

Ross Forbes

The Canadian Ski Patrol is entering its 75th year and it is at a cross-road. We are proud to celebrate our past but we must look to the future to keep the CSP modern, professional and relevant.

Ross Forbes has the experience to help bridge the gap of appreciating the past and blending it into the future. His experience, both CSP and professional, are key factors why Ross should be considered as a returning member of the board of directors,

Key challenges going forward include the following:

- Change – both internal and external need to be strategically managed in a professional manner
- New funding – the creation of a model that encourages new financial partners is critical
- Retention – our members are our backbone as we all recognize and we must keep them having fun and engaged in an ongoing way
- New areas – our excellent programs and service versatility will lead to bringing new areas to the CSP and to ongoing growth.
- Competitive advantage – we must be aware of who our competition is, what they offer, and demonstrate we are the best at meeting our resort/event clients' needs.

Why Ross Forbes?

Away from the Canadian Ski Patrol, Ross is the owner of a small manufacturer's representative firm, called CST Arwin, which has three offices across the country and seven employees. Ross is an entrepreneur at heart who sells and designs electronic components into every market you can imagine. In assisting his customer's to find successful solutions Ross has developed excellent people skills. A vital component of Ross' business is to assess his customers' requirements and quickly find solutions for these needs. He is often challenged to adapt quickly as customers' requirements can change frequently. The customer often needs to have proper suggestions and the best information to help them achieve their success.

The CSP has similar challenges. To remain relevant and an industry expert in our field we must evolve, every year, to meet the changing needs of our customers (ski resorts and others who use and want our services). The CSP has to be able to adapt to their new requirements and offer a product that they want to use. What was good five years ago is often not applicable to the present. The CSP has to be able to keep our customers satisfied, it is critical to our success. If we do not evolve, there are now other groups, with similar skill sets who will gladly supply the required services. In Ross' professional life, he is able to interpret a situation, react and offer an appropriate solution quickly. This compliments his ability to offer sound direction with strategic thinking, an important requirement of any member of the board of directors.

For the past seven years, Ross has worked at the national level as a director on your national board of directors. His initial efforts in the beginning focused on the strategic plan and the 2020 vision. Ross was asked to be on the selection committee for our CEO and continue as a member of the compensation review committee. In addition, he has been an active participant on the initial regulation review group, the branding review group and was appointed vice-chair for the national board. Ross is also on the 75th Anniversary planning committee. His commitment and dedication to our organization and toward continuous improvement is demonstrated on an ongoing basis through his active engagement.

Being able to communicate in both French and English has given Ross the opportunity to attend virtually every Quebec division meeting since he has been on the board. The gathering and sharing of the division meeting information allows the BoD to be able to assess the many unique requirements presented from across the country.

Ross has been a member of Eastern Townships Zone of the Canadian Ski Patrol since 1975. During that time, Ross has served in numerous administrative and operational positions, at the area, zone, division and national levels of the system. During his 40 years with the CSP those positions have included; Patrol Leader (Owl's Head), ETZ Safety Officer, ETZ on-hill training, Zone VP Education (twice), VP Public Relations, Quebec Division Zone competition director; National Coordinator with the CSIA, assistant editor of Sweep.