



## ROCKYVIEW LACROSSE ASSOCIATION

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

### 2025 President Report

2025 was a great season! Everywhere I went, kids were enjoying themselves on the floor. Competition was fierce in all divisions. Three of our teams won city championships!

RVLA is in a solid financial position, ready to continue finding ways to increase our membership and grow the game of lacrosse within our boundaries. Thanks to new corporate sponsors and our annual Westjet raffle, we have been able to keep membership fees affordable.

We partnered with a third party agency to operate our social media this year. The feedback has been very positive. It's great to see the engagement with our players and community. It is already paying dividends as we see more and more of our current and past players engage with us on social media. It gives us an opportunity to celebrate all of their accomplishments and build our lacrosse community in a positive way. As our community presence increases, we hope this will lead to increased interest in our sport allowing us to continue to increase our membership.

While there are so many positive things happening within Rockyview, there are also many things that we need to continue to focus on to ensure future growth of our association.

While our membership continues to increase a little each year since Covid, retention is a concern. In 2025, 90 kids that played in 2024 didn't return for the 2025 season. This means that our increased membership came from over 100 new kids coming into the sport. That part is encouraging. But think where our membership would be if we were able to keep more kids playing every year.

I personally reached out to all of the families that didn't return for 2025. The feedback I received indicated several different reasons for not returning; commitment to other sports; financial hardship, etc. While there was some feedback regarding the player's experience during the season either with a coach or team competitiveness, these were not a significant portion of the feedback. Regardless, it is my intention to take all of the feedback into consideration as we try to improve our programs so that more kids want to continue to play.

Coach development will continue to be a focus. We are starting to see the return of our alumni to give back to our sport. This gives us an up and coming group of coaches for the future that understand the game. Look for some coach development programs in 2026.

CDLA formed a boundary review committee that met several times this summer. There will not be any significant changes to boundaries for 2026 as the committee felt more time was needed to complete a proper review. That said, a survey completed in conjunction with this review gave validity to a topic that continually simmers within Rockyview. A majority of Rockyview respondents saw the size of our territory and, more specifically, the travel for practices between Cochrane and Airdrie as an issue that needs to be addressed.

This is something we were already aware of from many conversations with our membership. In 2025, we created local teams in Cochrane and Airdrie in the U7 and U9 divisions. The feedback from this initiative has been positive and we plan to continue with this in 2026 and may even consider expanding this to U11 if the registration numbers warrant such a move. "A" level teams would continue to have kids from both communities and any local teams would be formed in either "B" or "C" level.

The success of this initiative is important to Rockyview, and certainly to Cochrane members. If having these local teams increases membership in Cochrane and Airdrie, we will be able to show the CDLA that the solution to travel concerns within Rockyview is local teams that may, at some point, lead to Cochrane and Airdrie becoming independent associations within CDLA. I look forward to seeing increased involvement from Cochrane families so that we can continue to push this initiative forward and ensure that Cochrane controls its own destiny during future boundary reviews.

For 2026, there will be changes to arenas again. Plainsmen in Airdrie will be back for us this year. In Cochrane, Spray Lakes will not be taking the ice out at Totem so we will be moving to the old Cochrane arena for the season. This means we will have 3 arenas at our disposal. We plan to use this to our advantage, providing increased practice time to our teams and potentially having extra floor time available for rent.

I hope to see everyone around the arenas this upcoming season!

[Rene Reutlinger](#)

President, Rockyview Lacrosse Association