

PADDLE CANADA ANNUAL GENERAL MEETING

APRIL 24TH 2014

PRESIDENT'S REPORT

REGIONAL DIRECTOR'S REPORTS

COMMITTEE CHAIR REPORTS



**PADDLE
CANADA**

**PAGAIE
CANADA**

President's Report

It has been a very busy year for the Paddle Canada board members and committee members. January ushered in a new partnership between Paddle Canada and the National Search and Rescue Secretariat for the latest AdventureSmart program, "PaddleSmart". This major endeavour filled our year from the first development meeting in February to the final unveiling in October. Our enthusiasm remained high throughout the year for this new safety awareness program. With great reviews many of the board members set out to run a number of PaddleSmart Training events to kick start the program. Many thanks to our Past President Blair Doyle for seeing an opportunity, planting a seed and then nurturing a new Paddle Canada program. One that will expand Paddle Canada's passion for preparing Canadians for safe and enjoyable paddling experiences "no matter where your paddle will take you" (quote B. Doyle).

It was also very busy for all the Paddle Canada Committees. Thanks to all committees and to members for their dedication and time they have given Paddle Canada. The Program Development Committees continue to update and expand our programs. Thanks to all the Chairs of those committees in the creation of a new committee to harmonize common areas of each discipline. We appreciate everyone's dedication to further enhance our programs and services.

Updating our Constitution has been a long task and now to the final stage. We developed a new partnership with KEEN through our PaddleSmart program and our National Paddling Week continues to grow. We have seen an increase in our Facebook and Twitter communities as well as individuals seeking out Paddle Canada at the Trade Shows. Our national presence and paddling community is growing. Many thanks to Graham Ketcheson our Executive Director, Dawn Callan our Events Coordinator, and Adrian Camara and his crew for Kanawa and "Media Wizard".

This season we will see a new "clinic" option for our instructors under their course listings. It will provide an option for an individual or seasonal clinic rate with less details on registering names and addresses but with a focus on how many, when, where and what ages. We hope this will encourage instructors to register clinics to show actual numbers of participants in our programs.

Hope everyone has a great season. Have fun, paddle safe and paddle on!

Priscilla Haskin
AB Rep.

Paddle Canada Annual General Meeting

Report from Regional Director for British Columbia Mike Gilbert

The west coast has become a pre-eminent region in Canada for activity in all four Paddle Canada recreational paddlesports - sea kayaking, river kayaking, canoeing and stand up paddleboard. Our huge coastline, immense river systems and great choice of lakes, available in both urban and remote environments, have all contributed to the popularity and love for paddling in B.C.. Paddle Canada has been there contributing to making all of this safer and more fun for paddlers of all ages and experience.

2013 was a year for change in the Province of British Columbia. After four years in the role of Director, Doug Taylor stepped aside and Mike Gilbert was voted in. Paddle Canada is extremely proud of Doug's accomplishments and his past representation in the role of Director.

Previous Regional Director for B.C. - Doug Taylor - 2008 to 2012

- *long time instructor and member*
- *Continued tradition of strong member communication and contact*
- *Still very active and present in the field - usually in and around Vancouver Island.*

2013 Events of Note

- Vancouver Outdoor Show - Dawn Callan, PC Representative
 - Paddle Canada promotion and member support; held in Vancouver, BC
- Pacific Paddling Symposium - Janette Galan, Chair
 - sponsored in part by Paddle Canada; held in Victoria, BC
- National Paddling Week - Dawn Callan, PC Program Director
 - large participation by BC paddle clubs and associations; province wide
- SARSCENE 2013 - Search and Rescue Conference
 - PaddleSmart inauguration; PC Directors Meeting; held in Chilliwack, BC
- Canada Safe Boating Council Symposium - Attended by Blair Doyle, PC Past President
 - important to attend and participate in; held in Whistler, BC

Ideas put forward by BC Regional Director for Consideration

- Fundraising: including chocolates, calendar, Paddle Past and annual gifting
 - Ongoing; under review
- Canoe Symposium: timing and volunteer availability concerns
 - There are several canoe "symposiums" taking place nationally next year (2014)

Member Concerns

- continue fair representation for all paddlesports under the Paddle Canada umbrella
- Work on making instructor IT mentorships easier to facilitate and access within the province

BC members to thank for their contribution during 2013

Dave Wooldridge - Canoe PDC
Sherman Learie - River Kayak PDC
Mike Darbyshire - SUP PDC
Norman Hann - SUP PDC
Michael Pardy - Sea Kayak PDC
Meaghan Hennessy - Sea Kayak PDC, Environment Committee
Janette Galan - Communications Committee
Tony Shaw - Advisor

Alberta Report

Alberta saw a number of new instructors this year: 7 Sea Kayaking, 37 SUP, 52 Waterfront, 42 Moving Water, 5 Canoe Tripping, and 46 Lake. Skills courses are still strong. New and old Instructors are keeping active with many summer camps, canoe clubs and school groups throughout the province. A large number of new instructors are teachers which is really great to see.

Alberta Instructors take part in paddling events throughout the province such as ones hosted by MEC, PaddleFest in Edmonton and Calgary, or assisting with municipal events such as River Day in Edmonton, or local canoe and kayak club events. There are even informal paddlefests growing with certain Alberta instructors such as the "Ain't Lemph-Fest".

The paddling clubs across the province also offer many opportunities for the public to join groups heading out on the local waterways from quiet water to exciting whitewater opportunities. They support many local initiatives: Shore Clean Ups and public boat demos to hosting canoe clinics and trips to allow members to grow in their paddling skills and experience.

The provincial recreational association, Paddle Alberta, continues to be a great supporter of Paddle Canada Instructors by offering subsidies to assist with advancement of skill development in paddling, river rescue and first aid courses.

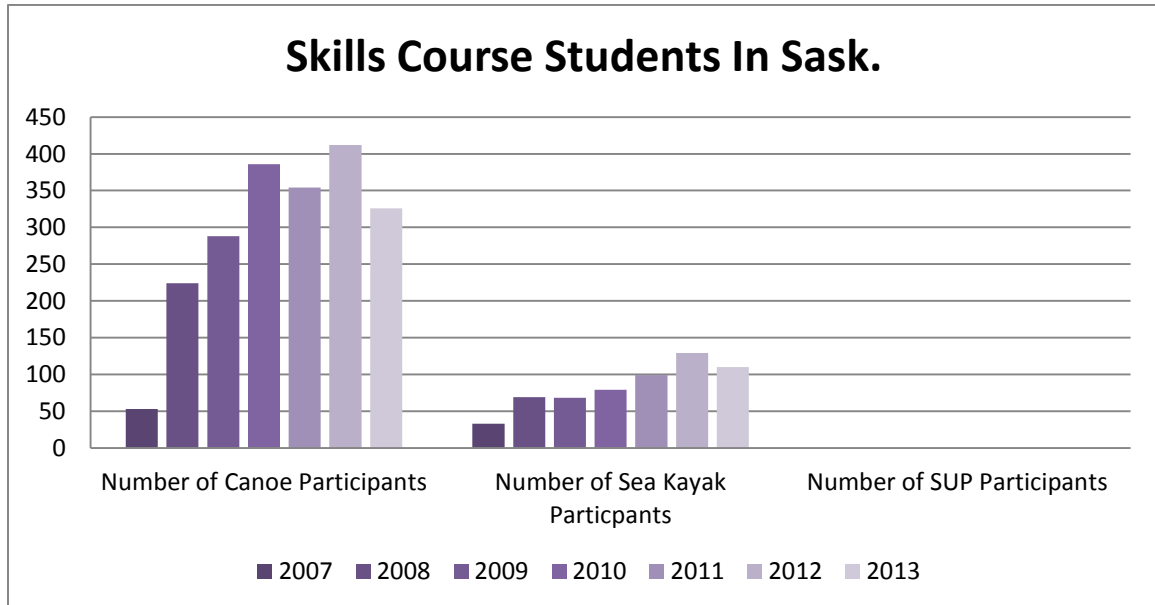
Alberta's instructors and volunteer paddling club members are passionate about getting youth, adults and families out on the water. It is great to be part of this community.

SASKATCHEWAN REPORT TO THE BOARD, 2014 PADDLE CANADA AGM

Bryan Sarauer, Saskatchewan Regional Director

2013 was a year with some challenging weather including a winter that we thought might never end. Numbers of participants and courses in canoeing and sea kayaking were each down somewhat and weather may have played a role. On the kayak side two of our small cadre of active retired moved or shut down their business and this was likely the primary reason for not reaching as many people. In other words, more kayak instructors in Saskatchewan would help to train more people.

The SUP program remains completely off the radar in this region. I know that there are Paddle Canada instructors running many paddleboard courses (one instructor claims to have trained several hundreds of people), yet not a single course or student was reported officially. Dave Wooldridge even spent a weekend in Saskatchewan training more SUP instructors to add additional people to our sizeable flock. I am hoping that the new reduced pricing and reporting requirements for clinics will encourage more of these SUP courses to be captured in the PC database.



On the Canoe Kayak Saskatchewan side of things, PC instructor Mark Lafontaine stepped in as the new Recreation Division Director to represent us non-competitive paddlers in this organization whose primary focus is on “Sport” (ie competition). I participated in several committee meetings and planning sessions and we had what we feel were some good ideas. Unfortunately, after nearly a year in the position, Mark has stepped down and most of those ideas remain just that, ideas.

PaddleSmart was introduced in October and in the following winter two Train the Presenter sessions were held. There is a great deal of interest and I will work toward training more Presenters and Trainers.

2013 Manitoba Regional Report

By Brian Johnston, Paddle Canada Director for Manitoba

Paddle Manitoba, a longtime supporter of Paddle Canada, held its 25 AGM this year and continues to promote Paddle Canada courses.

Paddle Canada Instructors and supporters were involved with several Manitoba events:

- Paddle Manitoba was an active participant at MEC's Paddlefest (venue was Fort Whyte Alive), offering sessions on canoe tripping, hammock camping, and outdoor cookery.
- The Manitoba Whitewater Club had another successful Festival (Shindig) where new and old paddlers take to the river for whitewater paddling.
- A National Paddling Day event at the Whitemouth River hosted by Eastman Tourism featured family fun and introduced new paddlers to the sport.
- The always-successful Canoe School continues to develop and certify Lake and Style paddlers, offering both skill and instructor courses.
- Open Paddles. Paddle Manitoba's forever-popular Wednesday Night Paddles put what seemed like an endless number of people into boats.
- Paddle Manitoba offered regular Membership Trips, from days out on easy moving water to short wilderness excursions. Unfortunately some trips were cancelled or reorganized due to lack of interest, no leader, or unsuitable weather conditions.
- As part of the National Shoreline Cleanup Paddle Manitoba cleaned two routes, South Cross Lake in Whiteshell Provincial Park and the La Salle River at La Barrière Park. This event help build relations with Manitoba Conservation.
- MEC Club Nights. I gave the keynote address on Manitoba's Black River: Revealing a Treasure, in April. A second social night was held in November but a clash with a Winnipeg Jets hockey home game meant limited turn out.
- Unfortunately Paddle Manitoba was unable to offer an indoor program in 2013 aside from the MEC Club Nights.
- Paddle Manitoba has been advocating for paddlers by responding to the consultation on a new provincial government Parks Strategy as well as being part of the La Salle River dam reconstruct talks.
- There was a Don Starkell Commemorative River Cruise that was organized outside of Paddle Manitoba.

Paddle Manitoba has been struggling to find paddlers willing to take on administrative roles in the past few years and support from many experienced paddlers and instructors has been poor. There is a general feeling that the role of the organization has changed but Paddle Manitoba has yet to find and re-establish a place in the new structure. Recent efforts have brought some new members on to the board and they are hopeful that this will bring new enthusiasm to the association.

In Manitoba, approximately 50 skills courses were run with 250 participants gaining paddling skills and knowledge in the following skill courses: Waterfront Canoeing, Canoeing Basic, Lake Canoe, Style Canoe, Moving Water Canoe, River Kayak, Sea Kayak, and Stand Up Paddleboard (SUP). There were also several Lake and Moving Water Canoe Instructor courses.

The Paddle Canada paddling program continues to be a vital and integral part of paddle skill development in Manitoba.

Sincerely,
Brian Johnston,
Paddle Canada Director for Manitoba



Regional Member Report for New Brunswick
Submitted by Rob Lemmon

Paddle activities in New Brunswick continue to grow through the hard work by members of CanoeKayakNB, the Paddle Canada Regional Affiliate, and the Paddling Clubs in New Brunswick.

Highlights for 2013 include:

- Community Paddling Program – CanoeKayakNB in cooperation with NB Parks, and the NB Nature Trust ran several community paddling programs around the province in the summer of 2013 including sessions in Saint John, Mactaquac Provincial Park, and Mount Carleton Provincial Park.
- Portage Trails Project: A truly unique New Brunswick experience. CKNB members Tim Humes and Kevin Silliker were very active in developing the unique Ancient Native Portage Trails that link all major river systems in New Brunswick using the historical portage trails used by First Nation Groups. 99% of all trail work is now complete.
- 44 Paddle Canada Skill Courses taught in 2013 in New Brunswick: 38 Canoe, 6 Sea Kayak. 275 successful participants.
- 11 Paddle Canada Instructor Courses taught in 2013 in New Brunswick: 2 Canoe & 3 Sea Kayak. 13 new Instructors.
- Paddle Clubs: very active Fundy Paddle Club (85+ members), Riverrunners (80+ members in Moncton/Dieppe area), Tumblehome (Fredericton), and UNB Kayak Club.
- Portage Trails Project: A truly unique New Brunswick experience. CKNB members Tim Humes and Kevin Silliker were very active in developing the unique Ancient Native Portage Trails that link all major river systems in New Brunswick. 99% of all trail work is now complete.

Respectively Submitted

Rob Lemmon

2013 Nova Scotia Director Report

2014 was another great year for paddling in Nova Scotia. There were 443 participants in Paddle Canada sanctioned canoe, kayak, and SUP skills courses and 35 participants in instructor courses. The province was also home to several vibrant annual paddling events, including the first annual Bay of Fundy Sea Kayaking Symposium, the second annual Shelburne Kayak Festival, and the third annual Cape Breton Paddlefest. The first National Paddling week was celebrated in NS, including “The Big Picture” Canoe Kayak Nova Scotia event, which had over 50 participants in (or on) watercraft.

Our regional member association, Canoe Kayak Nova Scotia, continues to promote and support paddling in many ways, including monthly social paddles, pool sessions across the province, support for local events, and more.



2014 will see more great paddling, paddling instruction, grassroots events, and the roll out of PaddleSmart training to Nova Scotians.



2013 Regional Member Report for Newfoundland & Labrador

Submitted by Jeff Martin

There continues to be lots of excitement happening Newfoundland and Labrador's paddling community. There are a number of highlights from 2013, which are the result of the continued hard work, commitment and passion of the regional club members, to share with the provincial members and general Paddle Canada community.

- The regional Paddle Canada affiliates Kayak Newfoundland and Labrador and Tumble Home underwent a positive transition that saw the two clubs come together under the new name of Paddle Newfoundland and Labrador.
- There were a number of Paddle Canada course highlights to share as well.

Paddle Newfoundland & Labrador Club Highlights:

- PNL published three editions of the Ebb and Flow, all colour, approx 28 to 32 pg
- The club has a healthy membership of approx 200 members
- Last year's annual PNL retreat attracted 65 participants, with the special guest, Jim Kakuk, from the Tsunami Rangers – This year's special guest will be Jim Price, a talented and widely travelled paddler of all crafts!
- The club held two successful Safety Days in two locations on the island
- The club will be offering introductory canoe and kayak courses as part of the Spring activities
- As a focus of safety the club assisted in 21 members receiving wilderness first aid training
- The club launched their PaddleSmart training in early March where 10 club members were trained as PaddleSmart instructors and have been offering courses to local groups.

Paddle Canada Highlights:

- Richard Alexander is working with local/regional/national Scout group to offer Paddle Canada Canoe training to Scout Troop leaders during their 2014 National Jamboree being held in late July and early August.
- Paddle Canada supported Canoe Instructor training to strategically increase the number of moving water and canoe tripping instructors.

- There were 44 Paddle Canada Skills courses taught in 2013 in NL:
 - 12 Sea Kayak Skills
 - 32 Canoe Skills
 - **318** successful participants
- There were 12 Instructor courses offered in NL in 2013:
 - 5 Sea Kayak
 - 6 Canoe
 - **23 New Instructors**

Respectively Submitted
Jeff Martin

Paddle Canada Communications Committee

Annual Report

April 24, 2014

To: Paddle Canada Board of Directors

Over the past twelve months our committee has supported the execution of the “Three Year Float Plan”: through the provision of feedback during the web redesign process, assisting in the selection of the new e-news manager, aiding Graham with special projects related to marketing and communication, and currently we are addressing the development of metrics to assist Paddle Canada measure the traction it gains by attending trade shows.

The committee is comprised of motivated, interested, and talented individuals willing to support Paddle Canada’s mission. Graham has certainly been of assistance providing a list of tasks to address throughout the course of the year. It has been my observation that we as a committee continue to struggle to develop a mandate. And as one of three chairs over the last number of years part of the blame for this rests herein.

Communication and marketing is integral to support Paddle Canada’s mandate. Paddle Canada has established both formal and informal external linkages over the last twenty four months raising the profile of the organization. As these relationships continue to evolve Paddle Canada will require more formal means to manage these emergent relationships. Thus, I am not convinced the use of a volunteer committee is the most suitable vehicle to support a national organization’s communication and marketing strategy.

With that said, I see four options: a) consider increasing Dawn Callan’s hours to address Paddle Canada’s growing need formalize a marketing plan and assist Graham with its execution b) hire an intern to support the development of a marketing plan for Paddle Canada c) dissolve the communication committee and seek volunteers with relevant marketing and communications background (assuming few on the committee meet this requisite) d) maintain the status quo

Naturally, I realize this is not a typical annual report. As committee chair, I believe it is my role to share these concerns with you, the board of directors.

Respectfully submitted,

Allan MacDougall

Paddle Canada Membership Committee report to Paddle Canada AGM 2014

Members: Rick Wise
Ryan Webber
Brian Johnston
Graham Ketcheson
Alan Goodridge

Topics under consideration of the committee this year:

Collection of Regional Member Association fees by Paddle Canada and reimbursement of such fees to the associations. This has been initiated for those Regional Member Associations that wish to avail of it.

Recognition and Awards. A report has been presented to the Paddle Canada Board of Directors for their consideration.

Insurance for paddling clubs. More work needed. Ongoing.

Regional member association (RMA) pages on Paddle Canada website. Very little information has been submitted from the RMAs. They need to be contacted again.

Categories of membership. Most recently we have been concentrating on the organizational membership category, but will be looking at the other categories as well, and will be making recommendations to the Board of Directors on these.

Program Coordination Committee Report to the Paddle Canada AGM

April 16, 2014

History

The Program Coordination Committee (PCC) is a new committee. It started as an informal working group whose members were the chairs of the four Paddle Canada Program Development Committees (PDCs). Historically, the four PDCs worked completely independently which resulted in duplication and inconsistency across the Paddle Canada programs. The informal PDC chairs group wanted to harmonize the non-program-specific parts of our programs as much as possible. The “nuts and bolts” of each program will always remain the domain of the relevant PDC, but all Paddle Canada programs should otherwise be the same. It is confusing and unprofessional to have differing standards in the various programs for non-program-specific items, such as first aid standards, ways to maintain certification, etc.

At the January 2014 Board meeting, it was decided to make the informal PDC Chairs group into an official Paddle Canada committee.

Achievements

Prior to becoming an official committee, the PDC Chairs group completed the following tasks.

- Harmonized the first aid standards across Paddle Canada and brought them up to the industry standard. The changes were announced in 2013 and the first phase took effect for the 2014 season. The final phase occurs at the beginning of the 2015 season.
- Developed the plan to utilize the instructor development line item in the 2013 budget and ensure value for each dollar spent.
- Harmonized the entry-level name in each discipline to “Basic” for simplicity and clarity to the paddling public.
- Proposed levels of sponsorship for symposiums, per the board’s request.
- Recorded the unwritten rules and limits of conditional passes.

Since its official inception, the PCC has:

- Developed its terms of reference. Approved at the February 2014 Board meeting.
- Completed a comprehensive review of recertification, and proposed a new certification maintenance standard that brings Paddle Canada up to (or above) industry standards. The program is being released imminently. It will take effect for the 2015 season.
- Developed the format for the use of the 2014 instructor development budget, ensuring maximum value for each dollar spent.

The PCC members

The PCC members (Dave Wooldridge, Rob Lemmon, David Johnston, Tony Palmer) have much work to do within their respective PDCs, so their contribution to the PCC is especially appreciated! It must be true when they say, “If you want something done, ask a busy person.” Thank you each for all your hard work and dedication!

Respectfully submitted,

Tony Palmer
Chair, Program Coordination Committee

Stand Up Paddleboard Program Development Committee Report

- Paddle Canada AGM, 2014 -

April 16, 2014

The Stand Up Paddleboard Program Development Committee (SUP PDC) has had a busy year. Along with the regular ongoing business of the committee, several major projects were undertaken as outlined below.

Significant program changes

As paddleboarding evolves, so does the Paddle Canada SUP program. The PDC made significant changes to all areas of the program this winter and now feels that the program is 'stable'. Paddlers should expect only minor 'tweaks' to occur over the next number of years. The Paddle Canada SUP program is currently the most comprehensive in the world!

The Coastal stream was divided into two independent streams, Surf and Touring. Each now has two skill levels with two corresponding instructor and instructor trainer (IT) levels.

The Introduction to Stand Up Paddleboarding skills and Introduction to Stand Up Paddleboarding instructor levels were renamed Basic SUP skills and Basic SUP instructor respectively. The Basic SUP Instructor Trainer level was created.

The single River instructor and IT levels were reformatted into two instructor and IT levels.

All changes came into effect prior to this paddling season. Version 4.0 of the program manual, which contains the above changes, is available at paddlebuzz.ca. All Flatwater, Coastal and River SUP instructors & ITs have been transferred into the appropriate new levels. Rollout clinics are being planned on both coasts for the new Surf and Touring streams.

Editing of the SUP Program Manual

Paddle Canada has hired a copy editor to edit the SUP Program Manual. The goal is to standardize the organization and improve the quality of writing and thereby create a design standard that can be used for all Paddle Canada program manuals. The Sea Kayak program manual is being edited simultaneously. Over time, the Canoe and River Kayak program manuals will be edited to meet the new standard.

The first draft has been received from the editor and its content is being finalized. The manual will be released as soon as it is complete.

Instructor Development events

Instructor Development (ID) events are being planned for the 2014 season. These events will develop new SUP Flatwater instructors and provide ongoing development to existing instructors. Details will be released as they become available.

Paddle Canada & American Canoe Association mutual support

The American Canoe Association (ACA) is roughly the US equivalent of Paddle Canada. In order to share best practices the two bodies have exchanged liaisons. Josh Hall, who chairs the ACA's SUP committee, also sits on our SUP PDC. The Paddle Canada SUP PDC Chair also sits on the ACA SUP committee.

The PDC members

Special thanks to the SUP PDC members (Mark Sciver, Mike Darbyshire, Hugo Lavictoire, Dave Adler, and Norm Hann) for their volunteer service and tremendous help over the past year! Without their participation we would not have accomplished so much good work in such a short time.

Respectfully submitted,

Tony Palmer
Chair, Stand Up Paddleboard Program Development Committee

Sea Kayak Program Development Committee Report

- 2014 AGM -

April 24, 2014

The Sea Kayak Program Development Committee has had a very busy year. Along with the regular day to day business and minor policy development, we undertook several major projects which included:

New Rolling Program

Our biggest project of this past year was the writing and announcement of a kayak rolling program and instructor level.

We announced the new program in March and will be training grandfathered instructors to deliver instructor programs in their region over the next month. We are very excited to have the Pacific Paddling Symposium offer the first rolling instructor certification course this June.

Special thanks to the writing committee and the instructors who contributed ideas. Your hard work is greatly appreciated.

Editing of the Sea Kayak Program Manual

Over the winter we hired a copy editor to edit the Sea Kayak Program Manual. Our goal was to organize and improve the quality of writing as well as cut down on repeated content throughout.

We recently received a first draft of edits from the editor and we are currently working with her in cleaning up the content. We plan on releasing the manual to instructors as soon as it's ready which we project to be sometime in late summer.

New Eastern Canada PDC Member

In October we opened up the nomination process in the Maritime region for a new PDC member and we were very happy that Gayle Wilson offered to take up the task.

Renaming of Flatwater Levels

In our ongoing goal to standardise names and policies across all the certification programs (where appropriate), we renamed the Flatwater Skills, Flatwater Instructor and Flatwater Instructor to Basic Skills, Basic Instructor and Basic Instructor Trainer respectively.

This change came into effect this paddling season.

Special thanks to Ray Boucher, Dympna Hayes, Meaghan Hennessy, Phil Hossack, Michael Pardy and Gayle Wilson for their tremendous help and leadership over the past year for without them absolutely nothing would have gotten done.

Respectfully submitted,

David Johnston
Chair, Sea Kayak Program Development Committee