



**Sherwood Park Titans Lacrosse Association
Annual General Meeting**

Thursday, October 23, 2025 @ 7:00 PM

President's Report

Dear Titans Family,

Thank you all for attending our 2025 Annual General Meeting. It's wonderful to see so many familiar faces, along with new ones who are joining us in shaping the future of the Sherwood Park Titans. This meeting is not only a chance to reflect on the past season, but also an opportunity to celebrate our progress, acknowledge our challenges, and share the exciting initiatives we have planned for the year ahead.

The 2025 season was one of growth, learning, and renewed commitment to our mission of developing athletes, building community, and growing the game of lacrosse. From new partnerships and expanded programming to strategic changes in how we operate, this past year has laid the groundwork for a stronger, more inclusive, and more sustainable future. Tonight, I'll walk you through some of the key highlights from the season, the decisions that have shaped our direction, and the plans we're putting in place to ensure the Titans continue to thrive—on and off the floor.

Last season, we continued to enhance our programming by offering additional development opportunities to our athletes—many of which were provided at little or no cost. One of the highlights was our goalie camp, led by Matt Hiebert, the goalie coach for the Junior A Miners. This specialized session gave our goalies a valuable chance to sharpen their fundamental skills ahead of the season. Matt's expertise and hands-on approach created a supportive learning environment where athletes could build confidence, improve technique, and gain insights into high-level play. This camp reinforced our commitment to providing quality, accessible training experiences for all Titans athletes.

We also recognized an opportunity to better engage our female athletes by partnering with Kinna's Crew, led by Canadian lacrosse standout Megan Kinna—a six-time Team Canada member. Megan facilitated a dynamic skills development workshop designed to empower and inspire young women in the sport. While initial registration was impacted by scheduling conflicts with Team Alberta activities, we responded by extending the invitation to all female athletes across the GELC. This shift helped foster a more inclusive and collaborative environment that transcended club boundaries. Beyond her technical expertise, Megan brought a unique and valuable perspective to the program as a mental health advocate, emphasizing the importance of emotional and mental wellness alongside physical performance. Her involvement added depth to the athlete experience and aligned with our commitment to holistic development.

In 2025, the Sherwood Park Titans Classic was rebranded with a fresh, updated logo designed to distinguish the tournament from the regular Titans branding. This new identity helped elevate the profile of the event and reinforced its status as a premier lacrosse showcase in Alberta.

The Titans Tournament Committee hosted an incredible weekend of lacrosse at the Edmonton Soccer Centre, welcoming 62 teams from across Alberta, British Columbia, and Saskatchewan. Over 1,000 athletes competed in 122 games, creating an electric atmosphere filled with competitive spirit, community pride, and a shared love for the game.

A special thank you goes to the Tournament Committee, who set a new standard for excellence. The tournament was a smooth, well-organized event that was memorable for athletes, coaches, and families alike. We truly raised the bar for what the Titans Classic can be.

The Sherwood Park Titans proudly partnered with the Government of Canada to offer the Newcomer Program, aimed at introducing new Canadians to lacrosse. This initiative was designed to be accessible and inclusive, offering a free program to English as a Second Language students at OLPH. We focused on teaching basic lacrosse skills but beyond skill development, the Newcomer session fostered a sense of belonging and a connection to the community. The Titans are proud of this initiative and remain committed to growing the sport in a way that reflects diversity and inclusivity.

On the inclusivity front, one of the initiatives we're most proud of is our ongoing partnership with Lacrossing Barriers, an organization dedicated to making lacrosse accessible to athletes of all abilities. Last season, we were able to grow its participant base through our connections with Robin Hood Association in both Sherwood Park and Fort Saskatchewan. Our largest session welcomed over 18 athletes, creating a vibrant and supportive environment where everyone could experience the joy of the game.

We also recognized the opportunity to build meaningful connections between our club teams and these exceptional athletes. In a standout moment, our U17A team hosted two Lacrossing Barriers athletes for a "Game Day Experience". They joined the team for pre-game activities, including dressing room prep and warm-ups, offering a powerful and memorable experience that made a real difference in their lives—and in ours.

Further demonstrating our commitment, the Sherwood Park Titans traveled to Saskatchewan to attend a NLL game with the Lacrossing Barriers community, reinforcing our support and helping share the message of inclusion across provincial lines. These moments reflect the heart of our mission: to grow the game while ensuring it is welcoming and accessible to all.

The overriding goal of the Sherwood Park Titans Board has always been to grow the game, not only in our own community but across the GELC. Unfortunately, while registration numbers across the GELC increased to 2242 from 2180 reflecting a growth of 2.84 % percent - the Titans registration dropped from 512 in 2024 to 465 a 9.18% decline. We continue to face the challenges of competing activities including the popularity of other sports and the offering of more options to youth.

In order to reach our goal of 500 + registrants, we recognize that we will need to increase awareness and promotion of lacrosse. Along with our Come-Try events, one of our key initiatives is a targeted outreach program to local schools in partnership with the ALA, to host an introduction to lacrosse as part of school programming. This effort is already underway and is a major focus over the next few months.

Equally important is ensuring that we offer the best possible experience for our athletes. That starts with coach development. Coaches who prioritize skill-building, sportsmanship and fun are often the deciding factors on whether a young athlete chooses to stay in the sport. We are committed to upholding our policies, maintaining a clear code of conduct for coaches, players and parents, and fostering transparent communication and open feedback channels.

Last Spring, we reached out to the membership for volunteers to form a committee with the goal of developing a new Evaluation Policy for the Titans program. We were thrilled when we had 6 volunteers representing different age levels and current roles in the club. The committee has been hard at work developing the policy which will be shared with membership when registration opens.

The new evaluation policy is designed to positively impact both athletes and coaches by creating a more transparent, consistent, and development-focused process. For athletes, it provides clarity around how they are assessed, reducing anxiety and building trust in the system. They benefit from being placed on teams that better match their skill level and developmental needs, which enhances their overall experience and encourages long-term participation. The policy also emphasizes growth potential and coachability, helping athletes focus on improvement.

The policy offers a structured framework that supports fair and objective decision-making. It streamlines the evaluation process, making it easier to identify strengths, and creates transparency through the process. Ultimately, the Policy empowers the club to foster a positive, inclusive, and growth-oriented environment—benefiting everyone involved in the program.

Through the work of the Evaluation Committee, we've identified that the future growth and sustainability of the Sherwood Park Titans lies in building a strong foundation of committee-based leadership. Forming dedicated committees allows us to focus on key areas such as evaluations, tournaments, and community outreach with greater efficiency and collaboration. Committees bring together individuals with diverse skills and perspectives, encouraging shared ownership and accountability. This structure improves decision-making, enhances program delivery, and ensures that initiatives are well-supported and aligned with our long-term goals. By engaging more volunteers in meaningful roles, we strengthen our club's capacity to grow, adapt, and serve our athletes and families more effectively.

The proof of this engagement is evident tonight, as three new board members have joined the Sherwood Park Titans after learning more about our vision and structure through committee involvement. Their decision to step into leadership roles reflects the power of inclusive collaboration and the value of creating pathways for deeper participation in our organization.

One of the ongoing challenges we've faced as a club is the difficulty in recruiting and retaining volunteers. While our community is passionate and committed, the demands of running a growing organization like the Sherwood Park Titans require consistent time, energy, and expertise—something that can be hard to sustain through volunteer efforts alone. Recognizing this, the Board made a strategic decision to shift toward a staff-supported model to ensure long-term stability and growth.

In 2025, we hired Connor Pennock as our Executive Director. Connor brings a unique and valuable perspective to the role, having played his entire minor lacrosse career with the Titans and continuing to

play today. His deep understanding of the club culture, combined with his professional approach, has already made a significant impact on our operations and strategic planning.

To further support our administrative needs, we recently posted a job opening for Administrative Support. This role will help ensure our social media presence is consistent and engaging, our website remains up-to-date, and our communications with families and stakeholders are timely and effective. By investing in paid staff, we're enabling the Board to focus more strategically on club growth, development initiatives, and long-term planning—while ensuring the day-to-day operations are handled with professionalism and care.

The Sherwood Park Titans have decided to initiate a raffle as part of the registration process to help address several key needs and opportunities within the club. First and foremost, the raffle serves as a creative fundraising tool that allows the club to generate additional revenue without increasing registration fees directly. This funding supports essential programming, facility rentals, equipment upgrades, and development initiatives that benefit all athletes.

Secondly, incorporating the raffle into registration helps streamline fundraising efforts, reducing the pressure on families to participate in multiple smaller fundraisers throughout the season. It also encourages broader community engagement, as raffle tickets can be sold beyond the lacrosse community, raising awareness and support for the Titans.

Finally, the raffle aligns with the club's strategic shift toward paid staffing and professional operations. With the recent hiring of an Executive Director and plans to bring on administrative support, sustainable funding is more important than ever. The raffle helps ensure the club can continue to grow, improve communication, and deliver high-quality programming—while keeping lacrosse accessible and affordable for families.

As I wrap up my report, I want to sincerely thank each of you for your continued support, engagement, and belief in the Sherwood Park Titans. This past season has shown us that growth doesn't come without challenges—but it also reminds us of the strength and resilience of our community. From expanding programming and deepening partnerships to investing in staff and building inclusive initiatives, we've taken meaningful steps toward a stronger, more sustainable future.

Whether you're new to the Titans or have been with us for years, your voice matters and your involvement makes a difference. Thank you for being part of this journey—and here's to an exciting and impactful season ahead.

Yours in lacrosse,



Karen Wellner
President
Sherwood Park Titans