

This page will be updated as nominations for positions available on the 2012 BC Athletics Board of Directors are received.

## Director Marketing & Communications

**Bruce Deacon** Nominated by: Larry Harper  
Seconded: Diana Hollefreund

### Career Profile

Collaborative and results-focused leader with a passion for working with people to solve complex problems.

### Professional Experience

#### Leading for Change

- Directed a review of Shared Services BC's costing and pricing practices, and managed initiatives aimed at changing towards a principle-based approach to the pricing of services. Chaired cross-divisional project teams to develop a costing and pricing policy manual and pricing tool, and to plan for the comprehensive re-pricing of services.  
*(Director of Change Management, Shared Services BC, 2011)*
- Led the shift from program outsourcing to internal management of the Canadian Olympic School Program ([www.olympicschool.ca](http://www.olympicschool.ca)). Managed over 30 staff, contractors and volunteers working on multiple projects including the development of 16 videos, an on-line interactive game, and over 35 learning resources in five languages. This change resulted in a 365% growth in program membership, significant decreases in development costs, \$615K of additional sponsor funding, and an international award.  
*(Manager of Education and Community Relations, Canadian Olympic Committee, 2007-2010)*
- Managed the largest expansion of healthcare education in BC history. Increased new student spaces in nursing and allied healthcare by 36%, strategically allocating growth to regions and professions experiencing high health human resource demand.  
*(Manager of Strategic Initiatives, Ministry of Advanced Education, 2005-2006)*
- Managed key change and strategic initiatives out of the Deputy Minister's Office aimed at shifting Ministry core functions and service focus, negotiating the implementation plans for controversial school governance change, and providing secretariat support for the Rural Education Task Force.  
*(Manager of Strategic Initiatives, Ministry of Education, 2002-2003)*
- Directed organizational changes to erase approximately \$400k in debt, and to address significant leadership and public relations challenges.  
*(Board of Director, Athletics Canada, 1999-2001)*

**Making a Strategic Difference**

- Negotiated solution with senior executive from the Ministry of Health, BC Ambulance Service and the Justice Institute of BC to end a funding impasse affecting the sustainability of paramedic training.  
*(Manager of Strategic Initiatives, Ministry of Advanced Education, 2005-2006)*
- Represented the Ministry of Advanced Education on Federal/Provincial/Territorial, regional and provincial health care committees to develop national entry-to-practice credential policies, and to draft strategic responses to emerging healthcare challenges to constrain future provincial healthcare costs.  
*(Manager of Strategic Initiatives, Ministry of Advanced Education, 2005-2006)*
- Founded and operated the *Friends of Athletics* alumni program, re-engaging over 800 former national level track and field athletes to the sport. Developed and managed programs, working with provincial branches to deliver alumni services across Canada.  
*(Contractor, Athletics Canada, 1997-2000)*

**Producing Results**

- Directed a 340% growth in the Adopt-An-Athlete community relations program.  
*(Canadian Olympic Committee, Manager of Education and Community Relations, 2007-Present)*
- Founded and administered an independent school in North Vancouver. Steered school development from its inception to its accreditation for government funding, overseeing a 128% enrolment growth over two years.  
*(School Principal, King's Christian Academy, 1994-1996)*
- Represented Canada at the marathon for 12 years including the 1996 and 2000 Olympic Games, the 1994 Commonwealth Games, the 2003 Pan American Games (silver medalist) and 4 World Athletics Championships.  
*(International Athlete, 1991-2003)*

**Chronology of Recent Work Experience**

2011	Director of Change Management, Shared Services BC
2010-11	Manager of Student Transitions, Ministry of Advanced Education
2007-10	Canadian Olympic Committee, Manager of Education & Community Relations
2005-07	Manager of Strategic & Research Initiatives Ministry of Advanced Education
2003-05	Education Coordinator, Ministry of Education, Independent Schools
2002-03	Manager of Strategic Initiatives, Ministry of Education, Deputy Minister's Office

**Education**

Masters of Education in Leadership Studies, University of Victoria, 2006  
 Professional Development Program, Simon Fraser University, 1990 (Teacher's Certificate)  
 Bachelor of Arts, Honours History, University of Western Ontario, 1989

## **Language Proficiency**

English and French

## **Volunteer**

BC Athlete Voice, Board of Directors, Chair, 2009-present

BC Athletics, Board of Directors, Director of Marketing and Communications, Present

Olympians Canada, Board of Directors, Director-at-Large, 2010-Present

Centre for Sport and Law, Appeal Adjudication Chair, *2008-Present*

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## **Director Administration & Planning**

**Pam Medland** Nominated by: Peter Maryschuk

Seconded: Pat Ledding

- Team BC member 1972-1976
- Nine years experience as an NCCP Community Coach and RunJumpThrow certified
- Had Coach Kelowna Track & Field Club
- Jack Brow Meet Director 2006 – 2010
- President, Kelowna Track & Field Club 2006-2009
- BC Athletics Zone 1 & 2 Director 2010
- Sports Administration experience in Athletics, Speed Skating, Figure Skating, Hockey & Soccer.  
Public Services
- Manager for the Okanagan Regional Library with extensive administrative experience in the public sector.

Key Issues for BC Athletics:

- Leadership succession, sustainable funding, PSO and NSO alignment and heightening the profile of Athletics to increase participation and improve government and private sector support.
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