



2023 Ice Summit

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Name:

Joni McPhail

Running for the position of:
Director Ontario (2-year term)

Residence
Oakville, Ontario

Relevant Education, Career and Volunteer Experience:

- Director - Ontario, Skate Canada Board of Directors 2021-2023
- As a competitive figure skater, involved in skating for over 50 years.
- Skater (competitive) experience
- Level 4 ChPC – managed programs from LTS
- Developed competitive programs
- High-performance Director BC
- Club Skating Director – Executive Director
- Coaches Committee COS
- Coaching for over 30 years.
- Base level official
- Co-Chaired many local, regional and Section level events
- In Venue Entertainment for Skate Canada National and International Skating events
- Live Streaming for Skate Canada National events
- Live streaming services for Skate Ontario events
- World feed commentator for the 2001 (CTV) and 2002 (Tokyo Broadcasting Services) World Figure Skating Championships
- Program manager at SPORTMEDBC working in program management and athlete services
- Program Manager at Canlan Ice Sports Burnaby – overseeing programming and facility management for an 8-pad facility.
- President of the Toronto Aeros Girls Hockey Association
- Visit Oakville Partnership Advisory Committee

Experience Relevant to the Skate Canada Board of Directors

Serving on the Skate Canada Board of Directors for the past two years has enhanced my experience and contribution brought to the Board before my acclimation.

Previously, I was a member of the Recruitment and Development and Membership Policy Committees. I am currently on the Operational Review Committee and the Chair of the Membership Policy Committee.

Besides my direct involvement as a coach and administrator, my ability to think outside the box to find new and unique approaches to the delivery of skating for all levels and disciples will make me an asset to the Skate Canada Board of Directors. Working with Executive Boards in Skating and other fields, I enjoy creating Strategic Plans and directing focus on the procedures and operations to achieve the desired





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objectives. Engaging with key stakeholders, internally or externally, to find the best practices and courses of action to create progressive and successful delivery models.

Working with the Town of Oakville and facility management, I was able to bridge a connection with Skate Canada to enable Oakville to host the Autumn Classic Invitational competition at our facility. This experience contributed to my invitation and position on the Visit Oakville Partnership Advisory Committee to grow sports tourism in Oakville.

My strengths include vision, strategic planning, operational procedures, oversight, and building relationships. Living and working in different parts of the country has given me an appreciation of the many differences and challenges each Section faces.

All my experience in skating, coaching, event management, and as club director gives me an understanding of skating from grassroots to high-performance. My biggest asset is my passion for instilling the love and involvement of skating in all areas on and off the ice. That is the contribution I make every day.

Areas of Interest Within Skate Canada:

I would be happy to be involved in any area of the Board. My strengths would be in Membership Relations.

My knowledge and participation in grassroots to high-performance athlete development as well as club operations and administration, provide an opportunity for discussion and engagement for skating programs and athlete pathways.

I can see the broader picture of how the many programs and stakeholders can affect the future of skating and skaters in Canada.

I appreciate any chance I have to give back to the sport that has given me so much.





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