



**Skate
Ontario**

2022

Board Nominations Package





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Nominations Committee Report



On June 24, 2022 the Skate Ontario Call for Nominations to the Board of Directors was released through an email campaign and subsequently posted on the Skate Ontario website.

The Skate Ontario By-laws indicate that four (4) Directors at Large, each to be elected for a two-year term, are available for election at the 2022 Annual General Meeting.

In these uncertain times, we gratefully acknowledge the stability of the leadership at Skate Ontario, as the Board and management effectively address the challenges of COVID-19. We are, therefore, very pleased to report that Andrea Derby, Sharon Bollenbach, Lenny Faustino, Rachel Islam and Alison Sims will complete their present terms; and, that Brent Brandham, and Maggie Head have indicated their intention to seek re-election to the Board, each for a two-year term.

We extend sincere appreciation to Mary-Rose Weir, for her two and half terms served as Director and to Kajan Nandakumar for his recent term as Director.

In accordance with our mandate to ensure that a full complement of qualified individuals be available for election to the Board, the Nominating Committee presented a recommended list of candidates in the Call for Nominations; as well, additional individuals were invited to submit applications to be assessed against the same set of published eligibility criteria and competencies as those proposed candidates.

In response to the Call for Nominations, no additional applications were received by the closing date of July 15, 2022. As a result, the following candidates will be elected by acclamation as Director at Large, each for a two-year term, at the Skate Ontario Annual General Meeting to be held on September 24, 2022:

- Brent Brandham
- Margie Lambert
- Maggie Head
- Matt MacMurdo

As a way of introduction, the candidates' applications appear in this report.

On behalf of the Nominating Committee, I would like to thank each of the candidates for their interest in Skate Ontario and their commitment to the Skate Ontario Board of Directors. I would also like to sincerely thank the members of the Nominating Committee for their valued contributions.

Respectfully submitted,

Mary-Rose Weir, Chair

Janet Balkwill
Gloria Brighten

Cheryl Hollows
Paul Mallet

Andrea Derby (ex-officio member)
Lisa Alexander (ex-officio member)



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**Brent
Brandham**
Director

Relevant Education & Career Experience

After graduating from Queen's University with a Bachelor of Commerce in 2007, I have spent the subsequent 13 years working in the insurance industry as a broker with a Sports & Entertainment focus. During that time, I have worked with many provincial and national sport associations in developing proper risk management procedures and using those to negotiate the appropriate insurance protection against their everyday risks, building what is now the largest Sports & Entertainment insurance practice in Canada.

In support of that role, I have attended and presented at numerous AGMs and also attended many board meetings for my clients to offer commentary on risk management practices as well as appropriate membership policies and how these policies dovetail with insurance protection. I have also developed marketing documents for these associations, and written articles for newsletters and other publications on the subject of risk management and insurance protection.

Aside from spending the past 10 years helping to protect many provincial and national sport associations, I also bring with me the background of a business education. In my experience in dealing with many Canadian sport associations I have found that the most successful and efficient associations are run in the fashion of a business. Passion for the sport is wonderful and an asset, but the knowledge of how organizations should operate is invaluable. In obtaining my business degree, I studied accounting, finance, and business law before settling into a sales and marketing focus.

Experience Relevant to Skate Ontario

Building upon my career experience working with all manner of sport associations from a risk management perspective, I have been able to observe a number of different governance styles very closely as I have worked in close partnership with executive directors and CEOs. Over the past 13 years, I have come to form strong opinions on which aspects of these governance styles are the most effective.

Spending the past 3 years serving on the board for Skate Ontario has provided me with an opportunity to help shape the sport moving forward, in particular helping the association as we guide ourselves through unprecedented times in the wake of a global pandemic. I am very proud to have been even a small part of the reason this organization is in the strong position it is to weather the storm.

I have played a lot of sports throughout my amateur career, representing my hometown in football, baseball, basketball and hockey, and later my school in hockey and golf, to the present day where I still play recreational hockey and compete on the GTA Amateur Golf Tour. I love sports. Most of my closest and longest lasting relationships have developed through a shared passion for a sport. It has given me a lot throughout my life, and I have loved having the opportunity to give back.



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**Brent
Brandham**
Director

Areas of Interest within the Skate Ontario Board of Directors

While my business school background provides me with a skill set that would lend itself aptly to a marketing or finance role, my career experience has me well suited for a risk management or governance role, where I can lend my experience working with other sport associations to a strategic development focus. At the end of the day, I have true passion for all sports and would be happy to be involved.



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**Maggie
Head**
Director

Education, Career and Volunteer Experience

Rotman School of Management, University of Toronto, Toronto, ON
MBA, 2016

Queen's University, Kingston, ON
Bachelor of Arts (Honours), 2005

Employment Experience

ROYAL BANK OF CANADA, Toronto, ON
Commercial Account Manager Intern, 2020-Present

- Superior client relationships developed through value-add and proactive advice to clients
- Business development and integrative solutions required to meet the ever evolving needs of our clients
- Knowledge of credit structuring and risk assessment required

ROYAL BANK OF CANADA, Toronto, ON
Director, Role Design and Transformation, 2018-2020

- Integrator on strategic initiatives impacting Integrated Markets and Advice Centre Advisors working in step with partners across the RBC ecosystem
- Responsible for developing strategy aligned to business goals focusing on employee engagement, superior client experience, and sustainability
- Partnership and collaboration established by working with multiple teams across the organization while contributing to a number of high priority initiatives including expert roles and the healthcare segment

SIMPLY SKATING, Toronto, ON
Skating Instructor 2017-Present

- Skating instructor for all levels and abilities (figure skating and hockey), focusing on agility, control, speed and power.



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**Maggie
Head**
Director

ROYAL BANK OF CANADA, Toronto, ON

Senior Manager, Business Architecture, 2016-2018

- Partner, trusted advisor, and integrator to senior leadership; bridging the gap between strategy and execution
- Business acumen and strategy insights utilized to assist senior executives in translating their high-level business strategies into business design while accelerating their change agendas, optimizing their portfolio of investment opportunities, and ensuring appropriate prioritization while leveraging capabilities and alignment of strategies and goals to the broader enterprise

ONTARIO ASSOCIATION OF NATUROPATHIC DOCTORS, Toronto, ON

Acting Director, Policy, Government and Media Relations, 2014-2016

- Communicated and negotiated with the Minister and Ministry of Health and Long-Term Care, legislators and their staff, to ensure proclamation of the Naturopathy Act, 2007 including regulatory amendments
- Media relations lead for the OAND; included developing key messages and briefing notes, pitching story ideas, responding to media requests, and preparation of spokespeople
- Created and managed (through education and calls to action) a grassroots network of professional members and healthcare leaders that informed, influenced, and maintained regular dialogue with local legislators
- Responsible for outreach to legislators, public education campaigns, and strategic social media use
- Researched and gathered fact-based evidence to compile multiple submissions to government, from budgetary requests to responses on proposed and pending regulations

ONTARIO DENTAL ASSOCIATION, Toronto, ON

Government Relations Manager, 2011-2014

- Integral to the passage of Private Members' Bill 70, Regulated Health Professions Amendment Act (Spousal Exception), 2013 by targeting key legislators and creating champions for the profession; legislation passed by unanimous consent (since 1867, PMBs had a 2% chance of passage)
- Implemented public and student education campaigns (interactive, in-school) focusing on the importance of oral health while promoting trust and value of the profession
- Provided strategic advice based on knowledge of government and political system
- Engaged and communicated with key stakeholders including legislators of various levels of government and their staff, media, dentists and other healthcare professions, and the public
- Initiated conversations with and educated legislators on a variety of issues important to the profession including fee reimbursement, services provided by dentists, scope of practice, and public health



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**Maggie
Head**
Director

LEGISLATIVE ASSEMBLY OF ONTARIO, Toronto, ON

Chief of Staff to the Speaker, 2007-2011

- Served as the principal political advisor to the Speaker; conducting meetings in his stead; advising on strategy with MPPs, and working on key constituency files
- Communicated with all Members of Provincial Parliament, Officers of the Legislative Assembly, the Consular Corps of Toronto, Provincial and State Legislators and dignitaries; serving a vast audience as a conduit of information

MINISTER OF LABOUR'S OFFICE, Toronto, ON

Government and Caucus Relations, 2005-2007

- Triaged and responded to inquiries from all Members of Provincial Parliament and their staff with respect to bills, Ministry policy, legislation and regulations.
- Responsible for key initiatives of the Minister Office, including the Minister's Ontario tour, 2007.

Other Experience

- Board Member, Skate Ontario (2018 – Present)
- National Level Trained Skating Coach, specializing in synchronized and power skating (2001 – Present)
- Two-time member of Canada's National Synchronized Skating Team (2005 – 2006; 2007 – 2008)
- Magnatawan Pioneer Association Board of Directors (2012 – 2018)
- OneTeamMVMT Board of Directors (2016 – 2018)
- Workshop Leader for the Canadian Institute's Government Relations & Effective Lobbying Conference entitled Lobbying 101: Mastering the Fundamentals of Government Relations (2013)
- Local Democracy Week Organizer (2009-2011)

Experience relevant to the Skate Ontario Board of Directors

I grew up as an active Skate Canada athlete in rural Ontario as a member of the St. Thomas Skating Club. My passion for skating led me to pursue my coaching certification in 2001. My love for the ice grew throughout my formative years as a test skater and competitive synchronized skater and has taken me to international competition. I was honoured to be a part of the Senior National Synchronized Skating Team, representing Canada for two years: NEXXICE (2005) and black ice (2007).

Throughout the years I have remained a member of the St. Thomas Skating Club and continue to share my love of skating as a National level trained coach. I am currently the coach of Team Storm – an adult synchronized skating team. In addition, I am a skating instructor with the Greater Toronto Hockey League, teaching the basics of skating to youth.



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**Maggie
Head**
Director

Skating taught me many life lessons that I have carried with me, and in return, I actively seek to share these lessons with my skaters.

I graduated from Queen's University with an Honours Bachelor of Arts Degree and from the University of Toronto, Rotman School of Management with a Master of Business Administration. In my professional life, I am a Commercial Account Manager Intern at the Royal Bank of Canada.

In past areas of employment as a lobbyist for not-for-profit associations in the health care field, I was responsible for member relations and had the duty of reporting to the Board. I am acutely aware of the responsibilities of policy-making Boards, their involvement overseeing the Association, (but not the day-to-day activities) and their strategic decision-making realm. My employment in politics as a lobbyist and political staffer afforded me with a unique view of the policy-making functions of the government and the avenues through which change can be realized.

In the most recent past, I have been an active contributing member of the Skate Ontario Board. Prior to this, I was on two not-for-profit boards – one as the Secretary of the Magnatawan Pioneer Association Board; working to increase member and community engagement and involvement. Two, as a member of the OneTeamMVMT Board. OneTeamMVMT is a not-for-profit that aims to unite, promote and develop synchronized skating and elevate the sport's prominence worldwide.

I would like to be a member of the Skate Ontario board to ensure the growth of the organization today, and in to the future. I believe my professional as well as coaching experience provides me with a unique perspective, representing multiple interests of Skate Ontario Members, while ensuring the views of all Skate Ontario Members are considered. Put simply, I have a love for the sport of figure skating and I am committed to ensuring a long-term sustainable differentiated advantage while offering programs for every Ontarian to participate in and enjoy skating in his/her lifetime.

Specific Area of interest within the Skate Ontario Board of Directors

I am known to be an effective communicator and critical thinker that provides constructive challenge. My leadership skills and active contributions position me well to continue to be an effective member of the Skate Ontario Board. While I am interested in many aspects of the Board, I am most interested in continuing to utilize my government relations and public and media relations professional skills for the betterment of Skate Ontario and its members. I am experienced in change management with strong organizational knowledge and strategic thinking and implementation at all levels.

As a coach and skater, I have a unique perspective that can assist in strategic decision-making and provide context to Board members that come from outside of the skating community. I understand the challenges and opportunities faced by both the smaller/rural and urban clubs especially at a time of rapid change and competing opportunities for youth in many facets of sport. I look forward to continuing to be a part of the team that provides a strong voice for the sport of figure skating in Ontario.



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**Margie
Lambert**
Director

Education, Career and Volunteer Experience

I completed my BA in 1989 and began working at the Ontario Council, Canadian Figure Skating Association (predecessor to Skate Ontario), before completing my MBA and embarking on a career in banking and insurance. I worked in international banking for 10 years, before switching to insurance and investments. I currently own my own business, Cardinal Insurance, providing employee benefits, life insurance and investments for a variety of small and medium businesses. I have been involved in figure skating my entire lifetime, first as a skater, and then as a judge and volunteer.

I believe I have a number of skills and experiences that can assist the Skate Ontario Board of Directors including:

Governance: I have participated in a large number of committees and boards in the not-for-profit sector, including many skating boards and committees. This has provided me with knowledge of policies and procedures and program delivery. Working with volunteers consistently has provided me with leadership and negotiation skills necessary to assist Skate Ontario with their vision, goals and progress. As a business owner, my team management skills are available to assist with decision making and project delivery.

During my work with the Ontario Council, Skate Canada, I became very familiar with the process of obtaining government funding for various skating programs. I was required to use my leadership and organization skills to strike committees for the development and delivery of coaching, volunteer and skater programs. I am a very strong organizer with attention to detail.

I believe that skating is at a unique point in its history. With COVID, many people in the world are questioning things we did previously, and trying to rebuild in a way that improves on the past. I feel that skating's path forward can definitely be bright, but it requires strong leadership that is inspired to make our sport the best it can be for all stakeholders!

Finance and Insurance: 25+ years experience in corporate finance, insurance, and investments

I am very familiar with budgets, financial statements and all things related to finance for both corporations and not-for-profit organizations. Through my various work experiences and my volunteer experiences in skating and other sports, I have worked with budgets and program delivery at all levels.

I also have a broad knowledge of benefits and HR policies, which can be helpful in the administration of Skate Ontario's office and staff. My investment knowledge can also be helpful in any decisions relating to finances of the organization.



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**Margie
Lambert**
Director

Career Experience

- Owner, Cardinal Insurance (employee benefits and life insurance) 2011 – current
- VP, Global Relationship Banking, Citibank Canada 1991 – 2000
- Program Coordinator, Ontario Council (predecessor to Skate Ontario), CFSA, 1989 - 1990

Volunteer Experience

- Canadians Level Judge and Sectional Level Referee and Technical Controller, Skate Canada – 30+ years
- Skate Ontario Judges Chair
- Skate Ontario Judges Committee Member
- Competition Committee Member
- Technical Representative – numerous skating competitions at the Section level
- Board member – Oakville Gymnastics Club (governance board)
- Board member – Guelph Kortright Playschool (not-for-profit organization)
- Ice Scheduler and Board member – Guelph Girls Hockey Association

Education

- Masters of Business Administration (MBA) – University of Toronto, 1991
- Bachelor of Arts (BA) – University of Guelph, 1989
- Life Insurance License, 2011
- Mutual Fund License, 2012



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**Matt
MacMurdo**
Director

Education, Career and Volunteer Experience

Education

- B.A. Honours – Interdisciplinary Studies – Carleton University, Ottawa
- M.A. Candidate – International Affairs – Norman Paterson School of International Affairs, Carleton University, Ottawa

As an undergraduate student, I completed an internship at the Canadian High Commission to Tanzania while also attending the University of Dar es Salaam. During the first year of my M.A. program, I undertook an internship with Sport Positive, a London, UK-based organization that facilitates the adoption and signing of the UN Sports for Climate Action Framework that aims to help sports organizations reduce emissions caused by their operations and leverage the worldwide popularity of sport to engage millions of fans worldwide in the effort.

Career Experience

- **Performer, Line Captain & Media Mentor – Disney On Ice**
This role allowed me to continue my passion to skate and perform while traveling the world as a professional figure skater. I held performing positions in ensemble, semi-principal, and principal roles while also managing cast members as a Line Captain. As Media Mentor, I used my acquired skills in media engagement at the local, national and international level to advise and guide colleagues in media relations.
- **Skate Canada Professional Coach & Thailand National Team Coach**
Four years of experience as a coach at the Connaught Skating Club in Richmond, BC and another four years of experience as a national team coach in Bangkok, Thailand with the Figure and Speed Skating Association of Thailand. I continue to offer my time as a resource coach at the Gloucester Skating Club in Ottawa.
- **Junior Program Officer – Resettlement and Asylum Strategic Operations Branch, Immigration, Refugees and Citizenship Canada**
In support of my current studies, I am presently working in the Director General's Office of the Resettlement and Asylum Strategic Operations Branch at IRCC.

Volunteer Experience

- **Current member of Resettlement and Asylum Strategic Operations Branch Diversity & Inclusion Committee**
Committee works to engage the branch in diversity and inclusion strategies and activities.



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**Matt
MacMurdo**
Director

- **National Public Service Week Ambassador for Resettlement and Asylum Strategic Operations Branch**
This year's ambassador for the entire branch with duties that included organizing daily branch-wide events and disseminating departmental information in support of NPSW.
- **Volunteer at the Gloucester Skating Club for various events throughout the year**
Volunteer at competitions and the GSC 50th Anniversary celebration.
- **Volunteer organizer and facilitator at ISU Development Commission seminars held in Thailand for the Southeast Asian region, and volunteer at international skating competitions hosted by the Figure and Speed Skating Association of Thailand**
Volunteered throughout my time in Thailand in support of the national association in their responsibilities as host of seminars and international competitions in the Southeast Asian region. Volunteer committee member for the updating of national test criteria and standards.
- **Technical Specialist – Singles**
Completed my technical specialist training in Ottawa in 2010.
- **Volunteer Performer – Vancouver 2010 Olympics**

Experience and Competencies Relevant to Skate Ontario Board of Directors

In my work with Sport Positive, a non-profit organization, I was involved in the evaluation of stakeholder activities and effectively communicated the standards and requirements to meet sustainability efforts as set out by the UN Sports for Climate Action Framework. This included understanding the major issues surrounding environmental sustainability, how they pertain to sport, and what steps could be taken to mitigate the impact of climate change on the sporting world. This role gave me the knowledge to facilitate partnership development for parties interested in sport sustainability efforts. As a figure skating coach for eight years, in both Canada and internationally, I engaged with members of local, national, and international skating organizations, demonstrating abilities in conflict resolution between all stakeholders along with fundraising capabilities.

My position at Immigration, Refugees, and Citizenship Canada allows me the opportunity to work effectively as a team member in a Director General's office, contributing to the successful administration of the Resettlement and Asylum Strategic Operations branch. Strong interpersonal skills are essential as they ensure the continuity, appropriate delegation, and completion of all branch taskings. The office acts as a point of contact for other branches requiring operational support and is focused on providing insight and advice related to key branch strategic and corporate priorities. Beyond administration, the position requires an understanding of policy development and management that would be useful in operations of the Board of Directors.



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**Matt
MacMurdo**
Director

In my studies, both undergraduate and graduate, I developed the necessary skills to critically analyze difficult and complex situations in the form of research, academic papers, and policy development. Constructive communication strategies are essential in the relationship between all levels of government and skating organizations in Ontario and Canada, and I believe I have honed effective decision-making skills through the application of my education as an intern at both the Canadian High Commission to Tanzania and Sport Positive, and my current role at Immigration, Refugees and Citizenship Canada.

In my roles as a performer with Disney On Ice, I was involved in the promotion of the show through print, radio, and television media at the local, national, and international levels. With my extensive experience with publicity and media relations, I was selected to a leadership role as a Media Mentor to assist in the running of public relation events and the ongoing development of performers' media skills. This allowed me to disseminate my knowledge and motivate others to reach their full potential while in the media spotlight. During my skating career, I was a five-time competitor at the Canadian Championships in Novice, Junior, and Senior, the 1999 Canada Winter Games champion in Novice, and represented Canada at the 1997 North American Challenge event in Ottawa. I was trained as a technical specialist in 2010 and became a Skate Canada Professional Coach in 2013.

Specific Areas of Interest within the Skate Ontario Board of Directors

I have a keen interest in improving member relations by supporting efforts to promote diversity and inclusivity in our sport. Important progress has been made, yet there is more work to be done for racialized groups, Indigenous peoples, and other groups who face barriers to accessing skating. I wish to work towards a sport that fosters inclusiveness, one where everyone has a deep sense of belonging, where we all embrace difference as a source of strength and ensure that the sport is more representative of the people that make up the province of Ontario. Our sport must also ensure that we have safe learning and training environments free from abuse and harassment.

Having spent my formative skating years in smaller communities, I realize the challenges that our sport faces in continuing to develop skating in areas outside of large urban centres, and I hope to help develop strong policies and strategies to deal with these issues. Finally, as a sport I believe that we can be a leader in efforts to tackle the impacts of climate change, and it is my hope that our sport can inspire positive climate action and ambition in Ontario and beyond.

Thank you for your consideration.