



2024 Election Candidate Bio

Name: Ashley Brant

Running for the position of: Director Regions (2-year term)
Director (2-year term)

Residence: Red Deer, Alberta

Relevant Education, Career and Volunteer and Skating Experience

I am seeking my first term for the Skate AB | NT | NU Board of Directors.

Education: I have taken a number of years of formal education, receiving my Bachelor of Arts in Native Studies from the University of Alberta and continuing on to complete my Bachelor of Laws also from the University of Alberta.

Career: I have been involved in family business from a very young age. This has taught me many skills including big picture vision, caring for those around you and giving back to the community. I am currently involved in a number of aspects in my husband's company, assisting with legal research as well as managing the business end of his legal work. I also do consulting work and manage various real estate holdings. I was recently involved in the creation and formation of a charitable foundation and am working to build its vision, mission, and policies.

Volunteer: I have been a volunteer nearly my whole life. I have been on various boards and helped with many community events. Currently I am the Vice President of the Red Deer Skating Club, and I recently finished my term as Secretary of the Central Region Board. I was also on the competition committee for the Central Region Starskate Invitational in January of 2023 as well as the Red Deer SC Fun on Ice in December of 2023, taking on major roles in both of these successful competitions including sponsorship, hospitality, raffle, vendors and more.

Skating Experiences: I figure skated competitively until I finished high school and I recently joined adult skate. I have 4 girls who have gone through the Canskate and Prestar programs and are now all hard-working Starskaters!



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Experience Relevant to the Skate AB | NT | NU Board of Directors

I have been fortunate enough to have had a multitude of experiences shaping my life to date. I feel that I have much to offer to the Skate AB/NT/NU Board of Directors. I believe my strengths include that I am a quick learner, I am open to discussion and learning, I am eager, compassionate, considerate, a team player and also have confidence to tackle tasks on my own when necessary.

Legal Background: With my legal background I feel that I can be a valuable asset to the board as I have experience in reading, researching and interpreting relevant legislation, contract preparation and review and bylaw review. I have excellent attention to detail and review many documents for our club as well as for my husband (lawyer). I am interested in learning more about governance and I have strong communication skills.

Sponsorship: I recognize the value and importance of sponsorship not only for the monetary value that it can bring but the community connection and engagement. I understand the subtleties of choosing sponsors that align with our organization and courting them appropriately so that they feel valued and appreciated.

Safe Sport: I have recently had the opportunity to develop a protocol in conjunction with my home club as well as Red Deer Minor Hockey and the City of Red Deer to improve the safety and treatment of our skaters. Through this experience I have gained valuable knowledge that could help other clubs to bolster their position should the need arise. Safe Sport is becoming an important part of board policy development and an integral part of all sports futures.

Project Management: Having the capacity to multitask and manage a multitude of decision-making issues, I am able to build an operating framework that can manage a team of volunteers to successfully accomplish the goals of projects. From oversight of building a physical space to managing an event to developing a communication platform are examples of some of my experiences.

Passion: I believe my biggest asset to the board would be my passion. I have loved skating since I was a little girl and now that my four girls have embraced it themselves my passion has only grown. I want to share this with others to create a bright future for our sport, our communities, and our skaters.

Thank you for your consideration!