

# ALPINE CANADA ALPIN

2014/2015





## 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.

PASSION.  
PERSEVERANCE.  
PRIDE.  
TEAMWORK.

# MESSAGE FROM THE CHAIRMAN OF THE BOARD

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.

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, reengineered 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

# MESSAGE FROM THE PRESIDENT & CEO

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 Championship, 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 “best 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



**Mark Rubinstein**  
President & CEO  
Alpine Canada Alpin

Alpine Canada Alpin is incredibly fortunate to have a dedicated and volunteer driven Board of Directors, rich with industry-leading professionals who each possess an innate passion for ski racing. From all of us at ACA, we thank our Board of Directors for their dedication and tireless efforts.



**Danny Minogue**  
Chairman, Montreal

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 Slubicki**  
Vice-Chairman, Calgary

President and CEO of Modern Resources Inc., a private Calgary based energy company. Previously a founding partner of a successful investment banking firm, Chris has extensive experience in mergers and acquisitions as well as corporate leadership. As an avid skier for many years, his passion for the sport, and national pride, brought him to the Alpine Canada Alpin family and Board of Directors. Chris spends weekends on the slopes with the Fernie Alpine Ski Team, coaching Canada's next wave of World and Olympic champions.



**Chris Clark**  
Director, Toronto

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.



**Sandra Fiell**  
Director, Calgary

After co-founding a boutique oil and gas investment bank and holding Managing Director and Chief Information Officer positions, Sandra retired from the corporate world and shifted her focus and devotion to volunteering, primarily within the ski racing community. As a passionate volunteer, she has devoted countless hours as a board member to several skiing organizations, including Alpine Alberta and Team Panorama Ski Club, as well as other non-skiing organizations. Her career in finance and management, combined with her love for sport and involvement in skiing, provide the perfect platform for success as a member of the Alpine Canada Alpin Board of Directors.



**Jill Irving**  
Director, Moncton

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!



ALPINE CANADA ALPIN – BOARD OF DIRECTORS



**Stephen MacCulloch**  
Director, Montreal

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 Hall Findlay**  
Director, Toronto

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.



**Richard Prokopanko**  
Director, Vancouver

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".



**Perry Spitznagel**  
Director, Calgary

Perry 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.



**Ed Wilton**  
Director & PTSO Chair, Halifax

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.



**Emily Brydon**  
Director and Athlete Representative, Fernie

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 TEAMS



Mac Marcoux (Photo by Marcus Hartmann/Alpine Canada Alpin)



Marie-Michèle Gagnon (Photo by Pentaphoto/Alpine Canada Alpin)



Marielle Thompson (Photo by Malcom Carmichael/Alpine Canada Alpin)

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.





**Phil Brown**  
Toronto, Ont.



**Dustin Cook**  
Lac-Sainte-Marie, Que.



**Robbie Dixon**  
Whistler, B.C.



**Erik Guay**  
Mont-Tremblant, Que.



**Jan Hudec**  
Calgary, Alta.



**Morgan Megarry**  
Collingwood, Ont.



**Tyler Werry**  
Calgary, Alta.



**Marie-Michèle Gagnon**  
Lac-Échemin, Que.



**Brittany Phelan**  
Mont-Tremblant, Que.



**Erin Mielzynski**  
Collingwood, Ont.



**Manuel Osborne-Paradis**  
Vancouver, B.C.



**Trevor Philp**  
Calgary, Alta.



**Morgan Pridy**  
Whistler, B.C.



**Erik Read**  
Calgary, Alta.



**Ben Thomsen**  
Invermere, B.C.

## CANADIAN PARA-ALPINE SKI TEAM 2014 | 2015



**Kimberly Joines**  
Rossland, B.C.



**Erin Latimer**  
Toronto, Ont.



**Braydon Luscombe**  
Duncan, B.C.



**Billy Joe Marcoux**  
Sault-Ste Marie, Ont.



**Mac Marcoux**  
Sault-Ste Marie, Ont.



**Kurt Oatway**  
Calgary, Alta.



**Matt Hallat**  
Coquitlam, B.C.



**Kirk Schornstein**  
Spruce Grove, Alta.



**Robin Fémy**  
Mont-Tremblant, Que.



**Chris Williamson**  
Toronto, Ont.

## 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.



## CANADIAN ALPINE DEVELOPMENT SKI TEAM 2014 | 2015



**Jack Crawford**  
Toronto, Ont



**Martin Grasic**  
Invermere, B.C.



**Lambert Quezel**  
Montreal, Que.



**Brodie Seger**  
North Vancouver, B.C.



**Broderick Thompson**  
Whistler, B.C.



**Candace Crawford**  
Toronto, Ont.



**Valérie Grenier**  
Mont-Tremblant, Que.



**Mikaela Tommy**  
Wakefield, Que.



**Jocelyn McCarthy**  
Spruce Grove, Alta.



**Roni Remme**  
Collingwood, Ont.

## 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.

Candace Crawford (Photo by Pentaphoto/Alpine Canada Alpin)



# 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!



Manny Osborne-Paradis (Photo by Pentaphoto/Alpine Canada Alpin)



## CANADIAN ALPINE SKI TEAM – HIGHLIGHTS



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.



# 5 World Cup Podiums

# 2 World Championship Medals

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.





# 23 Nor-Am Cup Podiums

# 1 World Jr. Championship Medal

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.





12 World Cup  
Podiums

3 World  
Championship  
Medals

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.

Robin Fémy and Mac Marcoux (Photo by Marcus Hartmann/Alpine Canada Alpin)





Chris Del Bosco, Louis-Pierre Hélie, Brady Leman, (Photo by Pentapfoto/Alpine Canada)

6 World Cup  
Podiums

1 World Jr.  
Championship  
Medal

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 Megeve, 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 Megeve, 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





## AUDI FIS LAKE LOUISE ALPINE SKI WORLD CUP



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/Alpine Canada Alpin)

## SPORT CHEK / SPORTS EXPERTS CANADIAN NATIONAL CHAMPIONSHIPS



### CANADIAN NATIONAL CHAMPIONSHIPS



Phil Brown (Photo by Kim Barbeau-Bowries/Alpine Canada Alpin)



## AUDI FIS NAKISKA SKI CROSS WORLD CUP



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.



Georgia Simmerling, Marielle Thompson, Fanny Smith (Photo by Malcom Carmichael/Alpine Canada Alpin)

## 2015 IPC ALPINE SKIING WORLD CHAMPIONSHIPS



Mac Marcoux, Billy Joe Marcoux (Photo Roger Whitney/Alpine Canada Alpin)



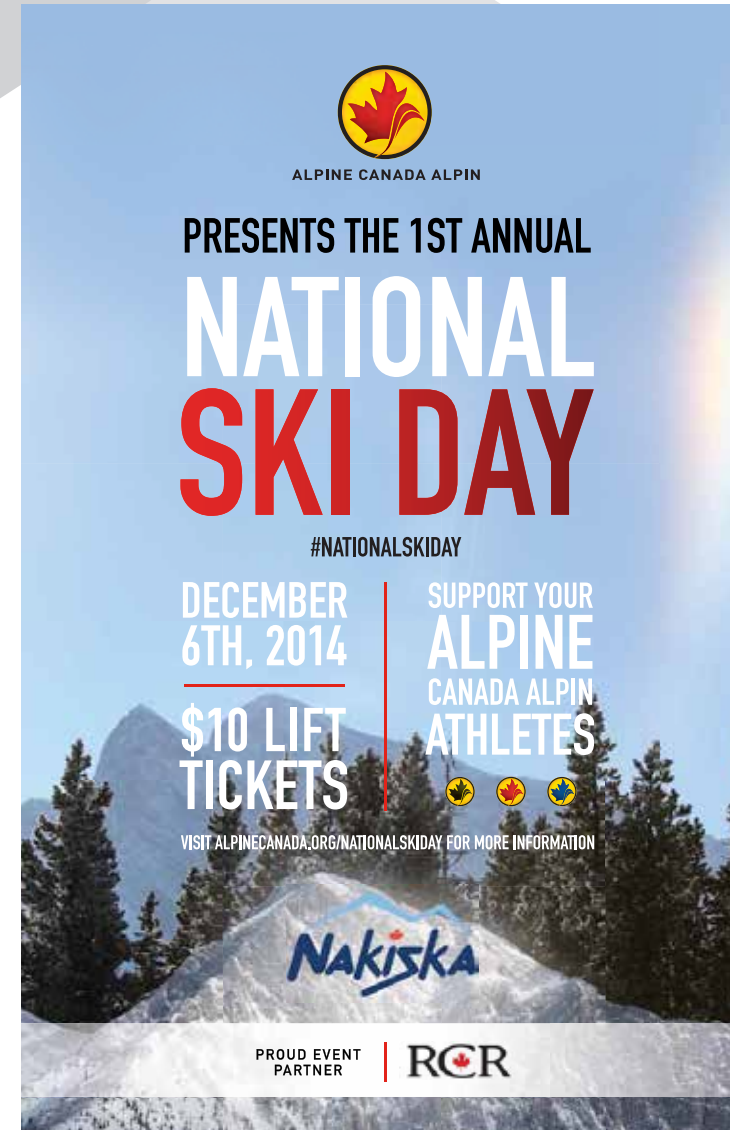
Panorama, British Columbia welcomed over 120 athletes from 25 countries to the 2015 IPC Alpine Skiing World Championships, as North America held this event for the first time. The Canadian para-alpine ski team took advantage of racing on home snow, claiming three medals over the course of the event.

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!



## ALPINE CANADA ALPIN – GOVERNMENT PARTNERS

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 – 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.



## ALPINE CANADA ALPIN – OUR PARTNERS

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.



Podium Club logo and Alpine Canada Alpin logo at the top.

PRESENT

# JOIN THE JOURNEY

SUPPORT ALPINE CANADA ALPIN ATHLETES AND CHAMPIONS!  
WE THANK YOU FOR BELIEVING IN THE CANADIAN ALPINE SKI TEAM.

PODIUM CLUB 2014/15



**MARIELLE THOMPSON**  
2014 OLYMPIC CHAMPION



**MAC MARCOUX**  
3X PARALYMPIC MEDALIST



**ERIC GUAY**  
22 WORLD CUP PODIUMS



## PODIUM CLUB MEMBERS 2014-2015

A heartfelt thank you goes out to all of our Podium Club members for your support of our national team athletes.

### GOLD MEMBERS

- Edwards, Murray
- Jones, Scott
- Anonymous Donor

### SILVER MEMBERS

- Archibald, Don
- Beatty, David
- Fiell, Bruce & Sandra
- Irving, Jill
- Minogue, Danny
- Slubicki, Chris

### BRONZE MEMBERS

- Ainley, Bill
- ARC Financial
- Atkins, Mark
- Bannock, Michael
- Beauchemin, Roger
- Bey, Al
- Boisvert, Stephane
- Boulanger, Brian
- Boyko, Eric
- Boyko, Peter
- Bratt, Scott
- Brodeur, Grant
- Brown, David
- Chapin, Colin
- Charton, Arlene

- Chisholm Thompson Fund
- Christie, Derek
- Clark, Chris
- Colenbrander, André
- Collombin, Ann/Bev
- Cooper, Michael
- Croxton, Bruce
- Desrosiers, Eric
- Dixon, Gord
- Drury, Reid
- Dupéré, Simon
- Eaton, James
- Firstbrook, John
- Francis, John
- Gibson, Gord
- Goodman, Russell - Sarah Ellwood

- Hall Findlay, Martha
- Hamel, Nicolas
- Hutcheson, Scott
- Irwin, Michael
- James, Don
- Keene, Alison
- Kent, David
- Lister, Steve
- Locke, Ian
- MacCulloch, Steve
- McCartney, John
- Meier, Max
- O'Brien, Connor
- O'Connor, Stuart
- O'Hara, Greg
- Orr, Tim

- Phelan, Rosemary
- Phillips, Patricia
- Prokopanko, Jacqueline
- Prokopanko, Richard
- Prosperi, Joe
- Putnam, Mitch
- Renton, Ken
- Riddell, Clay
- Rooney, Bob
- Rooney, John
- Roth, Michelle
- Saunders, Jim
- Sherman, Mark
- Sirios, Francois-Charles
- Smith, Neil
- Sousa, Rod

- Spitznagel, Perry
- Stone, Chris
- Taylor, Phil
- Tremblay, Pascal
- Trinity Development C/O John Ruddy
- Tripp, Eric
- Williams, Peter & Carol Ann
- Yeates, Jim



## PROVINCIAL AND TERRITORY SKI ORGANIZATION COLLABORATION

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.



**PARA-ALPINE**



**ALPINE**



**SKI CROSS**



**ALBERTA ALPINE**



**ALPINE NL**



**ALPINE YUKON**



**ALPINE MANITOBA**



**ALPINE ONTARIO**



**ALPINE SASKATCHEWAN**



**BC ALPINE**



**SKI NB**



**ALPINE SKI NOVA SCOTIA**



**SKI QUÉBEC ALPIN**





THANK  
YOU!





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