

BC Soccer Association  
**Gayle Statton, President**  
250-3410 Lougheed Highway  
Vancouver, BC, V5M 2A4

October 3, 2022

**Re: BC Soccer Association (BCSA) Board of Director Position**

Hello Gayle,

I trust your day is going well. Please let this cover letter serve as my intent to run for the Board of BC Soccer at the upcoming AGM on November 5, 2022 as a Director. I am well suited to be on the Board of BCSA for the following reasons:

**BC Soccer Landscape:** As a District Chair, I have a very good understanding of the landscape in soccer as it relates to youth and futsal, particularly in the Lower Mainland but I am also able to see the broader soccer landscape as to how BC fits into Canada Soccer.

**Leadership:** I have consistently demonstrated executive leadership skills over the past 12+ months as Chair of the NSYSA. Highlights during my tenure include leading the Board to unanimously vote to allow FC Faly into the District, redoing the District's logo and website and recently being appointed to Vice Chair of the BC Coastal Soccer League (BCCSL) in Joe Basic's absence.

Additionally, I provide leadership advice/counsel to sports individuals across the Lower Mainland on a broad range of Club related issues.

**Leadership Style:** After understanding the issues and evaluating the situation, my leadership style, in a nutshell, is let's just get it done.

**Soccer/Futsal Experience:** I have been involved in youth soccer/adult/youth futsal for over 7+ years in a number of different capacities. Please see my resume for more details.

**Advocate:** I am an ongoing vocal advocate for the sport of futsal and the women's game.

Gayle, thanks for taking the time to read this cover letter and I look forward to running on the Board of BC Soccer.

Sincerely,

Andrea Benton

# Andrea Benton

## Leader. Connector. Advocate. Trend Watcher. Enthusiastic. Self Starter. Passionate.

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An broad range of expertise and skills from successfully managing clients, running a profit futsal club and supporting communities through extensive volunteering and networking.

*Actively develops and supports women sport leaders, the women's game of football, the sport of futsal, grass roots soccer, innovation and the trans community.*

Expertise in operations including project management, advertising, marketing communications, community outreach, governance, finances and new business.

### SOCCER VOLUNTEER EXPERIENCE

North Shore Youth Soccer Association (NSYSA) | June 2021 - Present

#### Chair (Part time)

- Enables over 8,800 youth players to play soccer on the North Shore
- Sets and leads the overall direction of the NSYSA and manages the day to day operations of the District
- Liaisons with the NSYSA Districts Clubs, Districts and BC Soccer Association
- Responsible for a board of 7 plus a staff 5
- Chairs multiple committees such as New Membership, Discipline etc.

### SMALL BUSINESS EXPERIENCE

Co-founder, Brazilian Futsal Club | 2017 - 2020

#### General Manager (Part time)

- 75+ players were part of the Club before it shut down due to Covid
- Management of the day to day operations of the Club
- Communicated regularly with parents of the Club on futsal programs
- Responsible for advertising, marketing, finances, registration, booking facilities, insurance and uniforms

North Vancouver FC (NVFC) | 2017 - 2019

#### Communications Manager (Part time)

- Managed communications including setting up and managing NVFC's social media channels
- Organized NVFC's inaugural Soccer Season Kick Off event

### PROFESSIONAL MARKETING EXPERIENCE

XM Satellite Radio | 2006 - 2008

#### Marketing Communications (Full time)

- XM Satellite Radio
  - Clients: Retailers such as The Source
  - Tasks: Development of marketing materials online/offline (B2B)

### PROFESSIONAL ADVERTISING EXPERIENCE

SterlingKlor, Medicus, AndersonDDB, Shepansky Media | 2000 - 2007, 2011 - 2012

#### Account Management Highlights

- SterlingKlor (Part time) (BC)
  - Position: Account Supervisor
  - Clients: Remediation, BC Government
  - Tasks: Client and project management

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*Known for leadership, building partnerships, decision making, adaptability, team building and relationship management.*

### Account Management Highlights continued.....

- Medicus (Full time) (ONT)
  - Position: Account Supervisor
  - Clients: Canadian pharmaceuticals
  - Tasks: Client and project management including PAAB submissions
- AndersonDDB (Full time) (ONT)
  - Position: Senior Account Executive and Account Executive
  - Clients: US Pharmaceuticals
  - Awards: Best DTC campaign for DePuy
  - Tasks: Client and project management
- Shepansky Media (Full time) (BC)
  - Position: Media buyer/planner
  - Clients: National and provincial
  - Tasks: Media buying/planning including print, radio and TV

### ADVOCACY CHAMPION

Transgender Folk Artist | September 2021 to present

#### Music Agent

- Represents Emily Andromeda, who is an acoustic, folk artist
- Promoting and supporting Emily's album, Flower in the Dark
- Public relations including reaching out to newspapers, magazines promoting her album
- Setting up interviews and musical booking
- Provide guidance, encouragement & support on her musical career

Women's Sports Leadership Online Conference | January 2021

#### Founder

- Over 100+ participants registered for the conference
- Created, organized and ran an online women's sports leadership conference
- The conference discussed/addressed issues in women's sports

The Women's Game of Football | June 2020 to present

#### Connector

- Developed an extensive network of connections to support the growth of the women's game
- Networking and building relationships with football agents, football scouts, female football coaches, players, female football leaders and non profit organizations
- Provide strategic guidance/encouragement on coaching/playing opportunities and resume development

### LIFE EDUCATION

Parent of two boys since 2007

#### Stay At Home Mom

### ONLINE EDUCATION

The POWER MBA | 2022

#### Certificate of Completion

Sports Management Worldwide | 2021

#### Soccer Agent Certificate of Completion

### FORMAL EDUCATION

BCIT | 1999

#### Hons Comms Diploma

UBC | 1997

#### Bachelor of Arts, Poli Sci

### SELF TAUGHT EDUCATION

Social Media including FB, IG, LinkedIn and TikTok

Podcasting (Born2PlayFutsal) including organizing interviews, editing sound and uploading

Website (dev/maintenance) and email marketing, SEO

### PASSIONS/INTERESTS

Open water swimming, sports events, music & learning Brazilian Portuguese