



Board of Directors Applicant Profile: Ashley Reid

1. How do you think you can help the FVMBA through a role on the Board of Directors?

There are 3 opportunities listed in the call for volunteers that spoke out to me:

- Development and/or coordination of events.
- Recruiting and co-ordinating volunteers.
- Developing opportunities for youth.

I have significant experience with all these areas.

With a career in communications and a long history of community involvement I would bring many essential skills to the table. I also feel that I have a unique perspective as I am female, relatively new to the MTB community, and I work within the industry.

2. Please enter a brief history of any Board experience or other volunteer work: (list org, dates and responsibilities.)

- Co-Chair - Cycling BC Board of Directors (June 2020 - Present)
- Volunteer - Colour the trails - MTB Mentor (Sept 2022 - Present)
- Volunteer - NSMBA, TORCA, FVMBA - Trail Days (Dec 2022 - Present)
- Volunteer - Share Family Services TriCities (Nov 2019 - Dec 2020)
- Director of Communications - TriCity Cycling Club (Oct 2018 - June 2021)
- Volunteer - Animal Adoptions of Flamborough (Mar 2014 - Jan 2015)

3. Please list up to 2 examples of specific contributions you've made while serving on a previous Board / Committee / Team in a volunteer setting.

- Strategic Planning Development - Cycling BC
- Communications Restructure & COVID-19 plan implementation - TriCity Cycling Club

4. Please include a short bio:

My journey with cycling began as a somewhat successful age group racer in triathlon and road, but I hit dirt and never looked back. It all started with a gateway gravel rig and went downhill from there, literally.

I have been living in the lower mainland (Port Moody) for the past 8 years and loving it. With an active lifestyle, I try to spend most of my time outdoors, hiking, paddling, camping, wandering the woods with my dog, and of course cycling - now mostly gravel and MTB. The Fraser Valley won my heart on a ride through the Chilliwack river valley, exploring the Chipmunk and Tamahi back roads. I now spend a good chunk of my time in the saddle riding out there, at Vedder and Thornhill. Fun fact, even my dog's name is Vedder.

I have been riding a mountain bike for a little under two years, despite a short stint off with a broken arm... progression is a thing and jumps are scary, I've gone from riding green to double black. I've ridden all over the province and PNW, I have raced multiple enduros and developed passion for the sport. The mtb community is awe inspiring with its inclusive nature and good time vibes. I am keen to contribute to the sport in more ways to foster growth and give back to the trails I love to ride. I work in the industry and sit on the board of directors for Cycling BC, I ride on the regular and am happiest flowing through the trees on my bike.

Thank you for your consideration as an addition to the FVMBA board.