



**Pickleball Canada 2024 Annual General Meeting
June 27, 2024
Election of Directors - Nominee Information Package**

Nominee Name: Wendy Pattenden

Nominee Letter of Intent:

Please accept this letter of intent to confirm my interest in standing for election to the PCO Board of Directors. I was appointed to the PCO Board last September based on a board opening, and feel I have contributed to the board in numerous ways over the past 9 months:

Currently, I serve as Chair of the PCO Governance & Ethics Committee where we are making inroads on improving our Governance practices. Since joining the board, I have introduced the following Governance related practices:

- Reviewed the Canadian Sport Governance Code with the board and outlined areas for Improvement.
- Updated and developed Terms of Reference for the Governance & Ethics Committee
- Introduced the use of a board skills matrix to evaluate current strengths of the board and skills to recruit for future board members.
- Introduced the concept of having an independent nominations committee to review and recommend board candidates to the membership at the AGM.

I look forward to the opportunity (if elected) to continue to support PCO with their transition to an enhanced governance model, refining our overall strategy and advancing relationships with PTSOs.

I have attached a copy of my Executive BIO highlighting my work in the sport industry over the past 35+ years. In addition, I have included a copy of my CV.

Sincerely,
Wendy Pattenden

Nominee Bio:

Powering Performance. Inspiring Excellence. is the driving purpose of Canadian Sport Institute Pacific, which offers world-class Olympic and Paralympic training environments at campuses in Greater Vancouver, Victoria and Whistler. It is also a metaphor for the empowering leadership and impressive track record of its Chief Executive Officer Wendy Pattenden of Vancouver. Serving as CEO since 1999, Pattenden has brought to life a strategic direction designed to mobilize the sport science, sport medicine, coaching & life services experts delivering leading-edge programs to athletes and coaches to ensure they have every advantage to win medals for Canada.

Under her collaborative leadership style, Canadian Sport Institute Pacific has forged dynamic relationships with federal, provincial and local governments and other key stakeholders such as

partnering with over 20 National Sport Organizations, employing more than 75+ specialized experts all in support of a dynamic training environment in BC.

Pattenden has a reputation for inspiring financial investment in performance programming, including her most recent milestone at CSI Pacific, an innovative partnership with lululemon. Entitled FURTHER, it aims to demonstrate how far women can go when supported with resources and products designed specifically for women (multi-day ultramarathon). She also understands facility development and innovation, recently securing a \$10M pledge from a private donor to build a new home for CSI Pacific in Victoria, B.C., working in collaboration with the provincial government of British Columbia and the federal government of Canada.

Nationally-recognized for the best practices she brings to the business of sport, Pattenden also developed the organizational mantra **Collaborate. Serve. Innovate. Perform**, now the calling card for results at Canadian Sport Institute Pacific. Its team of sport scientists, coaches and support staff helped contribute to over 50% of Canada's summer Olympic medals and 48% Paralympic medals at Tokyo 2020, and 58 % of Canada's winter Olympic medals and 60% Paralympic medals at Beijing 2022.

An MBA (Royal Roads University 2004) and adjunct professor at the University of British Columbia (School of Kinesiology in the Faculty of Education), Pattenden is one of the country's leading advocates for the "business of sport" and is resolute in her commitment to building a sustainable funding model for Canadian Sport Institute Pacific. That passion has helped the Canadian Sport Institute Pacific grow to an annual budget of \$8.6+ million in fiscal 2023, further supported by the strength of strategic community partnerships that have generated an additional \$3.5 million in Value nn Kind support from business and community leaders.

Pattenden's legacy of executive leadership and community philanthropy includes her role as one of the main architects of the Pacific Sport regional network in 1999, serving as a guiding force behind the Canadian Sport For Life (CS4L) framework -- a Federal-Provincial/Territorial framework promoting competency in fundamental motor skills. Pattenden serves on several community boards; Canadian Olympic Committee (Olympic Supporter), Vice Chair, BC Sports Hall of Fame and Director (formerly Chair) for Canadian Sport For Life Society.

A former top 100-ranked professional tennis player and 12-time national tennis champion, Pattenden served 13 years as both the Director of Athlete Development and Head National Team and Olympic Coach for Tennis Canada. She led Canada's team in the Federation Cup (renamed Billie Jean King Cup, a record that stood for 35 years) women's world team tennis championship finishing among the top four nations in the world in 1988. Pattenden was named Female Athlete of the Year (City of Greater Victoria) in 1978 and was inducted to the Greater Victoria Sports Hall of Fame in 2003.

Further Supporting Information:

Senior Executive
"Collaborate. Serve. Innovate. Perform"

Significant success leading sport organizations, developing winning programs, and coaching world class athletes. Described as a Strategic Visionary with determination, focus and resilience who creates winning corporate cultures and empowers teams to achieve results. A confident yet humble Networker who has built and nurtured relationships in Government and Business that have led to increased funding. Honest and genuine with a high level of emotional intelligence; trusted by staff and the media. Internationally recognized as a leader in sport system design.

CORE COMPETENCIES

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|---------------------------------------|--------------------------|------------------------|
| • High Achiever & Visionary | • Leading Change | • Board Governance |
| • Stakeholder Relations Environments | • Financial Management | • Operating in Complex |
| • Strategic Leadership Communications | • Strategic Partnerships | • Branding & |
| • Collaborative & Inclusive | • Sport System Design | • Public Speaking |

SELECTED ACHIEVEMENTS

Leading Change & Proven Leadership

- Successfully secured a \$10M pledge (private donor) to build a new home for CSI Pacific in Victoria, BC
- Appointed to Canada's High Performance Strategy Implementation Working Group (Sport Canada)
- Launched the University of British Columbia Graduate Certificate and Master Degree in High Performance Coaching and Technical Leadership, in August 2015, after a two-year development process as a contributing member of the Joint Leadership Team involving UBC Faculty of Education and School of Kinesiology, CanadianSport Institute Pacific, the Coaching Association of Canada, Own the Podium and Université of Laval.
- A guiding force behind the internationally acclaimed Canadian Sport For Life (CS4L) framework with responsibility for oversight of all CS4L operations and programming, since the 2005 inception. Led successful spin-off of CSFL as a separate entity to CSI Pacific in 2014.
- Instrumental in the development of the Canadian Olympic & Paralympic Sport Institute (COPSI) brand through an innovative approach to naming rights, leveraging relationships with the Canadian Olympic Committee and Canadian Paralympic Committee
- Key Informant, Sport Canada's Targeted Sport Excellence Approach
- Key member of the BC Sport Alliance Group asked by the Ministry to revamp the BC sport system, post 2010.
- Merged three entities into one effective organization- CSC Pacific (formerly PacificSport BC, CSC Vancouver and CSC Victoria). This resulted in CSC-Pacific receiving official designation by Sport Canada and Own The Podium as a Canadian Sport Institute in November 2012.
- Acted as Lead Architect of the integrated regional delivery model, culminating in the PacificSport Centre network.
- Chaired the Integrated Performance Planning Work Group (5 Task Teams), tasked with the development of a new vision for high performance sport in BC.

Innovation in Programming

- Collaboration with lululemon on FURTHER project (First-of-Its Kind Ultramarathon for women)
- Key advisor to provincial government on 2030 Bid Legacy Plan.
- Lecture Series-Sport Management & Legacy Planning for 2022 Winter Games, Tsinghua University, Beijing China
- Developed numerous strategic partnerships that propelled the Canadian Sport Institute to the forefront at the local, provincial, national and international level.
- Championed the creation of the Canadian Sport School to meet the needs of provincial athletes
- Selected as a member of Canada's national task team on coaching
- Chosen as the Lead Architect of the Integrated Performance System for British Columbia.
- Asked by provincial government to Chair the Integrated Performance Planning Workgroup, in 2005, and author a final report for 2010 Legacies Now "Performance Priorities in BC". This report served as the framework used to launch a new Integrated Performance System (IPS) in British Columbia. Prepared two follow-up reports "Integrated Performance System (IPS) Evaluation Report" in 2008 & 2010. British Columbia has seen steady improvement with performance results at the national and international level since the IPS was put in place.
- Developed and implemented Game Plan BC project (fast track 2010 prospects)

Podium Results

British Columbia's (BC) athletes have seen steady progress on the world stage since the inception of the Canadian Sport Institute (formerly known as Canadian Sport Centre Pacific), evidenced by BC podium performances at the recent winter/summer Games.

- In 2022, BC winter athletes won 58% (Olympics) & 56% (Paralympics) of Canada's medals
 - In 2020, BC summer athletes won 42% (Olympics) & 43% (Paralympics) of Canada's medals
 - In 2018, BC winter athletes won 37.9% (Olympics) & 57% (Paralympics) of Canada's medals
 - In 2016, BC summer athletes won 50% (Olympics) & 34% (Paralympics) of Canada's medals
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CAREER HISTORY

CANADIAN SPORT INSTITUTE PACIFIC (Formerly CSC Pacific), Vancouver, BC

2006 – Present **Chief Executive Officer** (served as Chief Operating Officer 2006-2008 during completion of merger with CSC Vancouver, CSC Victoria & PacificSport BC)

Provides leadership and strategic direction to the Institute operations in 3 campus locations (Victoria, Vancouver & Whistler) and executes on *People, Performance, Places, and Prosperity* "key strategic initiatives" through a staff team of 90+

- Responsible for overall leadership and management of the Institute within the policies established by the Board.
- Ensures that the Board has all the information necessary to exercise their governance responsibilities. Works closely with the Board in charting the future course of the Institute. Reports to the Board on a current basis all relevant information regarding the Institute's operations. Provides counsel, advice and recommendations on issues and strategies to the Board on all matters affecting the business of the organization.
- In conjunction with the Chair and Committee Chairs, provides resources and support to the Board Committees.
- Ensures that an effective organization structure is established that reflects operational needs and prescribes the authority and responsibilities of staff as they relate to the accomplishment of specific objectives and priorities. Ensures an effective management system is in place for all employees.
- Develops and maintains highly productive relations with government, corporate and strategic partners.

SPORTCO, Co-Principal

1999-Present

- Consulting company focused on sport development projects

CANADIAN SPORT CENTRE VANCOUVER (CSC Pacific)

1999 – 2006

Chief Executive Officer

- Hired to successfully establish the CSC operations in February 1999 that led to supporting medal performances at the 2000 Sydney Games, 2002 Salt Lake Games, 2004 Athens Games and 2006 Turin Games.
- Led all programming aspects for the development of the network of Pacific Sport Centres, put in place innovative & consistent programming across the province.
- Developed dynamic partnerships with public & private sectors.

TENNIS CANADA

1986 – 1999

Director of Athlete Development (1998-99)

- Designed and implemented new athlete development related policies (athletes/coaches).
- Managed all professional players and Canada's Davis Cup & Fed Cup Teams.
- Established the Youth Tennis Centres nationally (standardized club programming for high performance).
- NCCP Course Conductor.

Olympic & National Team Head Coach (1986-99)

- Selected as the Team Leader at Olympic Games.
- Led Canada to the best ever result; top four in the world at Fed Cup in 1988.
- Coached Top 50 world ranked players (Bassett, Kelesi, Heatherington, Hy, Jeyaseelan, Nejedly, Simpson).
- Awarded Coach of the Year twice by Tennis Canada.

- Led Canada in over forty international team championships.

ALL CANADIAN ACADEMY

1984 – 1986

Head Coach

- Responsible for annual planning and daily training environment of all professional players and competitive juniors.

Professional Tennis Player

1978 – 1984

- Ranked Top 100 in the world (WTA Tour) & 12 Time National Champion

UNIVERSITY OF BRITISH COLUMBIA

2015-Present

Adjunct Professor, School of Kinesiology in the Faculty of Education

EDUCATION

ROYAL ROADS UNIVERSITY, Victoria, BC (2002-2004)

Master of Business Administration in Executive Management, Leadership Specialization
MBA thesis: “An Integrated Performance System for BC (2004)

UNIVERSITY OF BRITISH COLUMBIA, Vancouver BC (1983-84)

Undergraduate studies in conjunction with Coaching Association of Canada’s apprentice coach program while coaching at UBC Western Regional Tennis Centre (Tennis Canada)

BRIGHAM YOUNG UNIVERSITY, Provo Utah (1978-1979)

Enrolled in undergraduate studies, attended on NCAA scholarship

(Tennis) CLAREMONT SECONDARY SCHOOL, Victoria BC (1977)

CERTIFICATION & AWARDS

Level 4 certified coach (NCCP) CC # 111326

Two Time “Coach of the Year”, Tennis Canada

Sports Hall of Fame Premiers’ Award for Excellence & Innovation

Distinction Finalist Award

Eric Whitehead Inspired Service Award (since 2015)

Female Athlete of the Year, City of Victoria

Inducted to the Greater Victoria

YWCA Women of

Imagine Canada Standards Accreditation

VOLUNTEERING & BOARD OF DIRECTORS INVOLVEMENT

- Current Vice Chair, BC Sports Hall of Fame
- Current Director (Past Chair), Canadian Sport For Life Society
- Current Member, Greater Victoria Sport Tourism Commission
- Current Member, Canadian Olympic Committee (Olympic Supporter)
- Current Member, Institute of Corporate Directors
- Past Chair, National Task Force for Canadian Olympic & Paralympic Sport Institute Network (COPSIN development of a new funding formula)
- Past Member, Coaching Association of Canada Coaching Task Force
- Past Member, Tennis Canada High Performance Committee- National Training Centre (Vancouver)
- Past Member, University of British Columbia Think Tank for Athletics & Recreation
- Past Member, Pacific Storm Water Polo Club, High Performance Committee
- Past Member, Pacific Steelers Ice Hockey Club, Executive Committee
- Past Member, Podium Canada Strategic Advisory Committee (original Board of Own The Podium)
- Past Member, National Coaching Institute-British Columbia
- Past Member, Tourism Vancouver Advisory Board

KEYNOTE ADDRESSES

- Sport Leadership Conference Panel “Influencing Change: Stories From Resilient Female Leaders”
- Standing Committee on Canadian Heritage “Canadian Women & Girls In Sport” -Expert Witness Presentation, Victoria BC
- B2ten Mental Performance Conference, Burnaby BC
- Federal-Provincial Territorial Government, Ministers’ Breakfast Meeting, Prince George, BC
- World Class Performance Conference, London, UK
- UK Coaching Summit, Belfast, Northern Ireland
- Sam Sullivan’s Public Salon, Vancouver, BC
- International Coaching School, Victoria, BC
- International Forum on Elite Sport, Colorado Springs, USA
- International Forum on Elite Sport, Beijing, China