

# CCC Awards 2013

June 25, 2013

Congratulations to this year's award winners! Thanks to all for their outstanding support of cross-country skiing over many years.



2013 Sponsor of the Year Award - Buff Canada

Photo: Terry Protz



## CROSS COUNTRY CANADA

### 2013 ANNUAL GENERAL MEETING AWARDS

Congratulations to this year's award winners! Thanks to all for their outstanding support of cross-country skiing over many years.

#### **FIRTH AWARD**

*Presented to a woman who has made an outstanding volunteer contribution to cross-country skiing in Canada. Established in 1985 to honour Sharon and Shirley Firth.*

#### **2013 Winner: Ms. Sherryl Yeager, Nordic Racers Ski Club, Vancouver BC**

(Nominated by Andrea Bundon & Courtney Knight, Nordic Racers Ski Club)

Sherryl started skiing about 20 years ago and was embraced by the ski community for her willingness to volunteer with events and programs. Soon she was pursuing certification as a race official and a coach. Club president, fundraiser, event chair, are just a few of the roles she has filled over the years. Sherryl welcomes new challenges and leads by example. Her commitment to promoting cross-country skiing and willingness to take on any task is inspiring.

- 2013 Haywood Ski Nationals – Event Chair
- 2010 Olympic / Paralympic Games - Assistant Chief of Competition - Control
- 2011 – present - Sponsorship Coordinator for Sigge's P'ayakentsut Loppet
- 2011 – present – Sponsorship Director – Callaghan Valley Cross Country
- 2011 – present – Nordic Racers Ski Club President
- Certified Level 3 Official
- Certified CANSI Level 1 and NCCP Intro to Community Coaching
- Member of Nordic Racers Para-Nordic Committee
- Coach of Nordic Racers Deaf/Hard of Hearing Learn to Loppet Program



Georgia Manhard accepting Award on behalf of Sherryl Yeager. Rhonda Jewett (right).  
Photo credit: Terry Protz

## **DAVE REES AWARD**

***Awarded to a man or woman who has made a long-term, outstanding commitment to the sport of cross country skiing in Canada at all levels (local, regional and national) and in any of the many ways in which volunteers or professionals give of themselves to our sport. This award was created in 1989 in recognition of the outstanding contribution by Dave Rees to cross country skiing in Canada.***

### **2013 Winner: Mr. Bruce Jeffries**

(Nomination by Georgia Manhard, 100 Mile Nordic Ski Society)

Bruce Jeffries has been involved with cross-country skiing for over 40 years. As a member of the CCC board for 10 years and using a strategy (and slogan) which he called “Prosper or Perish”, Bruce capitalized on the opportunities of the moment, galvanized the Association to pursue excellence in all its endeavors, and initiated a momentum that propelled the NSO from a kitchen table sport to a modern, progressive, financially stable sport organization – all in a relatively short period of time. Bruce was the author of the Strategic Plans since 2002, an internal success and recognized as a best practice within the Canadian sport-system.

- Volunteer Executive Director of Cross Country Canada from the spring of 2001 to January 2005.
- Member of Cross Country Canada Board of Directors from June 2009 to November 2010.
- Led Cross Country Canada’s strategic planning process, and was the author of our strategic plans for three successive quadrennial planning periods – 2002-06; 2006-10; 2010-14
- Volunteer coach at the club level.



Matt Jeffries accepting Award on behalf of Bruce Jeffries. Al Pilcher (right).  
Photo credit: Terry Protz

## **VOLUNTEER OF THE YEAR AWARD**

***Presented to a man or woman to recognize significant achievement in the regional or national development of cross-country skiing in Canada.***

### **2013 Winner: Ms. Marie Laforme, Colville Lake, NT**

(Nomination by Matt Hubert, Colville Lake, NT)

Marie Laforme has been the coach of the ski team in Colville Lake for the last four years. Colville Lake is a small isolated town with a population of about 140 people, almost all Dene and living a traditional lifestyle that includes trapping, hunting and fishing. Isolation has helped to nurture traditions but Colville Lake also has its share of social issues and infrastructure issues, for example we only had running water installed in our school and local homes this past winter. Because of the lack of infrastructure, concepts such as team sports were only explored during school gym time or during special events.

Marie has devoted a tremendous amount of time and passion into laying grass roots foundation for a true cross-country skiing club in Colville Lake by establishing ski trails, securing a small trail groomer through donation and finally emphasizing fun in programs to gather interest.

In the past four years she has twice held a major development camp for students across the Sahtu. The April 2013 camp brought representatives from Ski North and Biathlon Canada, who spent a successful weekend with 35 kids from Deline, Good Hope, Norman Wells and Tulita staying here at our school. She was also instrumental in organizing a three-day Fast and Female weekend in Norman Wells and she has taken groups of kids to Yellowknife for Fast and Female development camps.

In December 2011, Marie took a group of novice midgets to the Territorial Trials for the 2012 Arctic Winter Games. While these skiers did not make the NWT Team, they had big smiles on their faces while participating in a real race for the first time.

When she is not braving the darkness and cold of an after school arctic ski practice, she applies for grants to buy ski equipment for the school so all kids can participate. This year she even managed to buy a biathlon rifle and target for the school. Marie's devotion to the kids of Colville Lake is remarkable as is her belief that through skiing they may develop both emotionally and physically and possibly achieve greatness just as the Firth sisters did.



Dot Van Vliet, Chair of NWT accepting Award on behalf of Marie Laforme, Peter Lloyd (right)  
Photo credit: Terry Protz

## **MEDIA OF THE YEAR**

***Awarded to an individual, a newspaper publisher, television station or scribe in social media who has effectively highlighted and portrayed athletes in our sport, and or our sport in a positive and exciting manner, continuously throughout the year or at one significant event (e.g., National Championships, Olympic Games).***

### **2013 Winner: Quebecor**

(Nomination by Cross Country Canada)

With numerous media platforms across TV, print, radio and online, Quebecor has provided comprehensive coverage of Canadian cross-country skiing for many years. This coverage has escalated to new heights over the past year and a half, beginning with the 2012 Haywood Ski Nationals in Mont Sainte-Anne where Canadian cross-country athletes dominated local news broadcasts and filled the sports pages of the Journal de Quebec and Journal de Montreal.

This coverage continued through the fall of 2012, culminating with unprecedented levels of media coverage for the FIS World Cup "Sprint Quebec" events held in Quebec City in December 2012. Canadian and international skiers alike were given full rockstar treatment by the local media in the days leading up to and during the event, something never before witnessed for cross-country skiing in Canada.

In addition to providing world class coverage of these events across its various platforms, Quebecor was also the presenting corporate sponsor of the event. The company was also the French language broadcaster for the World Cup events in Canmore the next week through its network TVA Sports.

Cross Country Canada looks forward to further collaboration with Quebecor in the years to come – in the spring of 2013 the company announced that it has acquired Gestev, the event management company responsible for organizing the 2012 Sprint Quebec event and slated to organize additional FIS World Cup cross-country events in Quebec in the 2015-16 season.

# **QUÉBECOR**



## **SPONSOR OF THE YEAR**

***Awarded to a sponsor or supplier who goes beyond the scope of their sponsorship agreement with CCC by making a significant commitment and support to the sport and to the National Ski Teams.***

### **2013 Winner: Buff Canada**

(Nomination by Cross Country Canada)

For the better part of the past decade the buff has been the neckwear of choice for Canadian cross-country skiers and over this time period Buff Canada has provided incredible sponsorship support for the sport at all levels across the country. The company has supported our National Ski Team as an official pool supplier since 2005, has sponsored development programs such as the Alberta World Cup Academy and has sponsored all levels of events across Canada, from NorAms and National Championships to loppets and regional races. The company has also provided product support to CCC's youth development programs and has sponsored numerous clubs and individual athletes from around the country.

As CCC has matured and developed over this period, Buff Canada has grown alongside us, and the partnership has grown as well. 2012-13 saw the renewal of a multi-year commitment by Buff to CCC and the National Ski Team, an agreement which includes comprehensive product supply for the NST, the CCC Store, CCC development programs as well as a financial investment. In addition to the tremendous support provided through Buff Canada, the company's president Peter Collins provided tireless and invaluable support to CCC in 2012-13 through his video production company, Twin Zebra, which was responsible for the production of CCC's The Inside Edge video series.

Our sincere thanks to Peter Collins and the entire team at Buff Canada and Twin Zebra for their fantastic support.



Gaby Munoz (Buff Canada Director of Marketing) and Peter Collins (Buff Canada owner)

Photo credit: Terry Protz