

As we now have a Director of Marketing and Communications, I look forward to the upcoming year to working in partnership with Bruce Deacon, and other members of the board, to increase visibility of BC Athletics across the province. I envision the next year as an opportunity to develop promotion of our championships, and establish relationships with clubs in an effort to assist them with promotion of their events.

At this year's AGM, there will be a presentation by Pam Medland and Maureen St. Croix on standardization of club meet entry fees, entry process, results and meet format. In each discipline of athletics, standardization will assist smaller clubs with an ability to run an event, and consistency in formats could lead to higher participation for already established events, and minimally, less stress for the event managers, and those participating at an event.

As corporate dollars and provincial and federal funding continue to impact our organization, it is to our advantage to seek new ways to continue to move our sport to the forefront. As technology continues to provide us with means to reach more of an audience, how can we utilize this to our advantage? This is another venue that I think is critical to events and promotion, one that I personally will need to research, to develop my own knowledge base.

I am encouraged by the enthusiasm of our current board, and their willingness to look outside established frameworks, in an effort to continue to improve our organization. As always, I am impressed by staff that provides such support, dedication and professionalism. I foresee a 2012 full of energy, success, and improvement.

Respectfully submitted:

Denise Clements
Director of Events and Promotions