



2024 Board Nomination Package

Kendra Wambold



KENDRA WAMBOLD

BOARD OF DIRECTOR NOMINEE

My name is Kendra Wambold, and I am putting my name forth for a Board of Director position with West Parkland Gas Co-op. I believe my recent work experience, along with my network, and my skills in strategic planning, decision-making, and governance would make me an outstanding candidate for the West Parkland Gas Co-op Board of Directors.

I am results-orientated, organized, and familiar with boards of directors having a vast experience in the non-profit sector. Most recently, my experience with the Greater Parkland Regional Chamber of Commerce has provided me with ample connections across the region as well as relationships with local businesses. I plan to leverage both of these as a director to have a direct impact on the community served by advocating for the interest of the community to help ensure that the co-op operates in a manner which prioritizes the needs and well-being of its members.

Serving on the Board would provide valuable networking opportunities, personal, and professional development; influence which I would use to broaden the future of the co-op.

Strengths I would bring include:

- A diverse perspective: I am a younger female professional with a fresh perspective and unbiased viewpoint shaped by my work in chambers of commerce and as a small business owner. I can advocate for the needs and interests of a broader cross-section of the community, who is often underrepresented in traditional governance structures.
- An understanding of board dynamics: My experience as a staff person working for a board of directors provides me with a unique understanding of board dynamics, governance processes, and the importance of collaboration. I am familiar with the responsibilities and challenges faced by board members. I have the ability to navigate boardroom dynamics in order to foster a productive and cohesive environment.
- An entrepreneurial mindset and business acumen: As a small business owner, I understand the importance of fiscal responsibility, strategic planning, and innovation in driving organizational success.

Overall, submitting my name to the West Parkland Gas Co-op Board of Directors would mean a chance to make a meaningful difference in my community, develop my leadership capabilities, expand my network, and be an opportunity to continue serving others all while contributing to the success of the co-op. By voting for me, members can ensure that the board benefits from my unique contributions and leadership qualities, ultimately leading to a more inclusive, effective, and successful organization.

Sincerely,

Kendra Wambold

I am a Haskayne School of Business graduate who lived in Yellowknife, NT for 4 years, but grew up in Spruce Grove. I played college hockey for 3 years; I love being outside on skis, a snowmobile, or paddling a kayak. I love to fish, hike, and go camping.

CONTACT



[Redacted email address]



[Redacted phone number]



[Redacted website URL]



UNIVERSITY OF CALGARY

Haskayne School of Business
Hotel & Resort Management
2-Year Degree (Graduated 2014)



RED DEER COLLEGE

Donald School of Business
Accommodations & Marketing
2-Year Diploma (Graduated 2012)



KENDRA WAMBOLD

PROFESSIONAL, FRIENDLY & ENGAGING

EXPERIENCE

Owner

Big Bad Dog Media

(Full-time, August 2023-Present)

Working for myself has been a goal for a number of years. Upon my departure from the Greater Parkland Regional Chamber of Commerce, I committed fully to being self-employed.

Currently, I provide branding support for small businesses, including creating logos, business cards, and promotional materials. Additionally, I plan, execute, and manage the Sticks and Strings Foundation's Annual Fundraising Gala.

COMMUNICATIONS & MEDIA SPECIALIST

Greater Parkland Regional Chamber of Commerce

(Full-time, December 2019-August 2023)

In 2020 the GPRC was born from the amalgamation of three chambers of commerce, as the communications and media specialist, I was responsible for managing the name change and re-branding. This included: a new website, new social media accounts, and a campaign to launch our new identity, aptly named, "Suits". Furthermore, I was responsible for the Chamber's shop local messaging where I planned, organized, and executed multiple campaigns such as: 25 Days of Sales, Moonlight Madness, Shop Local Saturday, Small Business Week, and Pay It Forward.

I was the team lead responsible for applying for and receiving a \$152,000 shop local grant from the federal government. This money was used to: launch Chamber Market in our region, plan a networking gala, develop an app, kick-off a video series, and host a breakfast for business owners.

I spearheaded the Women of Influence campaign, which has become an annual celebration on International Women's Day for the GPRC.

MARKETING & COMMUNICATIONS OFFICER AND KIDSPORT NWT COORDINATOR

Sport North Federation

(Full-time, January 2018-August 2019)

I cohesively planned cross channel marketing for Sport North Federation, Team NT, and KidSport NWT. In 2018, I was the team lead for the new Sport North website where I worked with an agency to design, plan, and populate a completely new website. Additionally, I was responsible for multiple large-scale budgets.

At KidSport, I was responsible for national marketing campaigns and upholding brand standards. On a territorial level, I prospected and generated new donors and organized multiple fundraising events. I was trusted to manage a confidential sporting grant program with a \$250,000 budget. In 2018, I organized the \$100,000 Super Bingo in Yellowknife, which raised \$75,000 for KidSport NWT.

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PROFESSIONAL, FRIENDLY & ENGAGING

I created a communication strategy for sport in the Northwest Territories. I was the media representative for Team NT at Arctic Winter Games, Canada Winter Games, and Western Canada Summer Games. At these 3 multi-sport Games, I proudly co-championed the You Can Play movement.

Daily, I worked alongside the Sport Consultant, Territorial Sport Organizations, and with national sport organizations when called upon. I managed the NWT Sport Hall of Fame, which included planning the annual Induction Ceremony and Gala.

PROGRAMS COORDINATOR

Yellowknife Chamber of Commerce

(Full-time, February 2016-December 2017)

I advocated on behalf of the Yellowknife business community as part of the Yellowknife Chamber of Commerce team. Annually I was responsible for campaigns such as: Be A Tourist in Your Own Town, Small Business Small Talk, #ShopYK, the Spring Tradeshow, Small Business Week. I successfully grew membership 8%-10% each year and was accountable to complete grant applications.

SALES COORDINATOR

Residence Inn & Suites | Courtyard by Marriott

(Full-time, October 2014-November 2015)

Prepared, negotiated, and confirmed proposals as well as contracts. Prospected new business for the hotel and nurtured existing hotel accounts.

EXTRA CIRCULARS & CONTINUING ED

MACEWAN CONTINUING EDUCATION

- Web Design and Development
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator

CIBC RUN FOR OUR LIVES – MUD RUN

(March 2019-October 2020)

Managed all marketing and advertising for the event. Created content for social media.

NWT SPCA BOARD OF DIRECTORS

(May 2016-April 2017)

Planned and organized the Annual Diamond Dessert Gala, raising \$57,000, the most the event has ever brought in.

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KENDRA WAMBOLD

PROFESSIONAL, FRIENDLY & ENGAGING

SKILLS, CERTIFICATES AND AWARDS

- Jason Lang Scholarship, 2011 and 2012
- Jimmie Condon Scholarship, 2009 and 2010
- Red Deer College Queens Hockey Coaches Award, 2009-2010
The award goes to the most team-orientated athlete, who has impressive individual statistics, pushes their teammates in practices, and provides positive feedback within the team.

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