



# 2024 AGM

NOVEMBER 22-24  
EDMONTON, AB

## Welcome Message From the President

Dear Members,

Welcome to the 2024 Annual General Meeting of the Alberta Lacrosse Association! It is an honour to gather with all of you as we celebrate our shared commitment to advancing the sport of lacrosse throughout our province.

This year's theme, "Building Bridges to a Brighter Future," reflects our collective mission to connect communities, foster inclusivity, and champion the vital role lacrosse plays in the lives of our athletes and fans. Together, we will explore innovative strategies, share best practices, and engage in meaningful discussions that will shape the future of our sport.

I am excited for the sessions we have planned, featuring inspiring speakers and workshops designed to empower and equip us for the challenges ahead. Your participation is vital, and I encourage you to engage fully, ask questions, and share your insights.

Thank you for your dedication to the Alberta Lacrosse Association and for the incredible work you do in your communities. Let's make this gathering a memorable and transformative experience!

Warm regards,



Sean Aggus  
President  
Alberta Lacrosse Association





# MESSAGE FROM THE PREMIER OF ALBERTA

On behalf of the Government of Alberta, it is my pleasure to send greetings to members of the Alberta Lacrosse Association (ALA) as you gather in our capital region for your 2024 Annual General Meeting.

Sport is a vital part of Alberta's culture and economy. It inspires healthy lifestyles, builds community and brings us all together in a way few other things can. I deeply appreciate the ALA's efforts to promote lacrosse and its roots in history and Indigenous heritage, and help make the sport accessible to everyone in our province. I hope this event is a wonderful opportunity to celebrate the achievements of the past year and to plan ahead for continued growth. Congratulations to this year's award winners, and thank you to all those who had a hand in making this event possible.

Best wishes,



*Danielle Smith*

**Honourable Danielle Smith, Premier of Alberta**





ALBERTA  
TOURISM AND SPORT

*Office of the Minister*  
*MLA, Cardston-Siksika*

**Message from Honourable Joseph Schow**  
**Minister of Tourism and Sport**

On behalf of the Government of Alberta, I want to extend a warm welcome to all of you attending the Alberta Lacrosse Association 2024 Annual General Meeting.

Alberta's government recognizes the invaluable role that sport plays in fostering community well-being and promoting an active lifestyle. As Canada's oldest sport, lacrosse holds a rich history that embodies the traditions and values of the diverse people who call this province home. Your dedication ensures that lacrosse remains accessible to everyone in Alberta, preserving this important heritage for future generations.

Thank you for your commitment and passion for the sport of lacrosse, and I hope your meeting is both productive and inspiring.

A handwritten signature in blue ink, appearing to read 'J. Schow'.

Hon. Joseph Schow  
Minister

## **LOCATION**

DELTA HOTELS EDMONTON SOUTH  
CONFERENCE CENTRE  
4404 GATEWAY BOULEVARD NW,  
EDMONTON AB T6H 5C2 · (780) 434-6415

## **ACCOMMODATIONS**

DELTA HOTELS EDMONTON SOUTH  
CONFERENCE CENTRE FOR \$155 CAD  
PER NIGHT

## **BOOK YOUR GROUP RATE FOR ALA AGM**





FOR THOSE PLANNING ON ATTENDING PLEASE COMPLETE THE FOLLOWING:

REGISTRATION FORM

Early Bird Registration Fee	Prior to October 15	\$120.00
Regular Registration Fee	After October 15	\$145.00
No Show Fee		\$70.00

\*ATTENDANCE FEES INCLUDE SATURDAY BANQUET

PLEASE NOTE THAT EACH CLUB AND OR LGB MAY HAVE ONE REPRESENTATIVE ATTEND AT **NO CHARGE** (INCLUDING BANQUET. HOTEL ROOM NOT INCLUDED, [CLICK HERE](#) TO BOOK YOUR ROOM.

PRIOR JAMES MCFALL AND EKKE LOO AWARD RECIPIENTS ARE WELCOME TO ATTEND AT NO CHARGE, WE KINDLY ASK YOU TO REGISTER USING ABOVE LINK.

## MEET THE KEYNOTE SPEAKERS AND PRESENTERS



### **VIVIANE FOREST | KEYNOTE SPEAKER** GOLD MEDALIST | PARALYMPIC ATHLETE AND OVERCOMING ADVERSITY EXPERT

Viviane Forest is one of Canada's most decorated Paralympic athletes and an inspiring public speaker on topics of corporate, education & community events. Viviane Forest shares her real story of overcoming adversity to earn success, in a genuine, strong manner that motivate people to be active and reach for their goals and dreams.

### **JASON CROOK | ALA TECHNICAL DIRECTOR** EMPOWERING COACHES FOR SUCCESS AND TEAM ALBERTA PATHWAY

Jason grew up playing Minor lacrosse in Calgary with the Axemen Lacrosse Association, becoming a standout Junior prospect and enjoying a successful career with the Junior A Mountaineers.

His offensive talent and leadership led to his selection as the 1st overall pick by the Sr B Mounties in 2009. As team captain in 2010, he became one of Alberta's top offensive players, leading the Mounties to two President's Cup appearances and revitalizing the club's culture.

Coaching came naturally to Jason, who excels at teaching players and coaches. He co-led the Calgary Jr B Shamrocks to the Founders Cup National Championship in 2019 and continues to serve as GM and President.

Jason is uniquely certified in both Box and Field lacrosse in Alberta, coaching both men's and women's teams, and also works as a current official.



### **RICHARD LACHLAN | ALA TECHNICAL SPECIALIST** LACROSSE GAP ANALYSIS: IDENTIFYING OPPORTUNITIES FOR GROWTH AND IMPROVEMENT

Born and raised in BC, Richard played Minor lacrosse in Port Coquitlam, then Jr A with the Port Coquitlam Saints and Sr A with the New Westminster Salmonbellies. In 2016, he moved to Edmonton for work and joined the Sr B Miners, where he has remained.

A prolific goal scorer, Richard led the RMLL in scoring in 2018 and 2019 and holds the record for most goals in an RMLL Sr B season with 62 in 2017. He's also a three-time President's Cup champion and an All-American from Roanoke.

Recently, Richard joined the Jr A Miners coaching staff and has coached the 14UA West Edmonton Blues, the 14U Team Alberta boys' team, and served as offensive coach for U19 Team BC. He will work part-time as a Technical Specialist from Thursday to Sunday in the Edmonton area

## **SARAH MACKENZIE | BREAKOUT SPEAKER**

DIVERSITY IN LEADERSHIP:  
ENHANCING BOARD EFFECTIVENESS

With over 20 years of board leadership and governance experience, Sarah brings valuable expertise to the ALA. She is an effective leader with strong communication skills and a deep understanding of board governance.

As co-owner of a local real estate company, Sarah is a prominent community member, actively contributing to various boards. She currently serves as Board Chair of Medicine Hat College, President of the Southern Alberta Lacrosse Association, and President of the Medicine Hat Lacrosse Club. Previously, she was President of the Medicine Hat & District Chamber of Commerce and involved with numerous non-profits and charity fundraisers.

A champion for women's rights, Sarah is dedicated to empowering women and ending violence against women and children.



## **NORM SHAW | COMEDIAN**

ALA EXCELLENCE GALA ENTERTAINMENT

Norm Shaw has been an entertainer since the age of 12. He started out as a DJ and mastered that industry for many years. In the year 2002 he studied at the Hypnotism Training Institute of Alberta and received his Master of Hypnosis and has been touring western Canada as a Stage Hypnotist performing in casinos, halls, schools and reserves.

Along the way, he merged his improv skills from hypnosis into stand-up comedy around 2011 and has been performing again in comedy clubs, casinos, and theatres across Canada. He has hosted a comedy talk show called Comic Jenius on CJSR 88.5fm in Edmonton for the past 10 years, and that show has been nominated for 2 Canadian Comedy Awards along the way.

Norm's success along the way also earned him the unprecedented honor of Co-Hosting the Juno Awards Red Carpet Party for 7 straight years with Ben Mulroney and Tanya Kim from eTalk.

You can see some of Norm's work at:

[www.normshaw.com](http://www.normshaw.com) and [www.fireppitcomedy.com](http://www.fireppitcomedy.com)



**YOU ARE INVITED TO ATTEND**

**ALA'S SOCIAL GATHERING**

**FRIDAY, NOVEMBER 22, 7:00PM-10:00PM**  
**DELTA EDMONTON SOUTH - EDMONTON ROOM**

BROUGHT TO YOU BY:



RAMP InterActive is Canada's leading provider of sport websites and online registration solutions. With over 6,000 satisfied organizations including Governing Bodies, Associations, Clubs, Leagues and Teams; RAMP allows Administrators, Executives, Coaches, Athletes, Officials, Parents and Fans to effectively communicate and administrate!

**Vision:** "Create effortless administration and communication for grassroots sports families"

**Mission:** "Grow the RAMP Interactive Network through continual innovation of integrated online sport administration software."

**Mantra:** "Save Your Energy for the Game"

# ALA BOARD EXECUTIVE ELECTION

The Alberta Lacrosse Association is committed to fostering a transparent, inclusive, and democratic process for electing our Board Executive. This process is designed to ensure that all members have a fair opportunity to nominate candidates and participate in the voting process during our Annual General Meeting as per our Board Executive Election Policy.

The following positions are up for election:

- President (2-year term)
- Director of Marketing and Communication (1-year term)
- Director of High Performance (2-year term)

The following individuals were nominated and will be seeking re-election.



## **SEAN AGGUS** NOMINEE FOR PRESIDENT

Sean has served as the Rocky Mountain Lacrosse League Junior A Commissioner and is currently a member of the Lacrosse Canada Board of Directors. His experience includes being the President of the St. Albert Rams and the Greater Edmonton Lacrosse Council, as well as a Director on the Alberta Lacrosse Association Board. He also had the privilege of serving one and half terms as President of the ALA. This extensive background has given Sean a comprehensive understanding of the challenges and opportunities within our organization and the sport of lacrosse in Alberta.

Sean is fully committed to the Alberta Lacrosse Association and is passionate about seeing through the initiatives they have started. His focus will be on ensuring the long-term success and growth of the game in our province. He believes that, together, we can build on the foundations we have established and work towards an even brighter future for lacrosse in Alberta.

Sean thanks for considering his nomination. He looks forward to the opportunity to continue serving our community and advancing our shared goals.



**HEIDI BATES**  
NOMINEE FOR DIRECTOR OF HIGH  
PERFORMANCE

As a long-standing member of Alberta's lacrosse community, Heidi understands the important role volunteers to the Alberta Lacrosse Association's Board of Directors play in setting the direction for our sport. Having experienced this first hand over the past 18 months as the Interim Director of High Performance for the ALA, Heidi would like her name to stand for election at our AGM in November of 2024.

Heidi is an executive-level leader and program planner. During her time as the Interim Director of High-Performance, she has used her skills to develop and implement the ALA's High-Performance Program Plan, a two-year, evidence-based plan to restructure and revitalize the Team Alberta Program and support high-performance athlete development in lacrosse. The plan aligns lacrosse structures at the local, provincial, and national levels and is actively supporting Alberta athletes in reaching the highest levels of play in our sport. It is a multi-dimensional approach to developing high-performance athletes as well as the structures needed to support them. We began the rollout of this plan in late 2023 and have seen many successes during its first year of implementation including the creation of the Team Alberta Steering Committee and the hiring of a Team Alberta Coordinator. Heidi is seeking re-election so that she can continue this valuable work.

In Heidi's various roles at the University of Alberta, in private practice as a sport dietitian, and as a volunteer with Lacrosse Canada, the ALA, the Alberta Field Lacrosse Association, the Edmonton Razorbacks Lacrosse Club, the Sherwood Park Titans, and Team Alberta Bantam Girls Lacrosse, she has demonstrated her skills in program management, athlete development, volunteer coordination, grant proposal writing, organizational administration, and stakeholder relations. She is a collegial, collaborative, team player who enjoys working with people from all walks of life. Heidi leads from her core values of integrity, respect, and courage.

Heidi looks forward to continuing to contribute to lacrosse and the ALA's high-performance programming.

## 2024 ANNUAL GENERAL WEEKEND AGENDA

### FRIDAY, NOVEMBER 22

7:00PM-10:00PM	Edmonton Room	Social - sponsored by RAMP
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### SATURDAY, NOVEMBER 23

8:00AM	Top of the Inn	Breakfast
8:45AM-9:00AM	Top of the Inn	Acknowledgment of Land and Opening Remarks
9:00AM-10:00AM	Top of the Inn	Keynote Speaker: <u>Viviane Forest</u>
10:00AM-10:15AM	Top of the Inn	Q & A with Viviane Forest
10:15AM-10:30AM		Break
10:30AM-11:30AM	Top of the Inn	Empowering Coaches for Success with Jason Crook
10:30AM-11:30AM	Edmonton Room	Diversity in Leadership: Enhancing Board Effectiveness with Sarah MacKenzie
11:30AM-12:30PM		Lunch

## SATURDAY, NOVEMBER 23 CONT'D

12:30PM-1:30PM	Top of the Inn	Connected Care with Ian Schultz
1:30PM-2:30PM	Top of the Inn	Electronic Game Sheets and Website Updates with RAMP
1:30PM-2:30PM	Edmonton Room	Lacrosse Gap Analysis: Identifying Opportunities for Growth and Improvement with Richard Lachlan
2:30PM-2:45PM		Break
2:45PM-3:30PM	Top of the Inn	Team Alberta Pathway with Jason Crook
2:45PM-3:30PM	Edmonton Room	Financial Insights: Review Engagement and Future Directions with Kelly Mantei
3:30PM-4:00PM	Top of the Inn	Closing Remarks
6:00PM	Top of the Inn	Cocktail Reception
7:00PM	Top of the Inn	ALA Excellence Gala
8:00PM	Top of the Inn	<u>Comedian Norm Shaw</u>

## SUNDAY, NOVEMBER 24

8:30AM-9:00AM	Top of the Inn	Breakfast
9:00AM	Top of the Inn	Annual General Meeting
11:00AM-12:30PM	Top of the Inn	Board Meeting & Orientation

## ANNUAL GENERAL MEETING AGENDA

1.	Welcome and Land Acknowledgement
2.	Confirmation of Quorum
3.	Call to Order
4.	Approval of Agenda
5.	Approval of Minutes
6.	Board Reports
7.	Dues and Registration Fees
8.	Review Engagement
9.	Bylaw Special Resolution
8.	Executive Elections
9.	Conclusion

\*Annual General Meeting materials are posted [here](#).