



PTC Annual Meeting - October 15, 2026

Conducted Online – Google Meet at <https://meet.google.com/urz-piqk-tva>

Meeting starts at approximately 2:45 ET/ 11:45 PT

Agenda (Subject to revision)

1) Call to Order – Stig Larsson, Chair

- Please complete the Member Poll (or Chat) to include your company name to capture your attendance at today's meeting.

2) Board of Directors - Stig

The recent election was completed and audited with several members continuing for an additional term. (Note: The Board has 9-15 members, there are 2 open seats.)

Announce the 2026-2027 PTC Board

- **Retailer/Outfitters:** Simon Coward, Brad Stephens, Matt Gerhardt, Jon Kahn, Sue Warner
- **Brands:** Jason Eccles, Stig Larsson, Phil Walczynski, Lili Colby, Bryan Owen
- **Sales Representatives:** Bahen Privett, Kole Lindor
- **Associates:** Cristin Plaice

3) State of the Paddlesports Trade Coalition - Stig Larsson

- Go Paddle Day – June 12, 2027
- PTC Colab 2026 - Transition to PTC University
- Website transition

4) Finances - Simon Coward, V. Chair

- Member Status/ Monthly Dues payment options
- PTC University Sponsorships
- Increasing membership through more webinars, initiatives

5) Old and Ongoing Business

Committee Updates - Simon Coward, V. Chair

- Insights from PTC University and Data Sessions
 - Transition of 2027 Members-Only sessions
- Best Practice Committee going strong
- PTC Colab not done

6) Call for New Business - Stig

- Bylaws clarification of “Sales Representative” (change to “Sales Agency”)
 - Motion by Jason Eccles – Bylaws change/clarification
 - Vote by online ballot (two week voting period to all members)

7) Partnerships – The importance of Partnerships - Stig

- The National Paddlesports Committee Honors - Wendy Flynn – NASBLA Paddlesports Committee Chair

8) Open discussion - Stig

9) Call to Adjourn - Stig

Next PTC University Session

October 27 - Industry Support to Grow Your Programs!

Register at <https://www.paddlesportstradecoalition.org/events>