



2017 NEWSLETTER

A note...

Welcome

On behalf of the Board and our staff, welcome to the 2017 U SPORTS Annual Meeting and Conference.

The past year has been a transformational one, following the rebrand of our organization. Today, we have a new name, a new mark, and a new shared vision. We are looking forward to a productive week of review, discussion, and planning for the future of university sport in Canada.

Graham Brown, BHK,MHK
CEO, U SPORTS

A look ahead...

Events to look forward to on Sunday

- **Sport Committee Meeting**
9 a.m. – 6 p.m., South Studio 1
- **AFA Committee Meeting**
10 a.m – 1 p.m., North Studio 6
- **Eligibility Committee Meeting**
1 p.m. – 5 p.m., North Studio 1
- **Equity Committee Meeting**
7:30 p.m. – 9 p.m., North Studio 1

“Quoted”

“It always seems impossible until it’s done.”

-Nelson Mandela

Need to know.

Conference details

Registration will be held on Sunday from 4-6 p.m. and Monday from 9 a.m. – 5 p.m. in the hotel lobby.

See floor plan for location of all sessions.

Season highlights

1. U SPORTS Championships

13 schools crowned new champs,
8 teams defend national title

2. Rio 2016

158 athletes with U SPORTS ties compete, 16 win medals

3. International

12 medals captured during 2016 World University Championships,

3 medals at 2017 Winter Unviersiade in Almaty, Kazakhstan

4. BLG AOTY and TOP 8

16 student-athletes recognized for being the best among their peers

5. Social media engagement

Twitter up 24%
Facebook up 39%
Instagram up 86%

