

BOARD REPORTS

2022 ANNUAL MEETING





Alberta Lacrosse Association

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Alberta Lacrosse Association President Report – 2022

Members,

I would like to thank all the members for their efforts this past season as the Association faced a number of challenges returning to play after coming out of the pandemic. There has been a substantial amount of change throughout the sport that has presented some headwinds. We also had some great successes as an Association as well.

The Executive has one vacancy and three new members, and the office has been completely restaffed. With the departure of the previous Executive Director last year, a great deal of organizational knowledge in the operations of the ALA was lost. The Board, Executive and Staff are working hard to build standard operating procedures to document these processes to ensure future Boards will not face similar challenges. This is by no means a simple task, a great deal of learning opportunities has occurred.

There was some uncertainty of whether the season would be restricted with pandemic response measures or not, leaving the opening somewhat in question. Our registration numbers were solid related to other MA's with roughly 75% of pre pandemic numbers returning to the sport. We have started several initiatives to address recruitment and retention of players.

Beginning with marketing on a new website that will assist in giving the ALA a greater and more effective ability to digitally market. This carries to the Technical Team that is developing tools and programming to deliver value to the membership at the participant level with coaching and players.

Lacrosse Canada (LC) has rebranded and has a few initiatives underway. We are expecting a substantial fee increase in the coming years, which will be reflected in the budget. They have also done some housekeeping with unifying the age categories in all disciplines, a number of LTAD recommendations that are in front of the Board and a defined, coordinated effort to attract national sponsorship to promote the sport for all Canadians.

Our successes this year were numerous, starting with a successful return to Provincial Championships hosted in Cold Lake by Lakeland Lacrosse Association. This continued into the summer with the return of Lacrosse to the Canada Summer Games and a very strong showing by both Alberta teams. Carrying over to late summer with outstanding competition by Alberta Teams at Nationals in both the Founders and Minto Cup.

Alberta continued to demonstrate its ability to host Nationals with very well executed Jenny Kyle Cup in Sherwood Park and the President's Cup in Edmonton.

The overall execution of the 2022 playing season should be viewed as a great success given the headwind of not being able to deliver programming to the general membership for the last two years.

Best,

Sean Aggus
ALA President



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Re: Acting Director of Administration Report – 2022

Date: 9-Sept-2022

Dear Executive, Board, and Members,

As you may recall, the position of Director of Administration was left vacant at the 2021 ALA AGM elections. As such, I inherited the role (I believe the term is volun-told) in an unofficial capacity which the Executive has come to refer to as the “acting” Director of Administration. In practice, the ALA President (Sean Aggus) and I have somewhat split the responsibilities of the role with Sean taking on most of the budgetary and financial duties while I tackle most of the staff management duties, with some overlap between us and the Executive as a whole. While both the President and I would prefer that an elected individual with training in accounting best-practices were in place, we have managed to muddle through with varying degrees of success.

Further, both Sean and I made numerous attempts to recruit a Director of Administration post-2021 AGM to fill the vacancy, approaching no fewer than 8 individuals between the two of us. However, our attempts yielded no willing candidates and eventually our efforts ceased as we had to get on with business. My hope is that a candidate from the Membership with suitable skills and training steps forward at the 2022 AGM.

The 2022 year was dominated by staff hirings that included extensive candidate searches, and associated, ongoing training and mentorship in accordance with the ALA staffing model approved at the 2021 AGM. Positions hired were as follows:

- Executive Director, Robin Bauer: Hired 8-Dec-2021, F/T, annual contract.
- Assistant Director, Jillian Alexander: Hired 10-Jan-2022, F/T, annual contract.
- Technical Director, Jason Crook: Hired 1-Apr-2022, F/T, 2-year contract.
- Technical Specialist, Richard Lachlan: Hired 4-April-2022, P/T (Thu – Sun), annual contract.

Collectively, the wages and salaries of these 4 individuals is 89.2% of the projected 2022 budgeted allotment, annually. The staffing model called for a fifth employee, a Marketing Manager, which is still on the horizon however Assistant Director Jillian has identified a government grant program which we may be able to leverage to fill this position on a seasonal, part-time basis. I believe the need for at least a part-time, if not full-time marketing resource is still critical to help propel the ALA’s recruitment and retention strategy forward.

The ALA has also retained the services of a professional bookkeeping company called Smartkeeping to help augment monthly financial processes. SmartKeeping has advised the ALA to simplify the budget, to which we are complying, which we hope will help ALA Members more easily understand the ALA Budget.

For financial details on ALA operations please refer to the 2022 – 23 Budget and Profit-and-Loss statement. Additionally, the Executive Director is in the process of commissioning Metrix Group LLP to prepare the ALA Financial Statements but this document was not ready at the time of this report.

Thank you.

John Kilbride
Acting Director of Administration
Director of Marketing and Communications



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Re: Director of Marketing & Communications Report – 2022

Date: 20-October-2022

Dear Executive, Board, and Members,

Most of 2022 has been spent trying to modernize the ALA tech-stack and marketing workflows. Since the ALA does not have a staff member dedicated to marketing efforts, this has been an interesting and time-consuming challenge.

Our new Assistant Director, Jillian Alexander, has taken on various marketing responsibilities, essentially acting as a Marketing Manager, however the responsibilities that come with such a role are vast and so many refinements lay ahead for 2023 which hopefully include offloading these responsibilities to a Marketing Manager.

The core focus of modernizing the ALA tech-stack has been transitioning the forward-facing websites of the ALA and LGB's into stronger recruitment and retention tools, meaning shifting the focus of the sites from internal info-sites (think investor relations websites), to more of a marketing tool (think usalacrosse.com as the sports leader on this front). Internally this is referred to as the ALA / LGB Website Revitalization Project.

The ALA / LGB Website Revitalization Project was approved at the ALA AGM as part of the 2021 – 22 budget. The task of finding an implementation partner fell to me. I subsequently released an RFP / RFQ across Alberta and approached many firms. However, the allotted budget for the project (\$28,000) was about 60% under industry norms so not unexpectedly, few serious candidates responded. I did however get some responses but price ranges came in around \$60,000 for all 8 websites, with some quotes approaching \$100,000.

I believe that if lacrosse in Alberta hopes to not just survive but thrive into the next decade, we must have modern marketing practices in place in order to compete on the recruitment and retention front for players, coaches, and officials with other sports who are already ahead of the curve relative to lacrosse such as hockey, baseball, basketball, football, and soccer, with the central component consisting of our core web properties across the ALA and LGB's. We must think in terms of vision and strategy, not just operationally.

With this in mind I presented an alternative option in order to help take the first steps. I offered to donate up to \$30,000 in professional design services in order to "cover" the budgetary shortfall (website design is part of the core services offered by my marketing agency, New Prodigy Marketing Group). Note that as a policy, my agency does not take on sports organizations as clients however given my professional opinion that this project is what our sport needs, combined with my dedication to the game and my role on the Executive, I made an exception and presented this option.

The Board agreed to proceed and so the ALA / LGB Website Revitalization Project is underway with the intention of the new ALA website launching sometime close to 2023, and the new LGB websites launching shortly thereafter (a process that includes consultation with appropriate LGB reps).

As a side note, with the existing website content across the LGB's ranging dramatically in consistency and relevancy (let alone accuracy), expectations should be tempered about how rapidly the roll-out takes place, but ideally all sites are live before the 2023 Box Season is underway. Note that this initiative does not impact the use of RAMP as the ALA / LGB registration tool.



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In addition to optimizing recruitment and retention from a digital marketing perspective through our websites, once modernized we will be able to implement proper digital analytics which can subsequently be leveraged to solicit advertising and sponsorship partners – a consistent, historical hole in the ALA’s global marketing efforts. I will recommend that revenues from such efforts be distributed regionally to the LGB’s.

Lastly, the ALA Executive has pushed forward with filling the positions identified and approved at the 2021 AGM in the ALA Staffing Model (see ‘Acting Director of Administration – Report 2022’ for details), excluding the position of Marketing Manager.

I believe the position of Marketing Manager is critical if we hope to make lacrosse in Alberta a competitive player on the recruitment and retention front for players, coaches, and officials relative to other sports. However, options are being explored to leverage government programs / grants in order to fulfill this need rather than onboarding an additional full or part-time salary in 2023.

Thank you.

John Kilbride
Director of Marketing and Communications
Acting Director of Administration



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September 2022

Director of High Performance – Season End Report

Canada Summer Games

The last time box lacrosse was invited to the Canada Summer Games was 1985. Back then there the only team representing our province was for boys. In August 2022 the Niagara region in Ontario hosted both male and female box lacrosse. The teams practiced together for just over a year and were successful in coming home with some hardware – bronze for both teams. Due to COVID occurring the prior two years the teams contained 17U aged players instead of the originally planned 16U from two years prior. Trials and hiccups occurred once the 2022 regular box season started in the spring. Scheduling conflicts between home team and the CSG team resulted in the ALA having to enforce a player prioritization policy that allowed players to support their home teams/clubs appropriately. Congratulations to the dedicated coaches and managers of these two teams for creating such a successful program for our players.

Provincial's

Minor Box – the tournament was held in Cold Lake the weekend of July 8, 9 & 10. A total of 34 teams attended. A significant drop from years prior, however, due to the pandemic and travel costs, this was to be expected. Absent from competition, and noticed by many, was any CDLA teams. Congratulations to all who participated and to those who were successful in securing themselves a medal during the medal round. A thank you to the hosting committee for creating such a successful weekend for our players and their families – including the opening ceremonies – that were outstanding.

Major Box – post midget provincial's is organized and hosted by each division. Information and results can be found on the RMLL website <https://rockymountainlax.com/>

Field – The field program opted out of provincial's and hosted their own championship weekend. Please refer to AFLA's website for additional details <http://albertafieldlacrosse.net/>

U19 Women's Field Nationals – The Razorbacks co-hosted the U19 Women's Field Nationals in Sherwood Park. Congratulations to Team Alberta for securing silver.

14U Girls Box Nationals – due to lack on coaching interest the ALA was forced to withdraw from the 2022 Tournament

U15 Men's Field Nationals – due to lack of a host being declared early enough to organize a successful Team Alberta. The ALA President made the difficult decision to withdrawn from the tournament for 2022.

Presidents Cup, Founders Cup and Minto Cup reports will be created by the RMLL Division Commissioners. Once, available, they can be found on the RMLL website <https://rockymountainlax.com/>. However, I could not let the opportunity to highlight some of the accomplishments a few of our Alberta teams made at National competitions during this season.



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- Minto Cup – Junior A – The Edmonton Miners are the first ALA/RMLL team to push their way through to the finals landing them a silver medal. Another first for the team, and our province, is Jim Bishop trophy being awarded to an Alberta athlete – Mathieu Gautier – for tournament points leader.
- Founders Cup (JrB-Tier I) – The Edmonton Warriors came home with bronze
- Presidents Cup (Sr B) – The Edmonton Miners hosted the tournament. Two teams represented the province: Edmonton Miners (finishing 4th) and the Calgary Mountaineers (5th place)

This was my first year in this role with the ALA and I expected many ‘newbie’ issues. The staff of the ALA has changed as has most of the board. Having a key person to seek historical information from was not available to me. I would like to thank the current board, executive and LGB Presidents, and the ALA office staff for their continued support and guidance.

For 2023 all minor box nationals will be held in Regina and we will be participating in the Alberta Summer games. We need you – coaches – to offer quality programs to our players. Coaching call outs will come by way of ALA website, social media, and emails from you LGB.

I am looking forward to 2023!

Yours in lacrosse,
Tracey Haining.



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September 2022

Director of Development – Season End Report

Like most sports coming out of Covid, we had a lot of turnover on the ALA board; we also had no office staff left in place creating a lot of work administratively. We all spent quite a bit of time last fall and into the new year hiring a new Executive Director. Our new ED is Robin Bauer and Robin is supported by our AD Jillian Alexander. We then looked to fill the Technical Director role, taking quite a bit of time from soliciting applications, reviewing them, and then having interviews with the short-listed applicants. In the end we hire Jason Crook as the TD who I based in the Calgary area; Jason is supported by Richard Lachlan who is based in the Edmonton area. I'm pleased to say I think we have staff, for the first time in a long time, that will be able to support our membership in a much broader spectrum moving forward across the whole province.

After going through many ALA documents, we found many partial programs and many contradictory documents. We tasked our New Technical team with coming up with a clear set of parameters for a few different programs. The school program was one we felt had to be worked on immediately (one thing we heard from membership was we are not all getting the same message at each ALA program, due to different facilitators and no concise program outlines). With the new School program outline, whomever is out representing the ALA facilitating the programs, by using the new "lesson-in-lacrosse" everyone will be getting the same instructions and working from the same outlines moving forward. I'm happy to say Jason and Richard have done a great job with creating an easy to follow "Lessons-in-lacrosse" document. This document has both written outlines of the program along with drill diagrams and small game suggestions that can be used.

As a new ALA Board member this year, I was not sure what to expect. Our intent as a board was to be flexible and we had to due to so many new staff members and being behind our own ALA calendar dates. We implemented a program called Basecamp for the ALA board. I found this invaluable this year as we could communicate immediately as issues arose and we could keep the discussions within selected project threads. From what I saw and heard, most other board members quite like Basecamp as it kept us all connected between meetings, and it kept everyone up to date with what was happening and being worked on by different groups.

The inaugural 17U WRLL (Wild Rose Lacrosse League) finally got off the ground this season, after many years of planning. I think the first year went off well with the Sherwood Park Titans winning the league final over my very own RVLA Rage. As with any new League, we had a few issues that we will adjust for next year. Some of the biggest issues we faced were a few teams having to play 2 games in one day. This is something that we will try our best to ensure doesn't happen next year. We didn't have any major discipline issue within our league last year but there was some confusion about who was handing out the discipline; GELC or the CDLA. Again, I think a few simple reg adjustments can fix this issue for next season. The biggest complaint was about the league's website. We did have a WRLL website set up with Teamlikt, but after the first week of its launch no managers were inputting their teams' games results. I ended up monitoring the CDLA and GELC Ramp sites to keep the WRLL site up to date. I feel we should have a Ramp based site for the WRLL next season. The consensus is that the league still wants to have a provincial final but is not wanting to have another tournament at the end of the year at the formal provincials for this. This league is still 17U (Minor), but we are trying to



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provide a hybrid between Minor and Major lacrosse to prepare the players for the next step. I think we can figure out a way to provide a meaningful final series or games to crown a league/Provincial champion.

Keith Berg
Director of Development



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CDLA 2022 Season Report

We had high hopes that the 2022 season would finally be the ‘normal’ season we had all been waiting for. For the most part it was, however, it came with a few challenges.

- Registration was delayed due to a new COVID outbreak at Christmas forcing us to postpone opening things up until January 15th. Even after that, parents were reluctant to sign up fearing another outbreak during the season.
- Once the season was up and running, we realized that it was a season of rebuilding. It was a challenge to find volunteers with experience in addition to several new managers who didn’t know what to do. The takeaway for next year is to train our volunteers earlier and not assume they have previous experience.

In terms of team numbers, we had a total of 117 teams which was down from our 2019 total of 209 teams.

Age Groups	2022	2019
6U	15	34
8U	14	32
10U	21	42
12U	25	40
14U	24	36
16U	12	25
<u>16UA</u>	<u>6</u>	<u>n/a</u>
	117	209

- Filling referees for tournaments.
- Had to move CDLA games to accommodate available referee crews. This added extra work on the scheduling.
- Increase of travel fees because referees needed to be brought in from outside the city.
- Action for next year: work with the referees to come up with a more sustainable funding and development program. Perhaps more training, development and evaluations can be done at tournaments throughout the season like at Canada Day.
- Higher number of gross misconducts throughout the season (Players and Coaches).
- Some discipline issues throughout the season but they were able to be dealt with at the club level.

Despite the challenges faced over the season, teams were able to play a full regular season with qualified officials and bench staff along with a full set of playoffs. This was accomplished within the budget set by the Board, even with the enhanced referee expenses. The flexibility of teams and clubs in dealing with the occasional necessary changes on short notice helped make the season a success

Canada Day Tournament

- Overall was successful and well run.



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- Lower attendance but still had teams from other Provinces and the U.S.

Finally, in terms of winter programs, so far, the CDLA will have 3 clubs running winter camps. The CDLA will be running 'try it' sessions and asking hockey/ringette teams to attend.



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September 7, 2022

RE: GELC Presidents Report 2022

After two years of ups and downs and thousands of volunteer hours later the 2022 season has successfully concluded uninterrupted.

The GELC has seen many changes recently and throughout the season, most notably Donna Haggstrom has retired as the Executive Director, and we have had the pleasure of hiring Anne-Lise Hobday to take on this challenging role. There have been a couple of changes within the executive team, and we believe that we have created a strong team to lead us into the future of Edmonton Lacrosse.

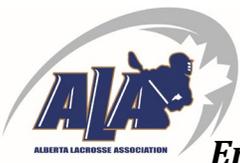
Registration numbers were lower than we've seen in previous year as we anticipated due to COVID-19 which resulted in some reluctance from parents and athletes jumping into a new season after two challenging years of limited sports.

In 2019 the GELC was able to field 171 teams which has been the average since roughly 2012. The most teams the GELC has been able to put together dates back to 2016 where we were able to host 184 teams. The 2022 season concluded with a significant drop in teams leaving us with a total of 121 teams which is the lowest since roughly 2005.

The GELC is currently planning for it's third season of winter lacrosse which has been growing in popularity year over year. Once again, we will be offering development camps for the younger age groups and 4on4 Lacrosse for the older divisions. Winter Lacrosse has proven to be a great introduction to lacrosse in Edmonton for new players looking to try the game for the first time and helping to keep seasoned players engaged which we hope will result in increased registration numbers for the 2023 season.

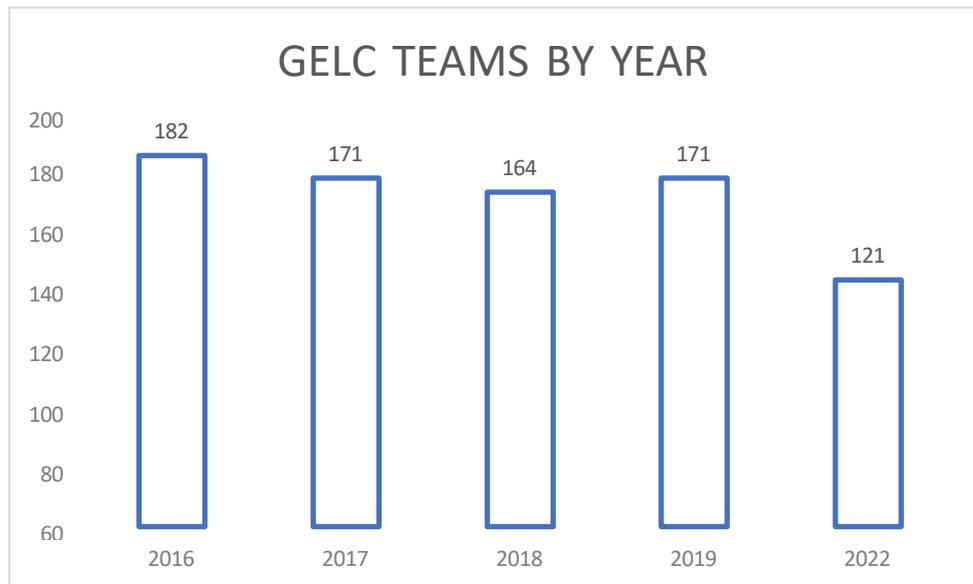
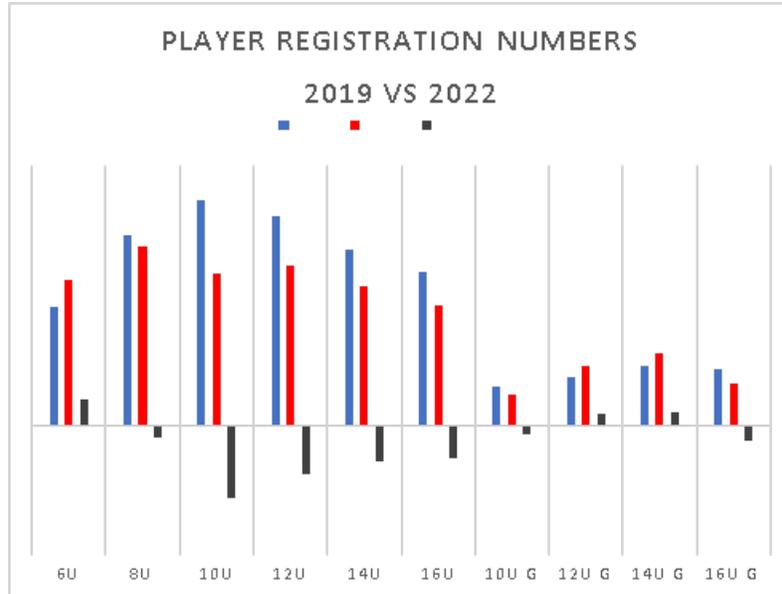
The 2022 season seen an increase in registration numbers at 6U, 12U Girls and 14U Girls while it appears that the 10U Boys Division was hit the hardest with 113 players less than 2019. Overall, we were able to achieve 86% of our 2019 registrations which is better than originally anticipated.

Tim Stewart
President
Greater Edmonton Lacrosse Council



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Greetings from the Central Alberta Lacrosse League,

The 2022 Box Lacrosse season saw our CALL club volunteers truly working diligently to get our kids back onto the floor, sticks in hand and with well-trained and mentored coaches at the helm. This season, we worked to make sure our coaching staffs were aware of additional opportunities for learning, through both the Locker, and our own on-floor conditioning at our CALL Camp, held in Red Deer. We believe that having coaches in place, who are both excited to coach but to also play, we will continue to see our CALL players and their teams develop into not only great lacrosse players, but decent humans as well. This is our ultimate goal in youth sport, to develop a passion for the sports they play, the communities they play for and to give back as they grow.

Our CALL registrations were down, throughout our league, but in general, not as bad as we had anticipated. Our overall retention rate, when compared to our last full season of 2019, was 79%. We didn't see growth in any age division, but our 8U, 14U and Female programs were well over 85%, while our greatest reduction fell on our 16U division. That being said, we did manage to pull enough players from the 12U, 14U and 16U divisions to support an A team in each, where they all performed very well.

Division	2019	2022	
6U	132	93	70%
8U	153	136	89%
10U	198	154	78%
12U	206	150	73%
14U	181	158	87%
16U	164	102	62%
Female	22 (16U)	21 (14U)	95%
Rec		22	
	1034	815	

We did offer 18U registration within all CALL clubs this past season, with approx. 30 registrants. Sadly, this wasn't enough uptake for league games but we recommended and promoted junior lacrosse as an amazing option. With only 10 of these players being enticed to play, it is disappointing that these kids have now put their sticks down. We will continue to offer Recreational programming and drop in programs, which was offered and utilized in many of our clubs, as a viable option for those who have aged out, or whose travel times and distance from Junior clubs makes participation difficult.

Our CALL clubs remain active, being run fully by volunteers who we truly appreciate each and every day. Currently we have clubs in nine communities, each servicing a vast surrounding area, with one more community showing immense interest. Our CALL executive members have been travelling to Hanna for information sessions and on-floor recruitment programs bringing sticks and fun to their summer recreation program. We will continue to do this, and have further opportunities available (Summer Hockey Camps are booked for 2023!). With the addition of more communities, this opens us up to possible travel woes because of our immense area in Central and East Central Alberta, but with concise bookings of games throughout our league, by our amazing ED, Ang, we look forward to the challenge.



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We, in CALL, have great pride in all our programs, field included. Our two clubs, Red Deer Orangmen and Lacoka Gators both had lower registration numbers for this past season, but were able to field teams in most divisions except U16. We also failed to re-establish any female teams, but encouraged the registrants to play on our Co-Ed teams or transferred to other AFLA clubs for the season. I personally always enjoyed our field seasons and we continue to promote this to all our box players. There was interest shown within other CALL clubs to start teams, so we will be hyping this program up for next season! We do continue to have players from all over Central Alberta joining these two current teams, which we also encourage.

Going forward, our main concerns within Central Alberta, remain with the viability and accessibility of our sport to all. With rising costs related to everyday inflation, as well as MA and LC costs rising, we see these expenses as detrimental to growth and longevity in our widely obscure sport. Our hope is that through our continued support of grassroots lacrosse, our appreciation of our volunteers and the programming they continue to offer in our schools and league, and our promotion (or constant barrage!) of online content, we can build back to our pre-covid numbers and expand our reach. We will continue to promote and honour the Creator's Game.

Yours in the Spirit of Lacrosse,

Kim Smyth
President-Central Alberta Lacrosse League
president@centralalbertalacrosse.com
403-741-8262



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Annual Report of the RMLL President
Duane Bratt
September 2022

This was the RMLL's first "real" season since 2019. Overall our completed Intent-to-Play registrations retention was really high from 2019 (the last full season) with 94% overall retention from 2019 and End of Season Registration to a team at 90% of 2019. The lowest levels were the Sr Women's divisions. We also lost 11 teams from 2019, 10 AB teams and one out-of-province but did acquire 2 new teams in 2020 and one in 2022.

	2019 RAMP Registered	2022 RAMP Registered	# of 2019 AB Teams	# of 2022 AB Teams	Player Difference 2022 vs 2019
Jr. Male	814	806	34	31	-8
Jr. Ladies	164	178	6	7	14
Sr. Male	438	413	14	13	-25
Sr. Women	97	27	5	1	-70
Total	1513	1424	59	52	-89
		94% of 2019 numbers			

	Registered 2019 Team End of Season	Registered 2022 Team End of Season	Player Difference 2022 vs 2019
Jr. Male	767	716	-51
Jr. Ladies	156	161	5
Sr. Male	408	385	-23
Sr. Ladies	92	19	-73
Total	1423	1281	-142

90% of 2019 numbers

There were some hiccups as teams returned to the floor. After two years of partial lacrosse, it was a relearning experience about RMLL regulations. There were also some challenges in the roles/responsibilities between the ALA and RMLL over monitoring coach certifications and arranging travel for national championships. These are items that need to be clarified during the off-season.

Other events of 2022 included. The use of new Jr. A rules which were standardized across all three leagues across the country. This included the use of a 3 ref-mechanic which was also used in ASL (Sr. B) and JrB Tier I. When the Medicine Sun Devils JrB Tier 2 team folded, there was a late addition of the Southern Alberta Chaos in the same division.



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The Chaos will have to reapply for a permanent position within the RMLL. Given the loss of back to back seasons, the RMLL received a much higher than usual requests for overage exemptions to play U16. These were all granted for players born in 2005.

2022 RMLL champions:

SrB: Edmonton Miners

SrC: Airdrie Mohawks

JrA: Edmonton Miners

JrB Tier 1: Edmonton Warriors

JrB Tier 2: Cranbrook Outlaws

JrLadies: Sherwood Park Lady Titans

National championships also occurred for the first time since 2019. At the Minto Cup (Brampton, ON), the Edmonton Miners made history by becoming the first ALA/RMLL team to advance the finals. They went 1-2 during the roundrobin and then beat the Toronto Beaches in the semi-finals. In the best of three final vs Whitby Warriors, the Miners lost game one 12-8, but rebounded with a 9-8 overtime victory in game three, but, sadly, lost game three 6-5. Mathieu Gautier led the tournament in scoring and was awarded the Jim Bishop trophy, a first for an Alberta. The Miners, who were in the Minto Cup for the first time since 2008, helped changed the narrative of Alberta lacrosse at a national level. As one of the Miners' players said during an intermission interview, "we are playing for us, our province, and all the guys who went before us." Congratulations to GM Jamie Bowen, Head Coach John Lintz, and all the players, coaches, and volunteers with the Miners.

At the Founders Cup (Brampton, ON), the Edmonton Warriors won a bronze medal.

The President's Cup was hosted by te Edmonton Miners and played at Bill Hunter arena in Edmonton. There were two RMLL teams: Miners (finished 4th) and Calgary Mountaineers (finished 5th).

Going forward, the RMLL Executive is holding an in-person retreat October 15-16. The AGM and division-planning meetings will be held in-person (either Red Deer or Calgary) on November 25-27.



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Presidents Report 2022

This year was the first full official year of league play for our new SALA club Taber. They had great numbers considering the size of town and getting originally starting during the last couple years of pure gong show. However, we have lost both Nanton and Claresholm as their boards have all folded over the last couple of years and no one is willing to pick up the ball in these communities.

8U Division

8U Division, was ok with numbers being down across SALA (this will be a common theme throughout the age groups). Overall, it was a positive experience, and we just need to keep building on that.

10U

This age group was the hardest hit, we used players for 8U to fill the holes for games. But again, overall, it was positive experience throughout the year.

12U

12U had the fullest teams and game play was great.

14U

Most teams were in this divisions and overall, it was good season with teams hitting a couple of tournaments each.

16U

We were dealing with a dwindling number of teams in 16U. Played an abbreviated season with mixed reviews. Looking for options here for next as we might be down to 2 teams. Having a 3-year age group here as originally planed but then cancelled took it from 5 teams to 3 teams.

However, the X-over weekend with Wheatland was fantastic! It was great to start the season off with a ton of lacrosse the very first weekend. Played all games in Taber and had the 8U and 10U in same facility so most of the younger teams and parents got to watch games were the over all offense and defence looked a little more like a game of lacrosse. Wheatland refs stepped up and reffed a lot of games with our SALA refs!

SALA future to bump numbers

SALA is looking at bringing on a Technical Director. This position would be responsible for getting into 3-4 schools per club at no cost to the schools during the prime time of mid Jan to early Feb. Position would also be helping our youngest level coaches during the season as we feel there is massive fall off in the overall knowledge at this level. Which lead to frustrations at the coach, player, and parent level. Resulting in a lack of parents wanting to coach and players/parents not wanting to return to the sport.

Provincials



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Was not well attend by SALA as a whole. Possible changes to the format could help this going forward.

Reffing –

Reffing shortage was a massive problem this year. Hats of to Tyrell White for pulling a rabbit out the hat and getting most games covered every weekend. We have some issues with Ramp and Arbiter but hopefully this gets ironed out this off-season.

Sean Yeaman

SALA President



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ALA BOD,

The 2022 season turned out to be a good year with the challenges that we faced coming back after Covid.

Our retention numbers were low at around 60%, thus making it difficult for some of our smaller associations teams. We had to combine some associations as this was the only way that we could get kids to play.

This year Wheatland Lacrosse Association voted on accepting Lac La Biche and Ft MacMurray into our league on a trial basis. We are hoping this will be the part of an expansion for our league in the future.

This year Wheatland with the shortage of referees in our area decided to do weekend league festival games for our U8's, U10's and U12's instead of playing weeknights, it seemed to be well received and we hopefully will continue this next year. We also went outside the box in league play and started using tyke nets for novice games, this helped out not only with lopsided scores but in what we hope will be goalie development.

This year Lakeland was able to hold provincials in the Wheatland, it was a success with low number of teams attending.

Mike Groves

President – Wheatland Lacrosse Association



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Presidents Report – AFLA

This Season, 2022 was a return to play for Field Lacrosse in Alberta. It was not without challenges as we finally implemented Centralized League Play (In Red Deer) as we had planned to do before the Covid Sidestep.

Registration Numbers:

Total - 530 Registered Players in Alberta

100 Female Players (Most of them (65) were U19 which is not a good thing...)

173 Edmonton

125 Central

232 Calgary

2019 Numbers – 682 Total - 77% Retention

These numbers are in line with predictions (75% Retention) at the beginning of the year but have had major effects on Team allocation.

With the ability to finally implement our central league play we have had a season of discovery, sorting out what works and what won't. One thing we have noticed is the perceived difference in mentality of Box and Field players. For example, the perception is that Box players are more inclined to miss practice and prioritize game play, whereas Field players tend to show up more for practices and less for games.

This has led us to believe over rostering (a Regulation change needed) is what may be required, as well as other possible solutions, to maintain teams for League Play. To field a team of 18 or more we need to have roster sizes of 25-30 in some cases. This is something (The perceived mentality) we worked, and continue to work, to change, in the past games (which were basically tournaments at that time) were in addition to season practices and billed as a separate event. This year the game fees were included in all registrations in hopes that players will start to see them as mandatory and not optional.

The reason we opted for Centralized play was again to change the mentality (Make it easier for players from all over Alberta to drive to the games, eliminating the NEED to stay in hotels, lower costs etc.

Probably the biggest issue we had to face this year was a lack of Referees. We had enough Referees for ½ of the required games for League play. As a result, we had Coaches assist with Referees and at times Coaches alone Officiating games.

Recruitment is a challenge for field players but even more so for Officials.



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I would like to Thank the Field RIC, Marty Gaffney, for his hard work this season and willingness to make it happen and come up with creative solutions to keep the kids playing.

As challenging as it was with the Men's Officials (Men's Field) it is even more apparent with the Women's, with only a small handful of Umpires available in Alberta (1?). We need to look at creative solutions to attract new and existing officials, including possibly an increase in pay to make it more beneficial. Otherwise, we will be playing "unofficial" games moving forward.

We had our First Fighting Major in Field Lacrosse in about 10 Years.

There were other issues with League play that will be worked out in AFLA's Planning Meeting as well as next season when we start up again.

As a board AFLA has struggled to attract new individuals to fill vacant positions, VP Men's, Ed, Etc. This has made it difficult to get programs up and running and has led to board burn out and increases in current board members work loads and stress levels. This is not a recipe for success, and we are working to address it and open to outside suggestions.

Field Lacrosse has several areas that threaten our player numbers and league play. We have other sports (Soccer, Hockey, Etc.) as well as our own sport, Field Nationals in various age groups, and Box Lacrosse, Nationals in various age groups, Jr Rough Necks, Etc. All of these take away from our ability to retain and grown the game from the existing pool of athletes. An exploration of *Outside the Box* mentalities to attract new athletes is needed to thrive and grow.

An example of this was with Canada Games this year. We lost several Female and Male players to these teams, Practices, Games throughout the Season as well as the main event. When these events, Practice Schedules, Exhibition Games, etc. are set there seems to be little to no thought as to the effect it has on the Field Sector. When the Canada Summer Games Box Team schedule conflicted with the Box Schedule, policies were implemented to ensure that the Box sector would not miss players and "forced" the players to play for their home club in lieu of Practice. When there were conflicts with the U19 National Field Team, the same consideration was not made. Some of these things can be worked around, some cannot. With the previous example, if the Box Sector missed out on these players, that effected 2-3 Players on a team. In Field, this made the U19 Female Season impossible as the players who were on Team Alberta made up 1/3-1/2 of the U19 Teams in the Field Season.



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The ALA Membership is made up of over 80% Box Members, as a result, most of the time and decisions are centralized on the effect it has on the Box Sector, which it should be. It's a Numbers Game. The ALA Fee is basically the same for Field and Box, as are the LC fees. This needs to be assessed and discussed.

With the Increase in LC Fees this year and most field players (99%) already registered with the Box Sector the question being asked is why field players are paying almost double and what are they receiving for this fee. At one point the ALA would assist AFLA with these fees with a financial transfer to assist with operation costs and keep registration costs low, this ended just before Covid.

With LC Increasing its fee structure by approximately \$35 per player (Based on current info) this means an increase of \$18,550 Per Field Season payable to LC (535 X \$35) and means that players who are playing both Box and Field will be paying an additional \$37,100 to play next year.

Overall, all things considered, it was a learning Year and a positive year for most of the players, who enjoyed being able to play meaningful games with their friends and adversaries throughout the season. We remain optimistic for the season to come and are planning on getting our numbers back to Post Covid and beyond.

Don Payne
President
Alberta Field Lacrosse Association
E-mail - president@albertafieldlacrosse.net
Web: <https://albertafieldlacrosse.net/>

Field Lacrosse – Play OUTSIDE the Box!



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Alberta Lacrosse Association
Assistant Director Report- 2022
October 17, 2022

Dear Executive, Board, and Members,

I would like to start by thanking the Alberta Lacrosse Association (ALA) Board of Directors for giving me the opportunity to be their Assistant Director. It is a position I have thoroughly enjoyed and that has fulfilled me every day.

Since starting with the ALA in January, I have worked in the following areas on a variety of tasks and projects:

Financial Management

The financial viability of the ALA is always first consideration when completing tasks or starting new initiatives. To help ensure the financial stability of the ALA I coordinated the 2022 casino and have created an annual funding calendar to ensure we do not miss deadlines of recurring opportunities.

To increase funds for the ALA I am continually on the lookout for grant and sponsorship opportunities, having applied for and currently applying for the following grants:

- Canada Post Community Programs Grant- Unsuccessful \$30,000 application
- InMotion Network, Take the Lead Grant- \$3000 application in progress
- Canadian Parks and Recreation Association Grant- \$20,000 application in progress
- Calgary Foundation Daryl Seaman Grant- \$30,000 application in progress
- Alberta Summer Games Zone Team Development and Selection Grant- 100,000 application in progress

I also assisted in securing the following sponsorships:

- BFL Insurance- \$1500
- Strathcona County- \$3500

More recently I have started working more closely with our finances, including:

- Payroll- Set-up and administration.
- Bills- Managing payments.
- Invoices- Paying.
- Budget review and forecasting.

To help our members ensure their financial stability I always forward applicable grants onto the Local Governing Bodies (LGB) as I come across them.

Risk Management

To make our insurance coverage more transparent and accessible to our members I have been the driving force behind having key communication pieces and processes developed from our provider to distribute to our members. These will be available very soon and include a direct email to file claims through, eliminating the ALA as the middleman when filing a claim, and a current brochure outlining our coverage.



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As part of the ALA's risk management, I have also been the primary contributor to our social media platforms. I have developed an annual content calendar that reflects ALA programming, events, and maintains a positive image.

Relationship Building

Over the last ten months I have connected with members from all LGBs, online, by phone, and of course in person. My goal has always been to collaborate with them to further develop and grow the game, while understanding the unique challenges and barriers each LGB faces when trying to do so, and how the ALA can better support those while empowering them to be part of the solution with us. I have made great strides in getting to know our membership, but would like to connect further and have started implementing the following to help:

- Attending LGB Board meetings.
- Hosting LGB Executive Director meetings.
- Plans to attend Minor Provincials next season.

I also represent the ALA on three Lacrosse Canada (LC) committees:

- Women's Field Sector.
- Coaching.
- Indigenous Development- Newly assigned.

These committees do not include the representation I provide at any sector or committee meetings we do not have a representative at, or at the LC Executive Director meetings.

As previously mentioned, I am the main contributor to the ALA website and social media platforms. I also initiated the creation of the ALA monthly e-newsletter, The Quick Stick, but unfortunately have not been able to create consistent monthly content due to a full workload and having to de-prioritize it for other more important items.

I have strived to ensure all our digital platforms are current and more functional for our members and potential new members. Many of my ideas to better serve potential members, however, have been put on hold until our new website is live, as it will be a better platform for implementation compared to our current one.

Operations Management

The bulk of my work since January has been operational in nature, with me being the primary contact for the ALA and managing the day-to-day of the Association. These items include, but are not limited to:

- Drafting policies and regulations for Board approval.
- Creating Standard Operating Procedures for all ALA and office processes.
- Vetting travel permits, camp/non-league programming requests, tournament requests, and coaching clinic requests.
- Managing the Lessons-in-Lacrosse program.
- Managing the Team Alberta program.
- Coordinating the logistics of the ALA Planning Session.
- Coordinating the ALA Annual Meeting weekend, including logistics, communications, elections, reports, guest speaker, and awards social.
- Updating and creating communications, including forms, documents, and guides.
- 2023 season planning and preparation.

I also organized and sorted the ALA storage locker, with plans to coordinate the move of it to Calgary soon. I even for a period at the beginning of the season was helping the ALRA with their scheduling.



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I provided support for the following events:

- Minor Box Provincials- Provided ALA support leading up to and remotely throughout.
- U19 Women’s Field Nationals- Co-coordinated/hosted.
- Minto Cup- Coordinated travel and accommodation arrangements.
- Founder’s Cup- Coordinated travel and accommodation arrangements.

Development

In efforts to further the ALA’s mission to inspire increased participation in the sport, I also completed the following:

- Restructured and relaunched the ALA’s school programming to a broader initiative that also includes community programming, Indigenous outreach, and equipment libraries. It is now a five-program initiative called Lessons-in-Lacrosse.
- Collaborated with the Technical Team to re-structure the Team Alberta program for 2023.
- Established and fostered open relationships with Indigenous and special needs groups.
- Renewed relations with the Calgary Roughnecks.
- Currently working with CALL to help a group in Hanna establish a club.

Professional Development

I was fortunate to be able to attend the following professional development opportunities:

- Sport for Life Summit- Le Duc
- Lacrosse Canada Semi-Annual Meeting- Charlottetown, PEI

Thank you for the opportunities, they were extremely beneficial. The connections I made at each have proven to be invaluable since. I also attended a Competition Introduction Women’s Field Lacrosse coaching clinic.

As I find professional development opportunities that may be beneficial to our members, I make sure to share them. Moving forward I would like to increase the frequency and volume of this.

Thank you again for the opportunities you have provided me over the past ten months. I look forward to our continued work together.

Sincerely,

Jillian Alexander
Assistant Director



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Alberta Lacrosse Association 2022 ALA AGM – Technical Director Report

The 2022 season was a welcome back season, in which we had regular programming across the board for the first time since 2019. The ALA initiatives of recruitment, retention, and recovery (the 3 R's) were top of mind for myself and the Technical Team.

I was officially hired April 1 as the full time Technical Director, as box lacrosse seasons across the province were beginning. Given the timing of hire, and the busyness of the season, I began working on strategy for long term viability of the role, and Technical Team, while providing value to the membership.

This meant that most of the first months were spent behind the scenes, developing and refining a technical roadmap, that will guide the Technical Team for the foreseeable future, and prioritize the projects based on our three technical pillars: Grassroots Lacrosse, High Performance Lacrosse, and Coach Development. Each pillar is important to the success and sustainability of the ALA, and ultimately, the Technical Team. Highlights from each pillar follow:

Grassroots Lacrosse

- School curriculum for Grade 1 through High School
- Try-it and beginner clinic curriculum
- U13 gap analysis and subsequent U13 skill development camps

High Performance Lacrosse

- Team Alberta season outline – To begin in 2023
- Team Alberta regional ID camps – To begin in 2023

Coach Development

- AlbertaLacrosseTV restructure – In progress
- Coach pathways and mentorship
- Supplemental coach sessions – To begin in 2023

Looking ahead to 2023, the Technical Team will continue to identify areas we can impact to help our goals of recruitment and retention, while eliminating barriers to entry every chance possible. We will begin running camps/clinics/sessions across all LGB's, both in person, and virtually. We will continue with our Gap Analysis and begin to build relationships with local coaches across the province, fostering an opportunity for further reach and helping us understand the issues and barriers our coaches face province wide.

Jason Crook
Technical Director