

ANNUAL REVIEW

2008

9

CANADIAN SPORT CENTRE CALGARY





MESSAGE

John Kucera
2009 World Champion
Photo: Canadian Press

Cover: **Kristina Groves**
2009 World Champion
Photo: Canadian Press

Mission

To support high performance athletes to achieve podium performances in international competition through a holistic process.

Vision

More Canadian athletes pursuing and realizing podium performances in international competitions.



FROM THE PRESIDENT

The 2008 – 2009 year was exceptional for Canadian athletes. The 18 medals at the 2008 Olympic Games in Beijing is the second most achieved in the last six Games and these were arguably, the most competitive Games in memory. At the summer Paralympic Games, where the standard of competition was greater than previously faced, Canada was the seventh ranked nation.

On the winter side, Canadian athletes achieved the most medals of any country at the World Championships and Canada was second on the Paralympic rankings. Canada is well positioned to be the leading sport nation in Vancouver.

Elite athletes know they cannot compete without the extraordinary efforts of an entire team. The athlete is seemingly alone on the starting line, but they know there is a well-coordinated and efficiently executing team behind them. Building performance takes talent as well as a deliberate, intentional and managed process. At the Canadian Sport Centre Calgary (CSCC) we are fortunate to have some of the world's best sport experts along with a solid organizational structure to support their efforts. We have a team of professionals delivering world leading programs and services for Canadian athletes and coaches.

During 2008 – 2009 we introduced a new governance structure to shape and define our future. There are many reasons to be confident in our future – we have a clear vision, a focused strategy, a strong business plan and we have exceptional staff.

As always, the consistent support and commitment of our funding and corporate partners make our efforts on behalf of Canadian athletes and Canadian sport both feasible and successful, and we extend our heartfelt thanks to all our partners. We also wish to thank our staff and Integrated Support Teams for their tireless dedication to Canadian athletes and for the innovation, professionalism and ethical approach they bring to their daily practice at the CSCC.

We have been immensely fortunate at the CSCC to be able to provide the kind of long-term support that athletes and their coaches require, and we are proud to contribute to another significant milestone in Canadian sport history through the projected achievements of Canadian athletes at the 2010 Winter Olympics and Paralympics.

We believe in the inherent life-enhancing qualities of sport and in sport as an integral part of the Canadian social and economic fabric. Lasting success in sport never comes easily or instantaneously. An athlete's legacy depends upon preparation, determination and hard work. However, there is, as Einstein said, "pleasure in work, pleasure in its result, and the knowledge of the value of the result to the community." We look forward with all our partners to yet another rewarding year of work on behalf of Canadian athletes and Canadian sport.

Sincerely,



Dale Henwood
President, CSCC

CANADIAN SPORT

The CSCC is governed by an independent skills-based Board of Directors from the sport and business communities. Our Board's considerable expertise in these sectors helps us to achieve our goal of building a lasting legacy of Canadian sport heroes.

Carol Huynh
2008 Olympic Gold
Medallist

**Leigh Vierling and
Paul Ragusa**
Coaches

Photo: Canadian Press



CENTRE CALGARY



Zina Kocher
2009 World Championship
Competitor
Photo: Christian Manzoni

Board of Directors

Chair Michael Laffin, **Blake, Cassels & Graydon LLP**

Vice-Chair Catriona Le May Doan

Secretary/Treasurer Carol Zazula, **Suncor Energy Inc.**

Craig Hruska, **Scollard Energy**

Allan Guty, **Parlee McLaws LLP**

Les Gramantik, **Coach, Athletics**

Malindi Elmore, **Athlete, Athletics**

Founding Partners

John Bales, **Coaching Association of Canada**

Rob Paradis, **Sport Canada**

Bill France, **WinSport Canada**

Dennis Allen, **Alberta Sport, Recreation,
Parks & Wildlife Foundation**

Ann Tierney, **University of Calgary**

Alex Gardiner, **Canadian Olympic Committee**

The CSCC exists to provide Canadian athletes and coaches with world-class expertise, programs and services. We strive to consistently deliver top performance results for the targeted training groups and individual nationally carded athletes that we serve. Our multi-disciplinary and fully integrated service delivery model effectively supports the heroic performance efforts of Canadian athletes and coaches. At the CSCC, we succeed when the athletes and coaches who avail of our positive training environment achieve success in their chosen sports and in their lives, both as individuals and as community leaders.



Staff

Business Services

Dale Henwood **President**

Marge Roper **Office Manager**

Jason Poole **Director, Sport Services**

Casey Peirce **Communications Manager**

Karen Strong **Coach Services Manager**

Cara Button **Life Services Manager**

Netty Kim **Marketing Communications Coordinator**

Colin Young **Marketing & Sponsorship Advisor**

Brandi McCrimmon **Athlete Services Coordinator**

Lynn Perkins **Accounting / Administrative Specialist**

Jason Sjostrom **Director, National Coaching Institute**

Sport Leadership Team

Dr. Stephen Norris **Director, Sport Physiology & Planning**

Dr. David Smith **Director, Sport Science**

Dr. Kimberley Amirault **Director, Sport Psychology**

Dr. Winne Meeuwisse **Director, Sport Medicine**

Dr. Victor Lun **Director, Sport Medicine**

Brenda Fujita **High Performance Sport Group Coordinator**

TRAINING

2008/2009 CSCC Supported Training Groups

Winter Sport Training Groups

Alpine Skiing

Biathlon

Bobsleigh

Cross Country Skiing

Curling

Freestyle Skiing

Long Track Speed Skating

Luge

Nordic Combined

Paralympic Cross Country Skiing

Short Track Speed Skating

Skeleton

Ski Cross

Ski Jumping

Women's Hockey

Summer Sport Training Groups

Athletics

Cycling

Diving

Goalball

Men's Gymnastics

Men's Water Polo

Paralympic Athletics

Paralympic Cycling

Swimming

Women's Wrestling



Jessica Zelinka

2008 Olympic Finalist (5th)

Photo: Canadian Press

Training Facility Partnerships

At the CSCC, we are fortunate to be surrounded by world-class training facilities that share our commitment to supporting athletic excellence. Through our partnerships, we are able to deliver performance and sport services directly to athletes in their optimal training environments.

CSCC's facility partners include the University of Calgary, WinSport Canada (Bob Niven Training Centre, Canada Olympic Park, Canmore Nordic Centre), Talisman Centre for Sport and Wellness, Mount Royal College Recreation, Cardel Place for Community, Sport and Recreation, the University of Alberta, Saville Sports Centre, and Kwantum Inc.



SERVICES

Xiuli Wang

National Team Coach

Photo: Arno Hoogveld

Performance Services

The CSCC offers fully integrated, multi-disciplinary Performance Services, based on advanced, scientifically proven practices. Our services optimize the performance potential of elite athletes in preparation for competition.

Under the CSCC leadership, athletes, coaches and sport experts work together to create the optimal training and recovery programs for individual athletes and teams in a proactive, integrated and strategic environment.

These services offer athletes distinct competitive advantages, helping them to develop their understanding of the foundational elements of their sport and to increase their awareness of their unique physiological, cognitive, emotional, behavioural, and nutritional needs.

The Integrated Support Teams (IST) that deliver our services consist of over 100 experts in coordinated, interdisciplinary groups who focus on crucial areas of performance including: Sport Medicine, Sport Physiology, Strength and Conditioning, Sport Psychology, Biomechanics, and Nutrition.

Life Services

The CSCC understands that each individual athlete and coach is more than the sum of his or her athletic performance. Our holistic approach to high performance means that proven professional support services are in place for athletes and coaches outside of their training and competition.

Through the Athlete Resource Centre (ARC), athletes and coaches can access valuable resources and guidance to assist them in their career and life planning. The ARC provides essential computer and library services, free printing services, resume critiquing and references, JobLink services, and registration for CSCC programs and workshops.

In 2008, 522 coaches, athletes and service providers attended CSCC workshops that included: Public Speaking, Media Training, Self-Marketing, Sport Psychology, Nutrition, Transition and Career Planning.

CSCC Life Services equip athletes with the confidence, self-reliance and practical skill set they need to make sound long-term decisions about their careers and their lives both on and beyond the podium.

Coaching Services

Coaches play a vital role in the success of athletes, fostering dedication and discipline, and motivating and encouraging the athletes who depend on them. The elite coaching development that the CSCC offers is a key component in the support of Canadian athletes and Canadian sport.

The National Coaching Institute (NCI) in Calgary was established in 1994 as a joint program of the Coaching Association of Canada and the CSCC. The NCI develops world-class coaches capable of preparing athletes for podium success and for life outside of sport.

The NCI offers three programs of study:

» A diploma program resulting in level 5 certification that combines the most recent innovations in coaching science with an enriched practical component featuring some of Canada's top master coaches.

» A non-diploma program offering courses on a task-by-task basis toward a level 5 certification to accommodate individual schedules.

» The Professional Development Series is a recent and successful initiative of the NCI that offers courses specifically geared to coaches working with National Team and podium-bound athletes. The Professional Development Series encourages elite coaches to apply for individual projects that have specific technical applications to enhance their athletes' performances.

This past year alone, over 200 coaches received National Coaching Certification in levels 1 to 5.

Jessica Zelinka
Athletics

Alexandra Lys
Swimming

Nathaniel Miller
Water Polo

Photo: Ewan Nicholson



INVESTMENT

In 2008/2009, the Canadian Sport Centre Calgary invested over \$4 million directly in Canadian athletes and coaches. We are extremely efficient and effective in our deployment of limited resources; we are focused and mission driven; and we have stability in our expertise.

In the coming year, we will continue to effectively manage our resources and implement our strategic plan, maximizing sport system partnerships and providing podium-potential Olympic and Paralympic athletes and coaches with world-leading business, performance and life skills services and programs.

As part of our commitment to long-term sustainability through prudent fiscal management and fully transparent business practices, we have developed a reliable Evaluation Matrix that allows our principal partners to objectively measure key deliverables and behaviours of our organization, our staff, and our allied personnel.

Alex Gough
2009 World Championship
Finalist (4th)
Photo: Canadian Press





Davy Barr and Brady Leman
World Cup Medallists
Photo: Mike Ridewood

Kevin Martin,
John Morris,
Mark Kennedy,
Ben Hebert

2008 World Champions

Photo: Canadian Press



CSCC Revenue **\$5,010,546**



- Sport Canada 35%
- Own the Podium 34%
- Self Generated 18%
- Canadian Olympic Committee 4%
- Alberta Sport, Recreation, Parks and Wildlife Foundation 4%
- WinSport Canada 2%
- Coaching Association of Canada 2%
- University of Calgary 1%

CSCC Investment **\$5,044,310**



- Performance Services 76% (includes all aspects such as sport medicine, physiology, sport psychology, biomechanics, nutrition)
- Business Services 17% (includes program delivery / administration, marketing and communications)
- Life Services 5% (includes all athlete life services / programs)
- Coaching Services 2% (includes NCI and other coach education services)



\$3.8
MILLION

**WAS INVESTED IN PERFORMANCE
SERVICES FOR WINTER AND
SUMMER SPORT.**



The CSCC is incorporated under the Societies Act of the Province of Alberta as a not-for-profit organization. The Centre is a tax-exempt registered Canadian amateur athletic association (RCAAA). The independent auditing firm of KPMG audits the CSCC finances annually. Our audited statements are available for public view online at www.canadiansportcentre.com.

Blythe Hartley
2008 Olympic Finalist (4th)
Photo: Canadian Press

PARTNERSHIPS

We believe in forging mutually beneficial relationships between Canadian communities and athletes through programs that deliver educational and inspirational messages. Innovative programs deliver proven substantial returns for Canadian sport and Canadian society.

The CSCC continues to develop the resources necessary to enable Canadian athletes to triumph on home turf in 2010, and beyond, and these programs are an important element to that success.

Helen Upperton and
Jenny Ciochetti
2009 World Championship
Finalists (4th)
Photo: Canadian Press



Fuel for Gold

Until the CSCC implemented its Fuel for Gold program, Canada, unlike other competing nations, had never had a program that provided elite athletes with first-class nutrition specific to their performance needs, time constraints, and budget.

Fuel for Gold offers nutritious meals designed by CSCC dietitians, strength and conditioning coaches, and Chef Aurelio Gualtieri. The meals optimize athletes' ability to restore energy and repair muscle tissue after a hard morning's training. They also create an opportunity for athletes to connect with teammates, other Calgary-based athletes, coaches and support staff in a relaxed setting.

In its inaugural year, 5,200 Fuel for Gold meals were served to CSCC athletes and coaches. Fuel for Gold is generously subsidized by EnCana, Hbc, Alberta Pork Producers, Alberta Beef Producers, Alberta Egg Producers, and Alberta Turkey Producers.



Chef Aurelio Gualtieri

Photo: Alain Décarie

YES

The Youth Education through Sport (YES) program helps to develop athletes as community leaders through public speaking. Each year, the program allows students in schools throughout Alberta to hear inspirational messages from Canada's best athletes who speak about their involvement in sport and the positive impact that sport has had on their lives.

The athletes' informal and interactive presentations at Alberta schools highlight the values of sport and help to foster the qualities of fair play, dedication, commitment, health and self-esteem that are so integral to participation in sport at all levels.

Training in public speaking for the Olympians, Paralympians and National Team athletes is provided through CSCC workshops. In 2008, 24 YES athletes gave 77 presentations to an audience of over 20,000 grade 4-6 students. This exceptional program is provided free of charge to elementary schools through the sponsorship of the EnCana Corporation.



Kyle Shewfelt

2008 Olympian

Photo: Canadian Press



Canadian sport heroes

featured to date include:

- Nancy Greene Raine
- Diane Jones Konihowski
- Willie de Wit
- Alex Baumann
- Silken Laumann
- Gaetan Boucher
- Michael Smith
- Catriona Le May Doan
- Kurt Browning
- Beckie Scott
- Cassie Campbell
- Greg Joy



Whistler Pursuit
 Artist: Gordon Milne
 Photos: John Dean

Canadian Sport Heroes Collection

A select group of athletes have changed the face of sport in Canada forever. Olympic medallists, world champions, fierce competitors – they have competed for our country, they have won with pride and lost with dignity. Through their efforts they have proven that sport can capture the imaginations of an entire country – and often the entire world. They deserve to be remembered.

In a series of portraits by Canadian artist Gordon Milne, these athletes continue to contribute to their country and to the dream of sports excellence on the world stage. Not only will these portraits help preserve the memory of great athletes, they will also provide much needed financial assistance for another generation of Canadian Olympians.

Thanks to the support of Calgary-based ARC Energy Trust, twelve Canadian Sport Heroes portraits have been completed.

Golf with an Olympian Tournament

The 7th annual Golf with an Olympian Tournament was held on May 24th, 2008, at the picturesque Kananaskis Golf Course. This unique one-day fundraising event offers corporations the opportunity to golf with Canada's elite athletes, and to directly contribute to the support of Canadian athletes and Canadian sport that the CSCC provides.

The CSCC uses the proceeds from the Golf with an Olympian Tournament to provide athletes with world-class coaches, sport psychologists, strength trainers, sport medical experts, nutritionists, and sport scientists. In 2008, 30 Olympians took on our corporate friends raising over \$30,000.

Corporate Support

The partnerships that we have within the corporate community enable us to continue to build our portfolio of programs and enhance the level of experience for everyone involved. We thank each of these organizations for their ongoing support.

Sponsors

ARC Resources

EnCana

Mayfair Diagnostics

Hbc

COLD FX

Suppliers

KPMG

Wyeth

Alberta Pork Producers

Alberta Egg Producers

Alberta Turkey Producers

Alberta Beef Producers

Boardwalk Rental Communities

Business of Performance

The Business of Performance is intended for organizations dedicated to moving their people and their business towards elite performance. Drawing upon the many parallels between sport and business such as strategic planning, teamwork, leadership, trust, the Business of Performance teaches organizations proven methodologies through tailored workshops, seminars and continuing programs.

These programs are founded on the pursuit of world-leading performance targets and marry the expertise at the Canadian Sport Centre and elite international business practices. In-house specialists who have a history of implementing world-class performance improvement run the customized programs.

By aligning your corporate vision and values with those identified and exemplified by Canada's Olympic athletes training at the CSCC, your employees will be motivated to emulate the philosophy and behaviors of those striving to be the best in the world.

Catriona Le May Doan
Business of Performance
Photo: Ewan Nicholson



TOP 8 RESULTS

Canadians are united in their passion for sport and their shared celebration of the heroic achievements of Canadian athletes. The CSCC is proactive in raising awareness of the exciting accomplishments of Canadian athletes, coaches and support teams, and is proud to contribute its efforts and resources to enabling their continuing success.

Canadian athletes brought home 29 medals from last year's World Championship, Olympic and Paralympic competitions, placing Canada first overall in the international rankings as the country which won the most medals in a single competitive season. We join with our sport ambassadors in their joy and pride at reaching their goals and inspiring a nation.

Top-8 Performances at the Olympic / Paralympic Games and World Championships April 1st, 2008 – March 31st, 2009.

Athletics

Earle Connor

Gold - 100m T42
2008 Paralympic Games
Coach Les Gramantik

Jessica Zelinka

5th - Heptathlon
2008 Olympic Games
Coach Les Gramantik

Kris Vriend

6th - Shot Put (F35/36),
7th - Discus Throw (F35/36)
2008 Paralympic Games
Coach Georgette Reed

Curling

Kevin Martin, John Morris, Marc Kennedy, Ben Hebert

Gold - Team
2008 World Championships
Coach Jules Owchar

Cycling

Devon Smibert

6th - Track Sprint (B&VI 1-3)
2008 Paralympic Games
Coach Stephen Burke

Kaila Sweeny

8th - BMX
2008 World Championships
Coach Tanya Dubnicoff

Samantha Cools

5th - BMX
2008 World Championships
7th - BMX
2008 Olympic Games
Coach Tanya Dubnicoff

Diving

Blythe Hartley

4th - 3m Springboard
2008 Olympic Games
Coach Igor Paskov

Hockey

**Carla MacLeod, Cherie Piper,
Colleen Sostorics,
Delaney Collins, Gillian Ferrari,
Gina Kingsbury,
Hayley Wickenheiser,
Kelly Bechard,
Meaghan Mikkelson,
Shannon Szabados**

Silver - Team

2008 World Championships
Coaches Melody Davidson, Peter
Smith, Lisa Jordan, Nancy Wilson

Long Track Speed Skating

Brittany Schussler

Silver - Team Pursuit
2008 World Single Distance
Championships

Coach Neal Marshall

Christine Nesbitt

Gold - 500m, **Bronze** - 1500m
2008 World All Around Championships
Silver - Team Pursuit
2008 World Single Distance
Championships

Coach Marcel Lacroix

Denny Morrison

Gold - 500m, **Silver** - 1500m
2008 World All Around Championships
Gold - 1500m, **Bronze** - 1000m
2008 World Single Distance
Championships

Coach Marcel Lacroix

Jeremy Wotherspoon

Gold - 500m
2008 World Single Distance
Championships
Silver - 500m, **Silver** - 1000m
World Sprint Championships

Coach Mike Crowe

Kristina Groves

Silver - 5000m, **Bronze** - 3000m
2008 World All Around Championships
Gold - 3000m, **Silver** - Team Pursuit,
Bronze - 1500m
2008 World Single Distance
Championships

Coach Xiuli Wang

Rowing

Scott Rand

6th - Mixed Cox Four (LTA)
2008 Paralympic Games
Coach Anne-Renée Thibault

Skeleton

Jon Montgomery

Silver - Men's
World Championships
Coach Willi Schneider

Swimming

Adam Sioui

5th - 4 x 200m Freestyle Relay
2008 Olympic Games
Coach Jan Bidrman

Erica Morningstar

7th - 4 x 100m Medley Relay,
8th - 4 x 100m Freestyle Medley
2008 Olympic Games
Coach Jamie Connors

Joel Greenshields

6th - 4 x 100m Freestyle Relay
2008 Olympic Games
Coach Jan Bidrman

Mike Brown

4th - 200m Breaststroke
2008 Olympic Games
Coach Jan Bidrman

Synchronized Swimming

Jennifer Song

4th - Team
2008 Olympic Games
Coaches Denise Sauvé, Julie Sauvé

Wheelchair Basketball

Kendra Ohama, Lori Radke, Tara-Lynn Scade

Silver - Women's Team
2008 Paralympic Games
Coach Tim Frick

Ross Norton

Silver - Men's Team
2008 Paralympic Games
Coach Mike Frogley

Wrestling

Brittane Laverdure

Bronze - 55kg
2008 World Championships
Coach Leigh Vierling

Carol Huynh

Gold - 55kg
2008 Olympic Games
Coaches Leigh Vierling, Paul Ragusa

Earle Connor
2008 Paralympic
Gold Medallist
Photo: Canadian Press



VALUES

Our continuing goal at the CSCC is to enable Canadian athletes and coaches to realize their powerful dreams of podium success, year after year, competition after competition.

We achieve our goal by adhering to six core values that guide our vision and our mission, and provide the foundation for the entire behaviour, performance and evaluation of the CSCC. These six values are the elements that shape our processes and outcomes, and secure our continued positive reputation nationally and internationally.



EXCELLENCE

We aspire to and measure ourselves against defined expectations of excellence in all areas of our activities and relationships.

INNOVATION

We believe that innovation is a critical and constant requirement, as well as an expected trait for all involved in our vision and mission.

LEADERSHIP

We value informed and purposeful leadership and recognize that such direction can come from all stakeholders and across all disciplines.

INTEGRITY

We stand by the view that the integrity of our individual and collective behaviours is the cornerstone of who and what we are.

PARTNERSHIPS

We ultimately will be successful through our authentic partnerships and therefore act to enhance these relationships at every opportunity.

FUN

We believe that enjoyment and fun have to be an integral part of our behaviour in order to achieve our vision and mission.

Adam Wong

2008 Olympian

Photo: Canadian Press



Jon Montgomery
2008 World Championship
Silver Medallist
Photo: Canadian Press



Founding Partners



Canadian Sport Centre Calgary

Room 125, Olympic Oval
2500 University Drive NW
Calgary, Alberta T2N 1N4

T 403.220.4405

F 403.282.6972

E csc@canadiansportcentre.com

www.canadiansportcentre.com



This limited edition report is printed on paper made using sustainable forestry practices. A downloadable pdf is available at www.canadiansportcentre.com

Designed by www.maverickcommunication.ca