

2007 Dragon Boat Caravan Project Report



Forward

Project Dragon Boat Caravan 2007 has changed the world for the better!

It is upon great reflection, at the close of this project that I have come to the conclusion above. The report that follows will provide the evidence to prove this bold statement unequivocally, it will provide raw data: statistics, event summaries, staff descriptions and documentation that verify the events of the past summer. It is the pictures, however, the smiling faces and the symbiosis of humanity that tell the story.

The Dragon Boat Caravan project in its essence joined man, woman, child and nature in a unique, harmonious and positive way. This project involved people of all ages, cultures, economy and health and provided a vehicle for them to bond with each other as well as with the environment they share.

Throughout the pages of this document the project will be reviewed, analyzed and evaluated. As the director, lead administrator and member of the coaching staff I can finally complete my reflection. I am evaluating project Dragon Boat Caravan not simply in the realization of its objectives but in something far more fundamental; smiles. It is on this measurement that I can prove conclusively that the smiles created during this project continue to multiply today and provide the infrastructure to illicit the smiles of others forever.

This point is no better illustrated than in the Fraser Lake Camp pictures. The smiling, inquisitive faces of the eclectic group of participants, the crisp and clear colours of the waterfront horizon and the satisfying enriched looks of the leaders simply provide the validation, fulfillment and enlightenment of this conclusion.

To love life is great, to share a love of life is terrific and to have a vehicle which allows love of life to flourish is a gift. Upon great reflection, project Caravan provided that gift, the dragon boats provided the vehicle.

Enjoy the report that follows, more importantly experience the photos within it and remember the unscientific method used to reach this conclusion: Project Dragon Boat Caravan has changed the world for the better!

Paddles Up!

Scott Murray,
President and Head Coach
Alkame Coaching Services

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Executive Summary

As part of the Dragon Boat Caravan project, Alkame Coaching Services conducted eight dragon boat clinics across the province of Ontario, including a total of 431 participants in seven different cities, and most importantly provided knowledge and information as an intellectual infrastructure for the sport of dragon boat towards further growth throughout Ontario.

The main objectives of the program were threefold: introduce the sport of dragon boat to new participants, develop the sport of dragon boat to junior-aged participants and provide local community leaders with the knowledge, information and skill base to continue to grow the sport regionally.

By conducting eight very distinct programs, catering each program to the specific needs of the local participants and emphasizing sport knowledge, information and intellectual infrastructure, this program has achieved all of its objectives with specific and measurable outcomes:

- The Brighton Dragon Boat Club can now operate safe and effective programs and implement growth strategies which now include a competitive racing program and youth initiative
- Fraser Lake Camp, as a result of Train the Trainer sessions can now incorporate the sport of dragon boat into weekly camp programs and introduce hundreds of youth to this sport on a weekly basis
- The London Dragon Boat Club can now offer sport introductory sessions prior to its event as a method of introducing up to 100 brand new participants to the sport in a safe, fun and controlled environment
- The City of Pickering, which already has a vibrant dragon boat community, has recognized the importance of the sport and genuinely partnered with the sport of dragon boat as a vehicle to showcase the City's bid in the Communities in Bloom program. The participation of community leaders such as the Mayor brought credibility and exposure to the sport thus introducing it to a wider audience
- The Stratford Dragon Boat Festival brought together regional community leaders from Southwestern Ontario and through the Dragon Boat Caravan program, provided them with the capacity to grow and expand their local programs through a comprehensive program designed to meet their specific needs
- The Dragon Flies Breast Cancer Survivor crew expanded their safety regulations and steering capabilities. The Dragon Flies are in a position to share this expanded knowledge with others as a result of their leadership of local community events. Through the skills they gained at the seminar, The Dragon Flies are planning a full safety and steering clinic in coordination

with their dragon boat festival in future years and have already begun plans to launch a junior program in the spring

- The McMaster University Dragon Boat Club introduced 59 new participants aged 18 – 25, to the sport of dragon boat in a one-day session, the largest one-day event in their club's history. As a result of this session they have the athlete base and capacity of skills to initiate a full-year program involving on and off water training
- 43 Scarborough and Durham high school athletes gained the skills, information and capacity to coach, steer and design training programs and sport inductions to their peers. These students were either introduced to the sport of dragon boat or expanded their knowledge towards becoming the coaches of the future

The following pages will document the specific objectives, locations, participation and outcomes of each stop of the Dragon Boat Caravan program, as well as identify the coaches and administrators who designed and implemented these programs.

This document will certify that the stated objectives of the Dragon Boat Caravan program have been met.

Event #1 – Brighton

Date of Event: Sunday, July 8th, 2007

Location: Brighton Dragon Boat Club
Presquille Park
Brighton, Ontario

Alkame Staff: Scott Murray
Beckie Moss
Pat Bradley
Braden DeGroot

Organization: Brighton Dragon Boat Club

Main Contact: Diane Jones, Club Founder
diane-livefit@hotmail.com

of Participants: 47

Participant Demographics:

47 of the 90 club members were in attendance at the seminar

- 3 youth (18 or under)
- 15 grandmaster (50+)
- 21 senior (age 40 – 50)
- 8 premier (19 – 39)



Event Summary

The city of Brighton, Ontario is located approximately 150km's east of Toronto. Local community members recently founded a dragon boat club and purchased two new dragon boats and associated equipment, thus securing a physical infrastructure for which to functionally start the club.

The boats were launched for the first time in the month of June and a subsequent community outreach program resulted in approximately 90 new members registering with the club. The cross-section of membership spans ages 16 – 79 and includes community leaders, retirees, local firemen and high school students. Less than 10 of these members had any experience in the sport of dragon boat racing and 0 members had previous coaching or steering experience.

As a result, this fledgling organization was perfectly positioned to benefit from the services being offered through the Dragon Boat Caravan program. The greatest need of the Brighton

Dragon Boat Club was a seminar providing the basic infrastructure for coaching, steering, technique and general dragon boat knowledge.

Alkame Coaching Services provided 4 staff to conduct an in-depth 1-day seminar for this club including modules in: coaching theory, technique, safety practices, steering, video review/evaluation, racing theory and program growth strategies. The program was emphasized through a town-hall style debriefing session which included a summary of the days events and question and answer period.



Difficulties / Areas for Improvement

The venue, water access and weather conditions each presented challenges during this event.

The venue was a lakeside yard owned by a local member. This provided some spacial limitations for the production of such a large program. The docking facilities were not designed for the length (41' feet) of the dragon boats and this required an emphasis on safety while loading and unloading the boats. Finally, the weather conditions included high winds and scattered showers, given that the paddling was conducted on Lake Ontario it provided sometimes difficult circumstances.

Given these circumstances the Brighton Dragon Boat Club was advised to investigate alternate venues for future seminars.

Outcome

As an outcome of this program the Brighton Dragon Boat Club enabled 47 members with the necessary dragon boat I.Q to become leaders within their own club.

Specific outcomes also include:

- 5 additional steerspersons trained
- Triple the number of weekly sessions offered to members
- Initiation of a competitive racing program
- Initiation of a youth membership drive
- Coaching & Steering apprenticeship program with the Belleville Dragon Boat Club

◇ George Klem; member of Brighton Dragon Boat Club will be competing with Belle Harbour HEAT crew (Belleville, Ont) at 2008 Club Crew World Championships in Penang, Malaysia.

Event #2 – Bancroft

Date of Event: Saturday & Sunday July 14th & 15th, 2007

Location: Fraser Lake
Bancroft, Ontario

Alkame Staff: Pat Bradley
Braden DeGroot

Organization: Fraser Lake Camp
www.fraserlakecamp.com

Main Contact: Eric Musselman
Camp Coordinator
eric@fraserlakecamp.com

of Participants: 130

Participant Demographics:

120 campers during July 14th & 15th weekend

120 youth (18 or under)

10 premier (19 – 39)

0 senior (age 40 – 50)

0 grandmaster (50+)



Event Summary

Fraser Lake Camp is located just north of the city of Bancroft, Ontario, approximately 240km's northeast of Toronto. In its attempt to introduce new and exciting outdoor events for camp participants, the camp recently purchased 2 dragon boats to be incorporated into weekly activities.

Campers range in age from 8 - 14 and come from all cities in the province of Ontario. Campers stay at Fraser Lake for 1 session which usually spans approximately 14-days.

With 120 campers per session, an extremely busy weekly itinerary and counselors with no previous paddling experience the boats had been under-utilized prior to the 2007 Dragon Boat Caravan clinic. The objective of this program was to provide the safety, steering and coaching knowledge so that dragon boat



programs can be incorporated into camp programs. Alkame Coaching Services provided 2 staff to conduct an in-depth 2-day seminar for this camp including modules in: Train the Trainer (camp counselor practical training session), safety, dragon boat history, dragon boat cultural impact, dragon boat technique, steering, video review/evaluation and team building activities.

This program focused on arming the trainers (camp counselors) with the skills to spread knowledge and awareness of paddling to the camp participants. Safety and steering modules were highly emphasized. During the weekend seminar, each camper was exposed to the sport under the supervision of Alkame staff through short activity sessions.

Difficulties / Areas for Improvement

The time constraints and busy nature of the camp provided the greatest challenges during this event.

Exposing approximately 120 campers to dragon boat via activity sessions and providing in-depth safety, steering and information sessions to the trainers during a 2-day period which included a camper changeover/transition proved very challenging.

Given these circumstances it is advised this seminar is extended to a 3-day format and in the future be scheduled during week-ends in the future.

Outcome

As an outcome of this program Fraser Lake Camp is now capable of providing safe and competent dragon boat programs to approximately 120 youth from across the province of Ontario on a per session basis.

Specific outcomes include:

- 10 counselors completed 'Train the Trainer' seminar
- 120 campers exposed to dragon boat via 'activity sessions'
- Dragon Boat safety, steering and I.Q infrastructure provided to camp staff so that dragon boat can be incorporated into weekly programming.

Fraser Lake Images



Event #3 – London

Date of Event: Sunday, July 22nd, 2007

Location: Fanshawe Reservoir
London, Ontario

Alkame Staff: Beckie Moss
Braden DeGroot

Organization: London Dragon Boat Festival

Main Contact: Heather Peel
heatherp@rogers.ca

of Participants: 90

Participant Demographics:

90 london dragon boat festival registrants – 80 new to sport of dragon boat

1 youth (18 or under)

45 premier (19 – 39)

23 senior (age 40 – 50)

21 grandmaster (50+)



Event Summary

Dragon Boat Caravan staff conducted a Train-the-Trainer session with the leaders and organizers of the London Dragon Boat Festival followed by 2-hr introductory sessions to 80 participants who were completely new to the sport of dragon boat.

Participants were of a wide range of age, cultural background, socio-economic status and athleticism. The common thread amongst participants was that this was their first exposure to the sport of dragon boat.

Alkame Coaching Services provided two staff to conduct a series of 2-hr introductory sessions. The initial session was a 'Train-the-Trainer' session designed specifically to meet the needs of the London Dragon Boat Festival organizing committee, all other sessions were designed to provide a positive introduction to the sport of dragon boat for new participants. Modules include: Train the Trainer, safety, dragon boat history, dragon boat culture and team building exercises.

This program featured the highest 1-day exposure to new paddlers throughout the Dragon Boat Caravan project. This event was well received by all participants and provided a positive exposure for their first impression of the sport.



Difficulties / Areas for Improvement

Instructors and participants had to overcome a blue-green algae problem with the Fanshawe Reservoir water.

Given these circumstances it is advisable to check algae levels prior to future sessions and possibly investigate alternate venues.

Outcome

Eighty people received a first exposure to the sport of dragon boat in one-day session.



Event #4 – Pickering

Date of Event: Wednesday, July 27th, 2007

Location: Frenchman's Bay
Pickering, Ontario

Alkame Staff: Kim Weston

Organization: City of Pickering

Main Contact: Jody Morris, Coordinator
Marketing and Revenue Division
jmorris@city.pickering.on.ca

of Participants: 16

Participant Demographics:

16 attendees including city mayor, community leaders, dignitaries and judges

2 youth (18 or under)

5 premier (19 – 39)

9 senior (age 40 – 50)

0 grandmaster (50+)

Event Summary

The Communities in Bloom program consists of communities sharing information and being evaluated either provincially or nationally by a volunteer jury of professionals on the accomplishments of their entire community (municipal, private, corporate and institutional sectors, citizens) on eight key criteria: Tidiness, Environmental Awareness, Community Involvement, Natural and Cultural Heritage Conservation, Urban Forestry, Landscaped Areas, Floral Displays and Turf & Ground Cover Areas.

"People, plants and pride... growing together" is our slogan, and it captures the essence of the program."

-Communities in Bloom



The Dragon Boat Caravan project partnered with the City of Pickering's entry in this competition as a vehicle for highlighting the positive relationship between dragon boat and the community. Given the similar goals of the Communities in Bloom and Communities in Action programs this event provided an



excellent opportunity for public relations, community exposure and support of community leaders. The Alkame staff member provided a dragon boat seminar to the Communities in Bloom participants followed by a tour of Frenchman's Bay in a dragon boat.

The participants in this event included the mayor of Pickering, prominent community leaders, local community members and volunteer judges for the Communities in Bloom competition.

Alkame Coaching Services provided 1 staff to conduct a dragon boat information session, safety and technical overview and 'tour of the bay' guide. The objective of this event was to expose the program to community leaders and generate community exposure for the sport.

Difficulties / Areas for Improvement

The partnership with the City of Pickering's submission in the Communities in Bloom program was very successful, the only challenge was the importance of validating the objectives of each program.

Due to the partnership aspect of this program the scope of the dragon boat modules were much more of an overview rather than the in-depth nature of other programs.

Despite this challenge the objectives of both programs were reached and do not have any recommendations for change. Thus the recommendation is to use the logistical plan and format of this event for future similar events.

Outcome

As a result of this program the sport of dragon boat garnered significant attention and recognition in the Durham region through the partnership with the City of Pickering and the Communities in Bloom program.

Specific outcomes include:

- recognition on the City of Pickering and Communities in Bloom websites
- participation of community leaders including the mayor of Pickering
- local community involvement of city of Pickering residents.

Event #5 – Stratford

Date of Event: Sunday, August 19th, 2007

Location: Lake Victoria
Stratford, Ontario

Alkame Staff: Scott Murray
Ashley Faux

Organization: Rotary Club of Stratford

Main Contact: Kevin McCann, Chairperson
Stratford Dragon Boat Festival
kevinmccann@sympatico.ca

of Participants: 28

Participant Demographics:

28 attendees including coaches and steerspersons from surrounding communities participating in the Stratford Dragon Boat Festival

0 youth (18 or under)

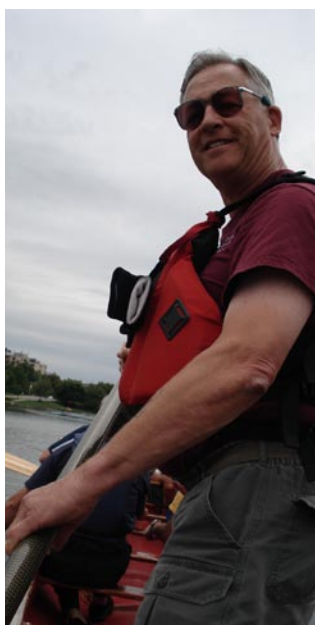
15 premier (19 – 39)

9 senior (age 40 – 50)

4 grandmaster (50+)

Event Summary

Dragon Boat Caravan staff conducted high-level dragon boat coaching instruction for a collection of dragon boat leaders from around Southwestern Ontario. This event was designed as a regional coaching clinic with the intention of providing instructions to local leaders in the dragon boat community.



The participants in this event are all leaders (coaches, steerspersons, team captains, recruiters, administrators) at their local clubs/cities around Southwestern, Ontario. They represented a cross-section of the province ranging from: Toronto – Welland – Windsor. They had a wide range of dragon boat experience from: less than 1-year – world championship experience.

Alkame Coaching Services provided 2 staff to conduct a high-level dragon boat coaching clinic with modules in:



presentation skills, safety, ethics, crew selection, practice planning, season planning, video review/evaluation, steering theory & steering practice. The objective of this event was to provide a high level of skill and dragon boat IQ to local community leaders from a wide range of the province of Ontario.

Difficulties / Areas for Improvement

The objective of reaching a diverse geographical area through dragon boat community leaders provided some challenge in finding appropriate individuals to volunteer their attendance.

Despite this challenge the objective was achieved and the attendees greatly increased their dragon boat IQ due to the in-depth nature of this course and the thorough nature of each module.

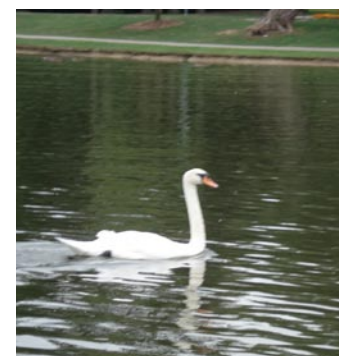
Despite this challenge the objective of the program was reached and do not have any recommendations for change. Thus the recommendation is to use the logistical plan and format of this event for future similar events.

Outcome

As an outcome of this event community dragon boat leaders in Southwestern Ontario can take 'best practices' from across the province of Ontario back to their community and enhance the dragon boat IQ of a great many more.

Specific outcomes include:

- 13 new competent steerspersons trained and tested
- 28 dragon boat coaches trained and tested
- Dragon boat IQ greatly enhanced throughout Southwestern Ontario



Event #6 – Lindsay

Date of Event:	Sunday, August 26th, 2007
Location:	Sturgeon Lake Lindsay, Ontario
Alkame Staff:	Scott Murray Braden DeGroot
Organization:	Dragon Flies Dragon Boat Crew
Main Contact:	Carol Gonder, Chairperson Dragon Flies Dragon Boat Festival info@thedragonflies.org
# of Participants:	18

Participant Demographics:

18 members of Dragon Flies crew and festival organizing committee

0 youth (18 or under)

0 premier (19 – 39)

11 senior (age 40 – 50)

7 grandmaster (50+)



Event Summary

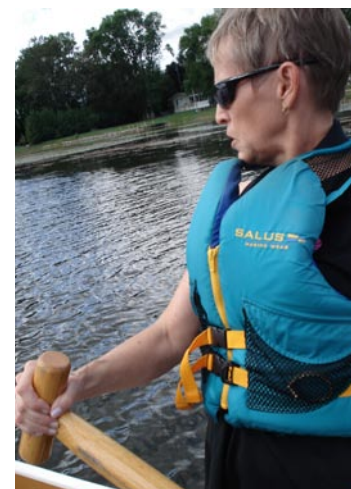
Dragon Boat Caravan staff conducted high-level safety and steering clinic for a collection of breast cancer survivor dragon boaters and festival organizers. The purpose of this event was to significantly increase the safety and steering competency among breast cancer survivors

in the Dragon Flies organization. The secondary objective was to learn how to recruit and operate a junior program, in accordance with this objective. Dragon Boat Caravan Staff conducted a junior development 'best practices' round table discussion at the conclusion of the session.

The participants in this event are all involved in the Dragon Flies organization, consisting of members and supporters from the City of Kawartha Lakes, Port Perry, Uxbridge and Durham regions. Since the inception of their dragon boat festival 2-years ago they have a desire to increase their safety and steering skills

to enhance the safety and competency of their host regatta.

Alkame Coaching Services provided 2 staff to conduct a high-level safety and steering clinic with modules in: presentation skills, dragon boat vocabulary, safety, steering theory & steering practice. Each participant received significant practice time steering the dragon boat to improve their competency level, followed the junior development round table.



Difficulties / Areas for Improvement

The Dragon Flies organizational constitution does not allow for non-members to use their facilities. Therefore it was difficult to reach the desired number of participants given this limitation.

In the future such events should be arranged at neutral sites so that the program can reach a wider audience.

Outcome

As an outcome of this event the Dragon Flies have dramatically enhanced their ability to safely operate their host regatta and expand their programs.

Specific outcomes include:

- 18 new competent steerspersons trained and tested
- Dragon Flies Festival plans to offer safety clinic to all registered crews
- Dragon Flies will double the number of weekly practices



Event #7 – Hamilton



Date of Event:	Saturday, September 22nd, 2007
Location:	Hamilton Harbour Hamilton, Ontario
Alkame Staff:	Scott Murray Ashley Faux
Organization:	McMaster University
Main Contact:	Claudia Wong, Head Coach McMaster University Dragon Boat Club claudia.wong@mcmasteru.ca
# of Participants:	59

Participant Demographics:

59 participants registered for McMaster University Dragon Boat Open House

- 10 youth (18 or under)
- 49 premier (19 – 39)
- 0 senior (age 40 – 50)
- 0 grandmaster (50+)

Event Summary

Dragon Boat Caravan staff conducted 2-hr introductory sessions to 59 youth participants, of which the majority were completely new to the sport of dragon boat.

Participants were from wide range of cultural background, socio-economic status and athleticism. The common thread amongst participants was that they all attend McMaster University and this was their first exposure to the sport of dragon boat for the majority of participants.

Alkame Coaching Services provided two staff to conduct a series of 2-hr introductory sessions. Each session was designed to provide a positive introduction to the sport of dragon boat for new participants. Modules include: safety, dragon boat history, dragon boat culture and an emphasis on team building exercises.

This program featured an introduction to a large group of young people to the sport of dragon boat, all of which are students. The event was situated with a slant towards directing the participants to join future programs at the University of McMaster. This event was well received by all participants and provided a positive exposure for their first impression of the sport.

Difficulties / Areas for Improvement

Event ran as planned, thus the recommendation is to use the logistical plan and format of this event for future similar events.

Outcome

59 young people received a positive first exposure to the sport of dragon boat in 1-day.



Event #8 – Junior Development

Date of Event: Saturday, September 29th, 2007

Location: Frenchman's Bay
Pickering, Ontario

Alkame Staff: Scott Madill
Darren Mossman

Organization: Scarborough and Durham High Schools

Main Contact: Scott Madill,
Mowat Collegiate Institute
madill_scott@hotmail.com

of Participants: 43

Participant Demographics:

43 participants registered for High School Open House

43 youth (18 or under)

0 premier (19 – 39)

0 senior (age 40 – 50)

0 grandmaster (50+)

Event Summary

Dragon Boat Caravan staff conducted in-depth safety and steering clinics for high school dragon boat athletes.

Participants were all from local high schools in the Scarborough and Durham regions. Many of them had previous dragon boat experience. This event was designed for them to gain steering and coaching skills so that they can become leaders, mentors and dragon boat ambassadors within their school.



Alkame Coaching Services provided 2 staff to conduct an intensive steering theory and practice session. Modules include: safety, steering theory, steering practice and team building exercises. Every participant in this program received practical steering experience during the event.



Each athlete in the event now has the ability to safely conduct a dragon boat training program with competent coaching and steering strategies. They have developed the intellectual infrastructure to increase junior participation in their schools.

Difficulties / Areas for Improvement

The timing of the event posed some challenges as it was held during the school year. Had the event been held in July or August there would have been the opportunity to drastically enhance the number of participants.

In the future a junior development program can increase participation numbers if there is significantly more lead time to promote the upcoming event.

Outcome

43 junior athletes are now capable of being coaches and steerpersons in the sport of dragon boat.

Specific outcomes include:

- capacity to dramatically increase junior participation
- introduction to the sport of dragon boat to some junior athletes
- 43 ambassadors for the sport of dragon boat going back to local high schools



Alkame Staff

Scott Murray



President, Head Coach and Project Director

Scott has been involved in the sport of dragon boat from both a racing and administrative perspective for more than 10 years. Scott's administrative role comes as the organizer of the Pickering Dragon Boat

Challenge which has recently completed its 11th Annual event and grown to be one of Ontario's largest and most competitive events.

As an athlete, coach and club President Scott has competed at several provincial, national and international championship races including: Rome, Italy 2002, Cape Town, South Africa 2004 and Toronto, Canada 2006.

Beckie Moss



Project Manager and Coach

Beckie has been involved in the sport of dragon boat for the past six years as athlete, coach and administrator. In addition to her administrative role in the dragon boat caravan project she also is coordinator of a dragon boat kids camp, head coach of the Forestbrook Com-

munity Church dragon boat club and assistant organizer of the Pickering Dragon Boat Challenge.

As an elite dragon boat athlete Beckie has competed at the 2004 Club Crew World Championships in Cape Town, South Africa and the 2006 Club Crew World Championships in Toronto, Canada. She continues to excel at the sport and share her accumulated knowledge with others.

Braden DeGroot



Coach

As an elite dragon boat athlete Braden has competed at the 2004 World Championships in Shanghai, China, 2005 World Championships in Berlin, Germany and 2006 Club Crew World Championships in Toronto, Canada. He continues

to excel at the sport and share his accumulated knowledge with others.

Pat Bradley



Coach

As an ambassador for the sport of dragon boat Pat has undertaken many ventures to grow the sport in his community and beyond. Pat is the founder of the Belleville Dragon Boat Club and sport consultant to many surrounding community clubs. As an elite dragon boat

athlete Pat has competed at the 2006 Club Crew World Championships in Toronto, Canada and the 2007 World Championships in Sydney, Australia.

Kim Weston

image not available

Coach

Having begun her dragon boat career through a local high school program, Kim's willingness to give back to the sport has provided her opportunities to coach athletes of all forms including: junior athletes, breast cancer survivor athletes and

world championship athletes. As an elite dragon boat athlete Kim has competed at the 2004 Club Crew World Championships in Cape Town, South Africa and the 2006 Club Crew World Championships in Toronto, Canada. She continues to excel at the sport and share her accumulated knowledge with others.

Ashley Faux



Coach

An outstanding role-model on leadership and her commitment to the sport of dragon boat Ashley is the founder of a university dragon boat program, alumni of a championship high school program and hopes to continue growing the sport in

her future endeavors. As an elite dragon boat athlete Ashley has competed at the 2004 Club Crew World Championships in Cape Town, South Africa and the 2006 Club Crew World Championships in Toronto, Canada. She continues to excel at the sport and share her accumulated knowledge with others.

Darren Mossman

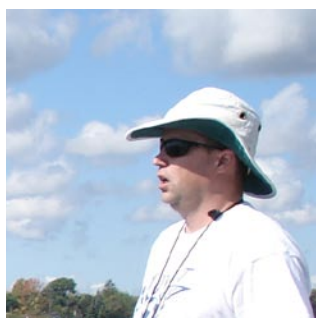


Coach

An alumnus of the Mowat Dragon Boat program and Canadian National Junior Team, Darren has begun to share his accumulated knowledge and experiences with others through coaching. Darren is a member of the coaching

staff for both the Mowat Dragon Boat program and the West Rouge Canoe Club. As an elite dragon boat athlete Darren has competed at the 2005 World Championships in Berlin, Germany and 2006 Club Crew World Championships in Toronto, Canada.

Scott Madill



Coach

One of Ontario's most recognizable and decorated coaches, Scott is most renowned for the growth of the Mowat High School program, as a teacher and Head Coach Scott has been instrumental in the success of a program that boasts the

majority of members of Canada's National Junior Program. As a coach Scott has guided athletes to the 2004 World Championships in Shanghai, China, 2005 World Championships in Berlin, Germany, 2006 Club Crew World Championships in Toronto Canada and 2007 World Championships in Sydney, Australia.

Resources Used

The Communities in Action Dragon Boat Training Manual was the primary resource used throughout this program.

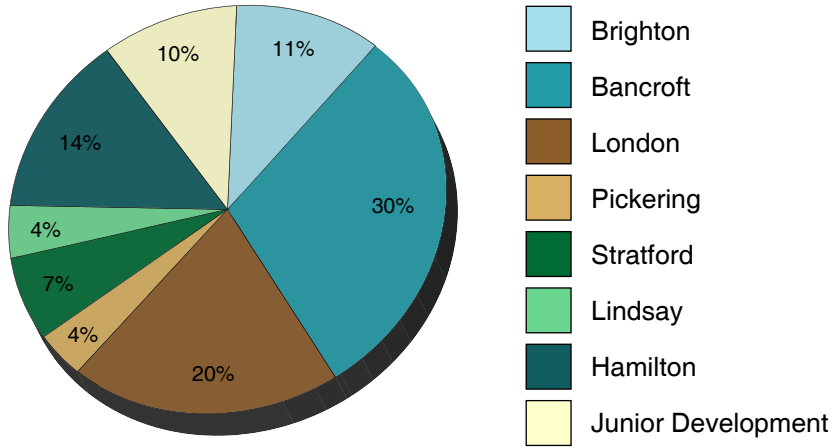
All other resources used (pictures, videos, manuals and training modules) are the property of Alkame Coaching Services.

Appendix A – Feedback

Alkame Coaching Services is still in the process of collecting and processing all of the feedback from the participants of the Dragon Boat Caravan program. We anticipate the remaining feedback will be provided to us in the immediate future and we will assemble and provide a full appendix to Balmoral Marketing at that time.

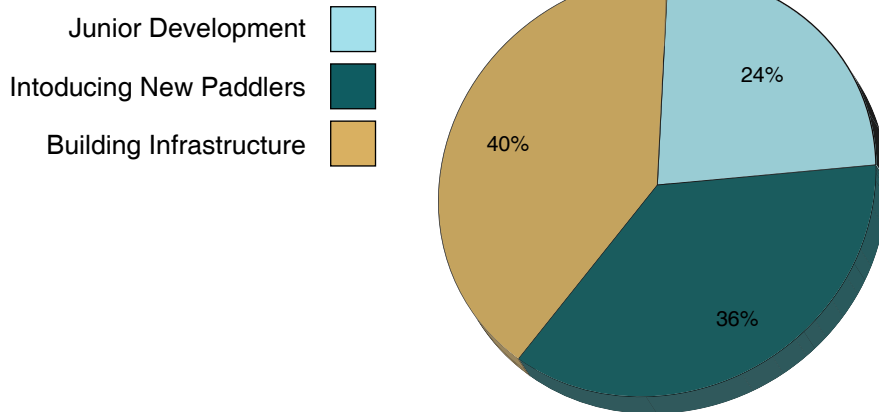
Appendix B – Statistics

Percentage of overall participants for each event



Collective total of participants for all events was 431, with Bancroft having the most at 130 paddlers, and Pickering the fewest at 16 paddlers.

Percentage of main objectives acheived by the events



The main objectives of the program were threefold: introduce the sport of dragon boat to new participants, develop the sport of dragon boat to junior-aged participants and provide local community leaders with the knowledge, information and skill base to continue to grow the sport regionally.