CCSAM Executive Director
2025-2026 Annual Report
October 26, 2026
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.
- 7 clubs had registered SDP (Jackrabbits) programs (down from 10 in previous year). 545 CCSAM members are 12 and younger.
- Windsor Park Nordic Centre – 432 ski lesson participants, 828 students from school groups, 60 Chris McCubbins school program participants, Blind Skier program needs a leader

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

- Very active PDP Committee. 29 athletes + 10 coaches in the Provincial Development Program. Committee meets monthly.
- 22 local events and only 4 cancelled due to extreme weather.
- MB Games in Thompson after 8 year (pandemic) hiatus. 36 athletes + 14 coaches & managers from all but North region.
- PDP Team Trips:
    - Early Snow Camp – Lake Louise – 11 athletes + 4 staff
    - Westerns – 15 athletes + 5 staff
    - National Championships – 7 athletes + 3 staff
- Highlights:
    - Jesse Bachinsky (KNBC) member of Canadian Paralympic Team, Milano Cortina 2026
    - Gideon Hoeppner (BTNC) bronze medal at Western Canadian Championships, Canmore – Individual Sprint U18
    - Andrew Vanden Berg – Team Canada Wax Technician at World Cup, Olympic Games, Paralympic Games

Technical Leadership – CCSAM supports the development of certified coaches, instructors, officials, and volunteers to foster excellence in sort 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 – 7 coaches (3 RRNBC, 2 Falcon, 1 Downtown, 1 Special O)
- Learning to Train (L2T) – 7 coaches (4 RRNBC, 1 BTNC, 1 Whiteshell, 1 KNBC)
- Training to Train (T2T) – no workshops
- Learning to Compete (L2C) current status:
    - 3 L2C Certified – Steven W, Elise P, Andrew V
    - 4 L2C Trained – Jennie H, Alex L, Cheryl K, Murray C

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

- Where to Ski (website), e-newsletters, 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 semi-regular basis.

2025-2026 Membership

- 21 Member Clubs and 2255 members – 20% increase over previous year
- Regional distribution:
    - Winnipeg – 5 clubs, 783 members – 35% of total membership
    - North – 0 clubs
    - West – 4 clubs, 109 members – 5% of total
    - East – 5 clubs, 464 member – 21% of total
    - South – 7 clubs, 899 members – 40% of total
- Quick stats – no change from previous year:
    - Membership is ~53% female and ~47% male (4 people 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.
    - 41 Active Club Coaches (100% RiS certified)
    - 494 Competitive members – 22% of membership
        - 50% under 30 (42% female), 50% 30+ (47% female)

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.