



**Pickleball Canada 2022 Annual General Meeting
May 31, 2022
Election of Directors - Nominee Information Package**

Nominee Name: Jacqueline Clarke (Incumbent)

Letter of Intent:

Please accept my letter of interest for nomination for election to the Pickleball Canada Board. I've served as the Secretary for the Pickleball Canada Board since January 2022 and would welcome the opportunity to continue in this role.

Eligibility

- I believe that I meet all of the eligibility requirements.

Qualifications:

- I am a relatively new recreational player, playing on average 3 times per week.
- I served for 2 years on the Tourism Industry Association of BC's Board.
- I have 18 years of experience in the tourism industry, including managing a national not-for-profit organization as Executive director of the Yacht Services Association of Trinidad and Tobago.
- Advocated for the yachting tourism industry at both the national and regional level.
- I have developed strategic plans for both for-profit and not-for-profit organizations

Please do not hesitate to contact me if you have any questions regarding the above.

Sincerely

Jacqueline Clarke

Nominee Bio:

Jacqueline was born in the UK, grew up in Trinidad, lived in several Caribbean islands, and finally settled in BC in 2005.

Her career spans the private (British Airways, InterVISTAS Consulting), not-for-profit (Yacht Services Association of Trinidad and Tobago) and public sectors (Capilano University).

In her roles for both private and not-for-profit organizations she has been instrumental in building relationships with government, shaping policy and successfully representing industry interests. As Executive Director of the Yacht Services Association of Trinidad and Tobago she successfully lobbied government to change financial policy to facilitate the sector's growth and was instrumental in the establishment of the Caribbean Marine Association to develop the region's yachting tourism product and strengthen regional cooperation. Jacqueline also chaired the Yachting Industry Team of The Prime Minister's Standing Committee on Business Development to develop the National Yachting Industry Strategic Plan to guide the sector's growth and development.

Jacqueline holds an MBA from the University of British Columbia and a Bachelor of Commerce in Tourism and Hospitality Management from Ryerson University. Her areas of expertise include adult education, strategic management, and tourism development.

Jacqueline started playing pickleball in June 2021 (inspired by her father in Trinidad) and is an avid recreational player. She volunteers with the Vancouver Pickleball Association to edit the monthly newsletter.

Nominee Resume:

EDUCATION

Master of Business Administration

University of British Columbia
June 2007

Bachelor of Commerce

Toronto Metropolitan University (formerly Ryerson University)
June 1994

PROFESSIONAL EXPERIENCE

Instructor

Capilano University – BC

September 2010 – Present

- Designed and developed learning outcomes, curriculum, instructional strategies, and assessments for five lower and upper-level courses
- Taught more than 40 courses
- Developed a 3-year strategic plan for the Tourism and Outdoor Recreation Department
- Developed a 1-year plan for professional development within the School of Tourism Management
- Delivered faculty training workshops in MS Teams, Zoom and eLearn (the university's learning platform) to facilitate switch to remote learning on behalf of the Centre for Teaching Excellence

Senior Project Manager, Manager, Director

InterVISTAS Consulting Group - BC

2007 – 2010

- Conducted an assessment and evaluation of rural visitor center and provided recommendations for visitor center development in the Badlands region for Canadian Badlands Inc. Results presented at 2010 Alberta Visitor Information Providers Conference
- Project managed comprehensive Air Access Program for the Puerto Rico Tourism Company. Improved project delivery on company's largest client account across four Practice Groups. Resulted in delivery of more than 50 initiatives and 70 significant pieces of work and annual contract renewal for three years.
- Developed the Northern New England Economic Model User Guide and provided training for the Model to economic development officials as part of larger initiative conducted in Maine, Vermont and New Hampshire.
- Conducted two renewable energy cluster assessment studies to determine the feasibility of developing new economic opportunities in Southern Illinois.
- Development of business case to secure federal, provincial and local government funding to support the construction of a new International Terminal at Comox Airport.

General Manager

Yacht Services Association of Trinidad and Tobago (YSATT), Chaguaramas, Trinidad and Tobago

2002 – 2005

- Expanded revenue base to move the organization away from dependency on members fees as only source of revenue – increased overall revenue by 20%
- Chaired the Yachting Sub-committee which produced the National Strategic Plan for Yachting with comprehensive recommendations for developing the yachting industry.
- Secured funding for and coordinated an €80,000 European Union-funded project to establish a regional Caribbean Marine Trades Association.
- Formed beneficial alliances with stakeholders such as the hotel association, the

national tourism board and the regional yachting industry that secured the industry's "seat at the table".

- Implemented the organization's first visitor-intercept survey program, including designing and testing the questionnaire, administering the survey, compiling and analyzing the data and developing a report for the organization's Board.
- Successfully lobbied Cabinet to effect change to current legislation to allow VAT-free over-the-counter sales on marine supplies. Expected to trigger 15% industry growth in 2 years.
- Significantly raised the profile of the yachting industry in the local, regional and international community through the implementation of an internal and external marketing strategy and public relations activities designed to identify new business opportunities, including the development of the Association's website, the introduction of an industry newsletter and the launch of the annual Marine Trade Show.

Customer Service Duty Officer, District Manager

British Airways, Antigua and Grenada

1995 – 2002

- Managed airport operations for 4x weekly 747 service for airline's Eastern Caribbean hub, including oversight of 15-member ground-handling team emergency and business continuity planning.
- Improved Team Grenada's operational performance by 20% to be awarded Most Improved Station 2002 within the global network.
- Managed all supplier relationships (e.g., ground handling agent, catering, the Airport Authority), ensuring that corporate standards were met and contractual obligations were fulfilled.
- Developed the airline's first Station Hurricane Procedures Manual for deployment to 18 stations under annual risk of disruption by severe weather disturbance – improved station recovery time, streamlined customer response and reduced costs related to schedule disruption.