

OAWOA VC Marketing Report  
October 2019

As this was a very difficult year for officials in many different aspects of our association, it is understandable that the Marketing portfolio took a bit of a back seat. There were (and still continue to be) many important issues that have yet to be resolved at the provincial and national level, which require priority for the betterment of our officials.

On that note though, we were able to implement a successful Years of Service recognition program and hand out several pins, watches, and bags. In total, we awarded 21 bronze pins, 14 silver pins, 16 gold pins, 4 watches, and 3 leather bags. This year, we will be awarding another 5 bronze pins, 1 silver pin, and 3 watches. Congratulations to Geoff Griffin, Guy Quenville, and Fred Schaller for their 40 years of service to the OAWOA!

It was also a successful year with the CAWO bursaries for Ontario officials. Congratulations to Bobby Keomany for the Dave Rendall Award, Ed Zinger for the Mike Sharrett Award, and Marcia Chiasson for the Toni Stokes Award. A special thank you to Gary Bird for assisting me with the nomination write-ups and submitting them on my behalf.

It is still a goal of mine in this portfolio to continue our strong branding presence across the province and the country. This was temporarily put on hold with the rumors of uniform changes and a CAWO uniform. We believe this to be a goal of CAWO to implement in 2021, so this year we will continue to offer our branded products. It is a goal of ours this year to utilize our merchandise sales to assist in fundraising for our association and help our members.

As always, thank you to all of the executive members for all your time and hard work that you put in to make this association better. Thank you and all the best this upcoming season!

Carl Chan  
OAWOA VP Marketing