

“Honoring the Past; Leading the Future”

Session 1: Strategic Plan and Staff Meet & Greet

October 22, 2020



Housekeeping

Using Zoom Webinar, not Zoom Meetings:

- Your video, audio and “chat” are disabled
- Use the Q & A function at the bottom of your screen
- Polling



This session will include:



Robin Pope: “Where we have been”



Beth Spilman: “Where we are”



Robin and Beth: “Where we are going”

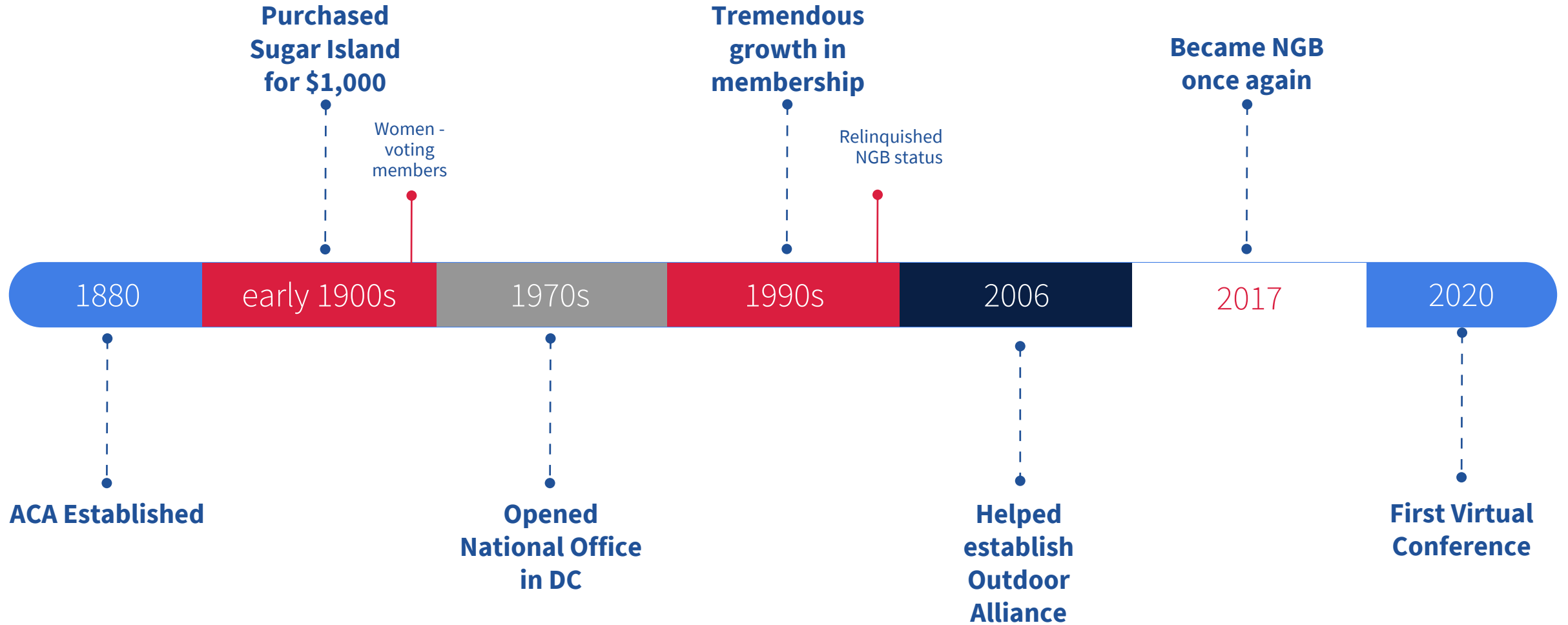


Staff: “Meet and greet”

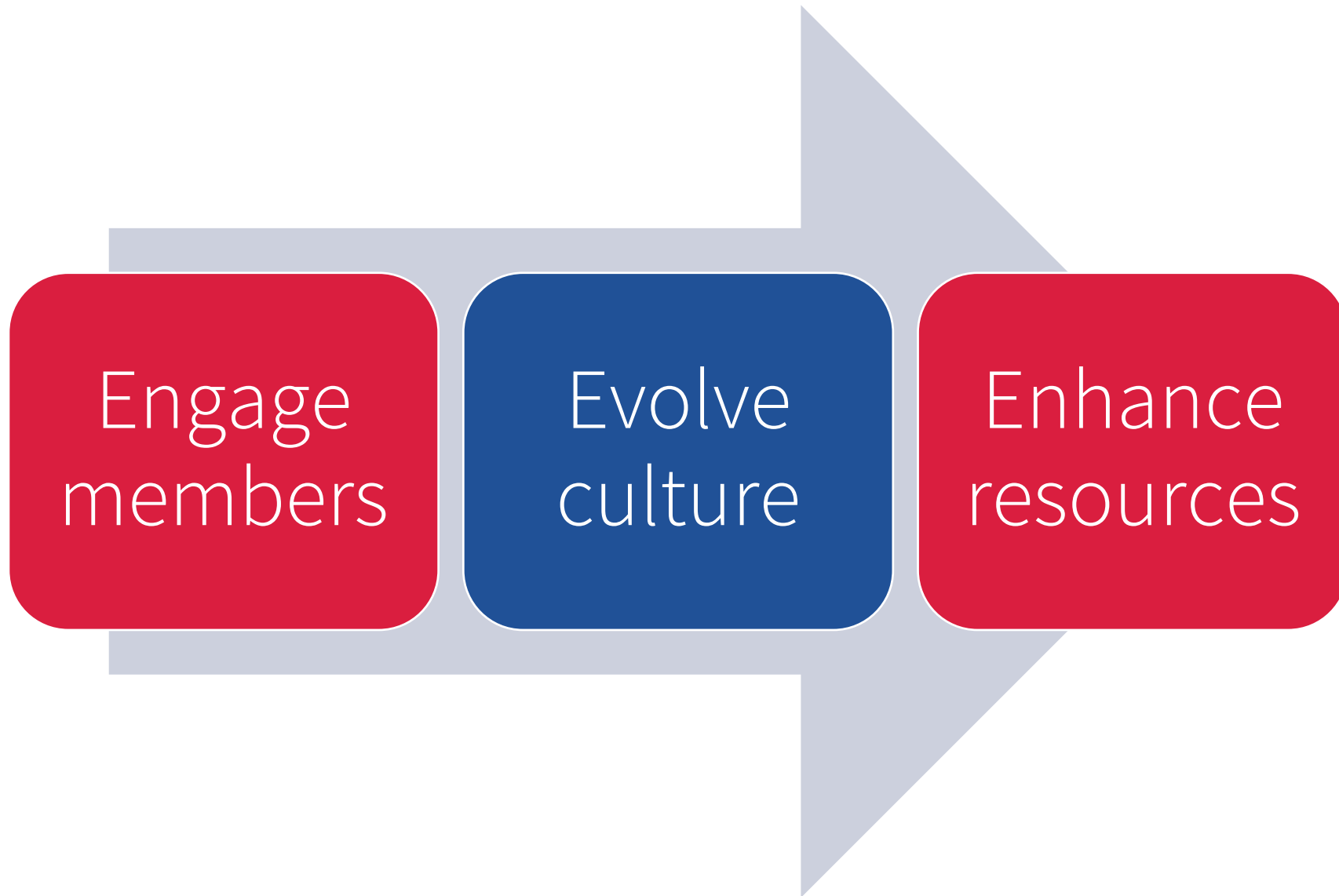


Q & A

Where We've Been

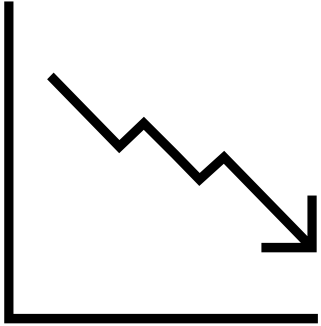



Where We Are




Surviving in a COVID-19 World


Events and classes
Membership revenue
Insurance revenue

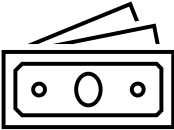


Postponement of Tokyo Games 



Published COVID guidelines 

Expenses 

PPP funds
Giving Games fundraiser 

Our Vision

community



Diversity



Fun



Challenge



Achievement



Stewardship



To connect diverse communities by fostering a shared commitment to safety and stewardship, and by providing opportunities for challenge, achievement, and fun through paddlesports.

Our Mission



ACA provides paddlesports leadership, structure, and instructional resources to promote our sport's many health and social benefits to fuel membership growth and enrich the experience of all participants.

Our Core Values



Continue to Support Core Functions



Safety education and instruction



Insurance



Member services

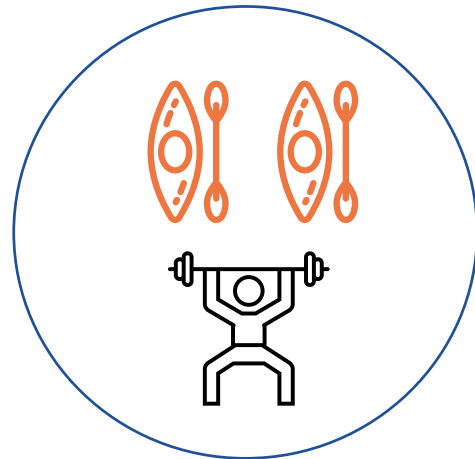


Stewardship

New Strategic Priorities



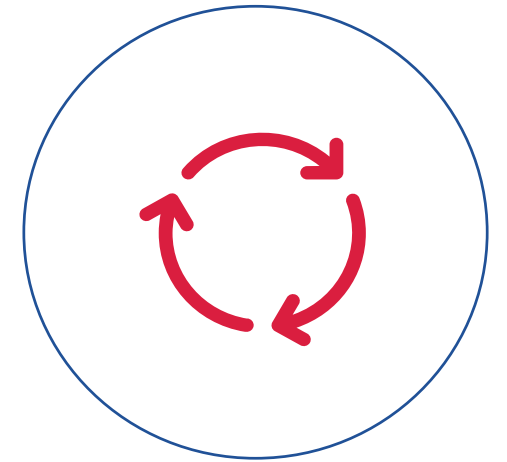
New Paddling
Communities



Club Support



High-Performance
Plan



Continuous
Improvement