

Jennifer Dustow
OOAA President Candidate

Experienced youth sports leader with 19 years of service dedicated to developing strong, athlete-centered programs in Okotoks. Skilled in organization, communication, and governance, with a focus on transparency and accountability. Over the past 19 years I have developed valuable relationships in the hockey community and beyond. Committing myself this last year to take on an active role in day-to-day operations and communications to prepare for the presidency of the Okotoks Oilers Athletic Association (OOAA). I am committed to leading with integrity and putting athletes and members first.

Leadership & Volunteer Experience

Secretary – Okotoks Oilers Athletic Association (OOAA)

Current

- Maintain accurate records and facilitate timely communication within the board and membership.
- Support policy development, strategic planning, and operational decisions.
- Increased involvement in daily operations to prepare for presidential responsibilities.

U13AA Director (Male & Female Programs) – OOAA

2023 – 2024

- Led all communications with families and coaches until official team formation.
- Managed league communications to coordinate schedules and ensure compliance.
- Supported inclusive, athlete-focused team environments.

Director at Large – OOAA

2022 – 2023

- Assisted in governance and operational decisions, providing support where needed.

Female Director – Okotoks Minor Hockey Association (OMHA)

2017 – 2025

- Advocate for female hockey, fostering environments for all athletes to play, develop their skills and passion for the game.
- Served as a support and point of contact for athletes, parents, and coaches.

- Interviewed and selected coaches.
- Collaborated with associations and leagues to ensure teams were placed appropriately for development.
- Upheld OMHA's values, emphasizing player safety and positive growth of the program.

Hockey Alberta & League Participation

- Served on Hockey Alberta's Minor Female Committees, working with associations to enhance female hockey programs in the province.
- Represented OOAA at annual AGMs for the Alberta Female Hockey League (AFHL) and Alberta Elite Hockey League (AEHL), providing input and oversight for league operations aligned with membership interests.

Committee & Project Leadership

- **Policy Review Committee (OOAA)**
Developed governance policies promoting fairness and transparency.
- **Coach Interview Committee (OOAA)**
Helped select qualified coaches who align with OOAA's values.
- **Athlete Development Committee (OOAA)**
Supported hiring a development and academic support team to help athletes succeed on and off the ice.
- **Spring Evaluations – Organizer**
Supported division directors and coaches during the transition from Spring Showcases to Spring Evaluations.
Led a committee to review the inaugural evaluations and develop improvements based on feedback.

Event & Community Leadership

- **OOAA Awards Banquet – Organizer**
Lead the organization and set up of the annual celebration of team and individual achievements, promoting community spirit.
- **Okotoks Female Hockey Classic – Co-Chair**
For 12 years, co-chaired Alberta's largest female hockey showcase tournament, hosting U9–U18 teams across Western Canada and helping grow its prominence and participation.
- **Female Development Camp – Co-Organizer**
Since 2012, partnered with Olympian Meaghan Mikkelson to run an annual summer hockey camp focused on female athletes.
The camp emphasizes teamwork, hard work, and camaraderie—lessons valuable in sport and life.

2025 marks the 10th Annual Summer Camp. This camp is a non-profit organization that helps support athletes through sport in our local community.

- **Kraft Hockeyville Campaign – Leadership Team (2016)**
Contributed to Okotoks placing in the national Top 10, securing \$25,000 for arena upgrades and twinning of Centennial Arena.
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Coaching Experience

Assistant Coach – Minor Box Lacrosse

10+ Years

- Mentored young athletes in skills, teamwork, and confidence.
 - Created a positive, supportive environment fostering year-round development.
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Core Strengths

- Organizational Leadership & Planning
 - Transparent and Accountable Decision-Making
 - Strong Communication & Relationship Building
 - Athlete-Centered Program Oversight
 - Inclusive Sport Advocacy
 - Policy Development & Governance
 - Volunteer & Community Engagement
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Leadership Vision for OOAA

As President, I will:

- Lead with integrity and purpose, prioritizing athlete development, safety, and well-being.
- Foster a culture of transparency, accountability, and open communication.
- Ensure every decision supports athletes on the ice, in the classroom, and in the community.
- Strengthen relationships across all association levels to build trust and unity.
- Uphold high standards in coaching, evaluations, and program development to grow OOAA's success.

I believe that youth sport should be accessible, empowering, and community driven. I'm committed to fostering environments where every player feels supported, every family feels welcome, and every volunteer feels appreciated. That means continually seeking ways to improve; from evaluation processes and coaching standards to celebrating achievements and supporting academic and athletic development.

I'm proud of the progress we've made in Okotoks, and I'm dedicated to continuing this important work as President of OOAA through listening, learning, and leading to ensure youth sport continues to thrive in our community.