“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

- **1880**: ACA Established
- **early 1900s**: ACA Established
- **1970s**: Opened National Office in DC
- **1990s**: Tremendous growth in membership
- **2006**: Relinquished NGB status
- **2017**: Became NGB once again
- **2020**: First Virtual Conference

- **1990s**: Purchased Sugar Island for $1,000
- **Tremendous growth in membership**: Women - voting members
- **Relinquished NGB status**: Became NGB once again
- **2017**: Relinquished NGB status
- **2020**: First Virtual Conference
Where We Are

Engage members

Evolve culture

Enhance resources
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

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

- Excellence
- Safety
- Inclusion
- Enjoyment
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

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