

# *Cycling Canada*

## *2014 Annual Meeting Report*



## INDEX

	Page
1.1 Introduction .....	3
1.2 President's Report .....	4
1.3 CEO's Report .....	6
1.4 Finance & Administration .....	7
1.5 High Performance Programs .....	9
1.6 Domestic Program Development .....	11
1.7 Business Development & Communication .....	13
1.8 Results .....	14



Shelley Gautier – Double Gold Medalist (T1 – TT & RR)  
2014 Para Road World Championships - Greenville, USA

## 1.1. Introduction

As has been the case over the past four years, the purpose of this report is to provide an overview of the past year from the Board and management perspectives. A summary of high performance, development and business development areas is provided as well as a comparative financial overview.

### **Board of Directors & Committee Members**

The organization is well served by committed volunteers that provide leadership and expertise in many key areas. They are listed below to acknowledge their contribution and service to Cycling Canada.

- **CC Board**

John Tolkamp	President	Vancouver, BC
Bill Kinash	Director	Regina, SK
Chris Reid	Director	Gatineau, QC
David Cathcart	Director	Ottawa, ON
Hannah Parish	Director	Clarksburg, ON
Kevin Baldwin	Director	St. John's, NF
Peter Lawless	Director	Victoria, BC
Stephanie Roorda	NT Athlete Director	Calgary, AB

- **High Performance Committee**

Guy Vincent	Chair
Andrew Iler	Development Team Program Representative
Richard Wooles	National Team Program Representative
Louis Barbeau	AWAD Program Representative
Robbi Weldon	National Team Athlete Representative
Jacques Landry	CC High Performance Director – Head Coach

- **Officials' Committee**

Louise Lalonde	Chair
Josée Bédard	MTB Representative
Wayne Pomario	Road & Track Representative
Jason Howard	BMX Representative
Mathieu Boucher	CC Performance Development Director

- **Events Committee**

Kevin MacCuish	Chair
Andrew Paradowski	Road & Track Representative
Adam Muys	BMX Representative
Bruno Vachon	MTB Representative
Mathieu Boucher	CC Performance Development Director

- **Insurance Committee**

Kevin Baldwin	CC Board Member
Heather Lothian	Alberta Cycling Association Executive Director
Kelly Murray	Velo New Brunswick President
Jim Crosscombe	Ontario Cycling Association CEO
Brett Stewart	CC Director, Finance & Administration

## 1.2. President's Message

*By: John Tolkamp, CC President*

**"Cycling is on the cusp of a perfect storm"** remarked the Executive Director of the Canadian Olympic Foundation to me earlier this year. No the ship is not sinking, rather her remark was a strong endorsement and acknowledged the growing public interest in cycling, our athlete's world class results and Cycling Canada's growing organizational capacity. Picking up on this comment I'd like to take the opportunity to reflect back on this year and the path forward to highlight a broad range of accomplishments and opportunities which support such an endorsement.

First, our athletes continue deliver world class results. Whether it is national champions, World Cup podiums, World Championship medals and our cyclists donning the leader's jersey at world class events - they all inspire a nation. The 2015 Pan / Parapan American Games are just around the corner and our athletes and coaches are focused on seizing the opportunity of delivering podium results on home soil.

It is exciting to see we are literally days away from the opening of the Mattamy National Cycling Centre in Milton. This is more than a building, it is the catalyst of our future - in ways we cannot even foresee. Already we have seen the formation of a Cycling Academy by the Town of Milton, our partner, to develop a vision of community & cycling and the beginnings of a long overdue permanent physical home for a Canadian Cycling Hall of fame.

It is encouraging to see the UCI's focus on women in cycling having immediate impact with the formation of a women's commission and the opportunity for the women to race to worldwide audiences on the Champ de Elysees as part of the Tour de France. In Canada we will mirror this focus with creation of a task force on the participation of women and encouraging the organization of more women's events. In the last year the Tour of Delta obtained UCI sanctioning for its women's race and many events have adopted prize parity for the men and women.

Cycling Canada continues to be leaders in the fight against doping as well as addressing mental health issues in a constructive proactive manner. I am especially proud of our leadership efforts in this area and took the opportunity to present our approach to our peer COPACI federations at this year's UCI Pan American sharing platform in Mexico.

There was a significant change in UCI leadership in the past 12 months, starting with the election of a new President. This has been a welcome change and breaths new energy and a refreshed approach to our international governing body. The new leadership continues to seek out Canadian expertise and we have seen appointments to the Mountain Bike and Track commissions. Personally I was honored with an appointment to the UCI Ethics Committee, which reflects positively on how the international community views Canada and Cycling Canada.

We opened up discussions with BMX Canada this year and with the support of the provinces we hope to advance these discussions and create a cooperative environment where the sport of BMX can grow and flourish.

On the governance front Cycling Canada completed the process of updating our constitution and bylaws to remain fully compliant with the new Not for Profit Act. We took this opportunity to not just meet regulatory requirements but to also engage our stakeholders and improve our governance processes

I'd also like to acknowledge and warmly welcome Global Relay who came on board this year as National Team Sponsor. This promises to be a fantastic partnership and we are thankful for the support Global Relay is providing us to advance key objectives.

Recognizing the need to continue to develop our development capacity, and feeling the time is right, we entered into a new initiative and have begun the development of a fundraising foundation. We have significant fundraising goals and have partnered with the Canadian Olympic Foundation and are currently finalizing the term of reference and structure of the foundation and have begun the process of identifying and engaging key individuals to provide fundraising leadership.

In closing I'd like to acknowledge the support of our Board, the staff, in particular our CEO, Greg Mathieu, the provincial and territorial cycling associations and the partnerships of Sport Canada, Own the Podium, the Canadian Olympic Committee and the Canadian Paralympic Committee who have continued to increase their investment in our sport.

While it is great to hear "Cycling is on the cusp of a perfect storm", it also comes with a responsibility, a responsibility to capitalize on this opportunity and for that I, along with the board and staff, are eager to ensure our success as an organization and nation in the coming years.

Sincerely



John Tolkamp  
President

*Photo Courtesy of Canadian Cyclist*



Catharine Pendrel – WORLD CHAMPION – 2014 MTB World Championships – Hafjell, NOR



### 1.3. CEO's Message

*By: Greg Mathieu, Chief Executive Officer/Secretary General*

As we head into the third year of the quadrennial following the London Olympic Games and point towards next year's Pan Am / Parapan Am Games in Toronto and the 2016 Rio Olympic and Paralympic Games I think it is worthwhile to remind our members and participants of the mission and vision of Cycling Canada.

**Mission:** Cycling Canada exists to pursue world class results by leading high performance programs and enabling the development of athletes.

**Vision:** Canada is a leading cycling nation, consistently celebrating international competitive success.

The means by which we pursue our mission and vision are through strong and consistent governance, the accurate allocation of resources, the building of necessary partnerships and the development of programs and structures that support the competition system. The system has many stakeholders and complexities that need to be managed on an ongoing basis. Whether it is; provincial/territorial member relations, trade team relations, event organizer support, coach education and certification, officials education and certification, national and international event hosting, anti-doping initiatives, high performance program planning and implementation there is a great deal of communication required to make the system function.

Given all of this, it is not expected that all stakeholders will agree with all of the decisions of the national body when it comes to the implementation of the national high performance plan. Each stakeholder sees the issue from their perspective. With due respect to individual perspectives there are two things I would note; (1) the primary high performance partner of Cycling Canada is Own the Podium and their funding support is closely tied to us meeting or exceeding mutually agreed upon targets with them annually, and (2) the system that we have been building over the past five years is showing performance success at the international level in three of the four Olympic disciplines and in Para-cycling. The one area where Olympic and/or World Championship success has not occurred recently at the elite level is on the road.

We are acutely aware of the significance road cycling has across this country. It is the most popular form of cycling, has the greatest international television appeal, drives the greatest amount of bike sales and cycle tourism and has the most sophisticated professional structure with the greatest personal rewards for riders. With that said, we have reached a point where the diversity of opinions on how to foster success on the road is becoming a distraction. For that reason, Cycling Canada will organize a meeting of road stakeholders to discuss the many issues in play and to work towards a focused approach that can be supported by all.

The past year has seen some interesting new developments that will be reported on in more detail in the meeting. The Canadian Olympic Committee, with the support of Deloitte consulting, carried out a National Sport Federation Best in Class enhancement initiative. Cycling Canada was an early adopter of this study and will now benefit by receiving support to further our business development objectives in two areas; increasing brand awareness and fundraising. On the fundraising side we are concluding an MOU with the Canadian Olympic Foundation to assist with our efforts to raise funds to support development over the next three years.

The National Consultation on Doping Activity in the Sport of Cycling was initiated by Cycling Canada with the considerable support and counsel of the Canadian Centre for Ethics in Sport. The report will be made public and the findings and recommendations will be a subject for our deliberations at the Annual Meeting.

The Pan / Parapan Am Games in Toronto 2015 are a major focal point for Cycling Canada management and staff. In the lead up period we have been hosting test events and have two remaining (track and BMX) that will test both the infrastructure and the functional areas of the Toronto 2015 sport and venue management. Our staff is working with volunteer Sport Advisory Committees in all cycling sports to deliver the Games.

Finally, I would like to thank the Board of Directors, Committee members and our staff for all of their efforts to continue to build our sport over the past year.

#### **1.4. Finance & Administration**

***By: Brett Stewart, Director Finance & Administration***

The overall financial picture for Cycling Canada continues to be solid. Annual funding from Sport Canada and Own The Podium will remain stable through 2016 with potential for additional supplemental funding associated with initiatives like the 2015 Pan / Parapan Am Games. The key to sustaining and increasing funding levels for the next quadrennial largely hinges on the continued achievement of medal performances.

As a tier 2 summer sport, the increased funding support has enabled Cycling Canada to implement a new organizational structure to address the need for expanded capacity in the areas of High Performance, Domestic Programs, Business Development and Finance & Administration. The new structure and additional personnel is already moving Cycling Canada in a positive direction.

Investment in the area of Business Development has begun to bear fruit. Global Relay has partnered with cycling as a tier 1 sponsor for the next 4 years. The partnership will provide support for Cycling Canada event properties and the national team program. Cycling Canada is also working with the Canadian Olympic Foundation on a fundraising campaign pilot project which is hoped will generate millions of dollars to support future athlete development initiatives.

Another exciting development is the construction of a state-of-the-art indoor velodrome in Milton; a significant piece of infrastructure that will serve cycling in Canada for decades. As a legacy of the 2015 Pan / Parapan Am Games, this facility represents an immense opportunity to advance cycling in many ways and at many levels. The velodrome will soon be home to the national track program.

The National Insurance Program continues to evolve in an ongoing effort to better manage exposure while at the same time addressing ever changing coverage needs. The past two years with the present broker and underwriter combination have been positive. Claims have been minimal and the loss history is starting to recover. It is hoped that this trend will continue for another few years and result in lower premium costs. Efforts will continue to explore ways to add value to the program.

Looking ahead, the financial position of Cycling Canada is expected to remain favourable for the foreseeable future ensuring the means to achieve the intended objectives.

*Illustrated on the accompanying page is a five year comparative summary of revenue and expense from audited financial statements and a Board approved budget projection for the current fiscal.*

FIVE YEAR COMPARISON - STATEMENT OF OPERATIONS					
					Budgeted
	2010-11	2011-12	2012-13	2013-14	2014-15
<b>REVENUE</b>					
Sport Canada	\$ 995,600	\$ 956,500	\$ 925,500	\$ 1,203,390	\$ 1,284,500
Own The Podium	1,796,028	2,437,137	3,063,100	3,226,335	3,248,800
Canadian Olympic Committee	202,852	339,000	128,130	80,000	-
Insurance recoveries	383,876	357,782	411,595	468,681	463,820
Sponsorships	82,591	126,678	133,778	90,194	85,000
International hosting	519,997	389,998	357,997	657,000	580,000
Affiliation fees	219,533	226,357	227,516	228,949	229,040
Athlete contributions	265,512	258,309	221,473	266,886	242,000
Non-recurring contributions and other (NEW)	212,792	197,343	279,671	234,655	274,400
Donations	86,683	307,650	60,500	50,475	25,500
Coaching Association of Canada	29,802	26,693	24,463	35,333	4,420
Doping recovery	18,681	32,802	44,388	51,756	38,000
Calendar fees	16,004	9,950	10,650	12,414	10,900
Rider levies	4,900	4,059	2,496	4,656	4,750
	4,834,851	5,670,258	5,891,257	6,610,724	6,491,130
<b>EXPENDITURE</b>					
Senior National Team	\$ 1,651,543	\$ 2,211,978	\$ 2,059,170	\$ 2,069,537	\$ 2,114,120
Salary and benefits - staff	708,097	771,519	810,062	1,004,951	1,069,707
Salary and benefits - coaches	456,523	563,080	687,154	944,995	1,126,072
Insurance	406,154	380,342	407,177	480,956	488,271
International competitions	544,408	419,927	407,631	710,562	677,000
Administration	338,476	337,898	410,398	417,447	324,833
Official Languages (Administration)	16,007	16,531	20,665	17,064	17,000
National team - other	213,830	276,698	333,952	352,912	273,000
Meetings	103,785	124,596	201,410	105,270	116,250
National competitions	89,296	79,168	79,926	102,106	86,250
Leadership Development (Coaches, Officials & LTAD)	56,773	50,596	48,750	65,964	37,140
Athlete Development / Stakehold subsidies & transfers	76,679	200,268	46,840	82,045	62,500
Canbike - PHAC / Safe-Kids	-	16,819	43,372	8,696	4,000
Sport Participation Development	19,947	19,697	-	-	-
Advertising and Promotion	107,457	160,672	183,105	125,380	141,540
	4,788,975	5,629,789	5,739,612	6,487,885	6,537,683
<b>Annual Surplus/(Deficit)</b>	<b>\$ 45,876</b>	<b>\$ 40,469</b>	<b>\$ 151,645</b>	<b>\$ 122,839</b>	<b>\$ (46,553)</b>



### 1.5. High Performance Programs

*By: Jacques Landry, High Performance Director – Head Coach*

As we enter the two year to go mark to the Rio 2016 Olympic and Paralympic Games we have obtained many international performances which lead us to believe that success in two years' time is inevitable if we continue on with what we are presently doing. The reality is that while we have stepped on the world championship podium on 6 occasions (3 para and 3 able) we have fallen short in some development and high performance areas. In order to keep on track with our goal to be top cycling nation by 2020 (achieving an average top 8 status across all Olympic and Paralympic disciplines) we need to continually improve.

The last year has been one of reviewing, with our coaches, the different quadrennial plans established in 2012 and seeing where the gaps still lie whilst getting our newly acquired coaches settled in with our culture and capitalizing on what they can bring in as foreign culture in order to fast track our programs to a level they should be at.

Foreign coach culture contributed to our track endurance women scaring the British team pursuit squad at track worlds with a team that was missing at least one strong element (Gillian Carleton). While we have stepped up our game in the women's track endurance area we know that other countries, including the British, have not yet shown their true colors and so the fact that we are continuing to build our pool of athletes is not a luxury. Additionally to building up our pool of athletes, moving into the last couple of years of the quadrennial, we will be increasingly using the road program to enhance our athlete's stamina over the course of the spring and summer months. These two elements, in addition to other components should set us up for great rides in Barra, Brazil come July 2016.

In July we made a strategic decision to invest into the Commonwealth Games in order to introduce our track program to the world whilst trying not to neglect our other cycling sports. We knew that medal chances on the track would be difficult as most top nations in track are Commonwealth nations but the goal was nonetheless to get the foot in the door in events we are not normally focussing on as if to say to the world: "we are coming".

From a mountain bike point of view in Glasgow we did get the performances anticipated, and were actually secretly expecting a medal performance on the men's side. No podium in Mountain bike would have been a serious wakeup call; especially on the women's side.

Before the Commonwealth Games were actually finished we finally got a break in men's BMX where Tory Nyhaug managed to get on the 2nd step of the world's podium. It is undeniable that the kid (not a kid anymore really) has potential and knows how to turn it on to get to the main event. The trick now for our BMX program will be to build in more consistent performances and to keep Tory healthy all the while continuing to develop more athletes that can contribute to acquiring more Olympic qualification points.

Towards the end of August our para program made its way down to Greenville, South Carolina to compete in the para-cycling road world championships. While I can't boast that 3 medals is a phenomenal performance for our squad, there is need to put things in context while at the same time being critical. The context is that we were plagued with a bit of bad luck (some predictable) throughout the season and even during the worlds; additionally we had decided that the 2014 season would be one of testing different strategies. Through an adequate debrief we've identified the proper path to performance moving forward into 2016 and will keep on that road to Rio.

As far as world performances go, Catharine Pendrel was able to repeat her world champion performance from 2011 to regain the rainbow jersey. While Catharine's early season was slowed down by injury she slowly built herself back up to being the world class rider she is by mid-September; hitting a few podium performances along the way at the Commonwealth Games and world cups.

Norway was also an occasion where Emily Batty demonstrated that she is not far off the mark and where Derek Zandstra was finally able to stretch his legs with a best ever performance for him at worlds.

Finally, in Ponferrada Spain, Canada showed some solid performances with both Karol-Ann Kanuel and Svein Tuft demonstrating that they are valuable assets when it comes to team time trial. Karol-Ann, through her TTT preparation work, was able to give a 6th place performance in the time trial which turned many heads, including mine. As for the road race, it is unknown how our smaller women's field would have fared due to the massive crash, but suffice it to say that with Karol-Ann's form, the team was riding for her.

From a development stand-point there are many initiatives that have gone on that are all worth mentioning but I will only name a couple.

In the spring we started the Cycling Leaders Network whose goal is to open better communication lines with chosen provincial, personal and club coaches across the nation. The CLN is driven by our development coaches and serves as a sounding board for all development programs.

Additionally we were able to finally get standardized testing protocols completed that will be disseminated shortly across Canada. Part of these testing protocols were used in March as we rolled out a talent ID initiative from which we were able to identify a handful of talent transfer athletes.

Overall, while we still have much road to cover on the development side of things we are heading in the right direction and I am confident that while the focus will increasingly be on our Rio medal hopefuls from now until 2016, we are still keeping our finger on our development programs as these programs are the way to a sustainable high performance program.

In the final two years of this quadrennial my job will be to continue to oversee the programs by keeping our coaches focussed on the task at hand and by asking them the difficult questions that will lead them to being better day in and day out so our athletes can shine under the warm Rio sky while facing the land of the rising sun.

*Photo Courtesy Canadian Cyclist*



Women's Team Pursuit – Silver Medalists – 2014 Track World Championships – Cali, COL  
Pictured left to right: Allison Beveridge, Stephanie Roorda, Laura Brown, Jasmin Glaesser

## **1.6. Domestic Program Development**

*By: Mathieu Boucher, Performance Development Director*

The Domestic Program Development portfolio targets the areas of events, officials, coaching, LTAD development and implementation, and participation development programs. It is a broad mandate and one that touches each and every Provincial and Territorial cycling body.

### **Events**

Canada continues to play a strong leadership role in hosting international events. Furthermore, over the past few years we saw an increased level of international representation in most of our international events. We were also very pleased with the addition of a women's UCI 1.2 race in conjunction with the Delta Road Race in BC. We are deploying efforts to continue to grow our women's calendar.

While the Mountain Bike Toronto 2015 Test Event (Canadian MTB XCO Championships) was a great success, the two others Pan Am Test events created additional pressure and challenges to the domestic department. The change of venue for the 2014 Canadian BMX and Track (Junior & U17) Championships as well as the postponement of the 2014 Canadian Elite Track Championships and the Milton International Challenge required us to re-focus our resources on the coordination of those events.

Canadian Championship events were also a priority for the domestic department, with the presentation of nine Canadian Championship events, hosted in four provinces, across all cycling sports. We also delivered anti-doping education seminars, in collaboration with the CCES, at the Junior/Masters Road Championships as well as the Canadian Mountain Bike Championships. It was an opportunity for athletes and coaches to learn more about anti-doping education and what all is involved through doping control.

One critical area for me is our ability to work together to agree and implement minimum event standards that will not only be greatly beneficial from a risk management perspective but that will also allow us to offer safer and better events to our members.

### **Officials**

The main focus for the committee is to respond to the increased demand for National and UCI road and track commissaires across the country. The numbers of provincial and national officials have reached a critical level and without any action we won't be able to maintain the quality and quantity of events on our national calendar.

The Officials' Committee has identified three pillars that should allow us, in collaboration with our stakeholders, to address the issue:

1. Enhance the image of our commissaires and educate our stakeholders about their roles as participants in our sport
2. Simplified and Standardized commissaire training across the country
3. Standardized the assignments process across the country

For each pillar, Cycling Canada has already taken specific steps such as:

- Developed and published an LF Guide for provincial courses
- Developed standardized provincial "A" online exam
- Developed a proposal to adopt minimum assignment guidelines for provincial events

CC and its provincial/territorial partners delivered two National level courses:

National Level Track commissaire Course (English) – Toronto, ON

National Level BMX Commissaire Course (French) – Montréal, QC

Plus Participated in National Road Elite Course (English) –Colorado Springs, USA

The committee also supported the development of an online training course for Driver's in Cycling Caravan's. The course was successfully piloted in Montréal during the World Tour race. The course will be available to the public by January 2015 at the latest.

### **Coaching**

Coaching Transition – CBET – Cycling Canada received the final approval from the Coaching Association of Canada for the "Performance Cycling" Competition Development context; it's a great accomplishment that established cycling amongst the leading sports in coaching education.

Coaching Education – The main focus in 2014 was to continue to promote our coaching programs and work with the provinces to ensure that we are providing sufficient training opportunities for coaches that needed to complete their certification. We also maintained our efforts to provide opportunities for coaches that needed to be evaluated.

We delivered the following training activities:

- Competition Development ``Full Program`` (FR) – Bromont, QC
- Supported Learning Facilitator training (FR) –Bromont, QC
- Supported Learning Facilitator training (ENG) –British Colombia, BC

Our master coaches conducted seven level III / Competition Development practical assessments at National / International domestic events.

Webinar for coaches -Cycling Canada recognizes the value of having certified coaches that are engaged in Professional Development activities. We also believe that by creating opportunities for coaches to interact and share expertise our athletes will be better supported and we will be stronger as a cycling nation. This is why we developed and delivered three webinars open to all coaches with the objective to increase the level of interaction and professional development opportunities for cycling coaches across the country.

- Webinar 1: NCCP Program overview & Mental Health Strategy delivered by Andrea Wooles
- Webinar 2: Yearly training plan delivered by Sebastien Travers
- Webinar 3: Talent Identification delivered by Jacques Landry

### **LTAD**

Our main target this year was to develop and publish the Mountain Bike specific LTAD. It is our hope that this document will be a great resource for coaches across the country.

### **Competition Review**

Our focus in 2014 was to conduct an in-depth competition review for Track Cycling. We created a Leadership Team (LT) composed of a small group of experts who studied our current sport system and developed recommendations that will ensure a better alignment of all aspects of our competition system into a more coherent system that better supports long-term athlete development. The Leadership Team was also supported by an advisory committee that was asked to provide feedback on each of the LT recommendations.

The recommendations for the (LT) touches six main areas: Track skill development, Track events, Track rules, Competition calendar, National Championships, Club-PSO-NSO alignment.

Don't forget! All successful change initiatives begin with individuals who believe in a better way of doing things; this competition review is no different!

### **1.7. Business Development Manager's Report**

***By: Kait Cavers***

The upcoming grand opening of a world class cycling venue in Milton paired with all eyes on Toronto for the 2015 Pan Am games has meant an increase in attention from Canadians for the sport of Cycling. Cycling Canada is continually searching for ways to leverage this excitement in order to bring some much needed awareness to our brand.

Following the 2013 AGM, Cycling Canada partnered with a Toronto based ad agency, Innocean, to develop a media campaign with the main goal of driving brand awareness. What emerged from this partnership was a proposal for a 30 second PSA to air on television, coupled with an extensive print campaign and fresh new look for our website. With the support of the Canadian Olympic Committee, Cycling Canada has been provided with the funding to make this campaign a reality.

Filming for the PSA began mid-September in British Columbia, and will conclude late November with final scenes shot inside the new Velodrome. The campaign launch date has been centred on the Spring Classics which will air on SportsNet in late March, early April 2015.

A marketing plan was presented to the Board for final approval in February of 2014. In this plan, Cycling Canada focusses on 4 major strategies:

1. Increase brand awareness among cyclists
2. Inspire Canadians to get involved with Cycling Canada
3. Confirm 2 major sponsors and 4 supplier partnerships
4. Service current sponsors and keep them engaged in the program

Global Relay was signed on mid-way through the 2014 year as a major sponsor to the National Team and premium sponsor of the (now) Global Relay Canadian Road Championships. Our main focus immediately after signing with Global Relay, was to ensure that we were able to deliver benefits specific to these championships on time. We were able to approve and produce a new run of National Team kit to include the Global Relay logo. We also hosted Global Relay's Warren Roy and Shannon Rogers at the championships, which gave us time to get to know the Global Relay brand and set forth expectations for the remainder of our partnership.

The main focus on new sponsorship acquisitions revolves around Pan Am Games partners, including CISCO, CIBC, All Stream, Imperial Oil to name a few. Other partnerships currently in discussion include KPMG, Transamerica Life, Deloitte, Honda, Hyundai, Jeep and Gatorade.

Continuing to seek avenues to leverage events like the GPCQM, Velirium and the Tour of Alberta are key to creating longer and more valuable partnerships for the future.

As we move closer to the Pan Am games as well as the 2016 Rio Olympics, we hope to see a noticeable rise in interest in our brand from potential partners.

Key areas of focus for 2015 will be sponsor servicing, growing our online presence, the addition of an online sales capacity, and strengthening athlete relationships in the hopes of utilizing our National Team as a major selling point to potential partners.



## 2014 PERFORMANCES

(Note: TT =Time Trial, RR =Road Race)

### Paracycling

#### World Championships:

- Shelley Gautier 1<sup>st</sup> (WT1 TT), 1<sup>st</sup> (WT1 RR)
- Marie-Ève Croteau 2<sup>nd</sup> (WT2 TT)
- Jaye Milley 3<sup>rd</sup> (MC1 Ind. Pursuit), 3<sup>rd</sup> (MC1 KmTT)
- Michael Sametz, 5<sup>th</sup> (MC3 TT)
- Nicole Clermont 5<sup>th</sup> (WC5 RR), 5<sup>th</sup> (WC5 TT)
- Marie-Claude Molnar 5th (WC4 TT)
- Robbi Weldon / Lyne Bessette 5th (BVI – TT)

#### World Cups:

- Shelley Gautier 1<sup>st</sup> (WT1 TT), 1<sup>st</sup> (WT1 RR) – Castiglione, ITA
- Shelley Gautier 1<sup>st</sup> (WT1 TT), 1<sup>st</sup> (WT1 RR) – Segovia, ESP
- Marie-Ève Croteau 1st (WT2 TT), 1st (WT2 TT RR) – Castiglione, ITA
- Marie-Ève Croteau 2nd (WT2 TT), 2nd (WT2 TT RR) – Segovia, ESP
- Daniel Chalifour / Alexandre Cloutier 2<sup>nd</sup> (BVI RR), 4th (BVI – TT) – Segovia, ESP
- Marie-Claude Molnar 2<sup>nd</sup> (WC4 TT), 3rd (WC4 RR) – Castiglione, ITA
- Marie-Claude Molnar 4th (WC4 RR), 5th (WC4 TT) – Segovia, ESP
- Nicole Clermont 3<sup>rd</sup> (WC5 TT) – Castiglione, ITA
- Mark Ledo 4th (MH4 RR) – Castiglione, ITA
- Ross Wilson 4<sup>th</sup> (MC1 RR) – Segovia, ESP

### Road

#### World Championships:

- Karol-Ann Canuel 6h (Elite Women TT), (1<sup>st</sup> TTT – Specialized Lululemon)
- Svein Tuft (2<sup>nd</sup> TTT – Orica Greenedge)

#### Commonwealth Games:

- Svein Tuft 4<sup>th</sup> (Men's RR)

#### International:

- Karol-Ann Canuel 1<sup>st</sup> (San Dimas Stage Race GC)
- Leah Kirchmann 3<sup>rd</sup> (La Course de Tour, Paris)

### Track

#### World Championships:

- **Silver medal** (Women's Team Pursuit)
- Jasmin Glaesser 3<sup>rd</sup> (Points Race)

### **Pan American Championships:**

- Gillian Carleton 1st (Omnium)
- Monique Sullivan 1<sup>st</sup> (Keirin), 2<sup>nd</sup> (Sprint)
- Jasmin Glaisser 1<sup>st</sup> (Individual Pursuit), 1<sup>st</sup> Points Race
- Hugo Barette 2<sup>nd</sup> (Keirin)
- Remi Pelletier-Roy 3<sup>rd</sup> (Omnium)

### **Commonwealth Games**

- Remi Pelletier-Roy 3<sup>rd</sup> (Scratch Race)
- Men's Team Pursuit 4<sup>th</sup>
- Men's Team Sprint 4th

## Mountain Bike

### **Cross-Country**

#### ***World Championships:***

- **Catherine Pendrel 1st** (Elite Women)
- Derek Zandstra 15<sup>th</sup> (Elite Men)

#### ***World Cups:***

- Catharine Pendrel 1st (Windham), 2<sup>nd</sup> (Mt St Anne & Nove Mesto), 5<sup>th</sup> (Albstadt)
- Emily Batty 2<sup>nd</sup> (Cairns), 5<sup>th</sup> (Mt St Anne)
- Leandre Bouchard U23 5<sup>th</sup> (Nove Mesto & Albstadt), 4<sup>th</sup> (Albstadt - Eliminator)
- Cindy Montambault 3<sup>rd</sup> (Windham - Eliminator)
- Andreanne Lanthier-Nadeau 4<sup>th</sup> (Mt St Anne – Eliminator)

#### ***Pan American Championships:***

- Mikaela Kofman 2<sup>nd</sup> (Elite Women)
- Raphael Gagné 3<sup>rd</sup> (Elite Men)
- Antoine Caron 3<sup>rd</sup> (U23 Men)
- Frédérique Trudel 3<sup>rd</sup> (U23 Women)

#### ***Commonwealth Games:***

- Catherine Pendrel GOLD
- Emily Batty SILVER
- Max Plaxton 4th

### **Downhill**

#### ***World Championships:***

- Vaea Verbeeck 6th

#### ***UCI Overall Ranking:***

- Casey Brown - 12<sup>th</sup> UCI Rankings

## BMX

### **World Championships:**

- Tory Nyhaug 2<sup>nd</sup> (Elite Men)
- Alex Tougas 1<sup>st</sup> (Challenge Class Boys 16)
- Avriana Hebert 1<sup>st</sup> (Challenge Class Girls 14)
- Daina Tuchscherer 6<sup>th</sup> (Junior Women)

### **World Cups:**

- Tory Nyhaug 2<sup>nd</sup> UCI U.S. Cup
- Tory Nyhaug 3<sup>rd</sup> (Manchester)
- Drew Michielsen 2<sup>nd</sup> (Junior Women) UCI U.S. Cup
- Christopher White 2<sup>nd</sup> (Junior) UCI U.S. Cup
- James Brown 5<sup>th</sup> UCI U.S. Cup

### **Continental Championship:**

- Tory Nyhaug 3<sup>rd</sup>



Tory Nyhaug – Silver Medalist – 2014 BMX World Championships – Rotterdam, NED