



Annual General Meeting  
November 19, 2023  
Red Deer, Alberta

# 2023 AGM Agenda



1. Roll Call and Review of Voting Procedures and Eligible Votes
2. Approval of the Minutes from the 2022 Annual General Meeting
3. Year-In-Review Report
4. Director Reports
  - o See information distributed to membership on 08/18/2023
  - o See information distributed to membership on 09/13/2023
5. Appointment of Auditors for 2023 Fiscal Year
6. 2023-2025 Board of Director Elections
  - o See bios of Director candidates distributed to membership on 2023-11-17
7. Thank you and recognition to Directors that are ending their term(s).
8. Adjournment

# Voting Delegates




The Delegates that have AGM voting privileges.

- Eight Provincial Sport Zones
  - Maximum 3 Delegates per Zone
- Board of Directors of Pickleball Alberta

# Adopt 2022 AGM Meeting Minutes



- Adoption of the 2022 AGM Meeting Minutes
  - Distributed to membership by email 11/04/2023.
    - Motion to Approve
    - Seconder
    - Vote



**Annual General Meeting**  
September 25, 2022  
Web Conference  
1:00pm

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Recording Secretary: Brenda Feser (transcription: Murray Young)  
Kirk Jensen called the meeting to order: 1:01 pm (Meeting recorded on Zoom posted to ATV channel.)

4. Treasurer's Report  
Kirk J. Presented the unaudited financial statements developed by Dwight Chalfour.  
Revenue and expense items were discussed.

a) Motion: The 2022 Unaudited Financial Statements of Sept 23, 2021 be approved as presented Moved: Peter Wunke (Airdrie) Seconded : Dean Edwards (Camrose)  
Discussion  
Carried

b) Proposed 2022-23 Budget



# Current Board of Directors

President	Kirk Jensen	Edmonton
Vice President	Haddow Thul	Calgary
Treasurer	Dwight Chalifour/Jeff Holm	Spruce Grove
Secretary	Murray Young	Calgary
Membership	Brenda Feser	Red Deer
Officiating	Garand Jones	Spruce Grove
Technology	Alison Ramsley	Calgary
Competitions	Wanda Lazar	Medicine Hat
Juniors	Dean Kroetsch	Hanna
Coaching	Ilsa Wong	Lethbridge
Communications	Lauren Evans /Kirk Jensen	Edmonton

# President's Year-In-Review



Kirk Jensen

1. New clubs, membership on the rise in Alberta setting new records, a first with two Associate Clubs (for profit).
2. PA Referee Program top in country with the sanctioned tournaments having most matches being refereed.
3. PA TV YouTube Channel continues to have incredible viewing with 20,000 views in the last 12 months.
4. Social media is widely used with Facebook and Instagram posts of PA events and announcements.
5. State-of-the-art PA website for desktop and mobile devices continues to be developed and widely accessed.
6. 2023 PA Provincials hosted by Red Deer Pickleball Club drew a record 538 competitors.
7. Branding is strong, present and can be seen across the courts in Alberta, social media and throughout the Internet.
8. The *Around the Post* newsletter is read by record percentage numbers with positive comments from many members.
9. Implemented \$10.00 Development Fee on October 1, 2023.
10. Pickleball Alberta is seen as the model and leader across Canada for initiatives and services to its members. All possible with hard working Board and results-orientated team. Serving 10,000 members.
11. In the last four years with Pickleball Alberta, two concurrently with Pickleball Canada, I have put in over 5,000 volunteer hours contributing to every aspect of the game. It has been exciting to be a working part of this phase of the game's explosive growth on the provincial and national levels.

# Pickleball Alberta *Branding*



2023 Pickleball Alberta AGM



*Sponsors*



  
**SunBreak**  
Video

2023 Pickleball Alberta AGM



## Around the Post

around the post

## Monthly Newsletter

- Department Updates
- News of the Day
- Events
- Competitions
- Pickleball Canada Updates
- Sponsors
- Power Rankings
- Faces Around the Court

Sep - Doug Fogg

Past Pickleball Alberta Vice President . - Edmonton

Oct - George Oko

Pioneer for Pickleball in Alberta. - Westlock

Nov - Tony Tighe

Past President of Calgary Pickleball Club - Calgary

Dec -Year in Review

Month-by-Month events, tournaments.

Jan - Linda Dane

Pioneer for pickleball in Alberta - Edmonton

Feb - Rob Cundy

Rob is a pioneer introducing pb to the deaf community

Mar - Dean Edwards

Charter President of Camrose - Camrose

Apr - Ava Weeks

Top Ranked Junior Female - St. Albert

May - Sean McCartan

Senior Professional, Station Fire Captain - Edmonton

Jun - Haddow Thul

Pro Player, Vice President of PA - Calgary

July - Leslie Srogen

Early Builder, Coach, and Mentor - Edmonton

Aug - Walter Carlyle

2023 Volunteer of the Year - Seba Beach



# Pickleball Alberta -> Member Contact



## Around the Post Newsletter

*around the post*



*"The average open rate for nonprofit emails is **25.96%**, compared to the universal email open rate of 6%..."*

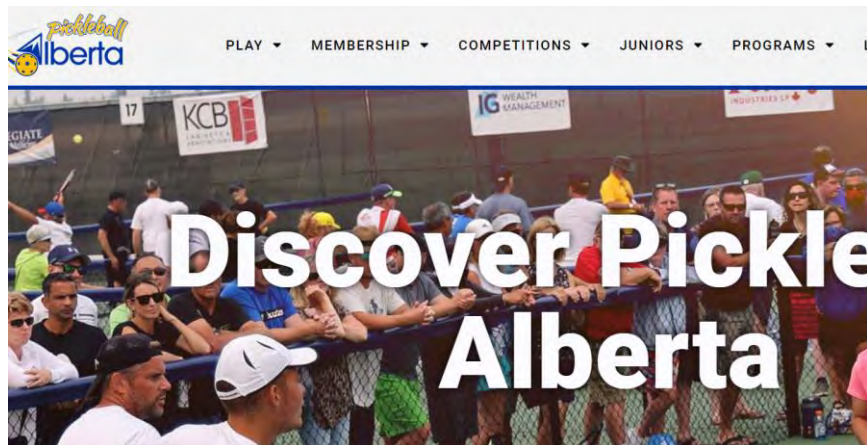
*Pickleball Alberta averages **79%** open rate with their membership.*

\* To track "opens" The system will insert a small transparent image into each email. There may be many occasions where recipients will have opened the email but it will not be counted as an "open". For example if their email applications doesn't load images or they are using a non-HTML email application (this is unfortunately a limitation of tracking opens).

## Newsletter Member Engagement 12 Months

2022	Deliveries	Opens	% Open
Sep	7,679	6,764	88%
Oct	7,898	6,643	84%
Nov	8,101	6,764	83%
Dec	8,426	6,786	81%
2023			
Jan	8,341	6,586	79%
Feb	8,411	6,393	76%
Mar	8,683	6,902	79%
Apr	7,398	5,729	77%
May	7,475	5,578	75%
Jun	7,765	6,116	79%
July	8,236	5,702	69%
Aug	8,421	6,333	75%
		<b>49,339</b>	<b>79%</b>

# Pickleball Alberta -> Member Contact



Website	2023	2023	Up+/-
Sessions	16,526	5,646	10,880
Pageviews	32,679	11,173	21,506
Total Users	10,961	3,639	7,322
Desktop	49%	53%	-4%
Tablet	5%	7%	-2%
Mobile	46%	40%	6%

## [www.pickleballalberta.org](http://www.pickleballalberta.org) PA Website Member Engagement Past 12 Months

Top 10 Countries	2023	2023	Up+
1. Canada	15,266	5,251	10,015
2. United States	1,102	296	806
3. France	120	14	106
4. Mexico	108	10	98
5. China	63	19	44
6. United Kingdom	35	15	20
7. Bangladesh	25		
8. India	24		
9. Germany	17		
10. Peru	15		

# Pickleball Alberta -> Member Contact



## PA TV Member Engagement 12 Months

YouTube CA Search

**PA TV**

**Pickleball Alberta**  
@pickleballalberta  
Welcome to the Pickleball Alberta community!  
pickleballalberta.org

**2023 Alberta Provincials - WD 4.0 19 49 GOLD MEDAL MATCH So**

**Pickleball Alberta**  
412 subscribers

**Analytics** **Edit video**

**172 views** Aug 17, 2023

**2023 Pickleball Alberta Provincial Championships  
GOLD MEDAL MATCH  
WD 4.0 19-49  
Soroka/Evans vs Gorman/Makila  
Hosted by Red Deer Pickleball Club  
Motor Works Field  
August 12, 2023  
Referee: Bob Phillip Certified Level 3- Second Referee: Garand Jones Certified Level 3  
Video Production: Kirk Jensen**

	2023	2022	Diff+/-
Total Views	19,780	10,868	8,912
Watch Time - Hours	1,910	963	947
Subscribers	412	164	248
Canada	61%	78%	-17%
USA	8%	5%	3%
Australia	2%	2%	0%
Mexico	2%	2%	0%
Poland	1%	2%	-1%
Other	25%	11%	14%
Female	28%	35%	-7%
Male	71%	65%	6%
25-34 years	10%	6%	4%
35-44 years	10%	11%	-1%
45-54 years	19%	27%	-8%
55-64 years	37%	28%	9%
65+ years	23%	28%	-5%

# Pickleball Alberta -> Member Summary



## Member Contacts Made (12 month period)

ATP Newsletter	49,339
PA Website	16,526
PA TV	19,780
Facebook	21,637
Instagram	181

**Total Contacts      107,463 Up: 19,610 - 18%**

**Average 16 engagements/member/year  
through services and social media alone.**

***Alberta Pickleball Day and Junior Jamboree are high profile  
events for the membership.***

**Jackets, caps, banners, junior paddles also raised awareness  
and identity of Pickleball Alberta to members.**



# 2023 Major Events

## Jul - Western Regionals

Medicine Hat, AB

## Jul - Alberta Pickleball Day

Clubs across Alberta

## Jul- Junior Jamboree

Edmonton, AB

## Aug- Pickleball Alberta Provincials

Red Deer, AB

## Aug - 55+ Games Provincials

Brooks, AB

## Aug - Of the Year Awards

Awarded at Provincials

## Aug - Nationals

Regina, SK



# 2019-2023 Presidential Term

I have served as President of Pickleball Alberta for the past four years, over two terms. In this time, I have also served as President and Vice President of Pickleball Canada for two years and have calculated that I have put in over 5,000 volunteer hours. I am proud of many things I have led for the game. Some highlights:

## Pickleball Alberta

- Has risen from **4,000 to 10,000** in membership.
- Affiliated clubs from **20 to 41**.
- **Branded Pickleball Alberta with new logos** across numerous platforms.
- Started sending out monthly **Around the Post** newsletter where there has now been 40 editions.
- **Website totally overhauled** with new construction compatible over laptop and mobile platforms.
- Started using **Social Media** – Facebook, Instagram
- Started up **PA TV YouTube Channel** and now have 152 streams downloaded with 421 subscribers.
- **Moved from pen and paper** treasure procedures, to professional accounting package.
- Brought in **Of the Year** Awards
- Added **Officiating, Coaching, Junior, Technology directors**. Directors have taken all to top in class.
- Began having board meetings once a month.
- Brought in new procedures for the Board with standardized, agenda, minutes, and report formats.



## Pickleball Canada

- Nationally chaired with Richard Chambers the implementation nationwide of the National Membership System
- Along with Jim Parrot chaired the construction the Coaching Agreement with Tennis Canada
- Brought in fee increase so could move to governing board with operational staff.
- As VP Sport, brought in Regionals and began closed Nationals in 2021.
- Implemented first championship with Pickleball Brackets.

2023 Pickleball Alberta AGM

# 2019-2023 Vice-President Term

Haddow Thul



Supported the President of Pickleball Alberta when unavailable, complete tasks delegated by the President, and ensure decisions being made support Pickleball Alberta's goals, mission, and core values.

- Ensure decisions being made are aligned with values of Pickleball Alberta as stated within our strategic plan.
- Consulted on many initiatives put forward by board.
- Acted as spokesperson/advised businesses looking to entertain pickleball in their facilities.
- Support youth initiatives and competitions growth in Alberta.
- Was the lead for "Of the Year Awards".
- Lead for the \$20.00 annual fee to move board to best-practices governance model and growing the game of pickleball.

# Membership / Club Management

Brenda Feser



- Main functions
  - Support to new & existing clubs and members
  - Develop / setup new clubs; teach PCNS to club membership mgrs
  - Collaborate with PCO, developer and other provinces on PCNS leadership & development

# Membership and Clubs

## Clubs by Alberta Sport Zone (41)

1	Coaldale, Medicine Hat, Lethbridge
2	Airdrie, Bow Valley, Cochrane, East Rocky View, High River, Okotoks, Strathmore, Sundre Carstairs, Chestermere
3	Calgary, Richmond Green, Northern Lights, Calgary Center
4	Camrose, Ponoka, Red Deer, Rocky Mountain House, Lacombe, Olds, Tees
5	Barrhead, Drayton Valley Senior, Edson, Fort Saskatchewan, Parkland Pickleheads, Strathcona County, St. Albert, Yellowhead West, Seba Beach, Westlock
6	Edmonton, Edmonton Center
7	Cold Lake, Elk Point, St. Paul
8	Grande Prairie, Mighty Peace



# Pickleball Alberta Clubs



Welcome to the following Affiliate (9) and Associate (2) Clubs:

## Affiliate Clubs

- Carstairs Pickleball Club
- Chestermere Pickleball Club
- Edmonton Volleyball and Pickleball Center
- Richmond Green Pickleball & Social Club
- Northern Lights Pickleball Club
- Lacombe Pickleball Club
- Olds Pickleball Club
- Tees Pickleball Club
- Calgary Pickleball Center
- Seba Beach Pickleball and Tennis Club
- Westlock Pickleball Club

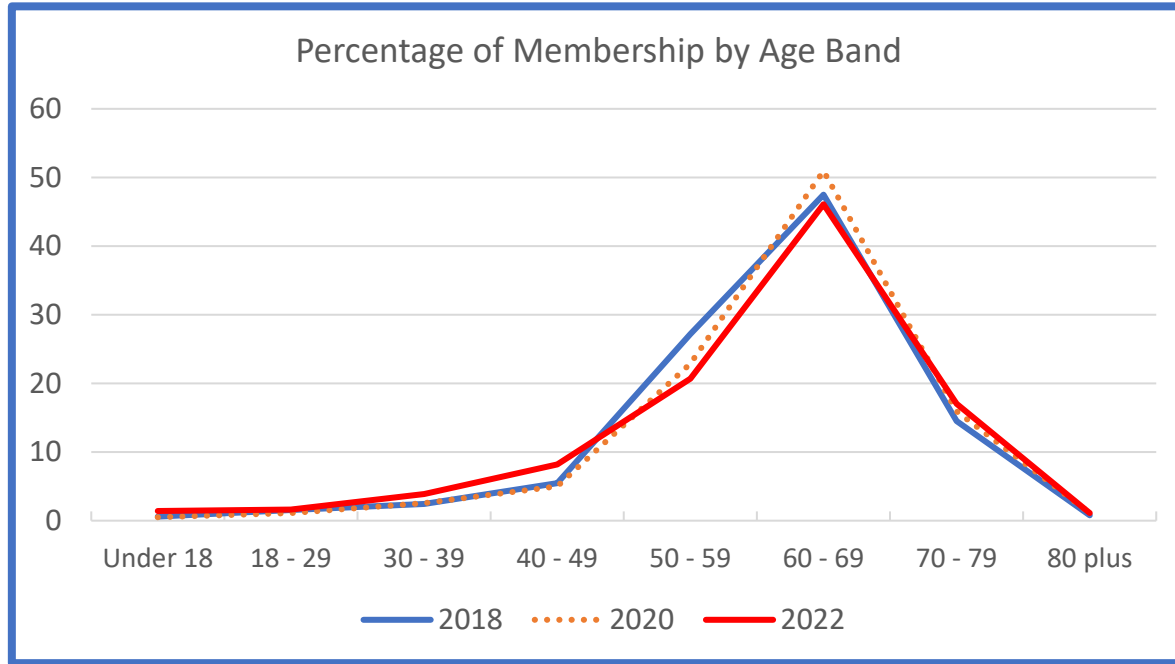
## Associate Clubs

- Edmonton Volleyball Pickleball Centre
- Calgary Pickleball Centre



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# Membership Demographics



The age of our membership is shifting slightly

- from the 50-59s and 60-69s
- towards the 30-39s and 40-49's.

Under 18 also rising slightly.

# Membership

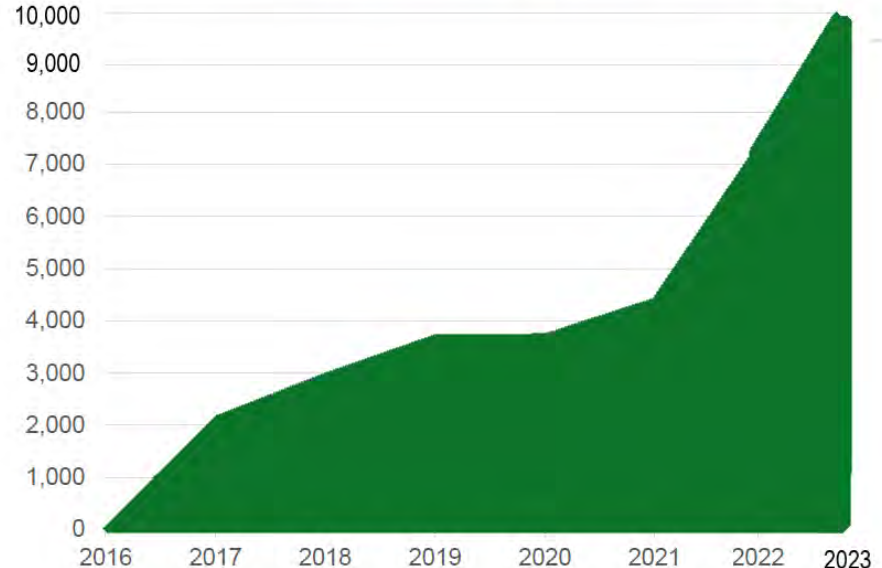
Brenda Feser



## 2023 Membership Jump

- 10,140 members as of November 18, 2023 (Up over 2,000 from last year)
- 41 clubs (+11 since last year)
- 190 Junior members (almost doubled from last year)
- 40+ Special Olympic athletes (3x as many as last year)

Pickleball Alberta Membership  
as of September of each Year



2023 Pickleball Alberta AGM

# Membership – Special Olympics

Brenda Feser



## Special Olympics

- Three locations this year: Edmonton, St. Albert, Red Deer (session cost set by each club)
- 40+ Special Olympic athletes
- 30-35 Coaches for SOA programs; Vulnerable Sector Checks (VSC) and Safe Sport (online) required for coaches and volunteers; NCCP Level 1 Pickleball is recommended
- Recommend 8-10 week programs; once per week, 1.5 hour sessions
- Set up on SOA site for sport programs for the October 2023-July 2024 Registration process
- Poach paddles subsidized by Poach and Pickleball Alberta; \$40 to those athletes interested in purchasing a paddle.

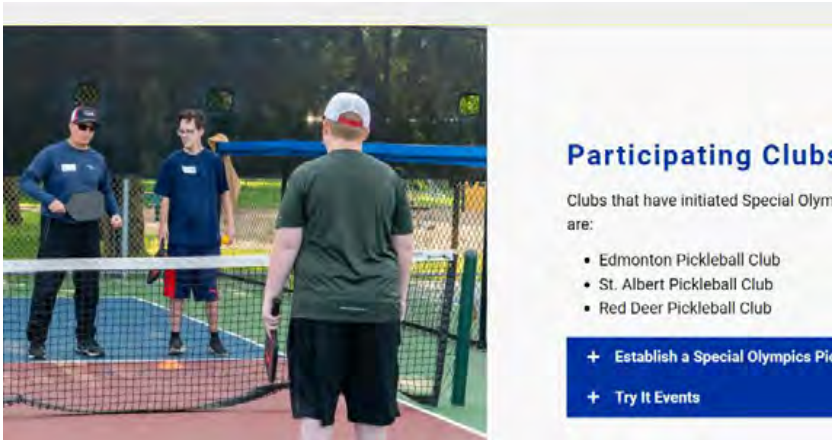
# Membership – Special Olympics

Brenda Feser



## Future Goals

- Expand to these areas that have an affiliated club and an SOA Regional Director:  
Lethbridge, Medicine Hat, Airdrie, Bow Valley, Olds, Calgary, Camrose, Lacombe, Spruce Grove, Strathcona County
- Encourage Regional play.
- Become a recognized sport for inclusion in the Special Olympics Alberta Provincial Games.



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# Communications

Lauren Evans/Kirk Jensen



## Social Media

- Facebook is the major social media platform for our members with 1,262 subscribed, up 22%, to the PA page. There were over 100 posts for the year. Instagram has a growing following.
- PA TV continued to have livestreaming with different people doing commentary for tournaments and events in Alberta.
- PA TV had different matches videoed at different affiliated clubs and put up on PA TV channel.
- Tik Tok is quickly growing in popularity and would be something for PA to consider in the future.

The *Around the Post* newsletter is put together by myself with content coming from the different department heads. It is the number one contact point of our membership with a large of membership commenting on its value. Other provincial leaders are also sent the newsletter.



**Facebook: @PickleballAlberta Instagram: @pickleballalberta Twitter: @PickleballAB (New)**

# Technology – Alison Ramsley



## **PCNS –Membership System**

- New Club orientation sessions when clubs are affiliated
- Liaise with /user support for member registrations, event setup, passwords and financial management
- the vendor Trackie and the PCNS key contact team

## **Pickleball Alberta Website (<http://pickleballalberta.org>)**

- Special Olympics section added
- Smoother navigation of website menu for a more seamless experience
- Affiliated member club logo's added to the homepage
- Content refresh in a timely fashion so that members can use the website as the “go-to” for all Pickleball Alberta Information

## **GMAIL and Google Platform**

- Support easier Board communications through the configuration of a distribution list and established folders on a Shared Google Drive
- Assessment of platform configuration to ensure security is in tact

## **Other**

- Account and financial management for all Pickleball Alberta technology

# Technology - Website Updated and Developed

Alison Ramsley



PLAY ▾

MEMBERSHIP ▾

COMPETITIONS ▾

JUNIORS ▾

PROGRAMS ▾

LEGACY ▾

MORE ▾

[Legacy Project](#)

## COMPETITORS

Meet the competitors who played with excellence at every level in the Pickleball Alberta Provincial Championships and are recognized through the Legacy Project.



[Legacy Project](#)

## LEADERS AND BUILDERS

Meet the Albertans whose distinguished contributions are recognized through their selection and acknowledgment in the Legacy Project.

[Pickleball Alberta Boards of Directors](#)

- 2016-2017 | President – Beverley Walker
- 2017-2018 | President – Beverley Walker
- 2018-2019 | President – Beverley Walker
- 2019-2020 | President – Kirk Jensen

## Participating Clubs

Clubs that have initiated Special Olympics are:

- Edmonton Pickleball Club
- St. Albert Pickleball Club
- Red Deer Pickleball Club

- [Establish a Special Olympics Pickleball Club](#)
- [Try It Events](#)

## Special Olympics Alberta

[Pickleball Alberta Provincial Medalists](#)

2016 Pickleball Alberta Provincials – Spruce Grove



incorporated on February 28, 1980, Special Olympics Alberta

# Officiating Report

Garand Jones



- 16 Tournaments in Alberta in 2023 (6 Pickleball Canada Sanctioned)
- Referees at most of these tournaments including 100% Refereed Matches –
  - Western Canadian Regional Championships – Medicine Hat
  - Pickleball Alberta Provincial Championships – Red Deer
  - St. Albert Tournament – St. Albert
  - Season Opener – Spruce Grove
  - The Summer Smash – Spruce Grove
- Alberta Referees also refereed other major tournaments in BC and Saskatchewan –  
Including BC Provincial Championships – Vernon, Kamloops Open and Pickleball  
Canada National Championships – Regina
- Pro Pickleball – Alberta – Canadian National Pickleball League – September, 2023

# Officiating Report – continued

Garand Jones



- Alberta – 89/271 Accredited Referees in Canada – 33%
- Alberta – 10/24 Certified Level 3 Referees in Canada – 42%
- Involves a lot of hours and this was evident as there were 100's of hours spent this past summer by Certified Referees in training, doing assessments, mentoring and doing Advanced Training Sessions for Trainees, Level 1 and 2 Referees.
- Referee Pouches given to recognize Referees – 200+ Matches as well as Certified Referees
- Referee Shirt Program continues to recognize Accredited Referees – Level 1 and 2

# Officiating Report – continued

Garand Jones



- Certified Referee Program – Active in Canada – 2 Certified Referees Successful in achieving certification under this program – Gloria Wipf, Spruce Grove and Dianne Hill – Penticton (Recognized throughout the World)
- Referee Training Coordinators and Certified Referee Coordinators established throughout the 3 Regions of Canada – Eastern, Central and Western.
- USA Pickleball appointed Garand Jones as the Certified Referee Coordinator for Canada
- Referee Clinics in 2023 – Calgary, St. Albert and Calgary
- National Officiating Advisory Council instrumental in developing Concussion Protocol for Pickleball Canada, recommendations for other policies

# Junior Pickleball

Dean Kroetsch

190 Juniors currently registered with Pickleball Alberta; an 81% increase from Year to Date in 2022!

**79 Females**

**111 Males**

5-Airdrie Pickleball Club

4-Calgary Pickleball Club

9-Camrose Pickleball Club

20-Coaldale Pickleball Club

1-Edmonton Pickleball Club

6-Edson Pickleball Club

4-Grande Prairie Pickleball Club

1-Lacombe Pickleball Club

48-Medicine Hat Pickleball Club

2-Northern Lights Pickleball Club

1-Okotoks Pickleball Club

24-Parkland Pickleheads

17-Red Deer Pickleball Club

17-Seba Beach Pickleball Assoc.

7-St. Albert Pickleball Club

2-St. Paul AB Pickleball Club

13-Strathcona Pickleball Assoc.

2-Tees Pickleball Club

7-V-Club AB



2023 Pickleball Alberta AGM

# Junior Pickleball - continued

Dean Kroetsch



## Junior Initiatives

- **Promotion of pickleball as a Grassroots Sport** for junior players has taken “root”.
- We have several clubs following structured play for their juniors and using a **coaching template we have provided them for lessons**. We also have them included in email distribution and a private Facebook page for updates and to share their experiences.
- **Teach the Teacher** joint initiative with our Coaches Working Group and our Director of Coaches was kicked off at the **Health and Physical Education Council** session in Lethbridge, AB. We have our first session booked for Nov 23, 2023.
- Through our relationship with **POACH Pickleball** we've continued providing an opportunity for juniors to **purchase USAPA approved Junior paddles at a subsidized cost**.
- We have **sold 165 junior paddles** this year.
- Juniors are now successfully competing in many club tournaments with **a record number of juniors participated in the Pickleball Alberta Provincial Championships** with several successfully competing in higher age and skill brackets.

# Junior Pickleball - continued

Dean Kroetsch



## Junior Jamboree

- Our 2023 Junior Jamboree event was hosted by the Edmonton Volleyball and Pickleball Center (EVP)
- **29 registered participants aged 8-18** were divided into three groups based on skill and experience
- We had **6 volunteer coaches** that worked with the groups
- We started with a short demo of game play by the coaches and then the participants went into their group with their coaches who guided them through some skill development exercises and game simulated drills
- The participants then played in loosely organized round robin games in their skill groups with our coaches guiding their play and offering input on shot selection and strategy
- **POACH Pickleball** donated door prizes of gift cards, cooling/towels, We finished with a hot dog feast with chips and cold sodas. Cost was less than \$200

# Junior Pickleball - continued

Dean Kroetsch



## **Initiatives to consider for future years:**

- Continue to promote Junior Pickleball as a grass roots sport
- “Get a paddle into the hands of every youth who wants to play pickleball”
- Training and promotion of Junior Girls in pickleball
- Junior Coach Training/NCCP/Safe Sport/Criminal Check
- Skill Development Clinics for Junior players
- Identify elite junior players for Team Alberta
- Regional Play Opportunities
- Continue to allow elite juniors to play in adult brackets in Provincials and encourage at club tournaments.
- Possible cross province with BC.

# Competitions

Wanda Lazar



Pickleball Alberta, Alberta Clubs and their members experienced an exceptional season of Pickleball competition in 2023. There are 27 Competitive events posted on the PA Calendar of Events – 8 Sanctioned Tournaments, 17 Non-Sanctioned Tournaments, 1 Junior Jamboree and 1 – non-affiliated Tournament.

Alberta clubs hosted 2 major Championships this summer:

The Red Deer Pickleball Club hosted the Pickleball Alberta 2023 Closed Provincials. 537 players from across Alberta came to play in Red Deer August 10<sup>th</sup> -13<sup>th</sup>. Congratulations to the Red Deer Pickleball Club, their volunteers, those who played, those who medaled, and the Referees. It was a great week in Red Deer!! Thank you!

The Medicine Hat Pickleball Club hosted the Pickleball Canada Western Regionals July 6<sup>th</sup> – 9<sup>th</sup>. 518 players from Manitoba, Saskatchewan, Alberta, British Columbia and the Yukon battled for medals. Congratulations to the Medicine Hat Pickleball Club, their volunteers, all those who played, those who medaled and the referees. Great job Medicine Hat Pickleball Club! Unfortunately, the Pickleball Brackets Individual Provincial Medal Report is unavailable at this time.

# Competitions - continued

Wanda Lazar



Congratulations to all those players who played, to those winning medals and Referees who took part in Pickleball Canada Nationals in Regina in August! The medal count for Alberta athletes was as follows: Gold – 53, Silver - 45, Bronze - 46. Well Done!

The second Annual Junior Jamboree was held in Edmonton in July. Thank you, Dean Kroetsch, his committee and all the volunteers! What a wonderful event to gather Alberta Juniors together.

Many of our new clubs held their first tournaments this summer. Some using Pickleball Brackets and Referees, others on a smaller scale, each giving volunteers and members a tournament experience. Congratulations!

Pickleball Alberta is proud of all the success that Clubs experienced holding tournaments this season. We are continually reminded of the Club leadership, planning, information sharing amongst clubs, volunteers and referees needed to host these events. Kudos to all!!

Looking ahead, we currently have 8 tournaments listed on the 2024 Calendar the PA Provincials July 11<sup>th</sup>- 14<sup>th</sup>. Clubs, please forward your 2024 Tournament dates to the Board so players can start marking their Calendars and planning their 2024 Pickleball Tournament Season!

2023 Pickleball Alberta AGM

# Coaching Report

Ilsa Wong



The Director of Coaching is responsible for the planning, development, and implementation of all aspects of coaching in Alberta.

- NCCP Program
- 2 Level I and 1 Level II Courses in 2023
- 75 Level I and 20 Level II Certified Coaches
- Introduced new Course Facilitator: Colin MacDonald
- Coaching Working Group
- Teach the Teacher (TtT) Program

For 2024

- Expand TtT Program across province (clubs?)
- Professional Development for Certified Coaches

# Treasurer's Report

Treasurer/Accounting: Dwight Chalifour/Jeff Holm

**PICKLEBALL ALBERTA**  
**Financial Statements**  
**Year Ended December 31, 2022**

**PICKLEBALL ALBERTA**  
**Index to Financial Statements**  
**Year Ended December 31, 2022**

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INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT	1
FINANCIAL STATEMENTS	
Statement of Financial Position	2
Statement of Operations	3
Statement of Changes in Net Assets	4
Statement of Cash Flows	5
Notes to Financial Statements	6 - 7

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## INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT

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To the Members of Pickleball Alberta

We have reviewed the accompanying financial statements of Pickleball Alberta which comprise the statement of financial position as at December 31, 2022 and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

*Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

*Practitioner's Responsibility for the Financial Statements*

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

*Conclusion*

Based on our review, nothing has come to our attention that causes us to believe that these financial statements do not present fairly, in all material respects, the financial position of Pickleball Alberta as at December 31, 2022, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

*Other Matter*

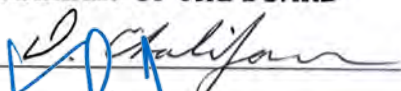

Comparative figures presented for the year ended December 31, 2021 were not audited or reviewed.

*King + Company*

**PICKLEBALL ALBERTA**  
**Statement of Financial Position**  
**As at December 31, 2022**

	2022	2021
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 58,641	\$ 50,550
Accounts receivable	10,713	8,973
	<u>\$ 69,354</u>	<u>\$ 59,523</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 2,500	\$ -
<b>NET ASSETS</b>		
Unrestricted	66,854	59,523
	<u>\$ 69,354</u>	<u>\$ 59,523</u>

**ON BEHALF OF THE BOARD**

 Director  
 Director

DWIGHT CHALIFOUR  
 Kirk Jensen

**PICKLEBALL ALBERTA**  
**Statement of Operations**  
**Year Ended December 31, 2022**

	2022	2021
<b>REVENUE</b>		
Memberships	\$ 38,541	\$ 32,067
Apparel, accessories, and other	12,049	11,139
Sponsorships	3,750	250
Competitions fees	3,652	-
Associated club fees	2,000	-
	<u>59,992</u>	<u>43,456</u>
<b>EXPENSES</b>		
Apparel and accessories	14,440	11,248
Awards and recognition	4,349	3,350
Coaching/NCCP Training	5,367	1,130
Competitions	6,128	3,558
Junior program	7,984	1,050
Officiating program	1,519	4,199
Technology	6,757	190
Office	1,089	1,322
Operations	2,528	1,408
Professional fees	2,500	-
	<u>52,661</u>	<u>27,455</u>
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<u>\$ 7,331</u>	<u>\$ 16,001</u>

**PICKLEBALL ALBERTA**

**Statement of Changes in Net Assets**

**Year Ended December 31, 2022**

	<b>2022</b>	2021
<b>NET ASSETS - BEGINNING OF YEAR</b>	<b>\$ 59,523</b>	\$ 43,522
Excess of revenues over expenses	<u>7,331</u>	<u>16,001</u>
<b>NET ASSETS - END OF YEAR</b>	<b><u>\$ 66,854</u></b>	<b><u>\$ 59,523</u></b>

**PICKLEBALL ALBERTA**  
**Statement of Cash Flows**  
**Year Ended December 31, 2022**

	2022	2021
<b>OPERATING ACTIVITIES</b>		
Cash receipts from memberships, apparel, sponsorships, and other	\$ 58,252	\$ 34,482
Cash paid to suppliers	(50,161)	(27,455)
<b>INCREASE IN CASH</b>	<b>8,091</b>	<b>7,027</b>
<b>CASH - BEGINNING OF YEAR</b>	<b>50,550</b>	<b>43,523</b>
<b>CASH - END OF YEAR</b>	<b>\$ 58,641</b>	<b>\$ 50,550</b>

## **NATURE OF OPERATIONS**

The society is incorporated without share capital under the laws of Alberta and is exempt from income taxes under 149(1)(1) of the Income Tax Act. The society's mission is to serve as the provincial governing body to promote and develop pickleball for everyone.

### **1. FIRST TIME ADOPTION OF ACCOUNTING STANDARDS FOR NOT-FOR-PROFIT ORGANIZATIONS**

During the year the organization adopted Canadian accounting standards for not-for-profit organizations (ASNPO). These financial statements are the first prepared in accordance with these standards. The adoption of these standards does not result in changes to opening net assets or a restatement of assets and liabilities as at January 1, 2021.

### **2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

#### **Basis of Presentation**

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations.

#### **Revenue Recognition**

Pickleball Alberta follows the deferral method of accounting for contributions.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Endowment contributions are recognized as direct increases in net assets.

Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Unrestricted investment income is recognized as revenue when earned.

Membership fees are recognized as revenue as the services and benefits associated with memberships are provided to members.

Revenue from all other sources is included in revenue in the year in which it is received or receivable and collection is reasonably assured.

#### **Financial Instruments**

The Society initially measures its financial assets and financial liabilities originated or exchanged in arm's length transactions at fair value. Transaction costs related to financial assets that will be subsequently measured at fair value are recognized in the statement of operations in the year in which they are incurred.

Financial assets and financial liabilities originated or exchanged in related party transactions, except for those that involve parties whose sole relationship with the Society is in the capacity of management, are initially measured at cost. The cost of a financial instrument in a related party transaction depends on whether the instrument has repayment terms.

The Society subsequently measures all of its financial assets and liabilities at cost or amortized cost, except for investments in equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in the statement of operations.

Financial assets measured at amortized cost include cash and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

*(continues)*

**PICKLEBALL ALBERTA**  
**Notes to Financial Statements**  
**Year Ended December 31, 2022**

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**2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)***

**Cash**

Cash is comprised of funds held in banks.

**Property and equipment**

The society is classified as a small organization in accordance with the provisions of Section 4433 of the CPA Canada Handbook. As a result, the society records property and equipment purchases as an expense in the year of purchase. There is no property and equipment items held by the society, and there were no property and equipment purchases during the year.

**Measurement Uncertainty**

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

**3. FINANCIAL INSTRUMENTS**

The organization is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. Management believes the society is not exposed to material risks in its financial instruments as of December 31, 2022

Pickleball Alberta  
2024 Budget - \$10 DEV Fee 9000 members

	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan - Dec 24
Ordinary Income/Expense													
Income													
Direct Public Support													
Corporate Contributions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,250.00	6,152.00	0.00	0.00	2,000.00	9,402.00
Total Direct Public Support	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,250.00	6,152.00	0.00	0.00	2,000.00	9,402.00
Investments													
Interest-Savings, Short-term CD	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.23	6.82	12.05
Total Investments	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.23	6.82	12.05
Membership Dues	31,050.00	12,015.00	5,940.00	10,800.00	15,660.00	13,500.00	8,370.00	5,670.00	3,915.00	2,430.00	15,255.00	10,395.00	135,000.00
Other Types of Income													
Competitions Income													
Apparel	432.37	1,268.00	3,163.00	531.00	105.00	165.00	1,435.00	2,220.00	325.00	0.00	0.00	0.00	9,644.37
Competitions Income - Other	0.00	0.00	0.00	0.00	0.00	390.00	5,000.00	1,510.00	240.00	0.00	0.00	0.00	7,140.00
Total Competitions Income	432.37	1,268.00	3,163.00	531.00	105.00	555.00	6,435.00	3,730.00	565.00	0.00	0.00	0.00	16,784.37
Miscellaneous Revenue		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	105.00	19.63	124.63
Sponsorship	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	0.00	0.00	0.00	0.00	0.00	1,000.00
Total Other Types of Income	432.37	1,268.00	3,163.00	531.00	105.00	555.00	7,435.00	3,730.00	565.00	0.00	105.00	19.63	17,909.00
Total Income	31,482.37	13,283.00	9,103.00	11,331.00	15,765.00	14,055.00	15,805.00	10,650.00	10,632.00	2,430.00	15,365.23	12,421.45	162,323.05
Expense													
Bank Service Fee	3.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00
Competitions													
Banners	0.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	500.00
Live Streaming	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,000.00	0.00	0.00	0.00	0.00	6,000.00
Medals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00	0.00	4,000.00
Travel Competitions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,500.00	0.00	0.00	0.00	0.00	3,500.00
Competitions - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00	436.28	0.00	0.00	0.00	736.28
Total Competitions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14,300.00	436.28	0.00	0.00	0.00	14,736.28
Operations													
Apparel & Accessories													
Shipping	0.00	0.00	0.00	0.00	503.75	251.80	0.00	0.00	0.00	0.00	0.00	0.00	755.55
Apparel & Accessories - Other	1,723.68	0.00	0.00	0.00	1,388.52	3,336.11	2,895.69	2,627.56	0.00	0.00	0.00	0.00	11,971.56
Total Apparel & Accessories	1,723.68	0.00	0.00	0.00	1,892.27	3,587.91	2,895.69	2,627.56	0.00	0.00	0.00	0.00	12,727.11

Pickleball Alberta  
2024 Budget - \$10 DEV Fee 9000 members

	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan - Dec 24
Coaching/NCCP Training													
Provincial Coach Develop Clinic	0.00	0.00	0.00	0.00	0.00	0.00	8,000.00	0.00	0.00	0.00	0.00	0.00	8,000.00
Teach the Teacher Program	916.00	916.00	916.00	916.00	916.00	916.00	916.00	916.00	916.00	916.00	916.00	916.00	10,992.00
Coaching/NCCP Training - Other	0.00	0.00	0.00	0.00	0.00	0.00	200.00	0.00	0.00	0.00	0.00	0.00	200.00
Total Coaching/NCCP Training	916.00	916.00	916.00	916.00	916.00	916.00	916.00	916.00	916.00	916.00	916.00	916.00	10,992.00
Staffing	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	75,000.00
Junior Program	0.00	0.00	0.00	0.00	500.00	1,500.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
Office supplies	0.00	0.00	101.54	189.55	0.00	283.50	15.90	91.93	0.00	0.00	0.00	0.00	682.42
Officiating Program													
Referee Assessments	0.00	0.00	0.00	0.00	0.00	0.00	1,800.00	0.00	0.00	0.00	0.00	0.00	1,800.00
Referee Shirts and Pouches	1,680.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,680.00
Referee Stipends	0.00	0.00	0.00	0.00	0.00	6,000.00	6,000.00	0.00	0.00	0.00	0.00	0.00	12,000.00
Referee Travel	1,008.33	1,008.33	1,008.33	1,008.33	1,008.33	1,008.33	1,008.33	1,008.33	1,008.33	1,008.33	1,008.33	1,008.33	12,099.96
Total Officiating Program	2,688.33	1,008.33	1,008.33	1,008.33	1,008.33	7,008.33	8,808.33	1,008.33	1,008.33	1,008.33	1,008.33	1,008.33	27,579.96
Paddles	0.00	0.00	6,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,000.00
Postage, Mailing Service	0.00	0.00	386.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	386.86
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	200.00	0.00	0.00	0.00	0.00	0.00	200.00
Technology PA Website													
PCNS Fee	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00
Technology PA Website - Other	751.25	751.25	751.25	751.25	751.25	751.25	751.25	751.25	751.25	751.25	751.25	751.25	9,015.00
Total Technology PA Website	3,751.25	751.25	751.25	751.25	751.25	751.25	751.25	751.25	751.25	751.25	751.25	751.25	12,015.00
Travel / Mileage	0.00	0.00	0.00	0.00	0.00	222.30	0.00	0.00	452.79	0.00	0.00	0.00	675.09
Operations - Other	208.00	208.00	208.00	208.00	208.00	208.00	208.00	208.00	208.00	208.00	208.00	208.00	2,496.00
Total Operations	15,537.26	9,133.58	15,621.98	9,323.13	11,525.85	20,727.29	20,045.17	11,853.07	9,586.37	9,133.58	9,133.58	9,133.58	150,754.44
Servus Bank Fee	0.00	25.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.80	0.00	28.80
Technology	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
Total Expense	16,540.26	10,158.58	16,621.98	10,323.13	12,525.85	21,727.29	21,045.17	27,153.07	11,022.65	10,133.58	10,137.38	10,133.58	177,522.52
Net Ordinary Income	14,942.11	3,124.42	-7,518.98	1,007.87	3,239.15	-7,672.29	-5,240.17	-16,503.07	-390.65	-7,703.58	5,227.85	2,287.87	-15,199.47
	14,942.11	3,124.42	-7,518.98	1,007.87	3,239.15	-7,672.29	-5,240.17	-16,503.07	-390.65	-7,703.58	5,227.85	2,287.87	-15,199.47

Pickleball Alberta  
2024 Budget - \$10 DEV Fee 9000 members

	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan - Dec 24
Historical member signup													
January		23.00%											
February		8.90%											
March		4.40%											
April		8.00%											
May		11.60%											
June		10.00%											
July		6.20%											
August		4.20%											
September		2.90%											
October		1.80%											
November		11.30%											
December		7.70%											

# Appointment of Auditors for 2023



## Adoption of Auditor: King and Company Chartered Professional Accountants

- Daniel Roberts CPA, CA, CPA
- Did the Review of Engagement Audit of the 2022 Financial Statements
- Local accounting firm
- Been in business for 60 years
- Provides not-for-profits with accounting

- Motion to Approve
- Seconder
- Vote

**KING & COMPANY**



# 2023 Nominating Committee



Murray Young, Haddow Thul, Beverley Walker

## **Five Directors continuing into the second year of their term:**

- |               |                |              |
|---------------|----------------|--------------|
| • Membership  | Brenda Feser   | Red Deer     |
| • Secretary   | Murray Young   | Calgary      |
| • Technology  | Alison Ramsley | Calgary      |
| • Juniors     | Dean Kroetch   | Hanna        |
| • Officiating | Garand Jones   | Spruce Grove |

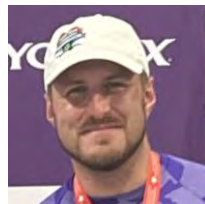
**Six individuals have their names standing for nomination for a two-year term.**

# 2023 Board Elections



## Nominations for 2023 - 2025 Term

- Ilsa Wong (Incumbent) - Coaching
- Jill Richard - President
- Charity Christianson - Vice President
- Andrew Gorman - Communications
- Jeff Holm - Treasurer
- Doug Fogg - Competitions



Bios sent by email to membership November 18, 2023

# Thank you to our 2021-2023 Board of Directors

President  
Vice President  
Technology  
Treasurer  
    Accounting  
Secretary  
Juniors  
Competitions  
Membership/Tech  
Officiating  
Coaching  
Communications

Kirk Jensen  
Haddow Thul  
Alison Ramsley  
Dwight Chalifour  
Jeff Holm  
Murray Young  
Dean Kroetch  
Wanda Lazar  
Brenda Feser  
Garand Jones  
Ilsa Wong  
Lauren Evans/Kirk Jensen

Edmonton  
Calgary  
Calgary  
Spruce Grove  
Edmonton  
Calgary  
Hanna  
Medicine Hat  
Red Deer  
Spruce Grove  
Lethbridge  
Edmonton



**Leaving the Board - Thank you for your contribution!**  
**Kirk Jensen (4) - Haddow Thul(4) - Dwight Chalifour(4)**  
**Wanda Lazar(2) - Lauren Evans(1)**



**Thank you to the Board and many Volunteers who put in countless hours  
for Pickleball Alberta,  
the growth and safety of our game, and pickleball in Alberta.**

**You Are Making a Difference!**