

**SAIL CANADA
BOARD OF DIRECTORS
CANDIDATE NOMINATION INFORMATION**

Martha Henderson

Toronto, Ontario

Royal Canadian Yacht Club

PASSION FOR SAILING

I started sailing before I can remember on Toronto Island with my father. Racing started at 9 through the RCYC Junior Club sailing Albacores and Laser >>s moving on to Snipes and J/24s where we sailed an all-women's team winning the Ontario Great Lakes Championship and being top 10 at the Rolex Women's Keelboat twice. When the Yngling was named to the Olympic program, I led two campaigns for the Games missing the selection in 2004 but qualifying in 2008. To represent Canada at the Olympic Games was the proudest moment of my life. We finished the first day in second place an incredible thrill. I continue to race Sharks and will compete in next year's world championships.

STRATEGIC SKILLS

My professional background is in sport and experiential marketing. I have worked for International Management Group (largest sports marketing company in the world at the time), CTV television, The GEM Group (formerly Lang and Associates now Lang Marketing), Edmonton Oilers Hockey Club, the Royal Ontario Museum. All of these rolls involved the engagement of the public interest to the endeavors of the organization whether through sponsorship, events or other activations. Strategic direction was at the core of these programs and out puts.

BOARD EXPERIENCE

Advisory Board Member – LEAP together project, Current

Membership Task Force - Heritage Toronto, Current

Board Member – Reciprocal Organization of Associated Museums 2012-2015

Royal Canadian Yacht Club Board of Directors - 1998-2001, 2009-2012

President Canadian Yngling Class Association 2001 - 2008

Canadian Yachting Association Board of Directors - Athlete Representative 2001-03

PROFESSIONAL EXPERIENCE

Henderson Consulting 2015 - present

- Promotional marketing for packaged goods through digital and print media
- Sponsorship strategy and brand alignment
- On water commentating for Volvo Ocean Race 2015, Canada's Cup Defense Trials 2016, 8 Metre World Cup 2016,

Arbonne International Executive Area Manager – 2013 - present

- Network Marketing Professional representing Arbonne's line of personal care products in Canada, USA, UK, Australia, Poland and New Zealand.
- Mentoring a team of 20 people and growing to achieve their personal and business goals

through running a Network Marketing business.

Royal Ontario Museum Head, Membership, Group Sales & Promotions – 2010-2015

- Direct all Museum membership activities, events, and communications for over 50,000 members, \$6.5 million in annual museum revenue.
- Restructured Membership Customer Relations Management system with enhanced online, direct mail and telemarketing programs.
- Developed in kind promotions for special exhibitions to enhance overall marketing spend amounting to over \$1 million annually with companies such as MasterCard, Cineplex, MetroLinx, Maple Leaf Sport and Entertainment and Indigo.
- Direct all group sales initiatives with corporate, tourism and community groups.
- Led marketing program for school visits program.
- Cultural heritage programming and community relations.

Edmonton Oilers Hockey Club Director, Corporate Partnerships - 2009 - 2010

- Prospecting and managing key sponsorship categories and media such as automotive, oil and gas, telecom, credit card, family restaurant, courier services, home improvement, entertainment, confectionary.
- Managed account specialists in Edmonton while based in Toronto.
- Surpassed individual revenue target of over \$4 million in annual sales.
- Create sponsorship packages and pricing to meet partner objectives
- Generated account plans, schedules and profitability reports
- Directed all account media campaigns for signage, print, TV, radio and internet

Henderson Consulting Founder & Partner – 2004 - 2008

- **2008 Canadian Olympic Team** – Sailing, three women keelboat. Concurrently with being an independent consultant executed an Olympic Campaign that included handling all aspects including but not limited to logistics, budgeting, marketing, fundraising, sponsorship, media, scheduling, training and competing.
- **Armstrong Partnership** – sponsorship evaluation for TD Canada Trust.
- **Equity Transfer and Trust Company** – developed an athlete utilization strategy for their relationships with 12 of Canada's Olympic bound athletes.
- **Canadian Athletes Now Fund** - fundraising, event planning and office management.
- **York Region 2014 Commonwealth Games Bid** - technical consultant pertaining to budget, venues and site visits for evaluation teams.

The GEM Group - Senior Account Manager, 2001-2003

- Managed re-evaluation of **TD Bank Financial Group's** sponsorship strategy and execution process for their sponsorship of the Canadian International Jazz Festivals.
- Consulted on **TD Bank's** Corporate & Public Affairs strategies and initiatives.
- Managed promotions for **Molson** Canada's national accounts including in bar, on case and radio advertising.
- Directed **Coca Cola** Canada's 2003 NCAA Final Four Basketball in-store program.
- Coordinated a corporate philanthropy strategy for **PricewaterhouseCoopers**.

Communiqué Group - Account Manager, 2000- 2001

- Manager of advertising programs in all forms of media (print, radio, TV) for clients such as **LCBO, Ministry of Transportation, and adidas.**
- Budget management and reconciliation.

International Management Group - Manager Athlete Representation, 1995-2000

- Day to day management of 35 of Canada's top athletes' business careers including; appearances for corporate sponsors, charities and other contracting parties; contract negotiation, and accounting.
- Developed corporate marketing strategies involving athletes and their corporate partners to increase and maximize leveraging opportunities.
- Media relations including: organizing press conferences, writing press releases, providing key messages & speaking points for presenters and coordinating interviews.
- Developed an IMG Canada athlete's speaker's bureau with revenue of \$200,000 annually.
- Liaised with legal departments, athletes, national sports governing bodies and corporations to complete endorsement agreements and fulfill contractual obligations.
- Liaison and resource for IMG sales team for athlete endorsements.

CTV Television Network - Special Events Coordinator, 1994

- Responsible for the execution of CTV's corporate hospitality program for the 1994 Olympic Winter Games in Lillehammer, Norway.
- Coordinated the CRTC application for their regional sports channel (now SportsNet).

International Yacht Racing Union (Formerly ISAF, now World Sailing)

OTHER

I believe that everyone who has the chance to represent Canada at the Games should be given that chance. It is not all about medals – even though we all aspire to the top – it is about how you enrich your life and others through the true spirit of Olympism. Sail Canada must return to its core business of being a service provider to its constituents and repair the relationships with those key stakeholders. As a board member I will work to bring this to the forefront.

WHAT WILL YOU BRING TO THE SAIL CANADA BOARD

I have a long history of being involved with sport both in Canada and internationally. My passion for sailing both at the club level and Olympic level gives me a unique perspective into the issues facing sailing in Canada today. I will bring an honest perspective on the issues as I my sole concern is to make Canada a strong sailing nation again.

REFERENCE

I have known Martha for most of my life both in sailing and through family. We competed against each other in the J24 and her family has been a large part of our family's life in Canada. She has the knowledge and experience to provide important insights that will move Sail Canada

forward through the next quadrennial. I strongly support her nomination for the Sail Canada Board.

Morten Fogh Owner and President, Fogh Marine

To whom it may concern,

I would like to put forward my support and recommendation for Martha Henderson as a Sail Canada board member.

Martha and I competed internationally together for over 10 years. She has the knowledge and experience to provide important insights that will move Sail Canada forward through the next quadrennial. I strongly support her nomination for the Sail Canada Board.

Chris Cook

Olympian

CST Alumni

Past SC Coach