



## U17 MALE BENCH MANAGER

### ABOUT KEITH

Keith Berg's lacrosse journey began in St Albert as a young child and eventually continued on in the lower mainland with the White Rock Trojans. Keith went on to win an Intermediate A provincial and Western Canadian championship. After that, he played a season of Jr A with South Fraser before going to the Nanaimo Timberman Jr B club, capturing a Founders Cup, before finishing his junior career with the provincial champion Vancouver Burrards. Keith played a few years of Sr B in Surrey, before eventually moving to Airdrie and finishing out his playing career in Sr B with the Knights.

Keith has been a coach with the RVLA (Rockyview Lacrosse Association) since 2009. Head Coaching teams of all ages, including the last few years at the U17 A level and winning multiple city championships. At the same time, Keith has served as an Assistant Coach and General Manager for the Airdrie Knights Sr B club, helping lead them to two provincial championships over his time.

Keith is also passionate about volunteering at the board level, effecting change in various roles and organizations. His time as the RVLA President, Coaching Director, Interim Treasurer and Discipline Director highlights this. He has also served as the ALA's Director of Development since 2021.

Keith brings a quiet intensity to everything he does, prioritizing fundamental development, team play, and culture building. He will accomplish these goals by holding everyone accountable to the same standard of expectations, all while encouraging skill development and creativity. Athletes can expect to be held to a high standard, suitable for any Team Alberta, while also developing their game and building lifelong memories.