski Racing Award winners. Joining Brydon on the Selection Committee was Gordie Bowles (B.C.), Kelly Vanderbeek (Alta.), Shannon Sullivan (Ont.), Louis-Pierre Hélie (Que.), Paul Pinchbeck (Ont.), and Joanna Magee (Alta.).

Congratulations to all award winners, who were recognized at the Canadian Ski Racing Awards gala, held during the 2017 Sports Experts Canadian Championships, in Mont-Tremblant, Quebec.



2017 CANADIAN SKI RACING AWARDS





**2017 CANADIAN
SKI RACING
AWARDS,
PRESENTED BY
HELLY HANSEN**

ALPINE ATHLETES OF THE YEAR



Erik Guay



Valérie Grenier

PARA-ALPINE ATHLETES OF THE YEAR



Mac Marcoux (Guide: Jack Leitch)



Alana Ramsay

SKI CROSS ATHLETES OF THE YEAR



Brady Leman



Marielle Thompson

COACHES OF THE YEAR



Jenn Warren (grassroots)
Craigleith Ski Club



Stanley Hayer (senior)
Canada Ski Cross



**2017 CANADIAN
SKI RACING
AWARDS,
PRESENTED BY
HELLY HANSEN**

VOLUNTEER OF THE YEAR



Andy Wolf
Vorlage Ski Club

CLUB OF THE YEAR



Club de Ski Bromont
Quebec

RESORT OF THE YEAR



Nakiska Resort
Alberta

BUILDER OF THE YEAR



Bruce Goldsmid
BC Alpine

MINOGUE AWARD OF EXCELLENCE



Ned Ireland
Canada Ski Cross Team



A young ski racing fan bids on a World Championships photo.

PODIUM CLUB





PODIUM CLUB FUNDRAISING

The Podium Club is Alpine Canada's targeted fundraising campaign, providing essential funding for Canada's Olympic, Paralympic, World Championship and World Cup athletes.

Donors to the Podium Club play a critical role in funding our current stars, as well as the next generation of ski racing champions.

This financial support ensures world-class coaches and a comprehensive team of sport science, travel, nutrition, strength, conditioning and medical experts, who will support the athletes and teams in their pursuit of the podium at the 2018 Olympic and Paralympic Winter Games in South Korea.

Athletic success on the world stage takes patience, dedication and sustainable resources. To properly support a multi-year Olympic and Paralympic cycle, the Podium Club provides critical long-term funding. 100% of all donations are directed to high performance and on snow athletic programming.



2017 World Championship Super-G
Podium: Kjetil Jansrud, Erik Guay,
Manny Osborne-Paradis



**DONOR
IMPACT**

Programs funded through the Podium Club:



Domestic
Development



World-Class
Coaching



Support Services
(physio, nutritionist,
ski technician, trainer)



Travel
Support



Training



Equipment

Through the Podium Club's support in 2016-17, Alpine Canada athletes achieved:

4 CRYSTAL GLOBES

1 NATIONS CUP

4 WORLD JR. CHAMPIONSHIP MEDALS

50 WORLD CUP PODIUMS

14 WORLD CHAMPIONSHIP MEDALS

4 OVERALL NOR-AM TITLES

7 OVERALL DISCIPLINE NOR-AM TITLES



DONOR RECOGNITION

In 2016-17, because of the generosity of the following donors, 100% of the athletes' on-snow programming was funded.

From the entire Alpine Canada organization, thank you for your continued support!

“Podium Club funding is so important as our athletes represent our country across the globe and this provides such incredible motivation for all Canadians! For me, supporting sport is just as important as supporting health and education.”

François-Charles
Sirois, Director,
Alpine Canada

OLYMPIC JOURNEY

Anonymous Donor
Nova Steel

CRYSTAL GLOBE

Tim Dattels

GOLD MEDALLIST

Cadillac Fairview Company
Alain Carrier
CBRE
Davies Ward Phillips & Vineberg LLP
Element Fleet Management
Jill Irving
Danny Minogue
Stewart Robinson
Joe Shlesinger
Chris Slubicki & Jocelyne Drouin
François-Charles Sirois
John & Shannon Sullivan
The Randy Gillies Family Foundation
Mark Wiseman

SILVER MEDALLIST

William Bamber
BC Alpine
Gilles Bélanger
Simon Dupéré
Andrew Fortier
Blake Hutcheson
Invesco
J. Michael Robbins & Associates Inc.
La Fondation Libermont / JS Monty
Trevor Nakka
Medical Pharmacies Group Ltd.
Nancy Phillips
RBC Foundation
John Risley
Solace Systems
TELUS
Stephen Lister
Gordon & Lorraine Gibson
Russell Goodman
Bradley Nullmeyer
Pricewaterhousecoopers LLP

BRONZE MEDALLIST

Giovanni Accurso
William Ainley
Tim & Karen Anderson
ARC Financial Corp / Brian Boulanger
Donald F. Archibald
Michael Bannock
Cascades Canada ULC
Colin Chapin
Stephen Chetner
Steve Chisholm
Derek Christie
Chris Clark
The Collombin Family
Guy Côté
Peter Doering
Reid Drury
Sarah Ellwood
Bruce & Sandra Fiell
Gestion Deloitte S.E.C
Nancy Greene
Ian Griffin
Martha Hall Findlay
Scott Hutcheson
Don James
Alison Keene
KPMG
Eric LaFleche
Albert Laplante
Lighthouse Talent Management / Mark Atkins

Fred Losani
Stephen MacCulloch
Scott McCain
Max Meier
Olivier Perron-Collins
Panorama Resort
Parrish & Heimbecker, Limited
Power Corporation of Canada
Mitch Putnam
Ken Renton
Chris Robinson
Bob Rooney
Jim Saunders
Sun Life Financial
The John David & Signy Eaton Foundation
The Riddell Family Foundation
Eric Tripp
Jamie Wallace
White Star Capital
Peter & Carol Ann Williams
Geoff Heward
Jim McGovern
Perry Spitznagel
Iohann Martin
Mark Sherman
Eric Boyko
Phil Taylor
Miles Davison LLP
Paul Stutz
Ed Wilton



**DONOR
RECOGNITION**

SUPPORTERS

Teresa & Brent Adair
Frank Baylis
Benevity
Lucie Bergeron & Joceyln Côté
Biron Health Group
Bob Agence Inc.
Dominique Boies
Pierre Boivin
Chatherine Bongard
Eric Bouchard
Brian Boulanger
Alain Brisebois
Brian Brisson
Malcolm Brown
Bulletproof Infotech Inc.
Callow & Associates Mgmt Consultants Inc.
Wayne Carson
Richard Casselman
Bruce Chapple
Patrick Chopin
Conam Charitable Foundation
Jerome Côté
Stephane Côté
Tyler Craig
Greg Dixon
Sandra Doyon
Manon Dubois & Mario Paradis
Daniel Dubuc
Renaud Dugas
Andrew Edgell
John Ferguson
Paul Fredricks

Joseph Gibbons
Matthew Gibbons
Group Police
Patrick Guilbault
Isberg Charitable Foundation
J.A. MacDonald (London) Ltd.
Jeffrey Jakobsen
JCC Wansbrough
Julie Bouchard & Luca Guevremont
François Lamoureux
Christian Larouche
Lumenpulse
Todd Miller
Martin Montpetit
Craig Moore
Ontario Panelization d/o Exterior
Wall Systems Ltd.
Genevieve Plante
Jacquie Prokopanko
Mathieu Provost
R. Howard Webster Foundation
Jane Ratzlaff
Reverberes Media Inc.
Richter Management Ltd.
Martin Siegel
Hugh Sisley
David Spencer
Patrick St-Denis
Mike Stanford
Jackie Stewart
The Aldo Group
Denis Trudeau

Adam Turner
United Way of Calgary
Dirk Viemann
Luc Vincent & Linda Faladreau
WCPD Foundation
Richard Williams
Eric Janitis

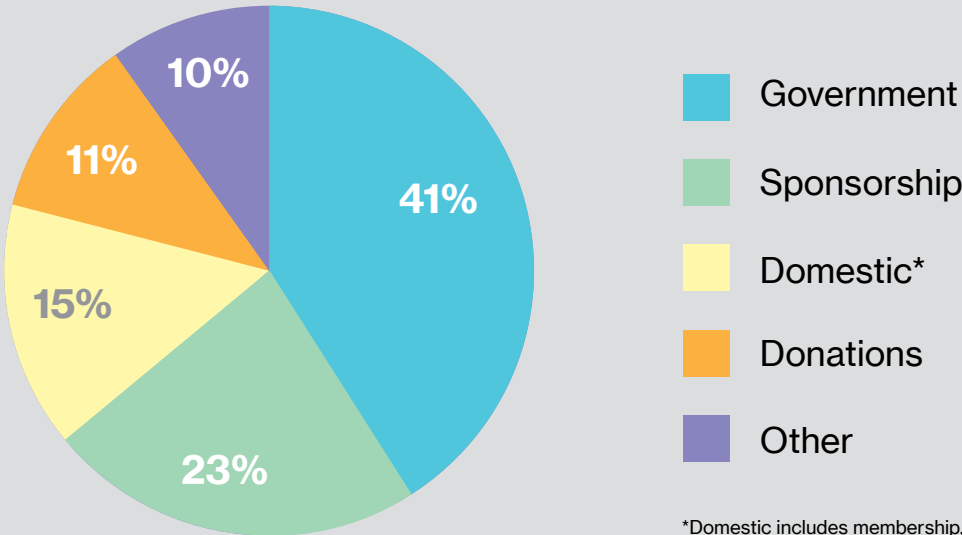
FINANCIALS





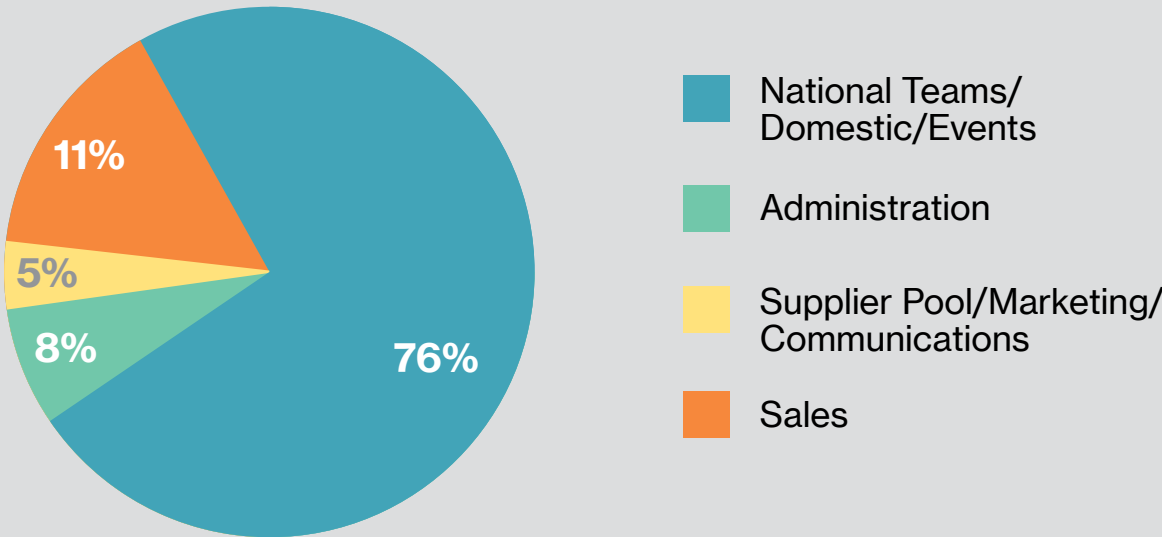
REVENUE & EXPENSES

REVENUE



*Domestic includes membership, insurance and coach education.

EXPENSES



STRATEGIC PLAN





ALPINE CANADA STRATEGIC PLAN: 2015-2018

To be a world-leader in alpine, para-alpine and ski cross racing, Alpine Canada continues to align with our strategic plan, guided by the following priorities:

- ☐ Evolve ACA Financial & Organizational Model
- ☐ Coach Education & Development
- ☐ High Performance Athletic Development
- ☐ Align PTSO/ACA Relationship





STRATEGIC PRIORITIES

1 Evolve the ACA Financial & Organizational Model: Funding High Performance & Growth

What we mean: We must develop creative solutions to evolve Alpine Canada's business model to create sustainable and stable funding. This is priority number ONE for every member of the executive team. We will develop new initiatives to grow current revenue streams beyond today's levels. We will find new and different secure sources of revenue. We will execute our plans with careful cost management on and off snow, both efficiently and effectively. We will do what we say we will. We will enhance our use of metrics to make short and long term decisions in the best interest of our athletic programs and ACA as a whole. Most importantly for us, will be making sure we have the BEST people at ACA – passionate about our sport, our athletes, and our programs on and off snow. They will be key to creating the relationships and partnerships with PTSOs, suppliers, sponsors, resorts, sports institutes and donors required to fuel our success.

2 Coach Education & Development: Developing Leaders at all Levels of our Sport

What we mean: We understand that in order to attract, develop and retain great athletes in our system, we need the best coaches and sport leaders at every level. Athletic success and podium performances are directly linked to coaching excellence. We will work to move beyond the status quo to improve the current curriculum through enhanced technology and training tools, making it easier for PTSOs to deliver to provincial teams, clubs and ski schools respectively. We will focus on identifying, recognizing and rewarding the best coaches in our country – for their leadership, ethics and technical skills. We will look for ways to create mentorship opportunities for the best coaches and a career pathway that makes coaching at the provincial and national level an attractive career.





STRATEGIC PRIORITIES

3 High Performance Athlete Development: Deepen the Pipeline

What we mean: We have an opportunity to better “connect the dots” on the athlete pathway between our provincial U14, U16, FIS and national team programs. We will find a way to increase our funding to our national teams – especially our development programs. We will plan for the re-establishment of a women’s dedicated speed team with a goal to establish a standalone team by 2018. We will measure our athletic performance based on critical international performance benchmarks. We will study and replicate best practices in Canada to accelerate the pathway to podium opportunities for all our targeted athletes. We will develop stronger plans for alpine, para-alpine and ski cross to deepen the development pipeline of athletes in these disciplines.

4 Align PTSO/ACA Relationship: Working Better Together

What we mean: We have an opportunity to create stronger relationships. We believe it starts with collaborating and improving the way ACA works with its provincial partners. Together we can connect the broader alpine ecosystem. We believe there is an opportunity for us to “lean into” the conversation in a new way – meeting face-to-face more often, clarifying who does what and solving some of the biggest challenges we all face developing athletes, coaches and high performance teams. We will improve communication, trust, and mutual respect to strengthen the business practices in our sport. We have created clarity beyond the conversation through contracts or co-created memorandums of understanding. We are driven by a desire to leverage co-created opportunities to attract aspiring ski racers, find promising athletes and coaches, and share in their athletic develop and podium success along the way.





STRATEGIC PRIORITIES

In Summary

Canada is a World-Leader in Alpine, Para-Alpine and Ski Cross Racing

Our ambitions are bold. ACA is leading the creation of an “ALL IN” culture in alpine sport - we work together. We are driven by our shared passion for the sport and shared vision that Canada can and should be recognized as a world-leader in alpine, para-alpine and ski cross. We are proud to contribute to the development of world-class athletes who are internationally ranked, respected, and rewarded in competition.

We build partnerships and relationships that work. Together we have deepened national pride for our athletes: when they win, we all celebrate together! We take pride in knowing that our collective contributions create “the best”. We have developed the best coaches, technical support staff and leaders nationally and provincially, who partner with resorts, clubs, suppliers and sports institutes to create ideal training environments, working collaboratively to develop high caliber athletes who consistently perform in all domestic and international events.

We are properly funded and have created a business model that is sustainable and invests in growing our high performance programs. Our sustained podium performances foster a love of ski racing, attracting aspiring young ski racers and families into ski programs and clubs coast-to-coast.

We will measure our success against all our strategic priorities and we will hold ourselves accountable to achieve our goals. Most importantly, we must achieve success at major international competitions if we are to be a world-leader in alpine, para-alpine and ski cross racing.

For the full 2015-2018 strategic plan, visit:
alpinecanada.org/our-vision-and-mission



OUR PARTNERS





FUELLING THE DREAM

Each year, Alpine Canada's corporate, supplier and government partners proudly support our athletes' podium journey and for this, we are truly grateful.

Thank you to all partners for your continued support of Canadian ski racing.

GOLD PARTNERS



CHAMPION PARTNERS



OFFICIAL PARTNERS





FUELLING THE DREAM

GOVERNMENT PARTNERS



SUPPLIERS



