

**SAIL CANADA  
BOARD OF DIRECTORS  
CANDIDATE NOMINATION INFORMATION 2024-09-10**

**Perry Tsergas**  
Ottawa, Ontario  
Nepean Sailing Club

**INTEREST IN ADVANCING THE MISSION AND GOALS AND BUSINESS MODEL/PRIORITIES OF SAIL CANADA**

I am genuinely excited about the opportunity to support Sail Canada as a member of the board, should the nominating committee and voting members determine that my skills and experience align with the organization's needs at this time.

Sail Canada's mission to Lead, Enable, and Drive resonates deeply with my personal leadership style and the approach I've taken in growing both my businesses and the teams I've led.

I believe there is tremendous potential for Sail Canada to build upon the outstanding work its staff, volunteers, and partners have accomplished over the past several years. This includes advancing high-performance sailing and expanding awareness and opportunities for Canadians to participate in recreational sailing activities.

Throughout my years in the sailing community, I've been consistently inspired by the enthusiasm, inclusivity, and support that sailors extend to newcomers and those just starting out. I'm eager to help amplify this spirit, which I see as a defining quality of Canadian sailors, and work towards making Sail Canada a driving force that enables more Canadians to experience the joy and fulfillment of sailing.

**GOVERNANCE EXPERIENCE**

I have extensive experience having served on over 6 boards; including one board governed by the Not-for-Profit Act of Ontario ([stao.ca](http://stao.ca)), and another Canadian publicly traded company ([pharmala.ca](http://pharmala.ca)).

**PROFESSIONAL AND/OR VOLUNTEER EXPERIENCE AND SPECIFIC SKILLS**

My professional experience spans 20 years. It has included 7 years working as a political staffer supporting Ministers, Members of Parliament, candidates and campaigns with policy and communications support. Another 6 years as the general manager of a boutique advertising agency. 8 years as the President and CEO of a now 36 person fully integrated marketing and communications firm specializing in awareness, reputation, advocacy and public affairs assignments ([sparkadvocacy.ca](http://sparkadvocacy.ca)). The publisher/operator of Canada's most popular political news website ([NationalNewswatch.com](http://NationalNewswatch.com)). The Managing Director of a boutique government relations firm ([NorthStarPA.ca](http://NorthStarPA.ca)).

Specific skills that I believe would be relevant to the board and organization include:

1. Strong financial literacy background; both with private corporations, publicly traded companies and not-for-profit entities.
2. Strong government relations / public affairs and public relations skills from 20 years working in the worlds of politics, government and advocacy.
3. Strong fundraising and sponsorship background from experience with political campaigns, as well as event sponsorship and client sponsorship experience.

**EXPERIENCE DEVELOPING AND OVERSEEING THE IMPLEMENTATION OF STRATEGIC PLANS**

Beyond the strategic planning I have done for my own companies over the last 14 years, I have also been called upon to lead strategic planning exercises for numerous clients. I have also been a participant and collaborator in strategic planning exercises on the two external boards I currently sit on.

### **INTEREST IN/CAPACITY TO FUNDRAISE AND CONTRIBUTE TO SUPPORTING SAIL CANADA ATHLETES AND PROGRAMS OF PERFORMANCE EXCELLENCE**

I have strong experience with fundraising and sponsorship activities; having designed, led or participated in these activities, through politics, for organizations I have been (or are currently) a part of, and on behalf of clients. I bring a creativity to fundraising and sponsorship activities as well as a diversity of experience from perspectives from the various organization types and sectors I have had exposure to.

### **OTHER RELEVANT INFORMATION**

My passion for sailing began later in life, sparked in 2010 when a close friend invited me aboard his Contessa26 in Prince Edward County. That experience was transformative — I knew I had to dive deeper into the world of sailing, and I did.

I started by completing my CANSail 1 & 2 certifications with Advantage Boating in Ottawa, and have since pursued numerous additional certifications through their outstanding team. This also led to memberships at both Britannia Yacht Club and Nepean Sailing Club, where I remain an active member. A chance conversation soon had me racing aboard former NSC Commodore and Ontario Sailing past Chair Peter Bradley's Sirius28. After a season of racing together, I purchased a J/24, and I had the pleasure of competing in one-design races with the J/24 fleet for several years until the COVID-19 pandemic disrupted the 2020 season. That year, I transitioned to a more family-friendly Niagara31, which has become the boat where my 2-year-old daughter and 6-year-old son are now beginning to experience the joys of sailing, alongside our RS Feva at the cottage.

Recently, I had my first experience with foiling under the guidance of Sue Fraser in Kingston and also attended the SailGP event in Halifax earlier this year. I'm excited to continue expanding my sailing repertoire, with foiling becoming a new and thrilling way to enjoy being on the water.

I strongly believe that sailing offers incredible opportunities for Canadians, with vast potential to engage and inspire more people to explore this sport. Whether it's the athleticism and discipline of high-performance sailing, the excitement of club racing, or the camaraderie and tranquility that leisure sailing provides, I am eager to collaborate with Sail Canada to promote and showcase all the diverse ways people can experience the joy of sailing.

### **WHAT KEY SKILL OR ATTRIBUTE WILL YOU BRING TO THE SAIL CANADA BOARD**

I believe the board and the larger organization would benefit from my energy, enthusiasm and passion for sailing. And my belief that sailing has a great deal to offer people from all walks of life.

### **REFERENCE TO FOLLOW**