



2024 NOMINATION FORM

Name: Anastasia Karpacheva

Position seeking election for: Communications

Do you have any board member experience? Yes / No

Why do you want to be a member of the Board?

Like many of us at this club, I am very passionate about tennis. I've been playing competitively since I was 6 and I am grateful to be able to spend my summers playing at our amazing club. Combined with my passion for business, serving on the board for the last 3 years has been an incredible learning experience where I've been able to blend my skills and interests in a meaningful way. I love the community we have at this club, and I genuinely enjoy being part of the behind the scene operations, helping to create enjoyable, memorable, and inclusive experiences for our members.

What do you believe you can add to the Club by being a member of the Board?

As a digital marketer with a focus on email marketing, managing the club newsletters has been a natural fit for me and my professional skill set. In the 2024-2025 season, I plan to increase the frequency of our newsletters and am excited to collaborate with the board on new ideas to further enhance our communications. With our members being the core of the club, I'm eager to grow the Community Corner section of the emails to share more member stories and updates, showcasing the great things our community is accomplishing throughout the season.

Beyond newsletters, I also plan to improve our online presence and ensure that the club's website remains up-to-date and user-friendly, providing members with easy, more accessible access to essential information. This includes regularly refreshing content, updating event details, and ensuring that all sections of the site are current, so members can rely on it as an accurate resource for staying informed.

Lastly, I'm excited for the opportunity to develop new and fun merchandise designs that continue to foster community spirit among our members. One idea I have is designing custom t-shirts for the House League, which would not only boost team pride but also serve as a memorable keepsake from the season!

Do you have any of the following experience?

Administration Finance Fundraising **Social Media** Sponsorships

Event Planning Handyman IT **League /** Tournament

Program Planning

I confirm that I do not have a conflict of interest or potential conflict that will be a hindrance in joining the Board of Credit Valley Tennis Club.

Signature

November 8th 2024
Date Signed