

February 23, 2025

Subject: Moving Forward Together – A Message from MotorcyclePowersportBC

Dear Stakeholders/Members,

It is with heavy hearts that we acknowledge the sudden passing of our esteemed leader, Paul McGeachie, in October 2024. Paul's dedication and passion for the motorcycle and powersport industry in British Columbia were truly unparalleled, and his contributions have left a lasting impact on our community.

Since that time, our Board has been working diligently behind the scenes to ensure the continued strength and stability of our organization. As part of this effort, we have been focused on finding the right leadership to guide us into the future. We are pleased to announce that, as of February 2025, we welcome **Kristin Parsons** as our new **Executive Director**.

Kristin brings extensive experience in non-profit management and motorized outdoor recreation, currently serving as the Executive Director for ATVBC Quad Riders Association of BC. She joins us with a strong commitment to supporting and growing the motorcycle and powersport industry in British Columbia and a desire to build off the foundation for which Paul had worked diligently to create over the last few years.

Kristin will begin her role with a deep dive into the direction of MotorcyclePowersportBC, starting with the development of a **strategic plan** to set us up for success in 2025 and beyond. She will be reaching out to you, our members and key stakeholders to gather insight into your vision for the direction of MPBC and we strongly encourage you to engage in this process (short survey) as this will provide us the opportunity to have your feedback incorporated into our planning for the future of MPBC.

In addition, we encourage you to reach out to Kristin to share any opportunities, concerns, and ideas on how we can work together to strengthen our collective voice. She can be reached at kristin@motorcyclepowersportbc.org

We remain steadfast in our mission to advocate for and support our industry, working alongside our key partners, including the Ministry of Transportation, RoadSafetyBC, ICBC, the Vehicle Sales Authority, BCIT, the Industry Training Authority, Trails BC, and Rider Training Schools.

Thank you for your continued support as we move forward with renewed focus and energy. We look forward to a strong and collaborative future.

Sincerely,



Mike Skiba, Board Chair
chair@motorcyclepowersportbc.org