

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

***Todd Irving***

Toronto, Ontario  
The Royal Canadian Yacht Club



**PASSION FOR SAILING**

30+ years of sailing experience

- Racing – J/105's, J/24's, (J/24 Canadian and Ontario Champion) Lasers, Laser II's, Various 30 ft+ keelboats, Match Racing, Team Racing, Sonars, IOD's, Bermuda Fitted Dinghies
- Cruising – Great Lakes, Florida Keys, US Eastern Seaboard, BVI's
- Instructing/Coaching – Instructor Evaluator (Dinghy), Advanced Cruising Instructor. Worked as an Instructor/Coach in Toronto, BVI's, Florida, Georgian Bay, Bermuda (RBYC) and Trinidad (TTYA)

**PREVIOUS EXPERIENCE DEVELOPING STRATEGIC PLANS**

- 20+ years of strategic sales experience including Major account strategic planning and business case development and financial planning
- Worked on the 2010 & 2016 Sail Canada/CYA iterations of the Strategic Plan, Created Performance metrics in 2016

**PREVIOUS BOARD EXPERIENCE**

- 6 years on Ontario Sailing's board including 3 years as President
- 10 years on CYA/Sail Canada's board
- 2 years as Sail Canada President
- Served on Sail Canada's TCC, Governance, HR, Business Development and High Performance committees

**PROFESSIONAL EXPERIENCE AND SPECIFIC SKILLS**

- 20+ years of Technology sales and sales leadership experience working for Bell Canada, Hewlett Packard and Xerox
- Sales Leadership, Strategic Planning, Budgeting, People Management, Financial Acumen

## WHAT KEY SKILL OR ATTRIBUTE WILL YOU BRING TO THE SAIL CANADA BOARD

In my role as President, my mantra will continue to be: **World Leadership in Sailor Development** for Sail Canada. With this it means creating an environment of excellence in development through all pathways of sailing, racing, cruising, coaching, instructing and officiating. Our goal is to help our clubs attract members by creating, in partnership with our PSA's, skilled sailors who are confident and competent to pursue their desired sailing goals. The better a job we collectively do in developing these skills the more we will grow the sport and improve our achievements at all levels including the Olympics and Paralympics (when the sport returns to it).

My priorities for Sail Canada in 2018 and beyond continue to be:

1. Create a culture of customer service and communication:
  - Including better linkages with partner organizations (PSAs, Clubs, Schools, Camps)
2. Improve all of the Sail Canada products and services:
  - Finish the development of the CANSail offerings (improve quality and consistency)
  - Streamline membership services activities
  - Improve National Team results and target world class development programs
3. Drive accountability:
  - Set clear goals for every aspect of the organization
  - Institute measurement (KPIs) and benchmarking