

DSAB President's Report to CDS 2026 AGM April 16, 2026

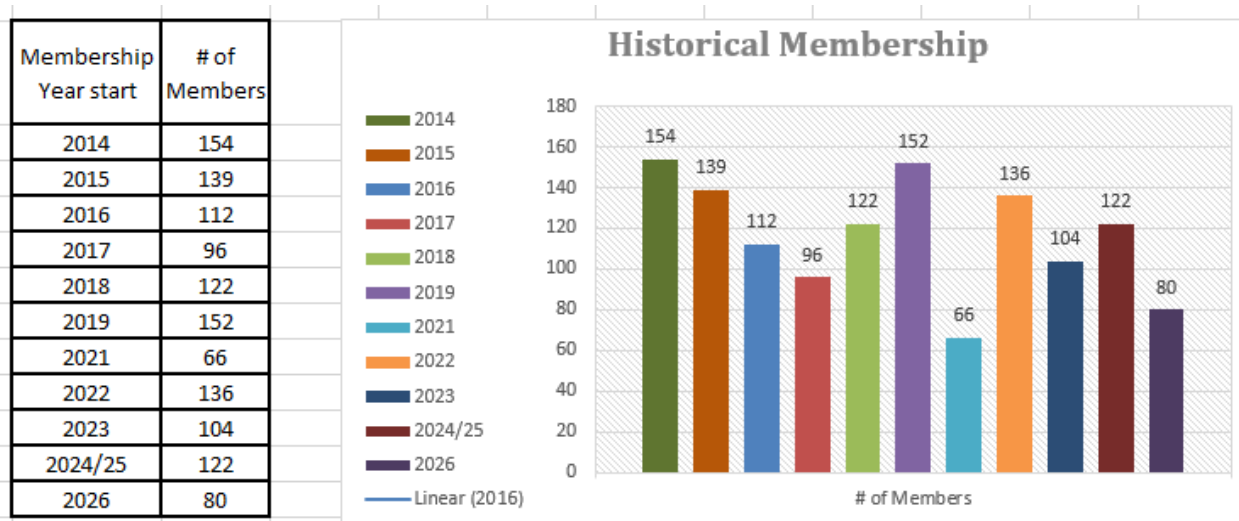
DSAB Board of Directors

President: Wayne Backer
 Vice President: Gene Rassin
 Treasurer: Diane Backer
 Secretary: Debi Bowman
 Directors: Agnes Dahl Diane James

Membership

Competitive Membership Demographic:

- **18** Juveniles, **16** Juniors, **14** Youth, **9** Adult, and **19** Senior Competitors (ages: 37 – 78)
- **43** from Calgary, **32** from Edmonton, and **1** from Airdrie
- **40** Open, and **36** Syllabus



DSAB Finances

The decrease in membership impacted significantly the financial result for the 2026 Alberta Winter Classic. At the time of this report the competition is experiencing a deficit of \$5,800. A grant application for the event has not as yet been approved by the Government of Alberta. Should the grant be approved, the competition will be at a break even standing.

Having to recruit officials for the competition from out of province is the primary reason for the deficit. Although AWC 2026 may experience a deficit, DSAB is financially sound.

Relationship With Professionals

DSAB has maintained amicable relationships with the majority of professionals in the Region. The positive relationships however do not translate to professionals having their students compete at DSAB events.

DSAB Planning

The DSAB Board of Directors is participating in Planning Session to identify, develop and implement the strategies for continued and future success. The following have been identified and work has commenced on implementation: Membership Engagement, Community Engagement and Increase DSAB Membership

Membership Engagement:

Enhanced Social Media presence by

- ✓ Inviting athletes and their families to provide dance related photos to post on our Facebook page. Photos of DSAB athletes competing at the 2026 Alberta Winter Classic have been posted. Athletes and families have responded favorably to the initiative.
- ✓ Develop strategies to involve the DSAB membership, volunteers, their families and friends outside of competitions. The first strategy to evolve and be implemented was the development of a Poster Competition for CCC 2027. Invitations were sent to the target group and submissions judged by an experienced panel. The rating of the submissions was done blindly. A \$200 bursary was awarded to the successful submission.

Community Engagement:

A strategy to recruit Board Members and Key Position for Board work and lead roles with competitions is always a challenge. DSAB is approaching Community Colleges and Universities in Calgary to develop partnerships with programs such as Event Planning, Accounting and Non-profit Management.

Initial contacts have been established with Southern Alberta Polytechnique, Mount Royal University, Bow Valley College and Columbia College informing of our intention to recruit within the student body. A presentation package is being developed outlining benefits and value of volunteer experience towards a career path. The focus is on the recruitment of 2nd year students. The schools support the initiative in principle and are willing to assist with the coordination of presentations.

In 2017 through a similar DSAB initiative, a student in the Event Planning Program at Mount Royal University utilized Alberta Winter Classic as a project in the development of a template for organizing a competition. DSAB continues to utilize portions of the template.

Increase DSAB Membership

A strategy to develop a boot camp to recruit new competitors is being discussed. Preliminary discussions include a 6-10 to week session with professional instruction that will teach 4 dances enabling the participants to compete at a pre-bronze level. Information is being collected to bring forward to the conversation information on a potential facility to host the boot camp and a professional to teach.

Breaking

DSAB does not have any members from the Breaking Community. There was no representation at the 2026 AGM from the Breakers. DSAB reached out on a number of occasions for engagement and did not get any response.

Topics identified to be further explored include:

- Develop strategies that can impact positively the culture of DanceSport by considering ways that DSAB could contribute to a paradigm shift regionally and nationally.
- Can DSAB provide something to DanceSport athletes that is unique?

- Schedule a planning session with the membership to discuss to the following:
 - ✓ our relationship with a national body specifically in regard to our association with Breaking and Professionals
 - ✓ Go back to the roots of DSAB as an event organizer for amateurs.
 - ✓ Consider how we might engage the community at large and a variety of stakeholders. such as the business community, non-profit organizations
 - ✓ Additional competitions, currently DSAB offers 1 competition annually with the National Closed Championships every 4 years. Consider a strategy to increase the opportunities for our athletes to compete.
 - ✓ Explore the benefits of non-sanctioned competitions.
 - ✓ Consider a strategy on ways to increase the number of competitors at our competitions.

Respectfully submitted,

Wayne Backer