

CCSAM Executive Director
2024-2025 Annual Report
October 27, 2025
Karin McSherry

CCSAM acknowledges the work we do to support our cross country skiing community takes place on the traditional lands and waterways of the Anishinaabeg, Ogi-Cree, Dakota, and Dene Peoples as well as the homeland of the Red River Metis. We respect the treaties made here and are grateful to work, live, and ski on this land.

CCSAM Strategic Plan 2021 – 2025
Based on the 4 Pillars of Sport Development

Sport Initiation – CCSAM strives to introduce Manitobans to the sport of cross country skiing, providing support and guidance for participants at all levels.

- Very active Recreational Skiing committee, maintaining an important relationship with Manitoba Parks.
- 10 clubs have SDP (Jackrabbits) programs. 469 CCSAM members are 12 and younger. 6 clubs registered their SDP program with CCSAM (total 186 toques or buffs)
- Windsor Park Nordic Centre – 569 ski lesson participants, 494 students from school groups, 60 Chris McCubbins school program participants, 5 in Blind Skier program

Performance Pathway – CCSAM works as a community to identify and train athletes to achieve their highest level of competitive performance.

- Very active PDP Committee. 34 athletes + 10 coaches in the Provincial Development Program. Committee meets monthly.
- 23 local events and only 3 cancelled due to cold temps, PDP Spring camp cancelled due to wildfires/smoke.
- PDP Team Trips:
 - Nordiq Canada Trials (World Juniors/U23) & Ontario Cup Thunder Bay – 14 athletes + 5 staff
 - CXC Junior Cup Cable, WI – 8 athletes + 4 staff
 - National Championships – 9 athletes + 4 staff
- Highlights:
 - William Vanden Berg bronze medal at National Championships, Canmore – 20km Classic Mass Start U20 Men
 - Andrew Vanden Berg – Team Canada Wax Technician FISU World Games, Torino IT
 - Top 10 results at Westerns for Gideon Hoeppner, Top 10 results at O Cup for Gideon, William Wintoniw, and Kate Sawatsky

Technical Leadership – CCSAM supports the development of certified coaches, instructors, officials, and volunteers to foster excellence in sport leadership.

- 1 coach attended National conference for Nordic Coaches
- CCSAM pays for 10 accounts with Nordic Ski Lab – distributed to interested club coaches with priority to PDP travelling team staff, contact me for more information.

- Community Coaching – 2 workshops – Winnipeg (8 coaches) & Brandon (3 coaches)
- Learning to Train (L2T) – 3 coaches trained (2 BTNC, 1 Whiteshell)
- Training to Train (T2T) – no workshops
- Learning to Compete (L2C) – 3 coaches in training (RRN, Downtown, BTNC)

Organizational Effectiveness – CCSAM demonstrates clear direction and leadership. CCSAM acts strategically to support participation, excellence, community involvement and accessibility to the sport as well as the ability to govern effectively.

Promotion and communication

- Redesigned website, e-newsletter, Where to Ski (website), WPNC website, email contact lists for Club and Coach related information.
- Energy 106 radio ads advertise Windsor Park Nordic Centre.
- Continue to connect with club leaders over Zoom on a regular basis.

2024-2025 Membership

- 21 Member Clubs and 1895 members – 30% decrease over previous year
- Clubs by region – no change in distribution from previous year:
 - Winnipeg – 6 clubs, 784 members – 40% of total membership
 - North – 0 clubs
 - West – 4 clubs, 1114 members – 6% of total
 - East – 6 clubs, 450 – 24% of total
 - South – 6 clubs, 548 members – 30% of total
- Quick stats – no change from previous year:
 - Membership is ~53% female and ~47% male (1 person indicating neither gender). This relative gender parity is consistent across all ages categories.
 - 63% of members are 23 years and older (half of these members are 40+).
 - 54% of our youth members are 6-12 years old. 26% are 13 – 22 years old.

CCSAM Mission / Vision / Values

Mission

CCSAM is dedicated to the promotion and development of cross country skiing in Manitoba.

Vision

Cross country skiing will be the chosen winter activity of more Manitobans.

Come Ski With Us!

Values

Respect – We believe in providing a safe, inclusive, and enjoyable environment for all participants.

Community – We are proud of our ski clubs and our volunteers. We believe in working collaboratively with engaged and passionate skiers of all ages and abilities.

Excellence – We are committed to providing opportunities and developing quality programs for all participants to achieve their personal health, fitness, and performance goals.