

Dear Members and Friends of the CPU,

The CPU Coaching Certification has been twenty years in the making. You read that correctly; two decades. Hard to believe that people are somehow surprised by its launch.

On April 10, 2014, I reported to the membership that the new CPU Board was working toward NSO recognition and the development of a national coaching certification. As has been communicated many times since, these two initiatives are inextricably linked. NSO recognition opens many doors to the CPU including opportunities for funding at the national and provincial level. Launching the coaching certification is a necessary and strategic step for the CPU.

<https://www.facebook.com/CDNpowerliftingunion/posts/741178442570778>

Yes, there is an enrollment fee for the coaching certification. Considerable time and energy was invested in the certification's development. The course material is excellent. In my humble opinion, it is the best powerlifting specific certification available anywhere. The course material was developed by some of our best people who contributed (read unpaid) many, many hundreds of hours to its development. Given what is being provided, it is a bargain.

Yes, the coaching certification is a revenue stream for the CPU. Allow me the opportunity to elaborate. We are a self-funded organization. To protect the health and rights of our members, the CPU's investment in our Anti-Doping Program is near six figures. We invest 10's of thousands of dollars on supporting our lifters with referees as well as providing coaches for our international teams. However, these expenditures do not reflect the true costs. If we assigned true costs to running this organization, membership fees would double.

No, there will be no grandfathering clause. However, anyone may challenge the exam. What will be required of all is the completion of the NCCP training Making Ethical Decisions (MED). To complete the certification, the in-competition evaluation will also apply.

The process for selecting facilitators has been open to all. An invitation for applications for coaching certification facilitators was posted December 16, 2016. Based on the low number of applications received, the application deadline was extended. The total number of applications we received was disappointing however this was offset by the high levels of education and experience of those that did apply. We have very good people teaching this course.

There has been NO SET DATE for the roll-out of the requirement of completion of the coaching certification for access to the warm-up room at CPU Nationals or CPU Regional Championships. Any information saying otherwise is wrong. However, I ask you to consider the "coach" who appeared on our National's live feed attired in a dirty muscle shirt sporting a backwards baseball cap OR the three stooges busily taking selfies on the bench press in the warm-up room at Nationals while the women of the next flight were attempting to warm-up OR the person who dodged two out-of-meet tests, retired from the CPU two weeks before Nationals but somehow found his way into the warm-up room to coach his brother at Nationals. I also invite you to attempt to wander into the warm-up area or onto the field of play at Nationals for weightlifting or judo, basketball or any other legitimate sport without having completed the appropriate training, a background check and without credentials. Things will change at CPU Nationals and Regionals because they must.

In reading the comments regarding the CPU Coaching Certification, I'm reminded of the hue and cry that went up when people learned that team members for 2015 Commonwealth Championships would be selected based upon accomplishments rather than a sense of entitlement or lucky home address. This was a big shift in the way things had been done. Unfortunately, some people still carry the opinion that what's good for them and what's good for the organization are somehow the same.

People, it's way past time for a shift in thinking. We are no longer an organization of some 500 members barely registering on the international stage. Accept this and move on. We are a world class organization counting among our membership some of the best powerlifters on the planet. It's time to think about what a future of 5000 members looks like. It's time to put away the microscopes and start using our binoculars.

Simply put, we've done what was promised to the CPU membership in 2014. The CPU, our members and powerlifting will be better for it. My heartfelt gratitude to all who made this possible. I'm very proud of this initiative.

Regards,

Mark Giffin, CPU President