

Michael Badham

CSIA Level 2

Candidate for : Director at large - Finance



Michael is a life-long skier.

He has with over 40 years of success leading transactions in a wide range of sectors across Canada, including professional education, finance, steel, IT staffing, multi-media, entertainment, utilities, nuclear energy, aerospace, trucking, logistics, and online education. He has been a partner at each of Deloitte, CCFL Advisory, Nesbitt Thomson, Power Financial Capital and KMPG (Peat Marwick) where he had national and global roles.

Michael graduated from the University of Waterloo with a B. Math (Hons) and is a Chartered Accountant (CPA, CA) and Chartered Business Valuer (CBV).

He is Managing Director and President of the Georgian Angel Network; a not-for-profit organization whose members make angel investments in businesses seeking capital to commercialize and scale their transformational innovations. In his role, Michael reviews applications, recommends the best opportunities to present to members and coordinates the investment review and closing process. He supports CEOs of investee companies through a series of workshops, transforming founders into CEOs.

Michael is a member of the Board of Directors of Glacier Ski Club (Mount St. Louis Moonstone). He is a founding shareholder of Hardwood Ski & Bike Ltd. where he applied his finance knowledge to complete the purchase of the business and lead the finance and budgeting process for 10 years. He has been involved in high performance Nordi Ski Racing as part of Team Hardwood and as a member of the Nordic Canada High Performance Committee.

He is currently the sherpa and wax-tech for his wife's U16 alpine ski racer, travelling across Canada for races. He is looking forward to working collaboratively with like-minded people, applying his overall experience, financial expertise and networks to helping the CSIA achieve its goals.

Colin Borrow

CSIA Level 4, CSIA Course Conductor, CASI Level 3, ACA Level 2

Director of Skiing Marmot Basin, Jasper, Alberta

Leadership — Governance — Strategic Development — Ski Industry Professional

Candidate : Alberta Representative (elected by acclamation)



Colin Borrow is a seasoned snow sports professional with over 30 years of experience spanning ski and snowboard instruction, coaching, program development, and operational leadership. As the Director of Skiing at Marmot Basin in Jasper, Alberta, Colin oversees all facets of snow school operations, rentals, retail, and guest experience—leading a diverse team dedicated to delivering exceptional and inclusive mountain experiences.

A CSIA Level 4 certified instructor and active Course Conductor, Colin is passionate about mentoring the next generation of ski

professionals. He also holds CASI Level 3 and ACA Level 2 certifications, bringing a well-rounded perspective that blends technical expertise with deep operational knowledge of the ski industry.

Colin has been a long-time advocate for professional development, inclusivity, and diversity in snow sports education. He has served in various leadership and advisory capacities, including:

- CSIA National Board of Directors (current/PastChair)
- CSIA Alberta Board (PastChair)
- Advisory roles supporting snow sports education programs and training initiatives

Throughout his career, Colin has contributed to regional initiatives focused on staff development, retention, and equitable training opportunities, ensuring that all instructors have access to pathways for growth and success.

With a proven record in organizational leadership, strategic planning, and governance, Colin is deeply committed to strengthening the CSIA's mission of excellence in ski teaching and education. He brings a collaborative leadership approach and business acumen that aligns with the organization's goals of enhancing member value, advancing professional standards, and promoting inclusivity across all levels of the industry.

Colin's vision for the CSIA includes:

- Enhancing member engagement through transparent communication
- Ensuring professional standards are upheld to maintain global leadership in ski instruction
- Advocating inclusivity and diversity, ensuring all voices are represented in shaping the future of the profession

Colin respectfully requests your support in continuing to serve on the CSIA National Board of Directors, where he is dedicated to helping shape the future of ski instruction in Canada with integrity, collaboration, and a commitment to inclusivity.

Cara Flemming

CSIA Level 2

MHA, CPA

Governance, Finance, Information Technology, Risk Management

Candidate for : Director at large – Governance & Legal

I am honoured to be nominated by the CSIA National Board of Directors for the Governance & Legal position, and it would be my privilege to represent you. Volunteerism is a deeply held value for me, bringing both a strong sense of purpose and fulfilment. My previous experiences have demonstrated how rewarding it is to contribute my time and skills to organizations I am passionate about. I am enthusiastic to continue this journey with CSIA.



I grew up in Nova Scotia and attended Acadia and Dalhousie Universities, before moving to London Ontario to work at Western University. I found skiing mid-life, but my love of the sport grew quickly, whether as a skier and learner in Ontario, Quebec or Western Canada. My passion is reflected in my work as a CSIA Level 2 instructor at North Toronto Ski Club (NTSC) and Craigeleith Ski Club, and through my leadership roles for NTSC. These include organizing global trips offered to 1,300 members as the Travel Director, leading the development of an enterprise risk management plan, preparing governance training, managing the Club's pandemic response, and as member of Club's Snowschool Committee

With over 25 years in senior healthcare management—most recently as Vice-President Corporate Services, Chief Financial Officer and Chief Information Officer at Scarborough Health Network—I bring expertise in multimillion dollar budget management; information systems, equipment and construction contract negotiations; board committee leadership, and governance. I am a Certified Professional Accountant (CPA) with a Master of Health Administration (MHA) degree and have advanced training in governance, risk management and safety, and lean process improvement, plus extensive experience on not-for-profit and healthcare boards.

CSIA's Strategic Plan inspires me. I believe by describing results for each strategic pillar, CSIA will improve effectiveness and increase transparency for members. My combined professional and ski-related experience positions me to support CSIA's goals. I am eager to contribute my skills to the National Board and help strengthen the CSIA for all members.

Serge Fortier

CPA

CSIA Level 3, ACA Level 1

30-year CSIA member

25-year Ski instructor at Bromont, Montagne d'expériences

3-year member of the CSIA Board of Directors

Member of the CSIA Finance Committee

Candidate for : Director at large – Finance

I am an avid skier who spends 80+ days out on snow every season. I hold a bachelor's degree in commerce and am a Certified Public Accountant (CPA), an active Level 3 CSIA ski instructor and a Level 1 ACA Coach. I have been a member of the CSIA Board of Directors as Financial Advisor for the last 3 years. I currently teach at Bromont, Montagne d'expériences.



I retired from a 40-year career as a management consultant. My consulting and industry experience is in the areas of accounting, finance, budgeting, management reporting, business process optimization, business intelligence and management systems development and integration.

I am an achiever who is result oriented with the leadership to bring together the different contributors / stakeholders. During my active career, I have worked with corporate executives and developed for them value propositions that helped them meet their business objectives. As a CPA and a Management Consultant, I have been customer satisfaction oriented and considered as a trusted advisor for my clients.

Over the past 3 years, I have been advising the CSIA Board and the Staff on matters related to finances, budgeting, reporting and financial systems evolution.

I am seeking to continue my financial advisor role with this mandate for the Director-at-Large Board position. My goal for the next year is continue providing advice to the Board and Staff in my area of expertise.

D. Jeffrey Harder

FCPA, FCA, FCBV, ICD.D

Candidate for: Director at large – Governance & Legal



Professional Profile

D. Jeffrey Harder is a dedicated ski professional and educator with a commitment to the advancement of ski instruction in Canada and internationally. With extensive experience in governance at a corporate level, public and private companies, as well as at professional services organization level, CPA BC and Canada and CICBV. Both on and off the slopes, Jeffrey has demonstrated exemplary leadership, a passion for teaching, and a vision for the future of the Canadian Ski Instructors Alliance (CSIA). Most recently, as a governance advisor to the CSIA, during the last two plus years.

Vision for the CSIA

Jeffrey is committed to fostering inclusivity, innovation, and excellence within the CSIA. His vision for the national board includes expanding outreach to underrepresented communities, integrating new technologies into training programs, and strengthening partnerships with ski resorts and industry stakeholders. He believes in empowering instructors through ongoing education and supporting the next generation of Canadian ski professionals.

Community Involvement

Beyond his professional responsibilities, Jeffrey actively volunteers with his community for arts, political and sports opportunities. His contributions have helped make skiing and other sports, ice and field hockey and soccer accessible and enjoyable for participants.

Conclusion

D. Jeffrey Harder's blend of experience, leadership, and commitment to the values of the CSIA make him an ideal candidate for a national board position. He is eager to bring his expertise and vision to the national level, working collaboratively to shape the future of ski instruction in Canada and internationally. Jeffrey's commitment to the CSIA's mission—developing world-class ski instructors and advancing professional excellence—reflects his belief in strong governance as the foundation for organizational success and member value.

James (Jamie) Innes

**CSIA Level 4, CSIA Level 2 Course Conductor, ACA Level 2, ACA Level 3 Official
HR Strategy & Operations Consulting Executive**

Candidate for : Director at large – Human Resources



Jamie has been a proud member of the CSIA for over 30 years, greatly benefiting from the organization's development opportunities, mentorship, and community. With a professional background in HR, Jamie has built a career as a consulting leader, advising HR and business executives on complex talent and organizational challenges. He is currently a consulting executive at Deloitte, home to Canada's largest and most diverse Human Capital consultancy. In this role, he supports organizations with HR strategy, program development, governance, and large-scale organizational and technology transformations. Jamie is also the founder of the NextGen CHRO Academy in Canada, a Deloitte program designed to prepare HR executives for top leadership roles.

Jamie's involvement in the ski industry is extensive—as an instructor, coach, course conductor, ski school manager, and volunteer. Highlights include growing up at Camp Fortune near Ottawa, teaching at Whistler-Blackcomb after university, and managing the ski school at Blue Mountain during its significant growth in the early 2000s. More recently, he has mentored coaches at Club Mont Ste Marie, volunteered on its Alpine Program Committee, and supported local initiatives and races in the Outaouais.

Jamie is passionate about the legacy and importance of the CSIA to the ski industry. He is eager to join the CSIA Board to help modernize its HR services and offerings for core staff and course conductors. By providing an excellent people experience to its staff, Jamie believes the CSIA can deliver an outstanding educational experience for its members.

Mike McDermott

CSIA Level 3, Trainer Developer

Candidate for : Atlantic representative



Mike is a passionate skier with a love for the sport who is committed to teaching others. As a CSIA Level 3 Trainer Developer, he has honed his skills over many years, blending technical precision with a genuine joy for the sport. He is dedicated to creating a positive, encouraging and open environment where both beginners and experienced skiers can thrive while making the sport accessible and enjoyable for all. With an approachable demeanor and a sincere passion for the sport his teaching philosophy emphasizes fun, safety, and the great feeling that comes with mastering the sport.

His skiing journey, which began over 45 years ago, has been shaped by a dedication to self improvement and pushing the boundaries of his abilities while helping others do the same.

Skiing is not only a passion but a way of life whether he is out on the hill skiing with family, teaching a lesson, sitting in a board meeting for Poley Mountain or working for Head Canada.

Mike holds a bachelor's degree in political science having graduated from Carleton University in 1992. He is currently enjoying a 30+ year career as a professional pilot, spending 15 years with Air Canada Jazz and now working as a Civil Aviation Safety Inspector for Transport Canada. Never one to sit idly, Mike worked for 10 years as a volunteer fire fighter (8 as a Captain), since 2018 he has been President of Havelock Sportsmen's Club, a not-for-profit organization, in 2023 he joined the Poley Mountain Board of Directors sitting on the infrastructure committee and lastly he will be starting into his second season as New Brunswick Tech Rep for Head Canada.

Mike would like to serve on the National Board, and he feels his fluent bilingualism, extensive and varied skills and commitment to the ski industry would benefit the CSIA making it stronger and better. He feels strongly about member retention, providing better member services and fiscal responsibility.

Cheryl McMurtrie

**CSIA Level 3; CSIA Level 1 Course Conductor; ACA Level 1; AST 1; CSP Instructor
Snow Sports School Director – Sugarloaf Provincial Park, NB**

Candidate for : Atlantic representative



When Sugarloaf Provincial Park needed a leader to build their new snow sports school, they called Cheryl McMurtrie. They knew that after more than 25 years with the CSIA, Cheryl came with full-time industry experience and an understanding of instructor development, program design, safety protocols, and operational leadership. It helped that she is also a first aid and on-snow instructor with the Canadian Ski Patrol, demonstrating a commitment to risk management and public safety.

Now in its third season, Cheryl's school has revitalized CSIA presence in a region that had not been serviced in more than 20 years, hosting three CSIA Level 1 courses, one Level 2 course, a Level 1 CASI course, and a regional professional training day—all while building a sustainable, community-focused program encouraging new entrants and ongoing enjoyment of skiing and riding.

Cheryl's governance track record includes four years as chair of the CSIA Atlantic regional board and a term as chair of the Regional Chairs Committee, resulting in time at the national board table where she brought those combined perspectives and contributed to strategic planning, policy development, and fiduciary oversight. She supports CSIA-wide initiatives, including the national Women in Skiing Committee, advancing equity, mentorship, and leadership pathways for women. She represented the CSIA at the U.S. Women's Summit in Utah last season, delivering daily social media coverage followed in both Canada and the United States. She has been recognized with four Instructor of the Year awards in the past decade (two each from Mont-Sainte-Anne and the Canadian Ski Patrol).

Cheryl brings sports administration experience from her tenure as Executive Director with NB Equestrian, including governance, budgeting, and stakeholder relations. She has a background in municipal tourism and has served not-for-profit groups such as the Canadian Red Cross and Lyme New Brunswick.

If elected to the national board, she will bring practical governance experience, integrity, on-snow credibility, and a collaborative, results-focused approach to strengthen certification standards, member services, and regional growth. And with her CSIA resume, Cheryl will be a strong contributor from Day 1.

Sergio Rodriguez

CSIA level 2
ICD.D (pursuing at Rotman School
of Management) MBA
Agricultural Engineer –
Agricultural Economics

Candidate for : Director at large – Human Resources

Key Skills: strategic leadership, financial acumen, business management, organizational development, education and student development, digital transformation, entrepreneurship, stakeholder engagement.



Sergio has been skiing since the age of five, a passion that instilled discipline, resilience, and confidence that continued to shape his leadership. Whether through skiing, soccer, cycling, or Aikido, sports have taught him to meet people where they are and help them see their potential.

Originally from Chile, Sergio has built a 25+ year career across the Americas in agriculture, education, and finance. His multicultural experience has reinforced the value of listening, adapting, and building trust across diverse contexts. As a university president, executive, and board member, his focus has been on creating sustainable organizations that deliver lasting impact in emerging markets.

From 2023 to 2025, Sergio served as President of Zamorano University in Honduras, Central America's premier tropical agriculture institution. He led a full turnaround—restructuring the budget, diversifying revenue, and embedding data-driven governance. He strengthened partnerships with governments, donors, and private-sector leaders while advancing student success, research, and diversity, equity and inclusion.

Previously, he co-founded Agropartner (2017–2025), an AgTech startup connecting 65,000 smallholder farmers to markets. At Pontificia Universidad Católica de Chile from 2010 to 2021, he served as both an undergraduate and postgraduate professor. During this time, he expanded and enhanced a master's management program, elevating it to a top 3 ranking in LATAM.

On boards and committees, Sergio brings expertise in human resources, strategic planning, financial oversight, and risk management—skills sharpened in leadership roles with Scotiabank, BNAmericas, Arysta Life Sciences, Monsanto, BankBoston, and Citibank. Fluent in Spanish and English, he believes good governance balances vision with independence, accountability, while keeping people at the center of every decision.

Sergio has been married for 22 years and is a proud father of two children, a son and a daughter. Four years ago, he and his family made the move to Canada, where they have been building their new life together.