

For At-large Director

Perry Ceholski

Statement: I have considerable experience with not for profit athletic clubs. I was President of North Vancouver Cruisers Swim Club from 2008 – 2016, and a director 2006-2008. It is a 175 member club, representing 4 aquatics sports (swimming, synchro, diving and water polo). I was also a member of the Vancouver regional district Summer Swimming board, over that same time period. With the Cruisers, we managed a budget of \$350,000 and employed 25 coaches. Over my time as President, we implemented a number of key initiatives, including the following:

- Implemented an electronic registration and payment system for club members
- Implemented consistent coach contracts and contracting processes
- Standardized coach to parent feedback
- Documented key club roles and job descriptions – including all board member roles
- Centralized all club documentation using google applications

Prior to me joining the Cruiser board, there were no standardized procedures for anything that involved club management. Everything was done by a few key volunteers, who subsequently left the club once their children graduated high-school. Unfortunately, they took all of their knowledge with them and the year I joined the board, we had to “recreate the wheel”. From that point forward, everything got documented and this allowed for a healthy turnover on the board without major disruptions to club operations. Subsequently, membership grew and the club was well positioned for future board members.

In my business life, I am VP, Wealth Management with BlueShore Financial, a credit union based in North Vancouver. I manage a team of Investment and Insurance advisors with over \$800 million in assets. I am responsible for a divisional budget of \$6 million and 12 staff directly, and over 30 indirectly.

I am married, with 3 kids. 2 sons at Vancouver College rowing, and BLRC in the summer; my daughter in elementary school, keen to learn the sport of rowing, competitively swims and plays water polo. We live in North Vancouver, along with a menagerie of pets, including a cat, dog and leopard gecko. I enjoy volunteering and the great outdoors – hiking, fishing, skiing.

The reason I wanted to seek a board position with BLRC was to become more involved in the rowing community and offer my experience and expertise to benefit the club. With two boys in rowing, with a daughter soon to follow, I think it is important to give back to the clubs that offer so much to our children. I will bring a high-level of enthusiasm and a can-do attitude to the BLRC board to benefit all membership.