

WEST FARGO HOCKEY ASSOCIATION

Board of Directors Candidate Application

Name of Candidate:

Kayla Goebel

Level of Player(s):

She will be a mite in the 20-21 season

Position you are interested in:

Director of Marketing and Communications

Qualifications/What makes you a good fit for this position:

I have been in the design and marketing industry for 10 years, from in-house advertising teams to marketing firms. Along with that, I have been in different industries, including architecture, engineering, non-profit work, construction, and public works. Currently I am a graphic designer for a local small business, as well as run my own business, a CrossFit gym in West Fargo. Inclusive leadership, compassionate understanding, and ethical practices are somethings I pride myself in embodying on a regular basis as well as pursuing growth in constantly.

Career qualifications are not what makes a person entirely. I have donated my time and talents to several local non-profits over the last 14 years, as well as a current member of the 2020 35 Under 35 class. Along with my partner of 16 years, we have grown up in West Fargo a majority of our lives, and have 1 daughter who is in the WF School District and just finished her 2nd year of hockey. We joke about being a first generation hockey family, but have loved our experience and our daughter's love for the sport has only grown the last 2 years.

I look forward to the opportunity to apply for this position and am open to any questions.