

## Keith Parry, Director

*The Senior Support Services-CPHC (SSS-CPHC) Board of Directors was pleased to welcome Keith Parry who was elected to the Board on July 10-2024.*

*Keith's education and training background offers a wide range of skills and knowledge including, but not limited to Business & Strategic Planning, Management Principles, Transformational Coaching, Insurance, Employee Relations, Financial Analysis, and Business Administration. His professional background brings broad-based financial experience and expertise after many years of working with various credit unions across Canada as a financial services executive, managing complex financial regulatory requirements, fiscal resources, operational efficiency, implementing innovative technology solutions, strategic planning & implementation, etc.*

*Keith has a strong volunteer portfolio working with several non-profit organizations including, but not limited to, the Royal Canadian Legion, ALS Society, Ladysmith Foodbank, Ladysmith Hospital Auxiliary (Meals On Wheels program), Kiwi Cove Community Garden. His volunteer experience offers additional insight to the goals and challenges for non-profits working to meet the needs of those they serve when the demand is greater than the funding, and an appreciation for the dependence on, and value of volunteers who give many hours of their time assisting to deliver services and supports.*

*Keith's energy and enthusiasm for sharing his broad experience, skills, and work ethic as a Board Director will be a tremendous asset to the organization, stakeholders, and the senior communities we serve.*