

“THE FUTURE BELONGS TO THOSE WHO BELIEVE IN THE BEAUTY OF THEIR DREAMS.”



Ryan Quesnel
Director of Development

I am blessed and privileged to be accepted into the League as director of development. As a business administration graduate from the University of Regina, majoring in marketing, I had the opportunity to be a part of the University of Regina team for an international marketing competition. I have spent my career thus far working in sales and marketing roles, in the retail and technology industries.

In my new role, I don't want to lead the League into a corporate- vision re-branding strategy; I want to facilitate the development of the League's image according to members' wants and needs. I want to listen to the members, liaise with the national executive, and responsively develop the resources that will be required to enhance the League's image, both internally and externally.

The League is a significant contributor to the church and community. To continue to grow and develop, the League must remain responsive and well informed. The redesigned image of the League will articulate what the League stands for: a community in which Catholic women can discover and develop faith, fun, and fulfillment.

“The future belongs to those who believe in the beauty of their dreams” (Eleanor Roosevelt).

The goal is developing the League's image. In order to achieve this goal we should bear in mind that the League is a member-driven organization that can thrive on the vast array of gifts each member brings to the table. The League relies on retaining memberships, recruiting new members, and communicating recruitment needs both internally and externally. Most importantly, members rely on one another to enhance communications throughout the entire League so everyone will be kept well informed.

There are many wonderful ideas that parish councils

currently use to enhance the League's image in their parishes. Coordinating these ideas nationally will extend that creative success to the benefit of every council.

Effective communication helps sustain the natural growth of an organization, regardless of size. The flow of information in an organization is its life force and communication throughout the League can be improved by enhancing existing formats and vessels. Simply put, by building trust and solid working relationships, the goal of developing the League's image will be achieved.

Within the first few weeks of my employment I have had the distinct privilege of meeting with several prestigious members. After listening to their wonderful stories, I was able to discover the true meaning of the League's sisterhood.

The sisterhood is about working together to help contribute to the church and community. Through service, members grow spiritually and professionally; this growth of members is important to the re-branding of the League. Through different mentoring programs, younger women can be recruited and enjoy the benefits of spiritual and professional growth.

It is about faith, fun and fulfillment. It is about welcoming

new members to parish councils and helping them grow, so they too can be part of something successful.

Enhancing the League's image will take a collective effort from the entire membership. Through this collaborative effort, individuals will grow and, eventually, so will the League.

I look forward to the challenge. †



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