



Presidents Report – October 27, 2020

The past season was certainly an unprecedented year that offered many challenges, not only to the Sherwood Park Titans, but to the entire Alberta Lacrosse community. This was the first time in our club's existence that we were shut down before our season even commenced. The Executive Team was extremely disappointed to have the season cancelled in April; however, ultimately, the health and safety of our Titans families and the community in general is of the utmost importance.

I would like to extend my heartfelt thanks and appreciation to my fellow board members. This is a tremendous group of passionate, committed and dedicated volunteers who are on this board as valued contributors to our lacrosse community. We have certainly been tested over the past few months of COVID, but I believe the board has done a great job of ensuring the continued sustainability of our club.

2019-2020 Season

Since taking on the role of the Titan's President, I have made it clear that my priority is to have clear concise communication with our members on a regular basis while implementing defined process in an effort towards full transparency. I believe the organization has made great strides in these principles – both are critical in maintaining Titans integrity while at the same time providing our members a positive experience.

The key to the member experience is to ensure that we have qualified, positive and passionate coaches. Positive interactions and experiences with coaches are critical to players returning to lacrosse. We also need to continue to encourage older players to assist with younger divisions and build our coaching pool from the grass roots level. We will ensure that our coaches have proper certification, have an emphasis on development and, most importantly, that we clearly communicate the club's expectations to all our coaches.

As part of our Coaches Initiative, the Titans Executive developed a Coach Development Committee that will ensure that we are properly engaging Titans coaches. I am happy to report that the CDC will return next season. This group will continue to collaborate to determine the pathway for coach selection, development, engagement, and growth. The intent is that the CDC create models and protocols that focus on creating the best atmosphere for our sport that will result in more players and coaches in our association. In addition, their focus is establishing multi levels of accountability and a transparent process. The CDC is chaired by Steve Baker – please reach out to Steve directly if you are interested in being involved in coach development.

Along with the formation of the CDC, we were very successful in growing the Titan's Executive Team. Anna Mazurick joined as our 10 U (Novice Director), Diahanna Weaver 6U/8U (Tyke and Mini-Tyke director), Dianna Brooks (Merchandise Coordinator) and Darren Barnes 17U (Midget Director). We also engaged Mark Asbell, a former Titans board member, to be a special advisor for bylaw support.

We are happy to report we have a new volunteer for the position of Equipment Manager, please join us in welcoming Nick C. We are still looking for volunteers for the positions of Secretary and 12U Boys division Director. The board would like to thank Harry Willis for his contribution to the club during his tenure as past president and equipment manager.

Sadly, two of our key board members are also moving on. Robb Stoddard has been on the Titans board for many years in differing capacities. Robb has proved to be an invaluable resource specific to board governance as well he provides endless support to the entire executive team. Secondly, Michelle Beck, our Treasurer, has completed her two-year term – Michelle worked diligently to get our books in good order and has been instrumental in setting up our financial policies. Please join me in thanking both Robb and Michelle for their contribution to the Titans club over the years.

Registration

The board understands that a critical piece of our success is centered around club growth. As such, the Titans were very successful in actively promoting lacrosse in community. We had ALA introduce lacrosse at local schools (at our cost) as well we worked with the Fuzion for girl's specific Come-Try Events. We also stepped up our social media blasts which we believe made a huge difference in registration numbers. Special thanks to Sarah Hanson, who not only kept our registrations in line but also took the time to help with the Fuzion Come-Try events.

The results, particularly in female numbers, prove that with a relatively small marketing effort you can achieve growth:

	<u>2019-2020</u>	<u>2018-2019</u>
Mini-Tyke	35	44
Tyke	73	68
10U	62	72
12U	75	45
14U	40	53
16U	38	56

10U Female	19	12
12U Female	44	12
14U Female	36	30
16U Female	18	16
Total:	440	408

In short, I believe we had everything in place for the Titans to have a very successful year.

That said, the pandemic allowed our board to refocus our efforts on preparing for the long-term health of the Titans.

We have actively pursued an alternate solution for Titans Apparel. As many of you know, Mike and Elaine Golko have graciously volunteered in this capacity for over 20+ years. We wish Mike and Elaine all the best and heartfelt thanks, as they move on from their Titans apparel role.

With that said, we have partnered with Sin Bin for the upcoming season who will be offering an online apparel solution with portion of the sales coming back to the Titans. At the end of the day, the Titans are not in the apparel business, the overall goal of apparel is brand recognition and marketing. By having apparel displayed at the Sin Bin we meet that marketing piece.

In conjunction with the apparel sales moving to Sin Bin, we found an alternative facility to store apparel and equipment. We successfully moved storage lockers in the summer – the effort was well worth the \$ 4,000.00 / year savings.

We also have been working on new jersey designs as you can see from the samples behind me. Obviously, with the future season uncertain, we will be researching carefully before proceeding with turning over jerseys. However, we do feel it's time for a new look.

Finally, the board developed a Titans Policy and Procedure manual this summer. This is the first time Titans policies have been compiled and issued as one document. Our intention is that this will be a fluid document – to be reviewed every year prior to the Titans AGM for its relevance.

Please take some time and review, link as follows:

<http://sherwoodparktitans.ca/content/policies>

The Titans Executive believe we were very successful in creating and accomplishing our goals in 2019-2020. This planning has helped us stay focused on our purpose – to ensure a positive experience for Titans families for many years to come.

Volunteers

The Titans Lacrosse club is successful because of our volunteers. The Titans are looking for passionate dedicated members to fill our executive and lead us in growing and developing our club towards a strong future. We are looking for fresh ideas and new faces – please consider taking the chance to make a difference and bring your passion for the game to the executive table!

In closing, we look forward to an interesting year. We are really hoping we can get athletes returning to the floor playing the game. To our parents and members – thank you for your continued support of Titans Lacrosse and for your ongoing patience while we work to support our members through these uncertain times.

All the best in lacrosse,

Karen Wellner
President
Sherwood Park Titans