

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

***Hugh McGugan***

*Dunrobin, Ontario*

*Kingston Yacht Club, Nepean Sailing Club, Collin Bay Yacht Club*

**INTEREST IN ADVANCING THE MISSION AND GOALS AND BUSINESS MODEL/PRIORITIES OF SAIL CANADA**

Sail Canada holds a critical position in the promotion, support and development of sailing in Canada and in my first term as Board Chair, I have endeavoured to lead our Board in improving the overall success and effectiveness of the organization.

Apart from dealing with impacts of COVID over much of the past two years, we have been able to put in place a series of important organizational initiatives to enable the Sail Canada team of staff and volunteers to work more closely with our Provincial Sailing Association partners and other stakeholders to ultimately provide increased value to our member clubs and sailors across Canada.

With the organization's new strategic plan ready to fully launch in the coming months, I am intent on seeing sailing continue to grow its reach and influence throughout the Canadian sports community and at the same time help to strengthen our member clubs through focus on initiatives such as "DEI" (Diversity, Equity & Inclusion), updated CANSail training pathways, increased social media presence, and other priorities aimed at making sailing more visible and accessible across Canada.

**GOVERNANCE EXPERIENCE**

I have spent much of the past 8 years with Sail Canada and its Board working to achieve successful realizations of the "policy board" governance model that was originally introduced around 2010, through clarifying roles & responsibilities and working to unite the Board, CEO, staff and volunteers in pursuit of our shared goals.

Regardless of any governance structure that is in place, listening to individuals within and outside of the organization is the key to understanding and acting in the best interests of our members.

**PROFESSIONAL AND/OR VOLUNTEER EXPERIENCE AND SPECIFIC SKILLS**

Professionally, I have held a variety of sales and customer facing roles in the high-tech industry for the past 30 years and as part of that world I have been constantly reinventing myself as the business evolves under the influence of technology advancement, economic forces and customer needs.

These skills are applicable to Sail Canada where we also need to adapt to technology, business/funding realities and, most importantly, the needs of our members.

Ultimately, listening to and respecting the inputs of "customers" is at the heart of every successful organization and I am passionate that Sail Canada fully embraces this mantra.

### **EXPERIENCE DEVELOPING AND OVERSEEING THE IMPLEMENTATION OF STRATEGIC PLANS**

For many years I have led Strategic Planning initiatives at both the club and Sail Canada level. I believe that a well conceived and effectively communicated Strategic Plan is an important vehicle for allowing people both inside & outside of an organization to understand and act upon key initiatives and priorities collaboratively as one team pulling together.

### **INTEREST IN/CAPACITY TO FUNDRAISE AND CONTRIBUTE TO SUPPORTING SAIL CANADA ATHLETES AND PROGRAMS OF PERFORMANCE EXCELLENCE**

Sailing faces competitive funding pressures both from other sports within Canada as well as from successful & well funded sailing nations worldwide.

Successful fundraising is essentially about trust and communications.

Being able to effectively communicate \*why\* certain aspects of our sport need external funding

while providing assurance that funding received will be both well spent and “make a difference”, is critical to successfully gaining support.

Fundraising for sailing at a national level in Canada has yet to achieve its full potential and still, Sailing has “an exciting story to tell” to our funding partners both individually and institutionally.

I am excited by some of the new fundraising initiatives that we have introduced in the past year and in time, I hope for Sailing in Canada to become the “sport fundraising success story” that it should be!

### **OTHER RELEVANT INFORMATION**

Sailing in all of its many forms has had a profound personal influence on me throughout my life and Sailing \*is\* an all-consuming passion of mine.

While “passion for sailing” may not be a hard skill requirement for success in leading the Sail Canada Board, it is key in communicating-with and influencing others who are also passionate about our sport, as we work together to successfully shape Sailing in Canada.

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

Key skills and attributes that I bring to Sail Canada include; team leadership and vision underpinned by an extensive background in sailing at many levels and a wide range of experience with organizational dynamics in businesses and not-for-profit organizations alike.