

January 24, 2023

The committee continues to make great progress.

- 1.) We are continuing to work on Communication Strategy and getting the word out.
 - a. Published the third edition of The Finish Line at the beginning of January and while it was shorter, we have received positive feedback
 - b. Ongoing plan to do a smaller more regular communication
 - c. Discussed options to post pictures, highlights on Social Media
- 2.) We have had a few Masters Athletes participate in various meets in the Indoor season, with some great results including a few Provincial Masters record setting performances.
- 3.) Continuing to collect information on the possibility of hosting a Canadian Masters Championships possibly in 2024. Challenge may be in picking a date that does not conflict with existing events and facility availability.
- 4.) Continuing to collect information on Club/Coach Training options for Masters Athletes. We hope to include this information in the next Newsletter.
- 5.) We have a number of athletes planning to attend CMA Masters Indoor Championships in Toronto, February 25-26
- 6.) Next committee meeting currently planned for February 16, 2023

Canadian Masters Athletics Updates

- 1.) Created a Strategic plan with various actions and activities planned to help grow Masters Athletics in Canada. One goal is to increase membership by 10% ... so for us that would be adding approximately 5 new members (assuming no losses).
- 2.) CMA Members (i.e. AC Masters members) can get free access to MasterRankings.com
- 3.) Annual General Meeting will likely be held as a Hybrid (in-person/virtual) meeting as part of the CMA Indoor Championships at the end of February (actual date/details to be confirmed). Let me know of anyone who may be interested in running for a CMA Board position.
- 4.) CMA virtual seminar series continue. Always looking for Seminar ideas.
- 5.) CMA Indoor Championships – Toronto – February 25-26, 2023
- 6.) USATF Masters Indoor Championships Louisville KY – March 10-12, 2023
- 7.) WMA Indoor Championships – Torun, Poland – March 26-April 1, 2023
- 8.) CMA Road race championships – CMA looking for options across the country to host CMA Road race championships in various distances.
- 9.) Personal dilemma on definition of CMA Member – Only AC Members are considered members. Even though Road racing is part of the CMA Mandate, we are excluding members of the Road running community who are not full members of Athletics Canada (and provincial affiliates). E.g. MRA members, who are not full AM members, technically cannot compete in any National Road Race championships.
- 10.) Next CMA Board Meeting currently planned for March 1, 2023

Greg Athayde