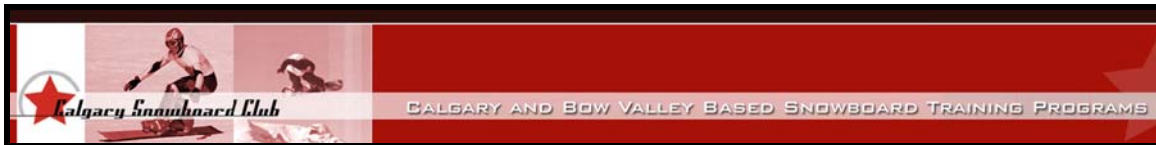


Calgary Snowboard Club

SPEED & STYLE

CLUB PROFILE: JUNE 2006

**Kathleen Crowley
CSC Board of Directors**



Objectives & Outcomes

When the Calgary Snowboard Club was founded four years ago, our mission was to develop competitive snowboarding in Alberta, to help riders progress to international podiums with programs that combine individuality and freestyle with athletic discipline.

In 2006, we can say unequivocally that we are meeting our objectives. CSC riders have advanced from local competitions to international podiums, including (among an impressive list of podiums) a World Cup Bronze Medal in Men's Halfpipe.

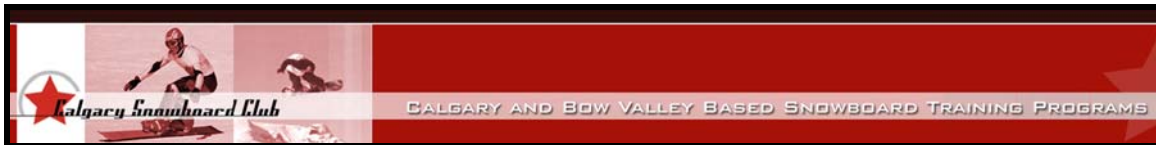
The club has played a pivotal role in developing riders. At the outset of the 2005-06 season, four CSC riders and two CSC coaches were identified as 2010 athletes. By the end of the season, nine CSC riders were identified for 2010, national development team, junior nationals, national team and world cup.

In addition to an impressive list of podiums and accomplishments, CSC has expanded programs to offer competition coaching from the introductory to high-performance level. And in doing so, the club has attracted a growing group of young riders who are developing from local, to provincial and national level competitions – our future success stories.

The club has grown from 11 to 61 riders in four years. We have a promising and exciting group of riders in development. In Alberta Cup competition in 2005-06, a CSC rider took the top spot in every discipline and age category except one – FIS and non-FIS, from tyke to senior.

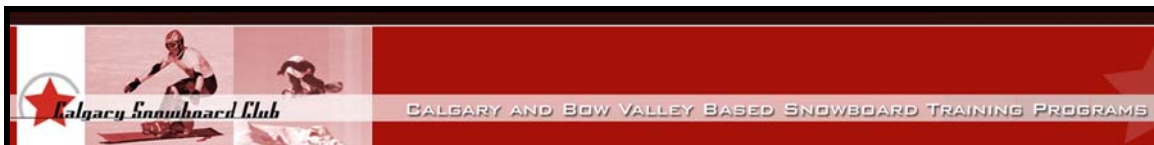
CSC can also boast the most highly credentialed coaches in Canada. Our programs and coaches attract riders from throughout Alberta and across Canada.

We believe that our success comes from our clear alignment with the Olympic ideal. We expect the best of our coaches and our athletes. CSC is developing competitors. We are not in the business of promoting professional snowboarders. Our programs are coach-driven and rider-focused with support from a strong parent group.



SEASON HIGHLIGHTS 2006

- Kory Wright - Bronze Medal in World Cup Men's Halfpipe
 - Michael Lambert - Silver Medal in Junior Worlds Parallel Giant Slalom
 - Mike Robertson and Koko Wright - Overall Winners in Honda Tour of Champions Men's SBX and Women's Halfpipe
 - Charmaine Ironside - 8th Place in US Grand Prix Women's Halfpipe
 - Koko Wright and Charmaine Ironside - 1st Place in two NorAm events Women's Halfpipe and Slope Style (respectively)
 - 9 NorAm podiums in SBX, PGS and Halfpipe (combined)
 - Overall Winners in 10 Alberta Cup disciplines and age groups
 - 2 – Top 16 World Cup results
-
- 6 CSC riders named to national development team
 - 3 CSC riders named to Canada's world cup team
 - 5 CSC riders invited to CSF nationals camp
 - 2 CSC coaches named to 2010 development team/2006 junior worlds team



SUCCESS STORIES (A SAMPLING)

Kory Wright trained with CSC for three years leading up to his World Cup podium. He narrowly missed selection for the 2006 Olympics, but finished the season in 15th place in world cup standings, as a member of the Canadian national team and with a world cup start for 2007. His results are a product of his strong work ethic, solid parent support and a coaching staff that carefully tested, managed and supported his competition and training schedule to meet his needs and goals.

Charmaine Ironside started her competitive career with CSC three years ago as a member of the junior squad. In 2006, not only did she win the Canadian slopestyle championship, but Charmaine was named to the 2007 national development team.

Mike Robertson claimed the Canada cup in SBX in 2006 – the Honda Tour of Champions title. Recovery from a (repeat) shoulder injury kept him from winning the North American title. Coached by CSCs Mark Ballard for the past seven years, Mike has been named to the national development team and is one of Canada's key prospects for 2010.

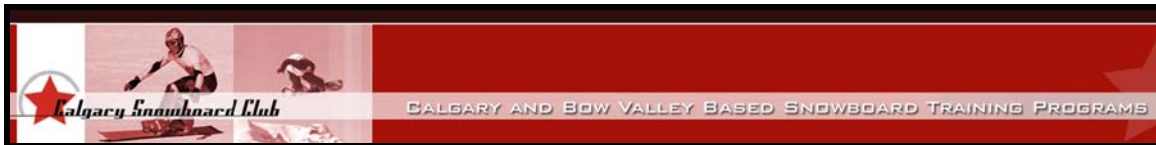
Michael Lambert made the racing circuit sit up and pay attention this past season. In his third year with CSC, Michael has won himself a spot on the 2007 world cup team. Among his wins over the past two seasons: junior national title, Swiss Junior National title and Austrian championships win. Michael is the first-ever, non-Austrian to win this prestigious title.

Matt Morison broke Jasey Jay Anderson's seven year lock on the Canadian GS title this past season, winning himself a spot on the 2007 world cup team.

UP-AND-COMING (A SAMPLING)

Alexandra Kubik, Kael Hill and Matt Pasutto progressed from provincial-level to high performance freestyle last season and all qualified for Canadian national championships. All three attend National Sports School and are part of the CSC long-term development strategy.

Jack Dawson is a nine-year-old 'wunder kid' who was referred to CSC by a former coach who felt the club was better able to help him develop. In 2006, he took the tyke title for Alberta with spins and clean grabs at the lip of the pipe. (He also does inverts off straight jumps.)



WHO WE ARE

The Calgary Snowboard Club (CSC) is a fiscally responsible, registered non-profit sports organization offering competitive programs in the Olympic snowboard disciplines: Alpine Race, Halfpipe and Snowboardcross. The club serves a wide variety of riders, from first-time competitors to seasoned veterans who are focused on World Cup and Olympic success – en route to international podiums and professional snowboard careers.

CSC works on a simple program principle: COACH-DRIVEN, RIDER-FOCUSED.

We believe that we offer more than athletic skills. Competitive snowboarding teaches important life skills: individualism, perseverance, critical-thinking and decision-making, confidence, social skills, healthy living and the life-long love of the sport.

MISSION

To consistently develop Alberta's competitive snowboarders to international podiums, combining individuality and freestyle with athletic discipline.

HISTORY

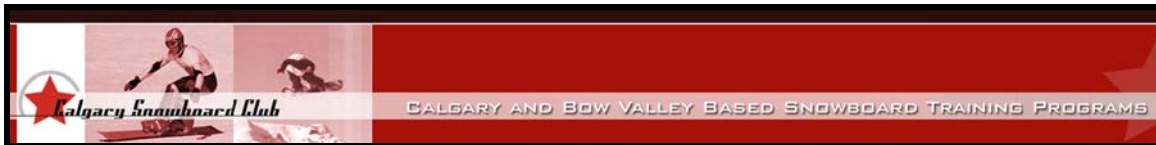
The club was founded in 2002, when the Alberta Snowboarding Association and CODA announced it would no longer run a high performance provincial team, Training Center or grassroots development programs for competitive riders.

Then Alberta provincial team and CODA training center head coach, Mark Ballard founded CSC with the families and riders of the disbanded team.

- In its first year of operation, CSC had 11 high performance competitors.
- The number of competitors grew to 30 in year two, expanding to include developing, provincial-level riders.
- Club enrolment doubled again by 2005-06, to 61 riders including athletes from Ontario and Quebec.
- Increased numbers reflect more growth in grassroots and high performance programming.

FOUNDING PRINCIPLES

- To fill the grassroots/development void in competitive snowboarding in Alberta and Canada.
- To provide experienced, coaching of the highest caliber in Olympic snowboarding disciplines – half pipe (HP), snowboardcross (SBX) and alpine racing (AR).
- To provide athletes the conditioning, training and competition necessary to advance in discipline.
- To grow the grassroots competitive levels.
- To combine the culture of snowboarding – fun, individuality and freestyle – with the discipline of champions.
- To instill lifelong enjoyment and participation in the sport and build superior life skills.



VISION

- To send CSC athletes to the 2010 Olympics in Whistler/Blackcomb.
- To achieve funded, national training center status.
- To be recognized as the premier national feeder/training program for riders serious about advancing to the Olympic/World Cup levels.
- To have 100 or more competitive riders in training by 2008.

2010 VISION

Our 20:10 vision is to applaud CSC riders on Olympic podiums in Whistler/Blackcomb, the first of many Olympic successes for our riders.

STRUCTURE

CSC is governed by an elected Board of Directors which meets monthly and presides over an annual general meeting. The club program director and head coach is Mark Ballard, appointed by the Board.

Club families participate as active volunteers in providing manpower to snowboarding competitions and fundraising for club activities.

PROGRAMS

- CSC offers programming in Freestyle/Half Pipe, Snowboardcross and Alpine Race
- Introduction to competition – all disciplines
- Local level competition – all disciplines
- Girls Only local competition – all disciplines
- Provincial level competition, HP & SBX
- High-performance – national and international training and competition – HP, SBX & AR

COACHES

CSC has the most highly credentialed snowboard coaches in Canada and is committed to developing coaches by encouraging and subsidizing ongoing training and development.