Vision
Canada is a world leader in alpine, para-alpine and ski cross racing.

Mission
To develop athletic excellence to enable Olympic, Paralympic & World Cup success.
Believing in our Canadian Alpine ski teams – alpine, para-alpine and ski cross - delivered outstanding athletic achievement during the 2014/15 World Cup season. Yet again, Canada proves to the world we can compete with the best of the best.

As we reflect upon our success during the 2014/15 season, we recognize and congratulate the Alpine Canada Alpin family as a team which is embodied in commitment, determination, inspiration and courage. The values of the ACA family are a continuous extension of our athletes, partners, volunteers, associations, sponsors and our strong belief that Canadian alpine ski athletes belong on the world ski stage.

Over the past years, I have had the privilege of being part of many historical achievements by our athletes – from Erik Guay breaking Steve Podborski’s podium record to become the most decorated ACA athlete of all-time, to watching a combined eleven athletes from all three ACA teams stand on the Podium in Sochi, Russia. It’s these achievements that drive and inspire our organization to be the best we can be every day, paving the way for the next generation.

The 2014-15 season will be remembered for many great accomplishments, both on and off-snow. Our athletes demonstrated once again their ability to stand on the podium at World Championships, World Cup, World Junior and Nor-Am races and events. Across our three disciplines of alpine, para-alpine and ski cross, our teams delivered 23 World Cup podiums and 7 World Championship/ Junior Championship medals. Their continued commitment to excellence and “beast in the world” ambitions is the energy that truly powers Alpine Canada Alpin in everything we do. I would like to thank our athletes, and our world-class support system of coaches and athletic staff, for making Canada proud this past season.

This past year, ACA championed the integration of the Canadian Ski Coaches Federation (CSCF), as a critical step to strengthening the role of ski coaching in our system. We hope to complete this integration by the Fall of 2015. Financially, ACA renewed several long-term sponsors, and added new sponsorship partners to our team. These positive developments, combined with ongoing financial support from Donors as well as the Federal Government, Own The Podium, and the Government of Alberta, enabled ACA to provide stable funding to our high-performance athletes and teams. ACA led several new marketing initiatives in support of our teams including significant Television, Online, Print and Social Media campaigns to broaden awareness and support for the Canadian national ski teams.

Finally, ACA has significantly strengthened our Leadership team, bringing on board experienced and passionate executives, to drive our organization to continued athletic and business success. These leaders are in turn supported by our administrative staff who work tirelessly on our athletes behalf. I would like to personally thank all ACA stakeholders for believing in the potential of our athletes to win!

Warm Regards,
Mark Rubinstein

MESSAGE FROM THE CHAIRMAN OF THE BOARD

MESSAGE FROM THE PRESIDENT & CEO

When I was elected Chairman of Alpine Canada Alpin in 2011, we assembled a team of very successful business people from across Canada who were either former elite ski racers or simply had a passion for the sport. The board embraced three important messages; good governance, fundraising and podium results. Four years later, with revised by-laws supporting good governance, renewed financial health of the franchise and outstanding podium results, Alpine Canada Alpine is in the hands of an excellent and very engaged Board of Directors with exceptional leadership succession in place.

In my final year as Chairman of Alpine Canada Alpin, I have never been more proud of our achievements, both past and present, how we have evolved and how we are moving forward together. As a result of many talented individuals, our future continues to shine and I would like to thank you for your support.

Sincerely,
Danny Minogue

Danny Minogue
Chairman of the Board
Alpine Canada Alpin

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Warm Regards,
Mark Rubinstein

MESSAGE FROM THE PRESIDENT & CEO

Mark Rubinstein
President & CEO
Alpine Canada Alpin
Danny is an entrepreneur at heart and has been recognized by the community multiple times as one of Canada’s finest as a finalist through the Ernst and Young’s Entrepreneur of the Year award. These incredible achievements have come from his innate ability to lead, which pushed him to the forefront of Canadian distribution of surgical supplies and robotic surgery devices. With an extensive history of high performance ski racing, his underlying passion for skiing and excellence in business, create the perfect match as Chairman of Alpine Canada Alpin.

Chris brings forth an exceptional skill set within the governance and finance sectors, having been the CEO of PricewaterhouseCoopers, as well as serving as a corporate director on the Boards of a number of public companies and not-for-profit organizations. His devotion and passion for Alpine Canada Alpin stems from his love for skiing and being a competitive athlete on the Masters circuit, as well as a keen interest in giving back to the community and wanting to see our Canadian athletes atop of the world stage.

Jill has a competitive nature and strives for excellence in performance. Her achievement in being named to the Canadian dressage “A” team shows her commitment and engagement in high performance sports. Ski racing runs throughout her family with her dad being a past Senior Champion and her sister also performing on the national team. Jill has a genuine love of the sport and the people within the community as shown by her family’s sponsorship of the past Cavendish Cup, and as a former employee of Alpine Canada Alpin!
Stephen is the Vice Chairman of Scotia Capital’s Global Investment Banking division, bringing forth an exceptional skill set within the finance and management sectors. After putting on his first pair of skis he received for his 10th birthday, he has not looked back and continues to find tremendous enjoyment in skiing everyday. Stephen brings forth a focused and committed effort to help Alpine Canada Alpin raise critical funds for our National team athletes to support the team so they can focus on training and competing for Canada on the international stage.

Martha is the Chief Legal Officer for EnStream, the mobile payments joint venture among Rogers, Bell and TELUS, and is an Executive Fellow with the School of Public Policy at the University of Calgary. She is a former Member of Parliament, served as Official Opposition Critic for several portfolios, and as member of several House of Commons Standing Committees, including Finance, International Trade and Government Operations. Martha has long been involved with ski racing. She was named to the National Training Squad following a silver medal at the Canadian Championships, she coached at the provincial level, and her three children grew up competing and then coaching as well. Martha is pleased to be involved once again in this great sport which has meant so much to her and her family. As a community oriented board member and patriotic Canadian, Richard believes it is incumbent upon each of us to do what we can to improve the community where we live. His work at Rio Tinto Alcan, as the Director of Government Affairs, requires Richard to ensure the company’s current and future projects are designed, constructed and operated in a manner that respects the community, environment, shareholder and stakeholder interests. His personal interest in community involvement has been geared toward alpine skiing, spurred from the competitive atmosphere of the sport, the social engagement and the love of enjoying “first tracks”.

Ed is an established IT Professional who built his company from the ground up and in recent years has sold it in order to partially retire, giving him more time to give back to the community. He is now working part time as a Business Coach, helping mentor small to medium-sized companies grow to the next level. He believes sport is an integral part of personal development and growth, and now with more time to offer, Ed feels it is important that he gives back to skiing, a sport he has been engaged in for a long time. Ed has had an extensive career in corporate law, practicing for over 30 years, and currently acts as Vice-Chairman and Managing Partner of Bennett Jones in Calgary. He is also a director of numerous private and public companies. Before attending university he was an avid ski racer, competing at the national and international level. Skiing continues to be an integral part of his life. It is her hope that her personal perspective and years of experience can improve the experience of Alpine Canada Alpin athletes.

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As one of Alpine Canada’s greatest athletes of all-time, Emily continues to show her devotion and love towards the sport of skiing. She reached the podium on the World Cup stage a total of nine times, as well as participating in three Olympic Winter Games. Emily retired from competitive skiing after the Vancouver Winter Olympics in 2010, pursuing her MBA in London at the Imperial College Business School. Her pursuit as a business professional has lead to a fruitful career in development, marketing and sales where she now works for ARCO/BP in northern California and manages 18 retail sites. It is her hope that her personal perspective and years of experience can improve the experience of Alpine Canada Alpin athletes.
Alpine Canada Alpin is the national governing body for alpine, para-alpine and ski cross racing in Canada, developing Olympic, Paralympic, World Championship and World Cup medalists.
Canadian Alpine Ski Team

- Ben Thomsen
  Invermere, B.C.
- Dustin Cook
  Lac-Sainte-Marie, Que.
- Erik Guay
  Mont-Tremblant, Que.
- Erik Read
  Calgary, Alta.
- Jan Hudec
  Calgary, Alta.
- Jan Hudec
  Calgary, Alta.
- Morgan Megarry
  Collingwood, Ont.
- Marie-Michèle Gagnon
  Lac-Etchemin, Que.
- Morgan Pridy
  Whistler, B.C.
- Morgan Pridy
  Whistler, B.C.
- Trevor Philp
  Calgary, Alta.
- Trevor Philp
  Calgary, Alta.
- Erin Mielzynski
  Collingwood, Ont.
- Phil Brown
  Toronto, Ont.
- Tyler Werry
  Calgary, Alta.
- Morgan Megarry
  Collingwood, Ont.
- Tyler Werry
  Calgary, Alta.
- Marie-Michèle Gagnon
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Rossland, B.C.

Erin Latimer
Toronto, Ont.

Braydon Luscombe
Duncan, B.C.

Billy Joe Marcoux
Sault-Sta Marie, Ont.

Mac Marcoux
Sault-Sta Marie, Ont.

Kurt Oatway
Calgary, Alta.

Matt Hallat
Coquitlam, B.C.

Kirk Schornstein
Spruce Grove, Alta.

Robin Fémy
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CANADIAN PARA-ALPINE SKI TEAM 2014 | 2015

CANADIAN SKI CROSS TEAM 2014 | 2015

Ian Deans
Kelowna, B.C.

Chris Del Bosco
Vail, Col. / Montreal, Que.

Dave Duncan
London, Ont.

Louis-Pierre Hélie
Berthierville, Que.

Mathieu Leduc
Comox, B.C.

Brady Leman
Calgary, Alta.

Kelsey Serwa
Kelowna, B.C.

Georgia Simmerling
West Vancouver, B.C.

Marielle Thompson
Whistler, B.C.

Kimberly Joines
Rossland, B.C.

Erin Latimer
Toronto, Ont.

Braydon Luscombe
Duncan, B.C.

Billy Joe Marcoux
Sault-Sta Marie, Ont.

Mac Marcoux
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Kurt Oatway
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Kelowna, B.C.

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West Vancouver, B.C.

Marielle Thompson
Whistler, B.C.
OUR PIPELINE

DEVELOPMENT TEAM MEMBER CANDACE CRAWFORD HAD A STANDOUT SEASON, WINNING THE NOR-AM CUP OVERALL TITLE AND CLAIMING SILVER IN THE TEAM EVENT AT THE 2015 FIS ALPINE WORLD SKI CHAMPIONSHIPS.
THE 2014/15 SEASON IN REVIEW

Throughout the 2014/15 season, Alpine Canada Alpin turned heads, raised a lot of eyebrows and competed with the best of the best. It was a season to remember, as we proudly reflect upon the tremendous athletic achievements across all three of our teams. From Team Canada stunning the world at the 2015 FIS Alpine World Ski Championships with two podium finishes, to winning the coveted Crystal Globe in para-alpine, Alpine Canada Alpin athletes gave our fans, stakeholders and supporters a reason to BELIEVE!
Canadian Cowboy and World Cup veteran Manny Osborne-Paradis battled throughout the 2014/15 season after kicking off the year with a second-place finish in the season opening downhill at Lake Louise. With two high impact falls in Kitzbühel and Wengen, Osborne-Paradis regained his form with another second-place finish in the downhill in Kvitjell, Norway.

It was only a matter of time before the Canadian Cowboys’ newest inductee – Dustin Cook – broke onto the World Cup scene with his self-proclaimed ‘dream season’. Cook captured a silver medal at the 2015 FIS Alpine World Ski Championships – his first World Cup podium result of his career. Next came a third-place finish in the super-g at Kvitjell, followed by his first World Cup victory at the World Cup Finals in Meribel, France. These impressive results landed Cook a fifth place ranking in the overall super-g standings.

Team Canada went into the 2015 FIS Alpine World Ski Championships looking for redemption in the Team Event after missing the podium by 0.01 seconds at the 2013 FIS Alpine World Ski Championships in Schladming, Austria. The young guns selected to represent Canada competed against the best alpine ski racers in the world, putting forth an inspired effort to claim Canada’s first ever silver medal in the Team Event.
The future of Canadian ski racing is brighter than ever, thanks to the exceptional performances by our development team athletes during the 2014/15 season. Lead by Candace Crawford, Mikaela Tommy and Valérie Grenier on the ladies’ side, and Jack Crawford, Broderick Thompson and Brodie Seger on the men’s, these talented athletes finished the year with several medals and championship titles to their names.

For the first time ever, Canada had three athletes in the top-five at the 2015 FIS Alpine World Junior Ski Championships in giant slalom – Valérie Grenier (third), Mikaela Tommy (fourth), Candace Crawford (fifth).

On the Nor-Am circuit, the Canadian women dominated the competition, with Crawford and Tommy capturing first and second overall places respectively.
The Canadian para-alpine ski team continued their domination on the international stage, landing on the podium a total of 15 times during the 2014/15 season.

Para-alpine sensation, Mac Marcoux (visually impaired), along with his guides Robin Fémy and BJ Marcoux, lead the way with a combined 12 World Cup and World Championship podiums, winning the overall Crystal Globe and 2015 IPC Alpine Skiing World Championship title in downhill.

Matt Hallat capped off an extraordinary career as the slalom bronze medalist at the 2015 IPC Alpine Skiing World Championships. The three-time Paralympic athlete and 13 year member of the Canadian para-alpine ski team announced his retirement at the end of the 2014/15 season.

12 World Cup Podiums
3 World Championship Medals
Coming off a blockbuster season, the Canadian ski cross team kept the momentum rolling into the 2014/15 season with some outstanding results. Marielle Thompson and Georgia Simmerling were a dynamic duo on the World Cup circuit, finishing first and second respectively, in the first two World Cup races they competed in during the 2014/15 season.

On the men’s side, Brady Leman stood on the podium twice, finishing third at Val Thorens, France and second at Megève, France. Leman claimed both podiums in exciting fashion – first with a fingertip photo finish at Val Thorens, followed by an epic pass in the big final at Megève, showing the world that hard work and determination are required to be a podium contender.
(L to R) silver medalist, Dustin Cook of Canada, gold medalist Austria’s Hannes Reichelt and bronze medalist France’s Adrien Theaux
2015 FIS Alpine Ski Alpine Ski World Championships, Men’s Super-G
Mt. Ste. Anne, Quebec welcomed the best Canadian alpine and para-alpine racers to the Sports Experts Canadian National Championships, while the town of Smithers and Hudson Bay Mountain in British Columbia hosted the best ski cross racers at the Sport Chek Canadian National Championships. Athletes across all disciplines battled for national pride, vying for the title of Canadian Champion.

The world was welcomed to the Audi FIS Lake Louise World Cup with beautiful weather and perfect snow conditions (after huge efforts by the Winterstart volunteers to prepare the track) for both the men’s and ladies’ weekends. Manny Osborne-Paradis finished second in the downhill and seventh in the super-g. Jan Hudec and Larisa Yurkiw earned top-ten finishes in the super-g and downhill.

Manny Osborne-Paradis (Photo by Pentaphoto/Norie Canada Alpin)
The third annual Audi FIS Nakiska Ski Cross World Cup, supported by MacKenzie Investments, welcomed 77 athletes from 15 countries to the first race of the 2014/15 season. Marielle Thompson and Georgia Simmerling delighted the hometown fans, finishing first and second respectively.

Panorama, British Columbia welcomed over 120 athletes from 25 countries to the 2015 IPC Alpine Skiing World Championships, as North America held this event for the first time. The Canadian para-alpine ski team took advantage of racing on home snow, claiming three medals over the course of the event.
Throughout the 2014/15 season, Alpine Canada Alpin proudly profiled and showcased our world-leading athletes and sport to our fans through key marketing campaigns. These initiatives connected our teams and organization to Canadians in a relevant and engaging manner, while allowing for the authenticity of our brand to shine through.

MARKETING CAMPAIGN #1
INSIDE SKI RACING

- Integrated mass & digital media campaign, targeted at ski racing fans across Canada
- :30sec Alpine Canada Alpin commercial + 14-part vignette series
- Over 2.5 million impressions and 600,000 views throughout the campaign

MARKETING CAMPAIGN #2
NATIONAL SKI DAY

- Alpine Canada Alpin launched the inaugural National Ski Day campaign in 2014-15
- For $10.00, skiers could hit the slopes in support of Alpine Canada Alpin athletes
MARKETING CAMPAIGN #3
ALPINE CANADA ALPIN TEAM POSTERS

- Alpine Canada team posters – they’re back.
- Featuring Alpine Canada Alpin’s three teams, these posters turned heads and got our fans pumped!
Funding support from our government partners is critical to the success of our alpine, para-alpine and ski cross teams.

Thank you to all our government partners!
Alpine Canada Alpin in partnership with Panorama Mountain Resort proudly hosted over 100 para-alpine athletes from 26 nations at the 2015 IPC Alpine Skiing World Championships. Competitors raced on the newly built 3km downhill track with rave reviews, praising the race organizing committee for a well-prepared course that many claimed to be the best downhill track they’ve ever skied on. A special thank you goes out to Sport Canada and the Province of British Columbia for their support of this world-class event.
Thank you to all of our corporate partners and suppliers for your continued support of Alpine Canada Alpin.
Podium Club is a long-term fundraising campaign aimed at building future ski champions.
A heartfelt thank you goes out to all of our Podium Club members for your support of our national team athletes.
The strength of the Canadian ski racing system is based upon the positive, operating relationships with Provincial and Territory Ski Organizations ("PTSO"). ACA works closely with our PTSO partners to ensure a healthy ski racing development system across the country. Through various athletic, coaching and race initiatives, we are working to ensure that Canada remains a world leading ski nation for generations to come.
Ski World Cup

THANK YOU!

FIS World Cup Finals - Men's Super G Podium: Kjetil Jansrud, Dustin Cook, Roger Brice
(Photo by Pentaphoto/Alpine Canada Alpin)