OAWOA VC Marketing Report

October 2018

This was a busy year in the VC Marketing role trying to get as much done as I could in my 1 year term. My two main objectives this past year were to implement a years of service recognition program, and to continue branding the OAWOA and our product.

The years of service recognition program has been a product of many different ideas over the past few years and while the process may not be perfect, we feel like this program will be easy to administratively track and implement. The program will recognize individuals for their years of being an active OAWOA member. Pins will be given to individuals reaching 10, 20, and 30 years, an OAWOA watch for 40 years, and an OAWOA leather sports bag for any individuals reaching an illustrious 50 years (the latter 2 with approval from the executive). The plan is to give out these awards based on the registration documents from last year. As it stands from the 2017-2018 registrations we will have three individuals already at the 50+ years level; John Dawson, Bev Holmes, and Peter Michienzi. This is an incredible achievement to these 3 gentlemen and I believe it is time for the OAWOA to recognize them for their dedication to our association. We will also have 3 gentlemen at the 40+ year level; Lee Mackay, Martin Pollock, and Darryl Owen with another 4 gentlemen slated to join them at these ranks over the next 2 years. As it stands we currently have 7 members in the 30+ gold category, 14 members in the 20+ silver category, and 21 members in the 30+ bronze category. Congratulations to all of our members for their years of service to our organization.

On the branding front, it was a big year 2 years ago with the use of a new logo and some OAWOA gear. Unfortunately, the supplier had some issues last year and it was tough to get any stock. This year he is back and we are looking to get some new merchandise out at a more affordable price. We are currently looking at doing both a lower and higher grade polo, a cinch bag, a water bottle, and potentially another item. All of them will be available in addition to the polos, pullovers, backpacks, padfolios, and pens that we already have. I will post or will work with the incoming VC Marketing in posting a link on our website shortly in getting all that information up. In addition to our OAWOA gear, we have plenty of Canada Wrestling wristbands still for sale.

The OAWOA also presented our OFSAA sportsmanship awards to a male from Toronto and a female from Windsor. Both candidates were very deserving of the awards and the candidates were chosen by a vote from the officials in attendance. Thank you to Marty Pollock for presenting the awards. We also presented our UWW Delegate, Sammy Julian of the United States, a OAWOA pullover and a CAWO polo at the Canada Cup. We also provided a padfolio and pen to our referees from Russia and Puerto Rico.

I would like to thank everyone on the executive this past year for all their work in making the OAWOA a successful organization. I urge everyone to try and get involved in one form or another whether it’s being part of the executive, a focus group, or coming up with ideas and suggestions for the OAWOA and CAWO. I hope I may be able to serve as your VC Marketing yet again for another term, but I also wish the best for the incoming VC Marketing if I am not. If there are any questions or concerns with this report, please reach out to me. Thank you and all the best this upcoming season!

Regards

Carl Chan

OAWOA VC Marketing