

Communication Director's Report for the 2026 AGM

Respectfully submitted by Sarah Newton, Director of Communications

- Attended monthly board meetings and did follow up activities to help with the running of the club.
- Newsletters: gathered content, updated upcoming events, collated, and sent our 2+ newsletters each month during pre-season and winter months. Communicated about coming events, past events, volunteer needs, and other club announcements.
- Created event content for social media, and a lesser extent, the website, with assistance from Carina and Jack. 😊 To notify membership of upcoming events, announcements, and volunteer needs.
- Contributed visual content for social media, communication, & website (I took pictures😊)
- Corresponded with other clubs to gather information to help our organization.
- Periodically responded to club correspondence from members.
- Liaised with Tourism Smithers, The Town of Smithers, and Snow Seekers to amplify our messaging.

Events Report for 2025-2026

Summary

The Club once again presented a great slate of events for members to enjoy. In December, the Tour de Treat was a popular way to motivate skiers young and old, the Holiday Hustle was once again a great way to shake off the holiday stupor, and the NW Child Development Centre generously provided a delightful holiday StoryWalk that was easily accessed by skiers and the public at large. In early January the Race Committee did a fantastic job of hosting the Teck Northern Cup, BC Games qualifier, and Chris Dahlie Open over a busy race weekend. The Womxn's Clinic followed later in January with over 80 participants coached by a wonderful group of 14 coaches. McBike's popular Welcome Day event was extremely well attended in February, with over 100 people enjoying free skiing and free rentals. The busy event season wrapped up in March with the 37th annual Wetzink'wa Loppet.

Forecast for 2026-2027

The Club is excited to be hosting many of the same events again this year, including the Holiday Hustle and StoryWalk during the holidays. The Teck Northern Cup and Chris Dahlie Open will take place January 23 & 24. The Womxn's Clinic will also be held in January. In February, McBike Welcome Day will be back and better than ever on Valentine's Day. On Saturday, March 13 we'll celebrate the season with the 38th annual Wetzink'wa Loppet.

If there is a new event that you would like to see, please contact the [Events Director](#) if you would like to take it on. Events at BV Nordic Centre would not be possible without the enthusiastic support of volunteers – please consider checking one of the boxes to volunteer during the registration process. We are still looking for key volunteers to help organize the Holiday Hustle, and we hope to find people to join the organizers of the Womxn's Clinic and the Race Committee to maintain continuity for future years as key organizers will step down after this season.

Acknowledgments

Club events are entirely volunteer driven. Events last season would not have been possible without the enthusiastic organizational expertise & dedication of Sue Harris & Kate Kantakis, Greg Dykxhoorn, Julie Sheppard, Abby Morgan, & Laura Kroesen, Jill & Peter Krause & the staff at McBike, Robbie Dunbar, Laura Hols, Sarah Sacharoff, Mark Gillis, Rory Luxmore, Roger McMillan, Kelsey Stasiuk, Erica Lilles, Denise Kelly, and all of the many volunteers who pitched in at social events and races this year. Events were generously sponsored by the Northwest Child Development Centre, McBike, and Nature's Pantry. **To all who pitched in: THANK YOU!**