



Freestyle Alberta

Nominees for the Board of Directors – 2025



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Board Elections 2025

The board positions for election at the 2025 AGM are: Chair, Vice-Chair, and two Directors-at-Large.

Below is the list of candidates and the positions they are standing for in the Freestyle Alberta General election, scheduled for October 19, 2025. Both nominees for the Chair and Vice-Chair positions have previously served as Directors and have accepted nominations for these leadership roles. Four nominations were received for the Director-at-Large positions, with all required documentation submitted to the Nominations Committee.



Richard Butland

Chair



- B. Eng at the University of Bath, UK
- Manager in Oil and Gas Industry
- Active Official and Volunteer with Freestyle Alberta
- Brings strong leadership experience and a collaborative approach to advancing Freestyle skiing in Alberta
- Demonstrates a deep commitment to sport development, SafeSport, and organizational growth
- Proven ability to build consensus and guide strategic decision-making within a volunteer-led organization
- Advocates for transparency, inclusion, and clear communication among board members, staff, and the community
- Passionate about ensuring Freestyle Alberta continues to foster excellence from grassroots to high-performance levels
- Recognized for his professionalism, integrity, and steady leadership during periods of transition and change





Dallas Phillips

Vice-Chair

- Profession: Owner/Operator of a residential and commercial construction company
- Experienced in financial management and operational planning
- Dedicated Freestyle Skiing Volunteer and Official at the Provincial & National Level
- Coached and led the CAFSC Fundamentalz Program
- Former CAFSC Board Member
- Served on the Freestyle Alberta board since 2023 as a Director-at-Large
- Supports the growth and strategic priorities of Freestyle Alberta
- Actively involved in Freestyle Alberta committees
- Father of two Freestyle Skiers in Club programs
- Proven Leader and advocate for youth sports



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Collin Jefferies

Director-at-Large - 2-year term

- Construction and Business Management graduate at the U of A
- Profession: Senior Project Manager at Azolla Hydrogen Ltd.
- Former Freestyle Athlete from Jumps & Bumps through to high-performance program: Competed in FIS World Cups, NorAms and Dew Tour on the Halfpipe Team
- Skilled in stakeholder engagement, communication and conflict resolution
- Experienced in building business cases, creating proposals, and managing sponsor expectations with accountability
- Key branding and marketing experience
- Strong Events background and sport pathway knowledge
- Provincial Level judge



Laurence Grandmaison

Director-at-Large - 2-year term



- B.Kin AKA University of Sherbrooke
- Profession: Kinesiologist
- Former athlete, head coach and facility coordinator
- Background in athlete development, sport science and coaching
- Policy-driven and Athlete-focused
- Multi-sport background: Freestyle Skiing and artistic swimming
- Passionate Freestyle Skiing Ambassador
- Deep-rooted family history in Olympic Sports



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Geoffrey Beuerlein

Director-at-Large - 2-year term

- Instrumentation Engineering Technology NAIT
- Profession: Petro-Chemical Instrument and Controls Specialist
- Extensive Leadership Experience with Alberta Alpine and the Red Deer Ski Club – Program director, Vice President, Treasurer, Director-at-Large
- Alpine Canada Level 3 Official and EL Certified Advanced Ski Racing Coach
- Freestyle Fundamentalz Coach, Official, Chief of Timing and Judge
- Parent of a Freestyle Ski Athlete at Central FC
- Bonspiel Coordinator – Fox Creek Curling Club
- Proficient in securing funding for projects



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Steve Cowburn

Director-at-Large - 2-year term



- Bcomm Athabasca University
- Profession: Entrepreneur – Executive Business Development
- Grew two companies from 0 to \$2M+
- Avid outdoor enthusiast
- Well-versed in business development, Corporate Governance, and Legal Contracts
- Multi-media background: Creative Ad Design, Photography, Videography, Editing, Web Design and Management
- Experience in planning and implementing fundraising and fun development, strategies and campaigns, including donor programs
- Experience evaluating the momentum and success of a fundraising program
- Willingness to participate in active fundraising on behalf of Freestyle Alberta
- Direct experience in not-for-profit fundraising

