

As noted in my last year's report, with our branding and marketing undergoing significant change, we are awaiting design changes to coincide with the marketing and development branch, and that is well underway. It will be an exciting time in the next year to start incorporating our new image, and being more visible in all avenues of athletics.

Our Championships continue to meet high standards, and are being well attended. Our visibility at these events will improve dramatically as we replace old signage and banners with updated product.

A BC Athletics Etiquette Guide is in development, with a sub-committee having been established. The committee is well-represented with members from all facets of our sport, and the guide will encompass all areas, not just athletes and coaches. We are in preliminary stages of developing this guide, so any interested party wishing to sit on the committee are welcome.

I look forward to the next year, in anticipation of banners and flags, proudly identifying pride in our organization, at our road running, cross country, marathon, ultra, race walking, or track and field events.

Respectfully submitted,

Denise Clements

Director of Events and Promotions

BC Athletics