



2010 Annual Congress

**November 13-14, 2010
Dartmouth, Nova Scotia**

MINUTES

Present:

Board of Directors

Glenn Bowie
Michael Collins
Sean Fleming
Todd Johnson
Paul Melnuk
Peter Person

Ian Kellow, BC

Observers/Participants

Boyd Hollerbaum, SK
Sheri Seiferling, SK
Glenn Sommerville, AB

Voting Delegates

Gary Allen, NS
Lindsay Clark, NS
Louis Simard, QC
Erika Langman, ON
Paul Roberts, ON
Kevin Polley, MB
Robin Polley, MB
Randy Novlan, SK
Dan Velcic, AB
Carla Wilchuck, AB
Sherry Blackmore, BC

WSWC Office/Resource Personnel

Dan Wolfenden, Executive Director
Marc Caroll-Dupuis, Director of
Development
Sara Dorken, Programs/Communications
Manager
Tim Van Winckle, Sport Development
Manager
Andrew Moss, Domestic Development
contractor, Sat. only
Colin Whitmee, Membership System/Sport
Development contractor

Saturday, November 13, 2010

1. President's Opening Remarks

Glenn Bowie welcomed everyone, having each person introduce themselves. Glenn introduced new national office staff member Marc Caroll-Dupuis. Glenn referred to changed communication format of online magazine and social media. Dan Wolfenden identified changes in the reporting cycle of the congress manual. WSWC will move to a corporate reporting style that will concisely report the previous fiscal year, ending March 31st. The new manual will be one report to the membership, as opposed to several reports from each board member and committees.

2. Confirmation of Voting Rights

The number and allocation of votes were confirmed as follows:

Official Voting Delegate	Province	Votes
Ian Kellow	BC	3
Sherry Blackmore	BC	2.5

Carla Wilchuck	AB	2.5
Dan Velcic	AB	2.5
Randy Novlan	SK	1.5
Kevin Polley	MB	1
Robin Polley	MB	1
Erika Langman	ON	2
Paul Roberts	ON	2
Louis Simard	QC	2
Gary Allen	NS	1
Lindsay Clark	NS	1.5

The number of votes needed for majority would therefore be 12 votes, and 13.5 votes for items that required 2/3 majority.

Louis Simard posed a question regarding gender requirements for provincial members to carry full votes, specifically if there were a male and female delegate the previous year why a single delegate in the following year should not be eligible to carry all votes. It was resolved that the application is as per the wording contained in current by-laws and therefore must be enacted in the manner prescribed. One of the proposed by-law amendments is designed to clarify to avoid differing possible interpretations.

3. Approval of 2010 Congress Agenda

Motion	Moved by Louis Simard, seconded by Randy Novlan to approve the agenda of the 2010 Annual Congress as presented.	CARRIED
---------------	---	----------------

4. Approval of Minutes from the 2009 Congress and 2010 Extraordinary Congress

Ian Kellow noted a possible omission from the 2009 Congress Minutes in which he understood he had made a motion to direct that WSWC to review insurance costs and quotes, and report back to Congress. Glenn Bowie suggested that this recommendation will be acted upon by the Board the next time polices are subject to renewal.

Motion	Moved by Erika Langman, seconded by Gary Allen to approve the minutes of the 2009 Annual Congress and 2010 Extraordinary Congress as presented..	CARRIED
---------------	--	----------------

5. Consideration of Reports

The following errors were noted from the 2010-11 Interim Report to the Membership contained in the Annual Congress manual:

- Page 44: Table “NCCP Summary by Gender” was missing the list of Provinces. It was understood to follow the same list of provinces from the previous table.
- Page 32: Tables “Competitive License Statistics – 1997-2010” and “Competitive License Statistics by Discipline, 2006-2010” do not have the exact same totals for the 2010 year.
- Page 26: Québec was the only province to have recorded “event” membership statistics. There was some question/discussion on this category of membership. It was agreed that this to be looked at for the future in the context of an overall membership structure review that will occur in this coming year.

Motion	Moved by Kevin Polley, seconded by Sherry Blackmore to receive for information the 2010-11 Interim Report to the Membership as presented.	CARRIED
---------------	---	----------------

6. Ratification of Executive Board Decisions

It was brought up that Board minutes were not included in the congress manual as they were circulated to board members directly after respective meetings. This has reduced the congress manual by 200 pages. Only decisions of the Executive Board for the year ending March 31, 2010 are brought forth for ratification at the 2010 Congress.

Motion	Moved by Gary Allen, seconded by Paul Roberts to ratify the decisions of the Executive Board for the year ending March 31, 2010.	CARRIED
---------------	--	----------------

7. Audited Financial Statements

Question posed by Paul Roberts of Ontario, asking why we have no further Canadian Olympic Committee funding. Dan Wolfenden that COC has discontinued funding to 'Pan Am only' sports, which is another reason why WSWC must generate revenue by other means.

Motion	Moved by Dan Velcic, seconded by Randy Novlan to accept the audited financial statements for the fiscal year ending March 31, 2010 as presented.	CARRIED
---------------	--	----------------

8. Appointment of Auditors

Motion	Moved by Carla Wilchuck, seconded by Louis Simard to appoint the firm of Ousley Hanvey Clipsham Deep to conduct the Water Ski and Wakeboard Canada audit for the year ending March 31, 2011.	CARRIED
---------------	--	----------------

9. WSWC Staff Introductions and Review of Responsibilities

Dan Wolfenden asked each staff member to introduce themselves and their areas of responsibility.

Sara Dorken – Program and Communication Manager – Water Ski, Wakeboard, and Barefoot National Team Programs; Sport Science Programs; Anti-doping; Wakeboard Program; Communications (Weekly newsletter, E-zine, Media, Webpage); New Media

Tim Van Winckle – Sport Development Manager – Rip 'n Ride; Adaptive Program (SkiAbility and National Team); Sport Promotion; Safety; Waterways Advocacy; Venue Development; Environmental Education; Women's Programs; Club/School/Camp Development Support.

Marc Caroll Dupuis – Director of Development – National/Regional/Major Events Coordination; Marketing; Fundraising and Revenue Generation; Merchandise; Sponsorship; Corporate and Media Partnerships

Dan Wolfenden – Executive Director – Strategic and Operational Planning; Governance/Association Management; Financial Management; Government and Agency Liaison; International Hosting; PSO/Stakeholder Liaison; Insurance Program Design; Personnel Management; Policy Implementation; Advocacy

Contractors:

Sally Clare – Financial bookkeeping and administration.

Moss Melien – Principal being Andrew Moss. NCCP, LTAD, Rip 'n Ride/membership marketing; Club/School/Camp Development Support; Membership Services System.

Colin Whitmee – A member of the Moss Melien staff providing staff support in WSWCs membership services and sport development programs.

Louis Daignault – Canadian Sports News, issuing of press releases.

Staff Changes reported: Mike Hewitson (Membership Services Manager) left our organization in late August. Andrew Jarvis (Marketing and Events Manager) left our organization at the beginning of November.

10. Strategic Plan Overview

Dan Wolfenden provided a brief overview of the association's strategic plan and its four pillars: implement Long Term Athlete Development (LTAD); grow membership; improve organizational effectiveness; and create sustainable and diversified revenues.

This content should be reviewed frequently to constantly remind ourselves and our stakeholders of WSWC's strategic direction. It was pointed out that our strategic plan is not easily located on our web page.

Dan explained that the balance of the day's presentations and discussions would focus on the 2010-11 tactics that have been are slated to occur in support of the strategic plan.

11. Revenue Generation Plans

Marc Carroll Dupuis presented planned fundraising projects to generate his revenue target for the fiscal year ending March 31st, 2011.

- Snow Day Challenge (February) – Dual slalom event and cocktail party in the evening.
- WSWC Hockey Face-Off (March) – Hockey game with skills competition (USA vs. Canada) with towed water sports athletes.
- Penny Power (Feb-Mar) - Penny drive in partnership with elementary schools and the Easter Seals Foundation.
- Dream Getaway (Feb-Mar) – Coaches, officials/judges, and athletes sell tickets. This will be a raffle, technically operating only in Ontario for the first year, with a goal of going nationwide in the future.
- Dream Ride for Kids (March) – Children's fun day with a BBQ with a cocktail party in the evening for parents and hosts. Funds are for WSWC and a partner charity.

Other ideas being considered for 2011-12:

- Online auction using a Facebook application.
- Women's Executive Network luncheon
- President's Club comedy roast
- Dawg FM's "Rib 'n Ride" event.
- Poker Run
- Cruise Package
- Student vacation package

Sponsorship/Events:

- National Championships (Water Ski and Wakeboard)

Glenn Bowie led a discussion about creating/sharing fundraising templates that PSOs can use for their own revenue generation. WSWC should compile and share "best practices" for fundraising to assist with PSO efforts.

12. Proposed By-laws Amendments

Peter Person reviewed and explained several by-law changes as had been duly circulated and listed on page 155 of the 2010 Annual Congress manual. Changes are intended to improve organizational effectiveness. Changes to the by-laws will be on-going as the organization

continues to transition its governance structure. Congress specifically discussed the following issues:

- 4.02 Male and female voting delegates: WSWC must encourage gender diversity at congress to help grow our sport and engage our members, amendment removes any possibly ambiguity.
- 4.04 Proposed amendment would permit PSO employees to serve as a delegate.
- 4.10 Removes any ambiguity, clearly specifying that proxy votes must follow the same gender rules contained in 4.02.
- 4.12 Clarifies that a board member can carry a proxy for a provincial member if so designated by a PSO.
- 5.20 With the new governance structure, Board decisions to be subject only to ratification

Peter advised that the proposed amendment to 5.04 is withdrawn until more comprehensive wording can be developed.

Discussion ensued on by-law 3.06 and 4.01 and the need to be consistent with the new delineation of authorities of the Board and Congress.

Motion	Moved by Louis Simard, seconded by Paul Roberts to approve the by-law amendments as circulated, except for proposition 5.04 (see Appendix A). CARRIED by the minimum 2/3 majority
---------------	---

Motion	Moved by Louis Simard, seconded by Paul Roberts to approve the amendments to by-law 3.06 and 4.01. TABLED TO SUNDAY
---------------	---

13. Sport Development: NCCP

Andrew Moss discussed WSWC's National Coaching Certification Program (NCCP) structure and pathway. Changes are being made to make the NCCP program more accessible to coaches to gain professional recognized training. Best practices from WSWO have shown how great and detailed training can help our coaches develop; including boat driving training.

A question and answer session followed:

- All coaches will maintain their certification as long as they are entered in the NCCP database.
- The new NCCP delivery system is intended to help PSO's deliver coaching programs, to be more streamlined and manageable.
- Very experienced coaches can by-pass coaching courses if signed off by a NCCP Evaluator. Contact WSWC.
- It is difficult as an association to provide an insurance discount incentive for continued NCCP training. WSWC currently offers the lowest rate possible to its members. For a discount to be offered, all insurance costs would have to rise and then higher trained coaches would receive a discount, which brings into question the collective school community's acceptance/tolerance of premium increases.
- WSWC needs to have a certification maintenance system. Basically, either retake a course or continue your education within a time period. Many other sports have similar rules implemented.

14. Sport Development Plan

Andrew Moss explained how the sport development plan is linked to WSWC's strategic goals of: growing membership, and implementing LTAD. The plan engages our membership and increases the value of our organization to attract new members. To do this we will do more: marketing and advertising, boat show tours; sport development agents; PSO congress tours, etc. Congress discussed and provided feedback:

- Promote new coaches to become a Rip 'n Ride providers in their area.
- WSWC booth needs more PSO branding to maintain PSO identity. Ex. Interchanging panels, flags, or additions to the top of the display.

15. Membership Development: Membership Services System

Andrew Moss provided information on, with demonstration support from Colin Whitmee, the new Membership Services System which, in Phase 1, electronically manages everything from membership registration (individual, club/school, PSO), online payments, insurance, events (sanctioning, registration; competitive license, etc.); full reporting and communication to membership. The new system will be operational beginning with the 2011 membership cycle, beginning on January 1, 2011. Phase 2 may include the capability to compile results and ranking lists. A series of training opportunities for club and PSO administrators will be delivered.

Andrew proposed that all provinces should unanimously agree on a singular registration cycle. Associations should have consistent membership and licensing cycles. Dan Wolfenden asked each PSO, before the end of the meeting, to advise him or Colin Whitmee if the provincial association would be using the system for 2011, yes, no, not sure.

Adjourned for the evening.

Sunday November 14, 2010

16. Strategies for PSO Fundraising and Sponsorship Workshop

Marc Caroll Dupuis led an interactive discussion where he shared strategies and ideas:

- PSO fundraising & sponsorship revenue generation.
- Understanding the sponsorship world and what sponsors are looking for in a partner organization.
- Creating a best practices "tool box" for PSOs to generate revenue in addition to national initiatives.
- Before and after the event ideas.
- We are not selling sponsorship packages but rather selling marketing solutions.
- Think about connections and collaborations and partnerships.
- Fundraising and sponsorship is a relationship and it has to work for both sides.

Discussion followed:

- Organizational focus – don't forget what our sport does. We need to continue to deliver competitions, and focus on our programs which develop skills. Use fundraising and sponsorship to enhance our offerings to our membership and to the public.
- Filling the gap in WSWC's LTAD delivery. This is a pillar in our strategic plan and we should not lose focus on the existing gas in our athlete development model.
- Need more education and collaboration to learn what our programs offer and what they can do for the association. PSOs require further understanding of the Rip 'n Ride program and its model.

- Question to ask at all levels of our association: What reason does a recreational participant have to be part of our organization?

17. Election to the Board of Directors

Glenn Bowie discussed the responsibility of the Chair of the Board under the new governance structure to nominate a slate based upon the cross section of skill sets required at the Board level. Whatever number of At Large directors the Chair proposes (from 6 to 8) is the total number of At Large positions; no nominations would be considered for any spots that otherwise might have been interpreted as being 'unfilled'. The slate of At Large members proposed by the Chair would be voted in or out as a group. Individual nominations or other slates of nominations from the membership may come to Congress and would be voted in or out. All terms are for one year to facilitate accountability.

Motion	Moved by Dan Velcic, seconded by Sherry Blackmore to formally install the following representative positions to the 2010-11 Board of Directors: Paul Roberts PSO Presidents Representative Richard Gray Athletes Representative Sean Fleming Wakeboard Representative	CARRIED
---------------	--	----------------

Glenn reported that Russ Dickson had formally withdrawn his candidacy for election as an At Large position to the Board of Directors.

Congress must vote on the slate of At Large members as had been proposed, 12 votes necessary to be voted in, conducted via secret ballot.

Motion	Moved by Paul Roberts, seconded by Carla Wilchuck to appoint Sara Dorken and Marc Caroll Dupuis as scrutineers.	CARRIED
---------------	---	----------------

Following the casting and tabulation of ballots, Glenn Bowie advised that of the 22.5 eligible votes, 20.5 votes were cast for the slate as outlined below, and 2 against:

Paul Melnuk	Michael Collins	Jo-Anne Moore
Glenn Bowie	Barb March-Burwell	Matt Rini
Peter Person		

Glenn welcomed the incoming Board.

Motion	Moved by Dan Velcic, seconded by Paul Roberts to destroy the ballots:	CARRIED
---------------	---	----------------

18. Confirmation of Location and Dates for 2011 National Events

The status and details for future events were outlined as follows:

- 2011 Barefoot Nationals Les Cèdres, Québec on August 19-21, 2011

- 2011 Water Ski Nationals Subject to a hosting agreement, Summerski, Newmarket, Ontario on August 12-15, 2011
- 2011 Wakeboard Nationals Tentatively scheduled in Kamloops, British Columbia, August 26-28, 2011
- 2011 Atlantics Location and date to be determined by Nova Scotia host by January 31, 2011
- 2011 Westerns Location and date to be determined by Western Region provinces by January 31, 2011
- 2011 Easterns Location and date to be determined between Quebec and Ontario by January 31, 2011
- 2011 Can-Am Challenge Lake of Dreams, Jerseyville, Illinois, USA; September 3-5, or 9-11, 2011.

19. Host Selection for 2011 Congress

Ian Kellow suggested WSWC host congress at a ski hill or a family friendly venue. This would allow members to bring their families and have more membership; specifically, younger membership in attendance.

Dan Wolfenden advised that WSWA has formally expressed interest in hosting the 2011 Annual Congress, at West Edmonton Mall's Fantasy Land facilities. Dan Velcic spoke to the hosting offer, that it would promote a family atmosphere as delegates and family members could go shop and have fun but also be in attendance at receptions and fundraising activities. WSWA is proposing the 3rd weekend of November, the 18-20th.

Discussion occurred on the timing of congress, possibilities for a February timeframe. It was resolved that WSWC must report to the membership closer to the end of our reporting time, which is March 31st of each year.

Ian Kellow suggested that congress be in Ottawa to save on national office staff travel, and further suggested that the savings could be passed on to further help subsidize PSO delegates' attendance. It was resolved that WSWC to perform a cost analysis of an Ottawa based versus Edmonton based Congress by late December. The Board of Directors to decide the next location by early January.

It was also mentioned that Congress hosts should also think about fundraising opportunities for WSWC and the PSO.

Ian Kellow reminded Congress that we should be planning further in the future for all national events: Congress and Nationals. We should be thinking 2-3 years in advance.

20. Changes to By-laws Revisited

Peter Person continued with by-law discussions that had been deferred from the previous day.

Motion	Moved by Paul Roberts, seconded by Dan Velcic to approve the by-law amendments to 3.06 and 4.01 (see Appendix A).
---------------	---

CARRIED

21. Other Business

Glenn Bowie announced that \$4110 was raised for WSWC and that \$1200 was raised for NSWSA during fundraising activities staged in and around congress.

22. Adjournment

Glenn Bowie concluded Congress with a thank you to all congress participants for their time, and for a positive and productive gathering. Dan Wolfenden expressed a warm thank you and congratulations to the Nova Scotia Water Ski Association, Glenn Bowie and Gary Allen as key organizers, for such great hospitality and delivery of a successful congressional weekend.

Motion	Moved by Ian Kellow, seconded by Kevin Polley to adjourn the 2010 Congress.
---------------	---

CARRIED

Approved By-laws as Amended By 2/3 majority Vote

- 4.02 A maximum of two delegates per member comprise Congress. Each delegate carries one-half, or as close as possible to one-half, of the total number of votes allocated to their province. To exercise the full number of votes allocated where a province sends two delegates, one delegate must be male and one must be female. A province can send one delegate who carries all votes, provided, at the last Congress both genders were represented, or if only one delegate was present, the next delegate is the opposite gender.
- 4.04 An employee of WSWC cannot be a Congress delegate for any member.
- 4.10 Any member may appoint a person as its proxy to vote on its behalf; provided the person so appointed as proxy is a voting delegate of another member. No delegate can be appointed proxy for more than one member. Proxies are given only if there are no delegates from that member. Proxies must be in written form. The gender rules of 4.02 shall also apply to the proxy.
- 4.12 Members of the Board of Directors can attend and address Congress, but not vote. However a Director may represent a proxy for a maximum of one member.
- 5.20 Decisions of the Board of Directors are placed before the next Congress for ratification.
- 3.06 Congress can overrule any decision of a member inconsistent with the WSWC By-laws, policies, or decision of Congress.
- 4.01 Congress is the ultimate decision making power in all matters concerning WSWC. Notwithstanding, Congress cannot overrule any decision of the Board of Directors.