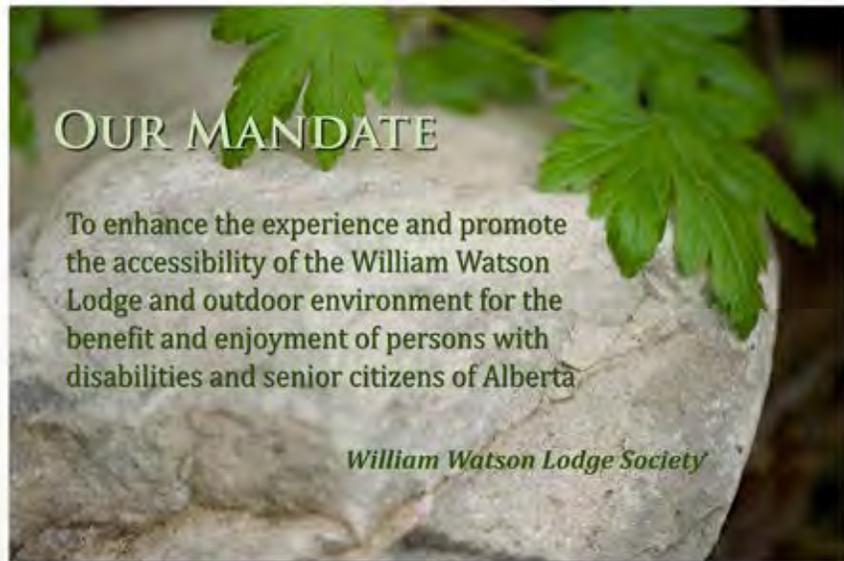




2013-2016 BUSINESS PLAN





INTRODUCTION

Situated in Peter Lougheed Park, overlooking Lower Kananaskis Lake, William Watson Lodge provides a wonderful opportunity for persons with disabilities and senior citizens to experience and enjoy being in a spectacular mountain setting.

William Watson Lodge was opened in 1981 by Premier Peter Lougheed and his wife, Jeanne. Jeanne is credited with the idea of creating a facility for the persons with disabilities in Kananaskis Country.

The Lodge is named after an Albertan, William Watson, who spent much of his life working to improve the social and environmental conditions for people with disabilities. William (Bill) Watson, BA LLB (1904 – 1965) had a disability himself, having suffered a birth injury which cost him the use of both arms. He learned to become independent, to swim and ski and to challenge the attitudes of the time about persons with disabilities. After graduating from the University of Alberta in Law, he was told that he could not practice because of his disability. So he decided to travel, conduct research and lecture to bring about change. The opening of William Watson Lodge would have been greatly satisfying to him and we continue to be inspired by his early leadership, as well as that of Jeanne and Peter Lougheed.

The Lodge consists of 22 fully accessible units, to which clients bring their own food and bedding. There are also 13 fully serviced RV sites, open from the May long weekend to Thanksgiving, a playground, picnic sites, and 15 kilometers of wheelchair-accessible trails. It is truly a gem in a beautiful, accessible setting!

WHAT WE'VE DONE

The William Watson Lodge Society (WWLS) was formed in 1992 to create a Cooperating Society with a Board that could distribute funds that came to the Lodge by way of donations. Since this time, the Board has also undertaken numerous fundraising initiatives to benefit the guests and further enhance their experience at the Lodge.

The Society has been very successful in fulfilling its mandate over the past 20+ years. Some of the more prominent projects undertaken and successfully completed are:

- ◆ A \$450,000 upgrade of the campground, including 7 more sites with full hook-ups and a completely accessible washroom/shower facility.
- ◆ A \$175,000 wheelchair-accessible Interpretive Nature Trail, joining the Bill Benson and Spruce Road trails. In 2012, Interpretation Canada awarded Alberta Parks and the William Watson Lodge Society a Bronze Award Certificate for the Interpretive Trail.



Sampling of large educational sign boards interspersed along the Interpretive Trail, some with 3 dimensional cast elements

- ◆ Cabin improvements, including grab bars, specialized lifts, appliance upgrades and other specialized equipment.
- ◆ Main Lodge improvements, such as appliance upgrades, commercial dishwasher, BBQ, emergency power generator, and heart defibrillators.
- ◆ Specialized equipment to assist in getting clients into nature, such as a two-seated bicycle and pulks.
- ◆ Informational and marketing materials, such as a promotional video of the William Watson Lodge complex, the design of the Society website, brochures and annual newsletters.
- ◆ Luggage carts for each cabin to make loading and unloading more convenient.
- ◆ A ride-on lawnmower, push lawn mower, and leaf blower.
- ◆ A 4 passenger golf style cart for use by campground hosts or to transport visitors and guests throughout the pathways and trails.



ACCOMPLISHING THE PLAN

This ambitious Plan has completion targets and accountability for each priority assigned and has strong Board support. Regular reviews on our progress will be undertaken to ensure issues are addressed in a timely manner, that initiatives are on or under budget, and that progress is reported on our website and in annual newsletters to the membership.

OUR OVERALL GOAL

We are very focussed on our mandate and will feel that we have achieved our overall goal when the valued guests – those with disabilities and seniors - are able to have memorable experiences, enhanced even more by what we have been able to provide. Guests will have increased accessibility that will add to their enjoyment and use of the William Watson Lodge.



OUR TEAM

The Board of Directors of the William Watson Lodge Society is comprised of a group of compassionate individuals who come with varied and complementary personal and professional backgrounds. Together they bring over 200 years of combined Board experience to the WWLS.

Wayne Pelletier – President and Casino Committee

Wayne has 30 years experience in Healthcare Protective Services, currently holding a management position. He has significant experience serving on other Boards, and is a member of a Parent Support Association.

Terry Garvin – Vice President, Newsletter Committee

Terry has a family connection with persons with disability. He brings a strong interest in the social well-being of natives with significant experience in aboriginal and community development. He is an author, photographer and holds a degree in Sociology.

Farhood Rahnama – Director, Treasurer, and Casino Committee

Farhood brings 30+ years of experience with quasi-judicial organizations. He has a family connection to persons with disabilities. He holds a PhD in Energy and Management Science.

Carol Page – Director, Secretary, Newsletter Committee

Carol's professional background includes 17 years experience in the field of Learning & Development, with a specialization in Leadership Development. She has 10 years experience with the Calgary Police Service. Carol is a photographer and has a special connection with the Interpretive Trail.

Enid Pettifer – Director, Newsletter and Website Committees

Enid brings a common sense perspective to her 15 years of Board experience. She comes from an accounting background with 27 years of office experience. Enid has volunteered on the Board of Directors at CSCO (a day school for persons with disabilities) and was successful in acquiring a handicap bus for them through the Wildrose Foundation.

Donna Fox- Director, Membership Committee, Past President

Donna has served on several Boards. She provided support and care for her handicapped spouse for 14 years. She also brings 20 years of Board administrative and database management experience.

Ross Wein - Director, and President of the Alberta Abilities Lodges Society

Ross' academic career spanned 35 years at several Canadian and international universities. A motorcycle accident that almost killed his son led to a post-retirement career with persons with a disability, by overcoming isolation through nature. Through the Alberta Abilities Lodges Society, Ross is currently spearheading an initiative to bring a similar William Watson Lodge model to the northern part of Alberta.

Peter Cosentino – Director

Peter brings 30 years of experience in the banking and financial industry. As the parent of child with a disability, he has intimate understanding and passion about the needs of persons with disabilities. Peter previously served as Vice President of the Calgary Cerebral Palsy Association.

Frank Peck – Director, Grants and Donations Committee

Frank retired in 2013 after 28 years in Municipal Government. He served 2 terms as a Councillor for the Town of Sylvan Lake. He currently sits on 4 local Boards: Library, Affordable Housing, Community Partners and Sylvan Lake Foundation. He also supports the Glenrose Hospital by volunteering as a speaker in the Live Skills Program.



MORE OF OUR TEAM

Ross Watson – William Watson Lodge Manager and Advisor

Ross' educational background is in field of Recreation Administration. He has 30 years experience with Alberta Parks, and has a background in human rights advocacy. He currently also serves as Councillor on the Cochrane Town Council.

Gwen Ross-Cieslak - William Watson Lodge Staff Member and Advisor

Gwen has been an employee at the William Watson Lodge for the past 28 years. She has family connections with persons with disabilities. She has degrees in both Psychology and Geography, and is a photographer, capturing many beautiful images around the William Watson Lodge.

Patti Johnston – William Watson Lodge Staff Member and Advisor

Patti has worked at the William Watson Lodge for the past 20 years. She brings a passion and strong administrative understanding about the needs of persons with disabilities and seniors.

William Watson Lodge Society

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