



Canadian Baton Twirling Federation

La Fédération Canadienne de Baton Sportif

## ***President's Report – AGM July 2010***

We sent a contingent of 30 athletes, 6 coaches and 2 judges to the 2009 Sydney International Cup. The group was very supportive of one another and were able to tough it out through the bitterly cold Sydney mornings together! Coaches and athletes alike were very happy with the investment in a Team Manager once again. Complete results are available on the [www.cbtf.ca](http://www.cbtf.ca) website (Events | International Cup 2009).

This year saw a few changes to our competition season – most notably, we have again separated the Team Trials competition from our Nationals. The SBTAs hosted the 2010 Trials event in conjunction with a local Open competition over the May long weekend. The strategy to combine an Open with Trials was very successful.

Planning for the upcoming World Championships in Bergen, Norway is virtually complete. Our contingent will number 16 athletes, 2 judges and 5 coaches. Steven Kopas was again appointed Team Manager. The “Pride of Canada” Training Clinic will be held at the completion of Canadians, and a Team Camp is also planned for Toronto during the two days before the contingent departs for Norway.

On the revenue generation & fundraising side, we have continued our arrangement with Go Away Travel. For the year ending October 2009 over \$1800 in travel commissions were generated. Over \$600 was distributed to our travelling members – and many donated their commission right back to CBTF.

Our arrangement with the Sharp Baton Company has not been renewed. We are, however, retaining the scholarship strictly as the CBTF Athlete's Scholarship.

At the 2010 Championships, BatonBiz.com stepped in as an event sponsor and made donations directly to the Scholarship Fund and the World Contingent. In addition, a number of event-related fundraising initiatives were undertaken – with mixed results.

We must continue to investigate and implement revenue generation programs that can be national in scope. However, none of these will ever meet with much success if we cannot achieve a high participation rate among our clubs and our members. We must continue to promote these programs and encourage our membership to support those businesses that support our sport.

Use of the CBTF.CA website continues to grow. For the 12-month period July/09-June/10 we had over 20,000 visits (15,646 in the previous year) and over 97,000 pageviews (82,568 in the previous year). Our Google Ads account has now generated over \$100 in advertising revenue.

The online CBTF Store has also now been activated. The CBTF Coast-to-Coast Cookbook and the 2010 Canadians Dining Plan tickets were the first products we offered. Now that the store and our online payment accounts have been created, other products such as donations, sell CDs and DVDs or manuals can be offered with relative ease.

Respectfully submitted,  
Jeff Johnson