



## CENTRAL COUNTIES

### **Executive Director Update – January 2017**

I spent this past weekend in Newmarket as my oldest son competed in the International Silver Stick Championships. It was an invitational tournament of past Silver Stick Tournament winners and to be honest, the parents didn't hold out much hope of the team making it past the round-robin stage. Our boys came second at their regional Silver Stick Tournament in Owen Sound earlier in the year which meant that we shouldn't have been invited to the championship tournament. But another team had to drop out and because of our tournament record and close proximity to Newmarket, we got the call.

The team has been building on their success all year long. They didn't make the playoffs in their early-bird tournament, came second at the Silver Stick and then won a very difficult tournament in Cambridge over the holidays. From a rankings perspective, they shouldn't have been beating the teams that they were. But what they had going for them was momentum and an understanding of what it takes to compete with and succeed against these top-tier teams.

So this weekend, when they were competing against all the teams that won their Silver Stick regional tournaments, they used their past experience and the momentum of their success to hit the ice with confidence and understanding what had to be done in order to move on. They didn't lose a game in the round-robin and won their quarter-final match. It was only in the semi-finals, late on Saturday night after five games of hockey in two days, that they finally fell.

Had the parents taken some time to think about the team's journey this year, we may have not been so skeptical about their chances. But most of us made plans for Saturday night, thinking we would be free. So it was with a mixture of pride and annoyance that cheered them on as they competed in the semi-final match.

Since the inception of the Destination Management Plan last year, Central Counties has been taking a similar journey – building on its success and gaining momentum. The big difference is that our season never ends and there is no trophy to be won. Our success is measured through you wanting to work with us and your understanding of how together we can grow your business. As we finish out this fiscal, we are already laying the groundwork for next year (which begins April 1) so that we continue to gain momentum convincing consumers to experience all that we have to offer within our borders.

Our 2017-2018 Business Plan is complete and I urge you to take some time to read it and see what programs you can take advantage of and how we can work together for our mutual success. Click [here](#) for the link. We are all really excited about how the plan builds off of the success of this year. If Central Counties were a hockey team heading to the playoffs, I wouldn't make other plans for the Saturday night game of the finals...

Have a great day!

Best regards,

Chuck Thibeault