



# Meet the **EXECUTIVE** DIRECTOR OF DEVELOPMENT Keith Berg

Lacrosse Coach, Administrator, and Lifetime Player.

Keith Berg has dedicated much of his life to the sport of lacrosse as a player, coach, and administrator. His journey began at age 8 in St. Albert, where he first played lacrosse. After moving to British Columbia at age 11, Keith continued playing minor lacrosse in White Rock. His passion for the game led him to play Junior Lacrosse with South Fraser, South Delta, Nanaimo, and Vancouver. He also spent several years competing at the Senior Lacrosse level with Surrey, Burnaby, and Coquitlam.

Although he took some time off due to work commitments around BC, Keith returned to Senior Lacrosse after settling in Airdrie, where he played with the Sr. Knights from 2003 to 2006. He later joined the Sr. C Erratics and Mohawks, playing until 2014. Throughout his career, Keith's accomplishments included attending Midget Nationals and the Founders Cup as a player, as well as coaching three Presidents Cups with the Sr. Knights.

Keith's passion for lacrosse didn't stop with his playing career. After stepping away from the game to coach his two sons, who were active in minor lacrosse, Keith became deeply involved in coaching at all levels. He served as Head Coach of various RVLA teams from U9 to U17 from 2010 to 2023 and was named Head Coach for Team Alberta U17 Boys in 2024.

Keith's leadership and commitment extend beyond the field. He has held several significant positions within the lacrosse community, including:

- Director of Development, Alberta Lacrosse Association (2021–Present)
- Vice President of Development, Calgary District Lacrosse Association (2017–2021)
- President, Rocky View Lacrosse Association (2019–2023)
- Board Member, Rocky View Lacrosse Association (2014–2019)
- GM & Assistant Coach, Sr. B Knights (2012–Present)
- Head Coach, Sr. B Knights (2006–2010)

Keith's impact on lacrosse continues to be felt throughout the community, where he remains an influential mentor, coach, and administrator.