# JANICE M. DesJARDINS

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## PROFILE

A lifelong Squamish resident and community leader with more than three decades of experience in economic development, government relations, tourism planning, nonprofit leadership, and advocacy for seniors and vulnerable residents.

## ECONOMIC DEVELOPMENT & GOVERNMENT RELATIONS

**VP Corporate Communications & Community Relations; Coordinator, Government Project Submissions; Board Member — Garibaldi at Squamish, Inc.** 1993 – 2019

*Squamish / Vancouver, BC*

Contributed to all aspects of a major mountain resort development in Squamish for the President & CEO, including the Expression of Interest, Competitive Bid Proposal, public and First Nations consultation, and Environmental Assessment Report over a 26-year engagement.

**Vice-Chair, Winter Tourism Development Committee & Infrastructure and Services Sub-Committee — Citizens' Tourism Advisory Process, District of Squamish** 1992 – 1994

*Squamish, BC*

Helped develop the Squamish Tourism Development Plan through the District's citizen advisory process; adopted by Squamish Council in December 1994.

**Marketing, Sales & Event Coordinator — Whistler Resort Association** 1980 – 1983

*Whistler, BC*

Coordinated with federal and provincial tourism offices to launch cooperative marketing and sales programs promoting Whistler to the Washington, Oregon, and California markets.

## CIVIC & COMMUNITY LEADERSHIP

**Co-Chair, VCH Regional Resident & Family Council Network · Vice Chair, Vancouver Coastal Association of Family Councils · Founding Member, Independent Long Term Care Councils Association of BC** 2020 – Present

Advocate for independent family councils and quality of care in long-term care, working with Vancouver Coastal Health, the Office of the Seniors Advocate, the Ministry of Health, and regional family council organizations across BC.

**Chair, Hilltop House Family Council** 2020 – 2025

*Squamish, BC*

Elected to lead a resident/family-run advocacy body independent of facility management; primary liaison between families and facility administrators'/health authority on residents' care quality, safety, and rights.

**Director & Secretary, Squamish Humanity Village Project** 2004 – 2007

*Squamish, BC*

Co-founded a non-profit charity that raised approximately $200,000 toward restoration of the Sri Lankan village of Wandaruppa following the 2004 tsunami, including the rebuilding of four schools.

**Vice President, Squamish Estuary Conservation Society** 1992 – 1993

*Squamish, BC*

Served with this membership-driven volunteer organization working to conserve the Squamish River watershed and upper Howe Sound.

## ADDITIONAL PROFESSIONAL EXPERIENCE

**Hotel Outreach Worker & Senior Outreach Worker — Pearl's Place** 2021 – 2023

*Howe Sound Women's Centre · Squamish, BC*

Provided intake, advocacy, and emotional support for women in transition fleeing violence during the Centre's pandemic-era expansion into hotel accommodations.

**Principal — Spirit Rising Unified Consulting** 2001 – 2011

*Squamish, BC*

Managed administration, marketing, and delivery of a mental health skills training model to 400+ participants, including counsellors, therapists, first responders, and First Nations family support workers.

**National Program Director, Recreation — United States Ski Association** 1983 – 1986

*Colorado, USA*

Coordinated national programs, publicity, and membership campaigns; represented USSA at major consumer trade shows nationwide.

**Executive Administrative Assistant — Toronto Dominion Bank** 1975 – 1980

*Vancouver, BC*

Coordinated business development reporting from 141 branches and assisted in developing competitive bids for corporate banking business.

## EDUCATION

Rhodes Wellness College — Life Coaching Certification, 2020

Applied Metapsychology International (AMI) — Facilitator Training, Traumatic Incident Reduction & Life Stress Reduction, 2004–2007

Capilano University — Social Sciences (Psychology, Sociology, Anthropology), 1975–1976

Howe Sound Secondary School — Graduated 1974

## SKILLS

- Public speaking, active listening & relationship-building across government, First Nations, and community stakeholders
- Strategic communications, media relations & professional writing
- Government relations, public consultation processes & policy submissions
- Nonprofit governance, board leadership & volunteer/event coordination
- Budgeting, fundraising & organizational management
- Conflict resolution, mediation & coaching
- Microsoft Office suite (180 wpm typing)

## PERSONAL & PROFESSIONAL DEVELOPMENT

2021–2022: Trauma-informed care, cultural safety & crisis response — San'yas Indigenous Cultural Safety Training, Foundations in Violence Against Women, Gender Diversity, Standard First Aid & CPR

1998–2008: Leadership & communications training — Franklin-Covey Principle-Centered Leadership, Landmark Education, AMI Technical Symposia

1994: Capilano College Entrepreneur Program, Squamish, BC

## REFERENCES

Available upon request