

Manitoba Baton Twirling Sportive Association  
CBTF AGM 2015 Report  
(Submitted by Edie Parisian, Chairperson)

The past year has been a busy one in Manitoba. Continually looking to build on our momentum, the board engaged a facilitator for a Strategic Planning session in September. We identified a 3 year plan with key areas of focus, and are making great strides to build on the programs and events deemed most important, and introduce several new pieces to complement existing programs.

Year one initiatives were as follows:

- Communication at the club level for both athletes and parents was one of the plans, and club parent liaisons and athletes reps were introduced, with a contact on the board for each. A parent brochure was developed for the first competition with FAQs answered to help new parents navigate the competition lingo. This will be ongoing this season, looking for more ways to involve all parents and athletes.
- Promotion of the sport was another area of focus, and with the ICQ held in Winnipeg, plans were developed to leverage this event to promote the sport heavily. Our publicity rep Tammy Dejong did an amazing job throughout the year and during the ICQ, with plenty of media attention leading up to the event (print, online, radio interviews). We also had a lot of exposure during the event, with television interviews with many CBTF members as well. Our website was revamped, and social media was introduced to expand our reach by Facebook, Twitter and Instagram. Youtube video vignettes and interviews were compiled of all Manitoba athletes who were competing at the qualifier. Numerous performances and events were scheduled, providing more exposure. (Mall displays, Santa Claus Parade, Kids Fest, Red River Ex, U of M Bison halftime show, Russian Picnic, to name a few)

Year two will see the focus on a Coaches mentorship program, and the Recreational stream.

## Membership

Our membership numbers have remained somewhat steady, and with the International Cup in Canada, we saw more of our senior athletes remain to compete this year, and join our Provincial Team. The teams trained hard to compete in the ICQ and qualified for a spot in Level A Team and Level B Group. We had 11 athletes qualify for spots on the Contingent for International Cup and one athlete qualify to compete at the Grand Prix. We had fantastic support from our volunteer members while hosting ICQ, and during the ICup in Abbotsford.

## Clinics, Competitions and Camps

We held our annual “Reaching for the Stars” competitive athlete clinic in October, with guest clinicians Michelle Smith and Matthew Johnson. In conjunction with the clinic, we held our AGM and Banquet. Michelle was the keynote speaker, providing inspiration to athletes and coaches alike. Our AGM was well attended and all positions were filled during elections.

MBTSA provides weekly Provincial gym training time as well as a Compulsory/Short Program class with instruction provided by a rotation of our L2 coaches. MBTSA held a badge workshop and testing day in the Spring. We held a Summer Clinic/Camp in August, where a group of instructors and assistants taught the basics to new athletes and prepped the returning athletes for the season ahead. Many of the participants discovered baton through some of our performance events during the year. This was a wonderful opportunity not only for the new athletes, but for many of our new coaches and senior athletes who assisted during the camp. Manitoba hosted 4 local competitions in 2015, as well as the International Cup Qualifier.

## Awards and Recognition

2014 Provincial Team Toba Bond was nominated for Team of the Year and Tammy Dejong was nominated for Volunteer of the Year at the Sport Manitoba Night of Champions.

Rhaychelle Tan was awarded the CBTF Individual Challenge Cup award and Jennifer Parisian was awarded the CBTF Scholarship award at the 2015 Canadian Championships in Oshawa. Joyce Ormshaw was also the recipient of the Lynda Garland Award for Excellence.

MBTSA provided scholarships to top placing athletes at Provincials, as well as financial assistance to the contingent to attend International Cup.

I would like to thank my fellow board members for the many hours they have contributed to the sport in our Province, and look forward to another successful year.