

**Alberta Sailing Association**  
**Dedicated to Growing Sailing Participation in Alberta**

**ASA Vision:** A Growing Community of Alberta Sailors

**ASA Mission:** Provide Leadership, Resources, Training and Education for Alberta Sailors

**Strategic Pillars:**

<b>Increase # of Sailors and Member Clubs</b>	<b>Provide consistent dedicated coaching</b>	<b>Increase number of Instructors</b>	<b>Ensure Long Term Sustainability</b>
Provide value to Alberta Sailors and Clubs	Provide coaching resources for member clubs	Instructors in Northern and Southern Alberta	Consistently grow annual revenue

<b>2017</b>
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<b>Goal</b>	Add one new member club	<b>Goal</b>	One full-time coach on multi-year contract	<b>Goal</b>	Two Instructor Clinics, One Northern and one Southern AB	<b>Goal</b>	Add new stream of revenue, \$20,000+
<b>Strategy</b>	Promote value of ASA to member clubs and others	<b>Strategy</b>	ASA coach on seasonal & multi-year work plan	<b>Strategy</b>	Plan, Schedule and Promote	<b>Strategy</b>	Prospect Alberta foundations for grants, seek sponsorships
<b>How</b>	Personally visit with clubs selling value of ASA	<b>How</b>	Head Coach generate coaching revenue	<b>How</b>	Promote through member clubs starting winter of 2017	<b>How</b>	Present to 20+ different sponsors & foundations
<b>Who</b>	ASA Manager (Executive Director)	<b>Who</b>	ASA Board	<b>Who</b>	ASA Head Coach & ED	<b>Who</b>	Finance committee
<b>Goal</b>	Help clubs add new members (5%)	<b>Goal</b>	Head Coach visit each member club through year	<b>Goal</b>	At least one participant per clinic is an Adult	<b>Goal</b>	ASA retain 75% casino revenue
<b>Strategy</b>	Deliver coaching clinics and sailing education	<b>Strategy</b>	ASA Coach = Sailing Ambassador	<b>Strategy</b>	Promote the virtues of membership and teaching	<b>Strategy</b>	Apply club share to ASA
<b>How</b>	MOSS program, Head Coach visit and run clinics	<b>How</b>	Head Coach Runs Clinics	<b>How</b>	Promote through member clubs starting winter of 2017	<b>How</b>	Appeal to volunteer casino shift workers
<b>Who</b>	ASA Head Coach	<b>Who</b>	ASA Head Coach	<b>Who</b>	ASA Head Coach & ED	<b>Who</b>	ASA ED
<b>Goal</b>	Increase ASA youth team by 6 new members						
<b>Strategy</b>	Develop and build the Alberta Sailing "TEAM"						
<b>How</b>	Out of province road trips						
<b>Who</b>	ASA Head Coach						