

ANNUAL REPORT 2014-15

communities for healthy living

Message from the President and CEO

Welcome to the 2014/15 BCRPA Annual Report. As a departure from the more traditional, corporate format for such annual reviews, this year, we have given you a voice and are profiling mostly your experiences through testimonials and anecdotes. The following pages provide stories of how you, as our members and partners, engage with the Association and with one another within parks, recreation, culture and fitness.

This reflects our ongoing commitment to build and support member engagement and increase opportunities to participate in the affairs of the Association and contribute to achieving our objectives as set out in the Strategic Plan adopted at the 2014 Annual General Meeting. At that AGM, we also received endorsement to roll out a new, inclusive membership model. In this model, Local Governments enroll with the BCRPA, thereby extending an opportunity for all their staff, volunteers and retirees to join the Association for free. This new membership model is already demonstrating its value: most Local Governments from all regions of the province have enrolled and we are already seeing an increased number of members in 2015 from 2014, even in early days of implementation.

BCRPA staff are to be commended for all their efforts to recruit content advisors from amongst member ranks to assess and recommend on a variety of issues. A review of the current regional liaison model was undertaken, specifically to evaluate the efficacy of the model against original objectives. Data for this assessment were collected through a number of consultations with key stakeholders. Further research will be done to explore other approaches for securing regional perspectives in allied sectors in BC, and in similar recreation environments across the country. We must also consider our ubiquitous and ever evolving technological environment - much has changed since the liaison model was last reviewed 10 years ago.

We note also the sector-wide consultation that occurred through the Recreation Registration Software Forum, November 6/7, 2014 and is continuing through the online Collaboration Site (collaboration.bcrpa.bc.ca). At Symposium, we will be releasing initial results of our environmental scan of physical literacy in BC municipal recreation. This will inform us about the level of engagement of municipal recreation organizations in the physical literacy movement, best practices and recommended developments.

Most recently, we are talking with members about activating elements of the Vision for Recreation in the After School Hours which the membership adopted at the 2013 AGM. Specifically, we are exploring ways and means of engaging school boards in facility sharing, the development of youth leadership in our sector, the production of programming for free play/outdoor play, as well as resources for working with children with challenging behaviours as part of a broader program to increase the capabilities and credentials of our recreation programmers. We will be focusing most particularly on the needs and challenges of smaller communities.

And now we turn it over to our members and partners who have used our services, participated in our programs, collaborated on the development of public policy, and generally contributed to another successful year.

May your numbers grow!

Strategic Intent

The BCRPA is a strategic leader in building healthy, active individuals and communities.

Mission

The BCRPA is committed to leading the parks, recreation and culture sector in building and sustaining healthy active communities, including fostering economic and environmental sustainability. We inspire and support community leaders and practitioners through advocacy, communication, education and resources.



Ron Higo, President



Suzanne Allard Strutt, Chief Executive Officer

2014/15 Board of Directors



Ron Higo • PRESIDENT General Manager of Community Services | City of Port Moody

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BCRPA Staff

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Janet Rerecich • Programs and Initiatives Manager

Advocacy and Public Policy Development

The recreation and parks sector plays a pivotal role in maintaining the health and well-being of communities, individuals, the environment, and local economies. Through its advocacy and public policy development efforts, the BCRPA provides a voice for the sector, drawing attention to and generating support and recognition of the work it does. It contributes on behalf of the sector to provincial and federal initiatives that improve the health and wellness of British Columbians.

Throughout 2014/15, the BCRPA has been actively engaged in the creation of the BC Physical Activity Strategy, with the BCRPA CEO serving on both the Leadership Council and leading one of six working groups, on the built and natural environments. Suzanne Strutt has also contributed to the development of the National Framework for Recreation in Canada sitting on the Working Group for this initiative since 2010, and on the Writing Team for the 2015 version of the Framework. These are two significant initiatives that will have a profound effect on the evolution of recreation in BC and in Canada, and on our role within provincial health promoting initiatives. The BCRPA met with government officials during the public consultation phase of the Province's BC On the Move - 10 Year Transportation Plan, and submitted a response advocating for the need to focus as much on 'people moving' as 'moving people.' And it has produced for the Ministry of Community, Sport and Cultural Development a Summary Report that highlights how the sectors of recreation and sport intersect and how together, through their independent yet complementary mandates - they contribute to the wellbeing of communities and individuals throughout British Columbia.

"BCRPA is an active and engaged member of the BCHLA, bringing expertise on physical activity, healthy communities, local government, community capacity building and equity to our discussions and decision-making.

In addition to strategic input on policy issues, BCRPA has also proven to be a valuable partner for activating policy within local communities and motivating support for healthy living policy at provincial and federal levels.

BCRPA is a dedicated champion for the health and well-being of British Columbians across this province. Our collective initiatives have benefited from their knowledge-base, thoughtful deliberation and connections with communities, governments, other NGOs and the health sector. BCHLA is grateful to have BCRPA as an active, contributing member of the alliance".

Mary Collins, Director, BC Healthy Living Alliance

The Ministry of Health recognizes the positive impacts that parks and recreation can have on the physical, mental and social health of individuals and their communities, and highly values the leadership of BCRPA in creating healthy, active communities that support active recreation and physical activity where people live, learn, work and play in British Columbia.

BCRPA has made significant contributions to the development of both provincial and nationallevel policies that guide collective efforts across the parks, recreation and culture sectors to enhance quality of life, health and wellness. The Ministry of Health would also like to thank BCRPA for its contributions as an active member of the multi-sector BC Physical Activity Leadership Council, which led the development of a BC Physical Activity Strategy.

Matt Herman, Executive Director, Healthy Living Branch, Ministry of Health

Healthy Living Projects

Through its province-wide membership, the BCRPA is able to reach into every community in BC. This uniquely positions it to play a key role in supporting communities in building, promoting and sustaining healthy living. These supports include promoting policies and planning that strengthen the health of communities, providing resources that enable individuals and communities to be active, and encouraging physical activity and healthy living through community-based initiatives.

Stay active Eat healthy

People go to their recreation centre to sustain and improve their mental, social, and physical health. In turn, programs are created and offered to support that quest. But why is it that so many recreation centres don't also offer healthy food and beverage options? Stay Active Eat Healthy® (SAEH) encourages and enables recreation



stayactiveeathealthy.ca

centres to make the healthy choice the easy choice for community members purchasing food or beverage products in their facilities. In 2014 BCRPA provided grants to facilities to audit their offerings. Funding also enabled the SAEH website to be updated with improved navigation and the addition of new materials and videos to help support recreation staff.

"The grant we received enabled us to look at our food and beverage sales. We had originally thought that 'healthier choices' would mean fewer sales in our concessions. However by finding healthier ingredients to put into many of the menu items and reducing portion sizes, the customer received a healthier menu option and our sales actually increased!"

> Roger Mayer, Facility Supervisor, North Thompson Sportsplex

Healthy in nature

People are losing their connection to and participation in the great outdoors. The mental, physical, and emotional consequences are significant. In support of the movement to get people back into nature, the BCRPA produced free promotional material to help people 'Take it Outside' and give communities and organizations resources to promote their activities and initiatives that help people reconnect to nature.





hin.bcrpa.bc.ca



Healthy living starts at home. It is here we learn our eating habits and the importance of active healthy living. Modern busy lifestyles have often put a back seat to these foundational principles and contributed to growing obesity and sedentary lifestyle rates. MEND (Mind, Exercise, Nutrition... Do it!) is a program built to counteract that. It uses a practical interactive learning approach to teach children and parents skills for healthy living. The BCRPA ran 20 programs in 2014 spread out across the province and served a total of 220 participants. The program evaluation results have shown strong improvements in the short 10 week cycle of the program. The program will continue to be offered into 2016.

"The program has been incredible. The fact that our whole family is committed to the meetings and made an effort at home is amazing (I mean wow). The thought process around what to eat, how much and when has changed. As well as scheduling activity. I still have to work on the meal planning, but we are getting there." ~ Samantha



www.bcrpa.bc.ca/mend



An Initiative of BCRPA

This popular and successful annual celebration provides a way in which communities can plan accessible and fun activities that engage people of all ages and abilities. It brings awareness of the importance of physical activity and how easy it is to incorporate it into our lives. With the support of gaming grant funds, the BCRPA was able to once again subsidize community based Move for Health Day events.

"We are always excited to get youth active and without the subsidy we received we would not have reached the number of youth we did." ~ Abbotsford Youth Commission

\$19,350 was distributed to over 60 communities across all regions of the province to support their 2014 MFHD events.





2015 saw another very successful Family Day holiday weekend. With the support of the Ministry of Community, Sport and Cultural Development, the BCRPA was able to again provide grants to support local recreation departments in coordinating family-based, admission-free events.

152 grants were provided, an increase of 25% from 2014. Grant funded events occurred in every region across BC.



"We were thrilled with the amount of families that spent this time in a healthy and fun environment. We ended up calling in another lifeguard to handle the numbers coming through our door.

The BC Family Day Grant makes it possible for us to offer FREE opportunities in our recreation complex. It assists us to be inclusive to all instead of exclusive to some. Any time you can promote a healthy lifestyle in a FUN way, you encourage more time spent as a family and an opportunity to remind all that being active is pleasurable. Thank you for aiding us in achieving this goal on Family Day."

-Castlegar & District Recreation Department

Standards and Credentials

Standards and credentials are important markers by which professionals attain competencies and skills, and users are assured that qualifications are met and quality, reliable services are provided.

The BCRPA Fitness Program is the largest registry of fitness professionals in Canada. Its development of The Registry® of Fitness Professionals showcases the gualifications of BCRPA fitness professionals across BC, empowers them to independently manage their registrations and renewals, and provides a platform from which they can market their services. www.thefitnessregistry.com

The Registry PROFESSIONALS

The Registry[®] serves recreation & fitness facilities

Many recreation and fitness facilities in BC have traditionally only hired BCRPA registered fitness leaders. Ingrid Knight-Cohee is in charge of hiring for a well-known fitness chain with multiple locations in the lower mainland. In the past, she would not only have to audition and interview potential employees but also request a hard-copy certificate from each candidate to be kept on file. Facility managers such as Ingrid relied entirely on the fitness leaders' own diligence to meet renewal requirements and maintain current status.



"The Registry® has made the verification process easier for me. As a hiring manager at a large fitness facility, I can simply look up an instructor's registration status. I also appreciate that I can rely on The Registry® for up-to-date First Aid and CPR info of any BCRPA registered leader."

~ Ingrid Knight-Cohee - Director of Group Fitness, Steve Nash Fitness Clubs.

The Registry® engages the Fitness community

Lela Dawson has been a registered TFL for over 20 years. She relies on The Registry® to advertise her workshops and courses as well as her own qualifications.

Fitness leaders use The Registry[®] to search for TFL's and sign up for the courses and workshops they offer.

Through The Registry[®] a TFL is able to confirm students have the required pre-requisites. They are also able to submit completion grades through The Registry[®] where the credits for the training are automatically entered into the students' accounts. No hard-copy certificates are needed which in turn reduces a TFL's administration tasks.

Lela credits The Registry[®] for becoming an online resource and a virtual community for fitness professionals, enhancing networking opportunities.

"The Registry[®] has become an online 'hub' for BCRPA fitness leaders. I encourage my students and the instructors I work with to become familiar with the system, as it is a beneficial tool for referrals and developing a viable network in this industry".

~ Lela Dawson, Trainer of Fitness Leaders (TFL) & business owner

The Registry® benefits Fitness Leaders

Kerry Carlson has been BCRPA registered since 1987 and knows the routine of gathering her continuing education certificates (CECs) along with proof of First Aid and CPR very well. Since the update of various user features on The Registry[®] in 2014, all renewal documents are submitted online with payments being processed via a secured online payment system. Long term fitness leaders like Kerry had to re-learn the process of renewal and used the guidance provided to her by BCRPA staff. Online tutorials, user manuals and in-person workshops have all been created to ease fitness leaders' transition into the new system.

"I have been registered with the BCRPA for 25 years, including being registered in Personal Training, Third Age and Osteofit. I support the online registration system. I can conveniently update my credentials and submit my renewal. And, I appreciate that even though it's a new system, I am guided by the staff at the BCRPA any time I need assistance."

~ Kerry Carlson, BCRPA Registered Fitness Leader

Professional Development

Work environments and requirements are constantly undergoing change. To ensure recreation and parks staff, community leaders, fitness professionals and volunteers are equipped to deal with, and capitalize on these changes and evolutions the BCRPA provides them with professional development and accreditation through a variety of training events, programs and initiatives.

SYMPOSIUM



www.bcrpa.bc.ca/symposium-2015

"My experience at Symposium is a reflection of how I've grown in my profession over the last 15 years. My first experience was as a delegate soon after I was first appointed to a position in the Parks & Recreation sector. It was the perfect forum to gain an appreciation of the breadth and diversity within the sector, to gain an appreciation of the topical issues within the sector; plus it provided an opportunity to bond with my new colleagues. The next important experience for me was being involved with the Symposium planning committee. This allowed me to see how hard the BCRPA works to bring the whole thing together (keynote speakers, sessions, workshops) in a way that stimulates, motivates and teaches members at all levels of experience within our profession. Finally, I've had the opportunity more recently to help develop sessions, to see our Municipality be recognized as an award winner, and to be involved in senior management feedback groups. Through this, I've learned how BCRPA is refining its mandate to improve service and to move the sector forward within the context of changing policy and trends within the industry. Attendance at Symposium has held great value for me at all stages of my professional development. Staff and volunteers at all levels within our organization benefit in the same manner because I know the BCRPA consciously builds the program to offer something of interest and relevance to all of them."

> ~ Dave Ellenwood, Director Burnaby Parks, Recreation & Cultural Services

"Symposium topics are at the leading edge of the trends in our field and are always relevant to the work we do day to day. The things learned at Symposium can be directly applied to make our work more productive. From a Manager's position I am delighted to have a development opportunity available to allow staff to learn about these great new things, and then bring them back to our community. Each year we send a community member (volunteer) to Symposium that is a member of our Recreation Culture and Parks Advisory Committee. These people always come back wowed by the work that our field is doing and they become even stronger community champions for us."

> ~ James Marvel, Manager, Recreation Facilities and Services, Township of Langley

LadySport

"LadySport and FitFirst have been working with the BCRPA for almost 20 years. Developing a professional relationship with BCRPA and its Registered Fitness Leaders who are highly respected by the fitness enthusiast is invaluable to our business and has driven traffic, created sales and built lasting credibility".

> Phil Moore, Owner, LadySport

HIGH FIVE®

Our childhood

experiences influence how we view and engage in recreation and sport throughout our lives. This makes it essential that early childhood experiences take into account all elements of a child's development – social, emotional, and cognitive. HIGH FIVE® is a quality assurance program committed to healthy child development in organized play. The BCRPA has been offering this national program for many years. In 2014 the BCRPA produced new promotional materials for the program and saw an increase in leadership training and participation in many BC communities.

"High Five provides our staff with a deeper insight into what is involved in providing quality recreation experiences for children aged 6-12 years. The Principles of Healthy Child Development training prepares our leaders by providing a broader understanding of developmental characteristics that are common in middle

childhood. The training also equips them with tools to resolve conflicts using a child-centred approach and strategies on how to address bullying with appropriate interventions. The QUEST training provides our supervisors with a profound understanding of the importance of their role in quality assurance. We are committed to providing quality programs that support healthy child development, and we will continue to incorporate HIGH FIVE® into our training framework"

> Alex Kincek, Community Services Coordinator 2, City of Surrey

We're not just a

Rec Centre.

We're a HIGH FIVE® Centre.

Choose quality for kids!



DB PERKS & ASSOCIATES

"The DB Perks Group of Companies has been involved with BCRPA for over 30 years. We entered into a Sponsorship Program in 2010. This program included their Annual Scholarship Program. As a former recipient of a scholarship at Simon Fraser University I realized the value of this scholarship in continuing my academic and athletic career at SFU, and I hope that our contribution will continue to support the BCRPA program and allow other students to pursue their careers".

Doug Perks, Owner, DB Perks Group

Over 1,000 parks and recreation professionals improved their knowledge in 2014 by attending over 58 hours of professional development through BCRPA conferences and e-learning courses.

Thank you for offering this free e-learning course. This kind of thing is very helpful for those instructors who may not be able to pay for courses due to financial restraints....

e-Learning

Learning online brings accessibility to a whole new level. Budgets and schedules seldom allow for face-to-face attendance and participation. The BCRPA's elearning site continues to offer new and relevant education and professional development opportunities. In 2014, the Aboriginal Cultural Awareness Module was launched on the e-learning site. Developed through Via Sport in consultation with the Aboriginal Sport, Recreation and Physical Activity Council, the Ministry of Community, Sport and Cultural De-Love these courses. I can do them on my own time & velopment, it was designed to educate recreation and sport leaders about important aspects of Aboriginal Culture and provides best practices to help incorporate this awareness into programming.

"I enjoyed taking the Vulnerable Populations course. It reminded me of the barriers to participation experienced by vulnerable youth and the challenges experienced by girls when participating in physical activities. I now know some key signs to help me identify why youth may not be participating."

> Jesse Embree, Haida Gwaii Recreation, After School Sports and Arts Initiative Coordinator

BC RECREATION AND PARKS ASSOCIATION



Learning where & when you want.

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collaboration.bcrpa.bc.ca

ippreciate the work that has gone in to creating them. BCRPA OOOOOOOO **Online Collaboration Site**

Professional development opportunities foster networking and the sharing of experiences and ideas. These conversations and collaborations need to continue long after the events are over. To keep its members connected, the BCRPA created the Online Collaboration site; a place to engage in conversations and share resources. The site served as the perfect complement to the BCRPA's 2014 Recreation Registration Software Forum that brought members together to discuss their collective need for new registration systems. Notes and videos from the event were posted and shared on the site, with conversations and collaborations being continued in its virtual space.



"I have always been a big advocate of information sharing so when the BCRPA introduced the Collaboration Site I was very excited about the possibilities. To date I have found the BCRPA Collaboration Site to be extremely useful and beneficial and I often check the site to see what

is being discussed, and at the same time find useful tidbits of information on items I may not have even thought

> to ask about. That being said, a tool such as this is only as good as the people who use it and how much they contribute so I would highly encourage everyone to check it regularly and to contribute your thoughts and ideas as much as you can."

Geoff Paynton, Director of Community Services, City of Williams Lake

elearn.bcrpa.bc.ca

2014 BCRPA Provincial Award Recipients

www.bcrpa.bc.ca/2014-provincial-award-recipients

Facility Excellence Award

City Centre Park City of Langford

Creston & District Community Complex Regional District of Central Kootenay







Friend of the Sector Award BC Healthy Living Alliance

Student Scholarship Recipients

Blake Mansbridge | University of Victoria Shelly Schnee | Langara College Shannon Bence | Vancouver Island University



The BCRPA Student Scholarships are made possible through the generous sponsorship of DB Perks & Associates Ltd., in partnership with Speedo Canada.

Parks & Open Spaces Award

Westminster Pier Park City of New Westminster

Duchess Park City of Prince George

Program Excellence Award

Heart 2 Art City of New Westminster

Educating Children Outside: Nature Preschool ► The Corporation of the District of Saanich



Fitness Leadership Award Recipients (L-R) Nadia Malek, Brenda Adams, Suzanne Allard Strutt, Kate Lee



Fitness Manager/Director of the Year Nadia Malek Fitness Educator of the Year Brenda Adams Fitness Leader of the Year Kate Lee



Award for Management Innovation & Ingenuity District of West Vancouver Parks and Community Services Division Anne Mooi (center) accepts award from Ron Higo (BCRPA President) and Brian Johnston of PERC (right)





 "Moving Forward" Coast Capital Savings/Saanich Youth at Risk Program
Saanich Commonwealth Place/
District of Saanich
Ron Higo (BCRPA President) and Michael Sheehan of District of Saanich (right)

2014/15 BCRPA Volunteers and Groups

Member involvement is key to all our programs, events and initiatives. Participation on committees and task and advisory groups ensures the needs and expertise of members and the sector at large form the foundation of our work at the BCRPA. The following is a sample of 2014/2015 member working groups.

2014 BCRPA REGIONAL LIAISONS • Joe Chirico • Ross deBoer • Richard Gauthier • Clayton Postings Stephanie Key • Shaun O'Neill • Louise Roberts

2015 BCRPA NOMINATING COMMITTEE • Darryl Condon • Ron Higo • Don Hunter • Gord Pederson (Chair)

2015 BCRPA PROVINCIAL AWARDS SELECTION COMMITTEE • Darryl Condon (Chair) • Stephanie Key • Louise Roberts • Joe Chirico • Richard Gauthier • Ross deBoer • Dean Gibson • Doug Henderson

RECREATION AND PARKS BC PUBLICATIONS COMMITTEE • Joe Chirico • Ross deBoer • Richard Gauthier • Clayton Postings • Stephanie Key • David Leavers • Shaun O'Neill • Louise Roberts

RECREATION IN THE OUT-OF-SCHOOL-HOURS ADVISORY GROUP • Laurie Bedford • Ramona Manzer • Lori Mullin • Wayne Robinson • Kerry Young

2015 BCRPA SYMPOSIUM PLANNING GROUP • Terri Askham • Shelley Brown • Sandy Clarke • Stephanie Eby • Heath Mahoney • Charlene Parker • Dustin Ray-Wilks • Louise Roberts • Michael Sheehan • Carol Sheridan

BCRPA RECREATION SOFTWARE REGISTRATION FORUM • Preston Corrigan • Steve Kellock • Cathy Matheson • Lena McCoy • Darin Murray Young • Kristin Wilkes

PERFORMANCE MEASURES TASK GROUP • Rita Clarkson • Joanne Edey-Nicoll • Nicki Kahnamoui • Cathy Matheson • Kelly Swift

ACTIVE AGING ADVISORY GROUP • Jill Amy • Barbara Andersen • Lisa Bealle • Melanie Galloway • Sue Glenn • Bill Luke • Danielle Morine • Marise Okruhlica • Carol Sheridan • Michele Sirett • Heather Stanton

2014 IN YOUR FACE COMMITTEE • Graham Danziger • Kate Rudelier • Kristine Lewis • Ashley Currie • Nikki Lajeunesse • Megan Townsend • Sandon Fraser

2014 IN YOUR FACE VOLUNTEERS • Yiheng Li • Ghazal Bazazan • Erik Twinn • Alex Moody • Veenu Sandhu • Nazanin Bazazan • Keona Lighthall • Anjelika Ku

2014 SPRING TRAINING • Nancy McLean • Dave Turner • Ralph Nevill • Denis Legroulx • Greg McNaughton • Len Walters • Todd Gross

2014 SPRING TRAINING VOLUNTEERS • Franklin Alexcee • Chanelle Gunderson • Laranda MacDonald • Alex Ngai • Franklin Alexcee • Chanelle Gunderson • Kayla Raimondo • Taylor Venner

2015 AQUATICS RIPPLE EFFECTS EVENT COMMITTEE • Dale Miller • Debbie van't Kruis • Lauralee Cheng • Leeann Virtue • Michelle Wilcox • Peter Fox • Perry Fulop • Sean Healy • Deanna Udy • Tania Burgi

FITNESS ADVISORY COMMITTEE • Barbara Andersen • Lela Dawson • Donna Hutchinson • Ingrid Knight-Cohee • Carol Lepine • Dr. Bill Luke • Dean Smith • Debra Wilson (Co-Chair)

BCFIT'14 CONFERENCE PLANNING COMMITTEE • Kim Bond • Melanie Galloway • Brian Justin • Ingrid Knight-Cohee • Amanda Vogel • Krista Popowych • Chad Benson

FITNESS THEORY EXAM REVIEW TASK GROUP • Ryan Cook • Melanie Galloway • Jill Munro-Metheral • Jan Sloan • Dean Smith • Daniela Tempesta

PHYSICAL LITERACY ENVIRONMENT SCAN ADVISORY GROUP • Lori Bowie • Lorri Gibbard • Keith Miller • Gord Pederson • Louise Roberts • Tom Walker



www.bcrpa.bc.ca

Tel: 604-629-0965 Toll Free: 1-866-929-0965 Fax: 604-629-2651 #301 - 470 Granville Street, Vancouver, BC V6C 1V5

