



President's Report 2023

Rockyview's club numbers grew again this year to a total of 363 players up from 310 in 2022, we are again the 4th largest club in all of Alberta. Our U7 and U9 division teams were maxed out with numbers on each team the biggest high light was for our U7 players who all received a branded Roughnecks stick and jersey they get to keep from a CDLA partnership with the Calgary roughnecks, this partnership was completed a bit late causing the jerseys and stick not to be ready right at the start of the season but we managed to roll the stick out to each play at Funday this year. I hope that for 2024 the jerseys and sticks for new players will be available for the first day of the RVLA season. Our U9 division was so big we literally didn't have one extra jersey to hand out, we will be ordering a few more jerseys (smaller in size) for each set we have and 2 additional sets as we feel this groups numbers will continue to grow, and we will probably have more teams in this age group next season. Our U13 A and U15 A teams both won Gold this season as CDLA champions and attended Provincials. The provincial tournament was hosted by the GELC in Beaumont. Both teams came home with silver medals from Provincials. Other notable high lights was our U15 B Maroon team winning the B2 CDLA playoffs, Our U15 A team won a gold medal, and our U17 A team won a bronze medal at the Canada day tournament this year.

We provided a few early season extras this past season we hosted 4 try it floor times to help introduce new plyers to our sport. We provided a few hours of open floor time before evaluations started so players had the opportunity to get out and run around with sticks in hand and prep prior to the evaluations starting this year. The club hosted 2 coaching mentorship sessions as evaluations ended this year. These are all initiatives the club plans on doing again and possibly expanding on for the 2024 season.

We brough back Funday to start our season this was very well received by all and helps create great club comradery over the weekend as all our clubs' teams got to play a game, watch many more, have some food and were able to purchase club branded apparel from our vendor on site. Fun day will be re branded as RAGE Day starting in 2024!!!

As a Club we hosted our very first tournament near the end of June named the David Fehr tournament for the U7, U9 & U11 ages, this was a festival run by the CDLA and ALA in years past, it unfortunately went dormant during Covid, and our club step up in a big way to bring it back to life. Hosting this was a big job and took many hours to plan and many volunteers facilitate over the weekend, it did become larger than we had planned at the younger 2 ages but overall, like fund day it was a great weekend of Lacrosse. We have some lessons learned to correct but we plan to host the tournament again next season hopefully on the June 14th to 16th weekend (one week earlier than last year).

RVLA had representatives on many of the TEAM ALBERTA teams this summer, we had one player on each of the U17 male and U17 female Box teams that both came home with bronze medals from nationals in Regina. We had 9 RVLA players head to PEI at the end of summer with the U17 male field lacrosse team. Our U15 age group also had 6 players win a gold medal with the Zone 2 team at the Alberta summer games in Okotoks. As for some of our Alumni players the U22 Jr ladies team came home from nationals with a gold medal and the U19 female filed team brought home a bronze medal from nationals both female teams had RVLA alumni that have moved over to the Fury female program or are now playing Jr lacrosse. In the Jr A ranks we had Nathan Lam, Jacob Berg and Sean Kriwokon attend the Minto cup this summer in Edmonton, this was the 3rd time Sean has attended the Minto cup in his 5-year Jr A career. Sean was also selected this year by the Colorado Mammoth in the third round 43rd overall in the NLL draft held September 16th, 2023. I must confirm but to my knowledge Sean is the first ever RVLA RAGE player drafted to the NLL.

In closing I think we had another great season of lacrosse in Rocky View. We had some minor discipline issues to deal with, so that no matter how many policies, procedure, rules, regulations codes of conducts we as Clubs, CDLA or ALA put in place, we still seem to have incidents happening. I will say many of the discipline issues that arose this year not only within our club but across all of Alberta was more often than not parents conduct in the stands and arenas vs coaches or players.

With that said let's let the volunteer board members manage the clubs, let the players play, let the coaches coach, and let the officials do their best officiating the games. Without just one of those 4 groups there will be no games to be played. Please keep that in mind for next season.

In closing, I would suggest that all parents read the book titled (Changing the game project) by Joh Osullivan, I think it would give all parents a different outlook on youth sports.

RVLA President
Keith Berg

RVLA Vice President Report - November 2023 AGM

As this is my last year on the RVLA Board, I want to start by saying what an honour it has been to serve as Vice President for the last 2 years as well as other Director roles over the last 6 years. This is an incredible association that is committed to a positive environment for all players, coaches, and families. This is also a growing association. Last year we had the second largest lacrosse player enrolment within the Calgary and District lacrosse Association. For anyone interested in helping to continue to grow the game of lacrosse and help kids enjoy the sport, I would encourage you to get involved.

The 2023 season was wonderful to be involved in. From the evaluations in March to see some of our teams compete at city finals in June, the association saw good engagement and play at all levels. A big thanks to the players for their efforts and parents for supporting it. As mentioned, we are now the second largest association, and we are working hard to continue to grow our numbers and grow the game of lacrosse. The calibre of play within the association is high and the opportunities to grow are great. Several players demonstrated their skills and represented the association on both the provincial and national stage - Team Alberta Box (Male and Female Teams), Team Alberta Field, Jr NLL Tournament.

My fellow board members will provide updates about evaluation, age divisions, and budget as part of this AGM package. For mine, I would like to focus back on the opportunity to grow the game as a parent and a board volunteer. We have dedicated coaches, managers, and volunteers that have been fundamental in supporting our players. As a board member I have had the ability to actively participate and contribute to the organization's culture, strategic focus, effectiveness, and financial sustainability, as well as serving as an ambassador and advocate for an awesome sport. I would say this experience has been very positive for me.

As a parent who has had 2 sons move through the association, I'm proud of how they have grown not just as players, but as individuals. The experiences our family has had because of this game and association are numerous! I would challenge those in our lacrosse community who are passionate about the game or looking to be involved in the association growth to consider being on this board. This association has been fortunate to have great volunteers serving on this board. I am glad I took the opportunity 6 years ago to be involved. The commitment is reasonable, and the impact can be great. It does take a community to grow the game and the future of this association is bright. If you have more questions about being involved at a governance level, I'm more than happy to answer questions as well as share my thoughts and experiences.

Nicholas Thain

Executive Director Report 2023 – Shannon Stiefel

This year we had a huge leap in registrations from the previous season. We went from 302 to 361, which is amazing!!! We had lots of new registrants as well!

U7 – 52

U9 – 85

U11 – 68

U13 – 70

U15 – 50

U17 – 35

Last year we had a tremendous number of late registrants, making it difficult to get teams set. This year we brought back the early bird registration, offering a discounted rate for families who registered before February 17. I believe we had great success, and the number of late registrations was way down. We will be doing the same thing next year.

We offered 2 try it days (one in Airdrie and 1 in Cochrane) with decent turn out and lots of interest that I even ended up booking a 3rd try it session. We are running into issues with facilities booking many other sports groups so this upcoming year will be tricky, but I assure you that I am going to secure as much floor space as possible, but this may mean using other facilities a bit more (ex. Calgary Soccer Centre will be used for the majority of our evaluation sessions and some pre-season).

Rene, Nick, and I went through the equipment in storage and will be ordering a few new items for goalies to keep up with the growing numbers! I did not need to order any new first aid kits or lacrosse balls as we have enough to get us through this year. We will be ordering more evaluation pinnies, shorts, and a couple more sets of jerseys as we will be needing them to support our growing club.

All the goalie gear has been cleaned and is ready for next season.

This year we were able to bring back our Annual FunDay(s) after a few years of not being able to host such an amazing event to help kick off our season. We will be looking at hosting it again next year but with a new name, RageDays!!

We were also very excited to host the David Fehr Legacy Tournament this year. This was a fun tournament for U7, U9 and U11 teams. Going forward, we will not be hosting U11 in this tournament.

In all, I think this year has been successful and I cannot wait to see what next year has in store!

Shannon Stiefel

U17 Division Director Report 2023 Season

The U17 Division had 1A Team and 1B Team this year.

U17A - Wild Rose League

U17A division was highly competitive this year with pretty close to parity across the division. The A team finished 2nd in cities in regular season play but lost in the first round of playoffs. The team will have 11 kids graduating to Junior next year and 8 eligible to return to U17A next year. There were approximately 3 players that moved up to A from u17B last year.

U17B

U17B had a difficult year, they finished in 8th place in their division.

There were no issues reported to me as the division director throughout the year. There was an effort by the U17A coaches to bring selected B players to participate in A practice as a development initiative.

This year was the first year that a graduation type ceremony was held for the players moving to junior. A letter signed by the President and Vice President was presented to each player and included a graduation gift.

Jon Cullen U17 Division Director, Rockyview Lacrosse.

U15 Division Director Report 2023 Season

Division had 1 A and 2 B teams this year. There were no major issues reported to me as Division Director during the season.

In the CDLA standings, our teams placed: A Team won City Championships! and received a silver medal at Provincials, and the Maroon B team won the Tier 2 city finals.

The A team had a very successful season, with an almost undefeated record. They were near the top for scoring and goals against, which suggests they bested the competition when it mattered most.

The B Teams improved over the season and stats show goaltending and defense play are average for the division while scoring for both teams was amongst the lowest, with a ~70% gap between the top 4 teams. This may indicate a need to focus on shooting or stick adjustments for these players next year.

I believe the commitment letters introduced last year pushed the A team to an improved and championship season. I heard comments from some parents that a similar letter would have led to better attendance with the B teams.

There were also concerns expressed by coaches on the development of the officials and consistency of calls. I attended a game and witnessed two refs argue with each other and seemingly compete to see who could make the most calls. Probably ended up being equally strange for both teams that day but it may have set a record for most calls in a game. These refs worked hard but going forward, ref reports should be completed by our coaches to provide feedback for future development of officials.

Most of the questions I fielded from parents were on new players joining lacrosse at this age or asking if we had standard practice and game nights to accommodate multi-sport athletes.

Don Logan U15 Division Director, Rockyview Lacrosse.

2022-2023 U13 Directors Report

We had a lot of kids this season which is awesome. There seemed to be many late entries/inquiries which some didn't get a spot in U13 as our teams were very full. With 3 U13 B Teams they all seemed to have a great year. Maroon finished the CDLA league in 1st, White finished 4th and Green finished 11th. Our U13 A finished 4th.

I feel as though our teams came out guns a blazing and were very hot in the beginning half of the season, winning games by a lot then games got harder to win the last half. Wondering if other teams were getting better as the year progressed and ours weren't progressing as much.

I have heard from many parents across U13 about commitment. We seem to have athletes not fully committed to their teams, practices especially. It is hard for them to come together as a team when half are missing. There were also negative comments about the call up process. Wondering if we can let all coaches and managers know the process at the beginning of the season and if there is a way to give opportunities to more of the top athletes in the lower tier/division.

White team had an older goalie come out for some practices and even some games, this seemed to be a huge help as not all coaches may know the goalie position. Not only a help to the goalie but some of the players as well.

I think our younger athletes would benefit from a hitting clinic. It seems that for the last couple years our athletes have taken a lot of penalties around illegal hits but I feel that they just don't know the proper technique/rules around hitting and some could benefit on how better to take a hit.

Most of my incoming questions/emails were in regards to scheduling and how to sign up. Many want to know in advance which days their athletes would play and some sort of schedule. This might tie into the commitment piece.

Overall, a great season and looking forward to another great year ahead.

Lisa Horsley U13 Director

U7/U9 Director's Report 2023

There were no major issues to report from either division.

U7 - Everyone loved the sticks and jerseys. Hoping the collaboration with the Roughnecks will continue for many years to come. They really like going to see the Roughnecks play.

This year our teams were maxed out which is great news! We may need to add an additional team for next season.

U9 teams were also maxed out this year so we may need to look at adding an additional team in this division as well.

Michelle
U7/U9 Director

2023 Discipline Director's Report

During the 2023 season, I must say that my first year as Discipline Director went smoothly. I can imagine the position this year, could be busy but I believe only to have had four suspensions. Which makes me feel that the coaches, are communicating the importance of playing a fair game, and mindful of our actions. I would like us to think though with more games being filmed this can either be an advantage, or disadvantage for our organization. With clips being sent in with partial footage of the actions leading up to the incident, etc. I think we need to be aware of our situations as I have been asked several times to listen to clips of parents in stand etc.

The only other feedback I received from several coaches, and managers would be more resources from them when they are dealing with upset parents, or other coaches that they deal with. A couple of them received nasty messages from upset parents without following the 24 hour rule that we have in place, and they felt like they should not have to deal with it when they are donating their time to the organization.

Other than that I look forward to all the changes, and growth in the 2024 season.

Melissa Frazer – Discipline Director

Coaching Director Report 2023

This year, in my first year in the role, the focus was on ensuring all our coaches were properly certified. During the COVID years, many slipped through in order to allow kids to get on the floor wherever possible.

We also ran some coaching seminars. Response was favorable but I personally felt that the clinics needed more planning and a stronger structure which we will work towards this year.

Some of our coaches did end up being disciplined for improper interactions with referees. This year we need to ensure all coaches understand the expectations of their interactions with referees and how to use the ref feedback form available on CDLA. This way they can help improve our reffing by providing constructive feedback.

We did have one team where there was some issues with parents and respect for the coaches. The matters were handled but it is likely that some of the coaches from that team will not be returning due to these interactions. We will be much less tolerant of these types of incidents moving forward.

One of the issues for lacrosse is that many parents want to help but may have never played the game before so aren't sure how best to run drills to help the kids learn while keeping them engaged. One initiative I would like to use this year is having a paid technical director who will be available for coaches to bounce ideas off and will attend practices with teams that may need assistance or advice.

This year, we also had some players who just finished their minor lacrosse careers come back and help coach. It's important that we find a way to get more of these former players to step up and help as they have experience in lacrosse and can relate with the kid more easily. My understanding is that most plan to return to coach again next season and we look forward to having them on our floors.

Rene Reutlinger
Coaching Director
Rockyview Lacrosse Association

Evaluation Directors Report 2023

Purpose

The purpose of this report is to detail the activities of the Evaluation Directors for the season for year end 2023 for the AGM.

Overview

This year was the end of a transition year to the new Evaluations Directors in 2023. There was a large learning curve with taking over the evaluations and there were some successes and some processes that we will work to streamline. Some minor changes to the software configurations will need to be implemented and the evaluation groupings will need to have input/guidance from the evaluation directors for 2024. This should spread out the load for preparation going into evals from our Executive Director this coming year.

Main Activities

Activity	Assigned To	Status
Evaluations Software	Evaluation Directors 1 + 2	Completed, some steps will change for next year to streamline the process.
Evaluation Groupings	Evaluations Directors, President, Vice president	Skill based groupings were completed. Some late adds and

		transfers from other clubs caused some unexpected movement in the groups.
Evaluation Results	Evals 1+2, President, Vice President	Results were shared among the Evaluation Committee and any discrepancy identified.
Team Selections Process	Evals 1+2, President, Vice President	Teams were selected to divisions based on skill and gameplay scores from team genius and parity teams were selected using a snake draft.
Team Finalization	Evals 1+2, President, Vice President	There were a few changes once the teams were selected. Based on grouping some of the kids coming out of U11 that had not been through the evals process some changes were made. Recommendations for next season that no movement will be accommodated outside of the eval scoring results
Eval Process changes to be reviewed	Evals 1+2, President, Vice President	Team exports from the 2023 season will be used to help split the eval groups for the 2024 season. This should provide a more accurate and easier setup for the groupings next season.
Team Genius Software for 2024	Evals 1 and 2	Setup and layouts for next season will have some minor changes that were identified during evals this year which will allow for better check in and identification of the players.
Evaluations Manual	Evals 1+2	Creating an evaluations manual is in process to allow for easier handoff to each set of directors going forward. It will include steps for setting up the software, setting up the groupings, running the evaluations and doing the team selections. This is an ongoing development to be finished by the end of the 2024 evals.

Prepared By:
 Todd Weisgerber
 Evaluations 1 Director.

Fundraising Director Report 2023 Season

Being a new position last year I did not have a set amount or expectation to bring to the club. I was happy with raising \$9,840 from the WestJet ticket sales. Half that amount went back to the teams as an incentive to sell the

most. Leaving \$4,920 for the association. This season a "Team Building" event will be the incentive to sell the most WestJet tickets.

Former FunDay now RAGE DAYS \$792.50 was made on 50/50 sales and \$305.00 from Maverick Donuts.

I looked into going digital for fundraising ticket sales but really anything under \$10,000 it is Not worth the percentage they take from our sales.

I'm looking at setting up a few options for team fundraising as well.

This being said I do feel having 2 people in this position would only benefit the club raising amount. For building more contacts within our community as fundraising options, the time it takes to build the pkgs for teams and helping to manage them along the way to ensure success. Creating tickets to sell and tracking sales along the way. For these reasons I feel would justify having 2 people in this position to share the workload. Raising more money for Rage is the plan here.

Your Fundraising Director
Sarah Mickalko

Marketing Director's Report 2023

When I took on the Marketing Position at Rockyview Rage, I knew that my 2023 goal was going to be creating engagement with original content from our athletes and coaches. In addition, I also wanted to create a platform to post hype videos for our Athletes, showcase our highlights as an association, promote instructional training drills, take polls, create engagement with open-ended questions also being responsive to questions parents may have on our platforms.

In 2022 the Rockyview page was minimal to no engagement within our lacrosse community. There was three months with 7 posts in our 2022 season, those being team photos of the Canada Day tournament. Prior to the season the posts consisted of re-shared memes.

I feel that I did exactly what I had set out to do and the response was incredible. We had surprising response to our try it days resulting in adding an extra floor time. We had maxed out registrations in some of our divisions. Record numbers coming out to enjoy Rage Days. Many compliments from athletes and parents that all want to be apart of the Rockyview Rage brand.

My Marketing plan for 2024:

- I will increase brand visibility and awareness among our target audience
- Grow followers
- More engaging with fans on various platforms
- create a strong online presence that sets RVLA apart from all associations
- streamline marketing efforts by having a clear picture for content creation and posting schedule.

Marketing Director
Denise Landry