

MILESTONES IN IMPLEMENTING THE 2006 STRATEGIC PLAN GOALS

The document ***Strategic Goals 2006-2011*** (available for viewing on the SLNC website), was adopted in 2006 by the SLNC Board of Directors following consultation with club members. This document set out a number of goals for SLNC in five areas; *Athlete Development, Competitions, Membership, Operations and Governance*.

The following represents some of the milestones achieved by the club in these areas since 2006.

ATHLETE DEVELOPMENT

- Created and filled head Coach Position
- Developed a strong cadre of Certified Coaches to implement programs
- Implemented Sport Canada's Long Term Athlete Development Program.
- Working to integrate Jackrabbits, Junior Development, Masters, High-performance and Biathlon into a single cohesive program.
- Renewed initiatives in promoting Adaptive Skiing
- Growing a strong base of Jackrabbit and Master skiers
- Continuing to promote Active for Life thru school programs

COMPETITIONS

- Developed a strong cadre of officials to run major competitive events.
- Raised the profile of SLNC as one of the few clubs in Canada who can successfully host sanctioned National and International Races
- Have developed the capability of running events on a cost-recovery basis.
- Note: Competitions have contributed significantly to the high profile that SLNC enjoys in the broader skiing community and to the development of SLNC's infrastructure.

MEMBERSHIP

- SLNC remains a strong, active, friendly and social club
- Solid financial footing - Positive revenue growth
- Retirement of the 2005 World Cup Debt in December 2010
- Achieved a significant increase in memberships in 2010 (+17%)
- Rejuvenation of club membership as evidenced by the growth in the number of families and participants in the jackrabbit program (+130)

OPERATIONS

- SLNC now has a fully mature trail system with the completion of the Carl Wylie Trail and bridge in 2010
- Established dog trail, backcountry ski trails and signed snowshoe trails
- Maintained and improved the necessary equipment, infrastructure and skilled and dedicated staff to ensure world-class skiing conditions.
- Note: Taking advantage of our outstanding natural environment and abundant snowfall is the core business of SLNC upon which everything else grows.
- SLNC remains “opportunistic”...ie: Maintaining a stance of preparedness to respond and capitalize on opportunities as they arise.

GOVERNANCE

- SLNC has developed an open, democratic and transparent Board electoral process and financial management system
- Ongoing development and review of Club Operating Policies and Procedures to ensure a level of professionalism consistent with industry standards (including best practices and training)
- Increased clarity re roles and responsibilities between Board members and staff (separation of policy and operations)
- Implementation of a Club and Member Services Manager in 2011-12
- Continuing to foster a positive working relationship with BC Parks and Silver Star Resort for benefit of the broader cross-country skiing community.