**ALBERTA POWERLIFTING UNION**

Provincial Annual General Meeting – Agenda

**Date:** 7:00 p.m. July 4, 2014

**Location:** Common Area,Ralph Klein Centre, Olds Alberta

**Agenda:**

* Roll call/attendance

Executive Present

-Shane Martin, President

-James Bartlett, Treasurer,

-Avi Silverberg, Secretary

-Mike Amstrong, Officiating and Records Chairman

Members Present

-Darwin Eckstrom

-Brody Laybolt

-Mike Brennan

-Megan Chafe

-Colton Girard

-Jeannie Jameson

-Sandra Drake

-Johanna Reichel

-Katelyn Mah

-Elaine Huba

-Dani Savoie

-Mark Oxer

* President's Address – Prepared by Shane Martin

Read by Shane:

I would like to welcome everyone to the 2014 Provincial Annual General Meeting here in Olds, AB. It is an exciting time in the APU. With 174 registered members, we have reached an all-time high of APU membership for the year of 2013. The APU hosted 8 well attended meets in 2013, and 3 in particular brought media attention through newspaper articles, CTV News spots, and online video clips. The APU executives have spent the last two months working on updating our webpage, and we are very proud of the end result. The new look, complete with more comprehensive information will push the APU into the next generation of powerlifting within Alberta. A few smaller promotional initiatives have also reached completion, notably the new APU banner to be used at all future meets. Mike, with ER Canada, has also signed a clothing deal with the APU and will be selling official APU clothing.

As you all know, Kain Lyon, the former APU President has resigned from his position and I, Shane, took over his position as President to conclude his term. Before becoming the acting President, I was the Vice-President who replaced Jon Stewart who stepped down last year. I was appointed VP by the APU executive council from my then position as Media Chairmen. Terry also stepped down from Treasurer a few months ago and the APU council appointed the registration chairmen, James Bartlett, to fill his position until we elect out council here. Kain has been a friend, a training partner, but above all else, a great president and an asset to the APU. The passion and dedication he has shown to the APU is something our incoming executives, including myself, hope to continue. We are experiencing exceptional growth in members, meet directors and volunteers, and I am very pleased with all aspects of the organization at this time.

At the conclusion of this year’s AGM, and after a vote by the membership, we are hoping to see another inductee into the APU Hall of Fame; furthermore, we will all have a better idea of the legal standing and discuss some new ideas for the betterment of the APU.

* Minutes from 2013 AGM – Prepared by Avi Silverberg

Accepted as previously distributed.

* Treasurer's Report – Prepared by James Bartlett

In early 2013, the Executive needed action from Terry Sharun in getting costs reimbursed. Terry was largely unresponsive and the APU couldn’t get costs reimbursed. Furthermore, while previously the APU Executives were able to deposit money into the APU account as signatories, new bank policies that came into effect in 2013 disallowed this process. Ultimately, this caused problems for James Bartlett in depositing money as the Registration Chairman. Terry was largely inactive within the APU over the past couple years, and this urge to action caused Terry to step down as the Treasurer. Shane Martin, as president, appointed James to the treasurer position. James began the process of starting a new bank account in Calgary, and it is now set up with the Bank of Montreal. Terry sent James a cheque for approximately $4000, the current balance of the APU account, and added this to the new bank account. James also had approximately $8000 from current memberships, and deposited this amount in the new account. The Executive has been largely disappointed with the lack of transparency Terry displayed with the financial statements of the APU, so James is now allowing any member of the APU, through written request, to set up a meeting with him to look at the bank records. Moving forward, James will be providing annual audited financial statements. The signatories of the new bank account are: James Bartlett, Avi Silverberg, and Shane Martin. These signatory powers will change with Executive positions.

* Record Chairman Report/Official Chairman Report – Prepared by Mike Armstrong

All Alberta records are currently up to date. Furthermore, the new meet software will display Provincial records on the screen so that athletes know the current numbers. Mike is happy with the number of referees in the province now; 15 certified, four of which are National and two International. However, Mike notes that he had trouble getting enough referees at the Provincials this year. In part, this had to do with referees taking on other roles and the competition being held over two days. Mike also requires more female referees as part of our Provincial program to ensure we have adequate officials to weigh-in female athletes. He has been working on this, and has currently certified Crystal Grimsen and is in the process of certifying Elaine Huba at this year’s Provincials.

* New Business
  + New legal entity of the APU / New Bylaws – James Bartlett

In 2013, the APU wanted to actively search for corporate sponsorships. However, most companies required certain legal organizational documents to fulfill their sponsorship requirements. Thus, during this time, James performed a search on the corporate registry and found that the APU was dissolved in 2002. The primary reason for this was failing to file annual returns. Therefore, this year James begun the process to create a new society, named the Alberta Powerlifting Union Association. To start a society, there needed to be 5 founding members, these were: James Bartlett, Avi Silverberg, Mike Macdonald, Laura Sawler, and Elaine Huba. Incorporating a society has many benefits, but primarily includes having a formalized legal structure and system of governance. Creating a society needs bylaws to govern the organization. The APU couldn’t use our old bylaws because they weren’t compliant with the Societies Act. Thus, in order to register our new society promptly, we used generic-form bylaws based on precedent. However, we are now in the process of writing new bylaws that are more specific to our society. Once these bylaws are completed, we are planning to revoke the generic-form bylaws and replace them with the updated ones. The APU has gone through many revisions in creating these new bylaws, all of which are based on our previous bylaws but reworded to be compliant with the Societies Act. In an attempt to be transparent with the new bylaws, we are creating a sub-committee of APU members to review the bylaws and to provide feedback. James asked members of the AGM if anyone wanted to be involved, and one member, Colton Girard volunteered. James will also seek out two more members to be part of this sub-committee. Once the sub-committee provides their feedback on the new bylaws, these bylaws will take on its final form and submitted to the corporate registry.

* + New APU Request for Sanction Form for Competitions – Avi Silverberg

In the past two years we have seen an increase in the number of meets held within Alberta. In 2012, the APU held five competitions, in 2013, eight competitions, and this year, we are on track to host nine competitions. To ensure that the APU continues to host world-class competitions in accordance with the CPU and IPF standards, we are introducing a request for sanction form. The request for sanction form is categorized into the various elements required to host a competition. For example, venue requirements, accommodations for athletes, equipment required for warm-up room and competition platform, and so on. This form will serve three purposes: first, it will allow the APU to evaluate the standards for each competition hosted within Alberta, second, it will provide meet directors, especially new meet directors, with all of the areas of consideration in hosting a meet, and lastly, it will increase the efficiency in which the Executive Council provide support to meet directors. Previously, meet directors could simply contact the APU and ask if they had our support in hosting a competition. There was no formal process or evaluation. Now, we are asking Meet Directors to fill out the request for sanction form with all of the necessary details, as well as send the $100 sanction fee prior to getting APU approval.

* + Non-Profit Status for APU – Avi Silverberg

Becoming a non-profit organization mean that all of the profits generated within the APU are used solely for the purposes of promoting the objects of the organization and are not paid to the members. There are many benefits to becoming a non-profit organization; including receiving certain tax exemptions, as well as the ability to increase fundraising efforts. In addition to these benefits, the APU is working toward non-profit status because the CPU is asking all provincial affiliates to obtain this status in order to be eligible for the CPU Manager Liability Insurance. In addition, the CPU requires all provincial affiliates to be non-profit if the federation as a whole wants to be recognized as a National Sport Organization. Now that we have a formal legal structure, with directors, articles of association, and soon-to-be audited financial statements, we will be in a better position to apply for Non-Profit Status.

* + APU clothing contract awarded to Mike Armstrong for 1 year term – Avi Silverberg

The APU has decided to license its logo to Mike Armstrong’s company, ER Canada, in producing APU apparel. This step in commercializing our logo was brought upon by Member’s feedback that they would like to own APU apparel. The APU apparel is now selling on the ER Canada’s website. Furthermore, as part of the contract with ER Canada, Mike is allowed to set-up a booth at the annual Provincial Championships and sell APU branded apparel. The contract agreement is effective for one year. Should the APU and Mike wish to continue their relationship after the one-year period, both parties will negotiate and enter into a new contract.

* + New sponsorship structure for 2014-2015 – Shane Martin

Shane has put together the following sponsorship structure to be used and will be actively searching for sponsorships in the 2014-2015 year.

Companies may choose one of these levels when forming agreement with the APU:

Level 1: $250/yr for webpage and facebook advertising

Level 2: $500/yr for webpage/facebook and a banner in view of competition platform during each Alberta meet

Level 3: $750/yr for webpage/facebook, banner at contests, and company logo on back of provincial championship t-shirts

Level 4: $xxxx/yr for a custom agreement decided between sponsor and APU.

* + Selling of Certificate of Classifications – Shane Martin

The APU is going to create a ‘certificate of recognition’ based on an athlete’s accomplishments. Essentially, athletes can pay for an official APU certificate recognizing their total from a competition. The cost of such a certificate will be $20 and serve as a small revenue stream for the APU. More information about this certificate will be created by Shane Martin and made available on the website. The Executive and Members support this idea.

* + Online membership sales – Mike Armstrong

The APU will be moving away from paper-form membership sales. Mike Armstrong has been working with a company called E-Sports Desk to facilitate the sale of online memberships. This system should be active by the end of the summer. Athletes will be required to create account online and pay for the membership directly using PayPal or other forms of online payment. The card will be available to print instead of being shipped by our Registration Chairman. Alberta is the first province to do this, and other provinces will likely follow.

* Discussion prepared by the APU Executive
  + Required drug testing for meets of a certain size and required drug testing for Provincial Championships – Shane Martin & Avi Silverberg

We are committed to the eradication of performance enhancing drugs within Alberta. As such, we will be working with the meet directors for each successive Provincial Championship to coordinate drug testing with the CCES and CPU. The cost of the drug testing at the Provincial Championships shall be borne by the meet director and he or she shall raise funds through meet fees accordingly. Our new bylaws will reflect this drug testing policy.

Shane discussed perhaps making testing required at meets of a certain size, but Members didn’t think this was a good idea, because testing should happen at all meets regardless of size. Members also suggested that if we only test at the big meets then drug users will simply just show up to smaller competitions. Further, meet directors aren’t sure how big meets are going to be in advance, and drug testing needs to be arranged at least 6 weeks in advance. The Members suggested that we use more APU money to pay for out of meet testing; however, the APU has no say over who gets tested out of meet -- only the CCES has this control.

* + Minimum requirement for best lifter awards in class categories – Avi Silverberg

There should be a minimum number of lifters in a given category in order to be eligible for a ‘best lifter’ award. There have been times when there has only been one equipped lifter competing in a category, and still achieving a ‘best lifter’ award. For example, one equipped bench-only female and receiving the ‘best female equipped bench press award’. While everyone is entitled to earn a medal for their accomplishments, best lifter awards should be reserved for those who have competed against a field of athletes.

The Members believe 3 athletes should comprise the minimum threshold for best lifter awards.

The general consensus around this discussion was that by implementing requirements around the best lifter awards, the awards will be held in higher esteem, as well, meet directors will save costs on awards if categories don’t meet the minimum threshold.

* + Creation of new job position “Alberta Team Coach” to represent Team Alberta at the CPU Nationals – Avi Silverberg

We need to develop our coaching structure in Alberta. One of the ways to do this is to appoint an Alberta Teach Coach to represent all Provincial athletes attending the CPU National Championships. There are many benefits in creating this position. First, all Alberta athletes would be able to count on receiving help and guidance for their individual lifting session. Second, with the rise in number of members, there will be a rise in the number of novice athletes attending the National Championships; therefore, we ought to provide additional support in preparing these individuals for success. Last, our goal as a province should be to secure the highest ranking possible for the Team award, and by having athletes professionally coached on their performance, we ultimately increase our chance of securing a higher ranking. The Members believe this is a worthy initiative to start, so the Executive will work toward creating a job description and an appropriate stipend for this role in preparation for the 2015 National Championship.

* + Content creation and management of APU YouTube account – Avi Silverberg

The APU YouTube account has been inactive since Kain resigned as President. In part, this is because Kain is the only one who has the access information for the account. The APU should be retrieving this information and making the site active again. We need regular content that aims to serve the mission and objectives of the APU. More importantly, by increasing our social media presences, we gain public awareness of our sport and association broadly. By having a dominant social media presence, we work towards becoming the mainstream powerlifting body in Alberta. The content should include members’ training footage, club activity, and competition footage. The Executive agree that the management of the APU YouTube account fall within the duties of the Vice-President, however, all Executive members shall be granted access and able to make regular contributions to content creation. The Executive will either gain control of the previous APU Youtube account set up by Kain, or create a new one under a new name.

* + Marketing budget for APU promo video created by professional filmmaker– Avi Silverberg

In order to increase our efforts in promoting the APU as the mainstream powerlifting association in Alberta, Avi wanted to discuss the possibility of investing part our budget toward hiring a filmmaker to create a promo video. The video would highlight the elements that make the APU unique. For example, that the APU is safe and friendly, affiliated with the CPU/IPF, open to all levels and abilities, includes ethical and rigorous judging practices, and uses WADA drug testing protocols. The video would be equally educational for those interested in understanding the sport of powerlifting and how the competitions are structured. There is a Calgary filmmaking company, RX Films, who has offered to work with the APU in creating a 5 to 7 minute promo video. The budget for such an endeavor is approximately $1500. The Executive and Members support this idea, so Avi proposes we arrange for filming to take place at the Western Canadian Championships on Oct 4th in Calgary. Between now and then, we will work with the filmmaker to ensure that the end product is aligned with our vision, as well as discuss the possibility of the filmmaker attending multiple competitions to complete filming.

* + University scholarship fund for athletes – Avi Silverberg

In order to continue growth within the APU, we need to rely on sub-junior and junior members becoming involved in the sport. These young athletes grow the powerlifting community through their social influence, as well as shape the image that powerlifting is a sport for all ages. To keep these younger athletes committed in powerlifting over the long term, Avi believes it’s important to offer these athletes incentives for their continued involvement. As well, the creation of a scholarship fund would offset some of the costs associated with traveling and competing as a student-athlete. As such, it would allow more opportunities for sub-junior and junior athletes to compete more regularly. Furthermore, the creation of such an initiative would separate the APU from other powerlifting associations in Alberta as one that funds grass root development. The Executive and Members support this initiative, so the executive will work toward creating a set of qualification and selection parameters, along with an appropriate sponsorship dollar figure (some suggested $500). The goal would be to offer the scholarship for those athletes entering into the 2014-2015 school year.

* + Adjusting Provincial qualifying standards – Avi Silverberg

Implementing the qualification standards has been instrumental in enhancing the quality of competition at Provincials. As well, Avi believes that having a qualification standard for Provincials has led to more meets being held in Alberta, especially during the spring when athletes need last chance opportunities to qualify. However, Avi believes it doesn’t make sense that the Provincial qualifying standards are equivalent to the Western Canadian qualifying standards. The Western Canadian Championships are a higher level of competition, and thus, warrant higher qualification standards. Avi wants to reduce the Provincial qualifying standards for the 2015 Provincial Championships. The original intention in creating a qualification standard for Provincials was to ensure athletes had previous competition experience in order to limit the amount of novice-related issues that arise with competing for the first-time. Avi believes we can still achieve this same intention with lower qualification standards, and as a result, give more members an opportunity to compete at the Provincial level. Ultimately, The Executive and Members believe the qualification standards should remain the same because it raises the level of competition and any athlete who trains seriously should be able to meet the “Regional” totals. Therefore, the qualification standards will remain the same for 2015.

* + Ensuring adequate number of referees at annual APU Provincial Championships – Shane Martin

Dismissed

* + Equipped and classic overview article for website – Shane Martin

Shane believes there should be an article on our website that outlines the difference between classic and equipped lifting. Shane will work toward creating this document and post it on the website. The goal will be to promote both classic and equipped lifting in Alberta, but further, to educate new lifters on the equipped lifting style.

* + Current proposals to include at 2015 CPU AGM in St. Johns – Shane Martin

The following are proposals that the APU is currently seeking to include the CPU AGM:

Propose mandate to CPU AGM to produce equipped lifting instruction manual and offer clinic at nationals to help promote equipped lifting within Canada.

Propose bylaw for CPU AGM that requirement National Meet Directors to have an ER rack or Elieko rack for platform at Nationals. This adds credibility to the meet and makes it safer/easier for lifters to lift. As well, it also makes the competition platform meet IPF Worlds standards as well.

* + High Resolution Logo for APU – Shane Martin

Shane has been doing a lot of promo work this year and struggles with using our current logo because it’s not high resolution. He is looking for ways to create a high resolution image of the APU logo to use for promo material. Mike Armstrong said he can help in creating this high resolution image.

* Future Bids for Provincials 2015
  + Avi Silverberg – Calgary, AB
* Open Discussion of Membership

None

* Elections
  + President, Avi Silverberg
  + Vice President, Shane Martin
  + Treasurer, James Bartlett

The President will search to appoint a Secretary. Mike Armstrong has chosen to remain in the Records and Officiating Chairman role for the next year.

* Adjournment