



**Mark Rubinstein**  
**President & CEO**

December 1, 2014

Dear Friend of Canadian Ski Racing:

My name is **Mark Rubinstein**, and I am the President & CEO of Alpine Canada Alpin.

With the ski season now upon us, I appreciate the opportunity to share with you some exciting ACA news this Winter.

ACA's mission ensures that Canada remains a world leading ski nation and that we promote participation in our sport at all levels – from the grass roots to our elite national teams. In partnership with local Clubs and Provincial Ski Associations, we have embarked upon several initiatives to strengthen and showcase our Sport.

- We have announced our plans to integrate The Canadian Ski Coaches Federation, partnering athletic and coaching excellence. This initiative will welcome over **7,000 ski coaches** into the Alpine Canada family and will ensure that we have the best coaches working with our athletes moving forward.
- We are increasing our support and investment in Domestic ski racing programs. We are enhancing our popular “SnowStars” program, facilitating National Championship & Nor-Am races, improving our Athlete and Coaching identification Camps, deeper engagement with Topolino & Whistler Cup Junior races, among other initiatives.
- Facilitating new Fundraising events to provide crucial financial resources to both Alpine Canada and your Provincial ski associations, including successful Events held this past month across the country.
- Creating new national marketing and communication programs to grow awareness for our Sport and our Athletes. This December, ACA in partnership with Rogers Sportsnet, will be launching a major Television, Online & Social Media campaign to bring the energy of our Sport to Canadians, featuring former ACA racing star **Kelly VanderBeek**.

- Reviewing our overall Strategic Plan to ensure that we achieve our Athletic and Business goals over the next quadrennial. We welcome input from all stakeholders who have ideas to improve our system, and ensure that we have a vibrant sport for generations to come.

It is an exciting time to be involved with Alpine skiing. On behalf of Alpine Canada, I want to thank you for your ongoing commitment to ski racing.

We invite you to stay connected with Alpine Canada, by visiting us at [www.alpinecanada.org](http://www.alpinecanada.org) or Twitter: @Alpine\_Canada.

Warmest Regards,



MARK RUBINSTEIN  
PRESIDENT & CEO  
ALPINE CANADA ALPIN

[www.alpinecanada.org](http://www.alpinecanada.org)