

2024 President's Report

Looking back on 2024, it was the start of a transition. As former leadership moved on, it became apparent that the operations of the association had become very centralized. Many board members felt there was little purpose in their roles. As the new president, it took most of the year to really get a grasp on everything that needed to be done. Over the year, it became apparent that we needed to empower Board members and allow them to grow within their roles to assist the club in having a successful season. The good news is that, while many of the Board members are new, they are eager to take a more active part in the club's future. By the time we celebrate the new year for 2025, all of our board members will have a clear picture of their role's expectations.

We are focused on ensuring the next generation of Board members has clear documentation including standard operating procedures, critical task timelines, and other important information readily available. I believe this will help stabilize the association and avoid major changes happening as new Board members eventually take this club further into the future.

2024 also saw changes to our evaluation process bringing back separate A evaluations and trying to make the process more transparent. We also moved the A evaluations earlier in the year to give those teams a bit more runway before the season to gel and be ready to perform in their highly competitive divisions. While the process went reasonably well, there were hiccups. As a whole, the Board felt we could do much better. With that in mind, we have formed an evaluation committee led by Gareth Barley. The mandate of this committee is to create a more positive experience for players and parents during evaluations. Member feedback tells us that evaluations are overly stressful. We hope to reduce that stress by ensuring everyone understands the process and expectations during the evaluation process.

Fundraising was a huge success for 2024. Over \$25,000 was raised for the association through Westjet Raffle, David Fehr tournament, and Parent Night. This is a vital part of keeping registration fees reasonable for our member families. Corporate partnerships within our community will be a central focus while we continue to try and increase funds raised to support Rockyview Lacrosse.

We endeavoured to balance our floor schedule between Cochrane and Airdrie in 2024. 2025 will see a pilot project in U7 and U9 creating local teams in Cochrane and Airdrie, keeping practices for these teams closer to home. We hope this will result in growth in our younger groups as these are the future of our club. Also, I'm very excited to see these age groups move back into competition with other clubs from Calgary North area rather than only competing within Rockyview.

All in all, I believe the season went well. There were mistakes made along the way. But we all look to use the lessons learned to make changes that will improve the experience in Rockyview for our kids and families.

As the 2025 season approaches, I am confident that the people on this Board will work diligently to ensure a fantastic season!

Regards,

Rene Reutlinger
President, Rockyview Lacrosse Association

