



ROCKYVIEW LACROSSE ASSOCIATION

Rockyview Lacrosse Association
PO Box 10583
Airdrie, AB T4A 0H8

EXECUTIVE DIRECTOR REPORT 2025 - Shannon Stiefel

Our association experienced another year of growth, increasing total registrations from 364 to 386 players. We saw particularly notable growth in U11 and U15, which is very encouraging for our development pathway.

Registration Summary

Division	2024	2025
U7	45	42
U9	78	78
U11	65	90
U13	78	61
U15	50	67
U17	48	48

- “A” tryouts had a significant jump, rising from 91 last year to 117 participants across U11–U15.

Programs & Events

- We offered 3 “Try It” days (one in Airdrie and two in Cochrane) with strong turnout and high community interest.
- We successfully hosted our annual RageDays Festival again in April. It remains a fantastic kick-off event for the season.
 - This year, picture day was coordinated on the same weekend to ensure all teams were present.
 - We may explore a new location next year but are considering continuing to pair picture day with RageDays for convenience and efficiency.
- This was our second year running the RVLA Winter Camp, which continues to grow in popularity.
 - 85 registrants, up by two from last year
 - Each player received a pinnie to wear and keep, which was a big hit with the kids
- We successfully launched our own RVLA Feel the Rage U9 Tournament, after transitioning the David Fehr Legacy Tournament to other CDLA clubs.

Equipment & Logistics

- To support the growth in goalie participation and replace worn gear, some new goalie items were purchased.
- We also ordered new first aid kits and instant ice packs.
- No new balls are needed for next season.
- Only a small number of shorts may need to be ordered.
- Jerseys remain an ongoing project as we continue phasing out the old Cam Clark logos.
 - This year, thanks to a major sponsorship from Point 8 Powersystems, all U13 and U15 jerseys received updated logos.
- Following the start of registration, we purchased evaluation pinnies for the association to keep, and families who had already purchased theirs were issued refunds.

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

Overall Summary

This has been a very successful year for our association. With increased registrations, strong event turnout, improved equipment, and continued support from our community and sponsors, we are well positioned for continued growth. We look forward to building on this momentum and seeing what next year brings!

Shannon Stiefel

Executive Director, Rockyview Lacrosse