



Board Criteria Descriptions

In consideration of the Calgary Stampede's current business needs and the objectives represented in the 2020-2025 Strategic Plan, the board has identified particular qualifications, attributes, skills and expertise that are important to be represented on the board of directors as a whole.

The following descriptions aim to describe the expertise required for the Board. The role of the Board member is at a governance level and draws from the following backgrounds and expertise.

Accounting and Finance involves the ability to respond continually to changing expectations of organizations, financial markets and society. Organizations focus on finance leadership and development to ensure that both current and long term Accounting & Finance activities support the development and performance of the organization.

HR Executive Leadership executives manage the administrative tasks that involve employee compensation, benefits, education and motivation. Additionally, they also are accountable for developing an effective long-term recruiting strategy to attract and attain top talent for an organization.

Executive Leadership typically oversee business activities such as fulfilling organizational goals, strategic planning development and overall guidance and decision making on the direction of the organization.

Facilities & Infrastructure Development personnel are responsible for the planning, development, renewal and renovation of new or existing assets, this individual understands the notion of infrastructure-based development and long-term infrastructure strategies.

Governance is a function of engagement in the politics of an organization. It is a downward extension of ownership, rather than an upward extension of management or individual movements by any member or area of the organization.

Legal is expertise used to guide an organization in making moral and sound decisions while reducing organizational risk following set laws to optimize the organization's performance and legal compliance.

Marketing Strategy uses market research to focus on the right product and tactics to achieve the maximum profit potential and sustainability for an organization. Expertise in brand strategies is also included in this category.

Risk Management includes forecasting, evaluating and the oversight of risk, including imbedded vulnerabilities and compounding effects from multiple risks including the financial risks an organization has, while considering and identifying procedures and policies to maximize their outcomes and minimize their impact.

Strategic Planning is the process an organization follows to define its strategy and direction. Decisions made, including allocation of resources, are based back on the process.