



August 27, 2008

International Canoe Federation  
Avenue de Rhodanie 54  
CH 1007  
Lausanne, Switzerland

Reference: application for ICF 2<sup>nd</sup> Vice President

Dear friends,

USA Canoe/Kayak would like to submit the application of

***Ms. Gina Sanchez***

for the position of

***ICF 2<sup>nd</sup> Vice President***

to be elected during the next ICF Congress in Rome in November 2008.

Ms. Sanchez has been a long-time supporter of canoeing, of USA Canoe/Kayak and of the ICF. She is an ICF-certified sprint official and served at the 2007 World Championships and at the 2008 Summer Olympic Games. She is a long-time member of our federation and a generous volunteer and donor to all the paddling sports. She currently serves as President of our federation's Board of Directors. We are confident that she will serve the ICF with distinction in the important position of 2<sup>nd</sup> Vice President.

Yours sincerely,

A handwritten signature in black ink, appearing to read "David Yarborough". The signature is fluid and cursive, with a long horizontal stroke at the end.

David Yarborough  
Executive Director



Member, U.S. Olympic Committee

Address: 230 South Tryon Street ~ Suite 220 ~ Charlotte, NC 28202  
Phone: 704-348-4330 Fax: 704-348-4418  
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INTERNATIONAL CANOE FEDERATION  
XXXII ICF ORDINARY CONGRESS  
ROME (ITA) NOVEMBER 2008

## CV

**Gina Sanchez**

### Candidate for the position of 2<sup>nd</sup> Vice President

❖ Private details : \*fields to fill in compulsory

- First Name\*: Gina
- Last Name\*: Sanchez
- Date of Birth\*: May 25, 1972
- Birth location: McAllen, Texas, USA
- Marital status: Married
- Address: 9146 St. Ives Dr.
- Zip Code + City: Los Angeles, CA 90069
- Country of residence\*: USA
- NF of \*: USA
- Nationality\*: USA
- Phone: +1-650-814-8585
- Fax:
- E-mail: [ginasanchez@stanfordalumni.org](mailto:ginasanchez@stanfordalumni.org)
- Job position: Managing Director of Investments
- Employer: The California Endowment
- Languages\*: English, Spanish



❖ General education

Bachelor of Arts, Economics, Harvard University  
Master of Arts, International Policy, Stanford University

❖ Sport information:

Head Coach, Stanford University Flatwater Canoe and Kayak Team, 7 years  
Past USA World Marathon Team Member, 1 year  
Past Secretary, USA Canoe Kayak Sprint Racing Committee, 2 years  
Past Chairwoman, Sprint Racing Committee, 1 year  
Past Vice-President, USA Canoe Kayak Board of Directors, 2 years  
Current Member, USA Canoe Kayak Olympic Selection Committee, 2 years  
Current President, USA Canoe Kayak Board of Directors, 3 years  
Current Member, ICF Canoeing for All Committee, 1 year

Please send the form to the ICF Headquarters [simon.toulson@canoeicf.com](mailto:simon.toulson@canoeicf.com) and [annick.hauser@canoeicf.com](mailto:annick.hauser@canoeicf.com) no later than 28 August 2008.



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❖ Further information potentially interesting for the election:

With a Bachelor's of Arts in Development Economics from Harvard University and Master's Degree in Economic Policy from Stanford University, I am no stranger to the issues around sustainability and development. Development policy must be taken with consideration to all stakeholders (i.e. the IOC, the ICF, the NF's, the NOC's, the athletes, the coaches, the officials, the race organizers, the sponsors, the media, the suppliers/boat manufacturers and the spectators). In addition, I believe that how we channel development funds to newly developing programs must take into consideration how to attract additional resources at the national level (sports ministry funding, corporate sponsorship or membership/programming revenues) to help build sustainable programs. Towards further development, I believe that we must engage in research to help reduce the cost of building a competitive program while still maintaining a healthy sports industry. Moreover, the Olympic program must be re-engineered to provide the widest opportunity for as many countries to achieve success while being mindful of the best funded countries that have over the years provided international events to the rest of the world. However, in order to truly build sustainability, the resource attraction must begin with the ICF in the form of sponsorship and event sales that will be constructive, not destructive to the National Federations who take on the responsibility of delivering an international event. Finally, the ICF must continue to build alliances within the IOC.

I am a woman of action, having taken on the challenges of USA Canoe/Kayak five years ago and responded by creating supportive policy for our Executive Director, David Yarborough, in his efforts to attract resources to our program. While we are still in the first stage of a long recovery, we have brought our sponsorship level up significantly from a small percentage of our funding to a significant percentage and will enter this next Olympic Quadrennial with a solid base of funding for our current level of staff and programming. Moreover, we have developed our National Events into large-scale, highly sponsored events with more than 10,000 spectators in attendance. Having met our previous four year goal, our goal for the next four years is to grow our sponsorship to be able to significantly add to our staff, programming and membership levels. I believe that I can bring this focus to the ICF.

Most importantly, I am a woman of ethics, having gained a superior reputation as an international investor, currently managing over \$4 billion in assets. My career began with JP Morgan where I covered Mexican Debt to The California Endowment where I cover all of our investments worldwide. I spend significant time in Europe, Latin America, Asia and Africa seeking new investments for the non-profit Health Care Foundation that I work for. Through my interaction with companies and investors, I have helped to recruit resources and opportunities to our sport. I can be frequently seen on CNBC as a market expert contributor as well as at conferences held in world-wide locations such as Geneva, Monaco, London, Dubai, Tokyo and Brazil.

***Please send the form to the ICF Headquarters [simon.toulson@canoeicf.com](mailto:simon.toulson@canoeicf.com) and [annick.hauser@canoeicf.com](mailto:annick.hauser@canoeicf.com) no later than 28 August 2008.***