



AN OPEN LETTER TO ALL CBBF MEMBERS

The Canadian Body Building Federation (CBBF) is very much alive.

On Sunday October 22, 2017 Ron Hache President of the CBBF/IFBB affiliate Ontario Physique Association, announced that he would now be the owner of a newly formed Canadian Physique Alliance and without a vote of consensus of its membership along with the New Brunswick Physique Association would be withdrawing their membership with the CBBF and moving to the newly formed CPA. Since this announcement there has been some confusion with what will be happening with the CBBF.

The CBBF will continue to operate as status quo under the IFBB Amateur Federation in Canada. There will continue to be all three National Events in 2018, at which we will be offering Pro Cards for the IFBB Elite Pro Division and we will continue to provide funding for athletes to the three IFBB World Championship events.

The CBBF remains committed to Canadian Amateur athletes! What you need to know as the athletes is what this means for you in 2018 and beyond.

Non-profit vs for Profit base organization.

CBBF is a registered non-profit sport association, member based and with director governance, which is structured by Canadian Corporations Act. CBBF has a strong governance model, operating rules and a mandate to work in the best interests of the members (YOU)

CPA is a for-profit based organization that does not have to operate within set guidelines, rules or have a governance structure. They can make the rules up as they see fit to benefit the shareholder(s) or the owner(s) of the company not the membership, as there isn't one.

We should not be hurt by this lack of understanding; some athletes just know they want to compete for a pro card ...it will be the after care they receive as a Pro that will be the eye opener.

Several statements were made during this presentation that in my opinion did not share true facts of both organizations. The information below may help to clear up some of the confusion as there are many athletes with more questions than they received answers for. As stated the CBBF remains active in Canada and we are here to support the amateur athlete's countrywide.

The following statements were made by the CPA:

Statement 1: The CBBF can no longer offer IFBB Pro League Cards:

This is true as we are no longer affiliated with the NPC's PRO League however, the **IFBB International** has introduced the **IFBB Elite Pro Division**. All current IFBB Pros are able to attain an Elite Pro designation if they so wish with no membership fee in in 2017 thru 2018 season.

Statement 2: There is no competition structure of the IFBB Elite Pro league in North America

This is not a true statement! There will be three IFBB Elite Pro Shows in Canada alone as well as one scheduled in the US.

Statement 3: A membership base will be in place for the New CPA

This is not a true statement! As a for-profit organization the CPA is a business and all shows are promoter run, with no organizational structure. Members of the CPA will not have a vote or a say in how the CPA is run.

The CBBF Provincial Associations are not-for-profit and cannot switch to a profit based company as they would have to dissolve the non-profit association and all funds held under the current association must be dispersed amongst the current members. Members of a provincial association can exercise their right to vote if they do not like the direction the association is taking.

Statement 4: CPA competitors can cross to all divisions.

This means that there are no clear judging criteria for each class in the CPA. This is a business decision and not a decision in the best interests of the competitors. This is a pay to play decision and does not benefit the competitor, only the promoters.

The CBBF does not allow crossovers because we understand that there is a different look required to win each category. We want competitors to be judged fairly in the class that they belong, and do not want to just take their money.

Statement 5: The CPA's initial plan was to allow all competitors to compete at pro-qualifiers, regardless of their qualifications. A decision was made, although not agreeable to the initial plan, to implement a qualification structure.

This is true because 7 of 10 provinces voiced their commitment to staying with the CBBF. It was evident that the business model of the CPA had to change in order to compete with this issue. This was a CPA business decision and not a decision made in the best interests of the athletes.

Below is some additional information the CBBF feels is important for you to know:

The purpose of this letter is to give you the athlete's the ability to make your own decision as to which organization you want to compete in or both if you so wish. The important message is, the CBBF is staying because we want you to have a choice and not one monopoly.

International events worldwide are only open to IFBB Amateur athletes and not through CPA qualifications. This includes the Olympic Pan American Games in 2019. Who wouldn't want to compete for their country at such a prestigious event?

What goes away if the CBBF did not exist?

1. Education for the athlete's
2. Training seminars
3. Funding programs developed by Provincial Associations

4. Judge's seminars and a judge's pool that is made up of judges across Canada.
5. Qualified, certified International judging pool for Pro level events worldwide.

**The CPA offers handpicked judging controlled by the NPC's needs driven process.

The CBBF is fortunate to have so many good people throughout Canada that are supporting our decision to carry on business as usual. As a team we are committed to providing leadership to deal with these changes and challenges presented to us.

Together, with the support of our Provincial Associations, we are confident the CBBF will provide a favourable option for the athletes.

It is not important who we are it, is important what we can do for you the athletes.