

September 10, 2024

## **SAIL CANADA BOARD OF DIRECTORS CANDIDATE NOMINATION INFORMATION**

### **Hugh B.R. Goodday**

Chester, Nova Scotia  
Cruising Club of America / Chester Yacht Club

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

I believe in Canada's potential as: (1) a world-class destination for sailors seeking top tier competition, adventure and leisure in pristine natural arenas; (2) a nation of high-performance athletes, coaches and experts (design, composites, meteorology, navigation etc.) who compete with a chance to win at the Olympics, Super Series, SailGP, America's Cup, Vendée Globe, Ocean Race, classic 600-mile offshore races and every other event attracting the world's best sailors.

Sailing has been central to my personal and professional development. It has given me thrills, spills and employment. Sailing has introduced me to my best friends and mentors. I have been the beneficiary of Sail Canada's sail training programs, instructor and coach training, high performance seminars and survival at sea training.

My lifelong love of sailing evolved from family cruising, junior sail training, local racing (fleet, match, team) and coaching to global travel in pursuit of international championships and iconic offshore trophies. It would be an honour to help the Sail Canada Board achieve its objectives so that future generations may have an equally fulfilling relationship with the sport.

### **GOVERNANCE EXPERIENCE**

- Presently a director and officer at the VIDA group of companies (Certified B Corp) that have an aggregate enterprise value of \$350M, more than 50 full time employees, 200 contractors and four private equity capital partners. Emphasis is placed on maintaining exceptional corporate governance practices and obtaining advice from best-in-class advisory firms in connection with same.
- Advised Boards and executive leadership teams at TSX 60 and FTSE 100 constituents on governance matters during career as securities lawyer at Blakes (Toronto) and Slaughter and May (London).
- Served as Head of Governance Committee and Interim Chair at the Chester Art Centre.  
Developed 3-year strategic plan, refreshed Board, delivered governance training, drafted and adopted Board policies, and supported transformational capital campaign to redesign gallery space.

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

#### **SKILLS Specific Skills**

- Leadership, entrepreneurship, scaling, developing healthy company culture, for-profit and non profit corporate governance, private equity, corporate finance, capital markets, public relations, investor relations, crisis communications
- Accomplished offshore and inshore big boat and dinghy sailor (additional detail in "Other Relevant Information" below)

## Select Professional Experience

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- VIDA Group of Companies, Managing Partner, Chief Growth Officer & General Counsel (Halifax, NS) March 2021 - present
- Young Presidents' Organization, Member of YPO Atlantic Canada Integrated Chapter since February 2024
- U.S. Military Academy West Point Thayer Leadership Training for CEO's 2024 • Blake, Cassels & Graydon LLP, Lawyer, Securities Group (London, UK and Toronto, ON) September 2015 - February 2021
- Slaughter and May, Visiting Lawyer, Corporate and Finance Groups (London, UK) September 2018 - August 2019
- Sail NZ, First Mate on America's Cup Class yachts NZL 40 & NZL 41, and Sir Peter Blake's Whitbread Maxi "Lion New Zealand" (Auckland, NZ) October 2009 - January 2010 • Gallant Marine Services, Foreman (Halifax, NS) October 2008 - August 2011 • Sailing Coach, St. Margaret's Bay Sailing Club (Tantallon, NS) July 2004 - August 2008

## Select Volunteer Experience

- Mahone Islands Conservation Association, Island Steward and Lifetime Member (2024-present) • Chester Art Centre, Interim Chair and Head of Governance Committee (2021-2024) • Phoenix Youth Programs, Kitchen Staff (2020-2022)
- Bay Street Hoops Tournament, Fundraiser and Athlete (2015-2018)
- Big Brothers Big Sisters of Greater Montreal, Big Brother (2007-2008)

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

Extensive experience developing and executing on quarterly, annual and multi-year strategic plans in the for-profit (at VIDA) and non-profit (at the Chester Art Centre) contexts. Critically assessed public company strategic plans in the context of shareholder activist campaigns.

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

Sincere interest in fundraising for Sail Canada athletes and programs of performance excellence. With adequate funding from private and public sources, Sail Canada has the potential to develop world class athletes across all competitive sailing fleets with the same level of success that nations like Australia, New Zealand, Great Britain, the Netherlands, France and Italy have experienced.

## **OTHER RELEVANT INFORMATION**

- Member of the Cruising Club of America (BDO Station)
  - Extensive inshore and offshore sailing career that includes participation and top results in events such as: Rolex Middle Sea Race, Newport to Bermuda Race, International Maxi Association Transatlantic Race, Marblehead to Halifax Ocean Race, VanIsle 360 and Lake Ontario 300
- Presently preparing a Canadian team to compete in the 2027 Admiral's Cup • Volunteer coach

of Team Canada Olympians Jacob Saunders and Oliver Bone, Men's 470, Tokyo 2020

- Canadian National Champion in the F18 double-handed catamaran (2012)
- Member of Team Canada at the Student Yachting World Cup in La Trinité-sur-Mer, France (2011) •
- Member of McGill Varsity Sailing Team (2004-2007)
- Eastern Canadian 16-under Laser Champion (2002)

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

Beyond the skills and attributes discussed in the sections above, I bring a pragmatic and deep understanding of all facets of the sport of sailing (including the politics and costs involved).