

Executive Team



Kevin Reimer
Executive Director
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Kevin is responsible for the leadership and management of the Association, executing the strategic vision and decisions of the Board of Directors. He works closely with the President, liaises with government and with partner groups representing trustees, superintendents, business officials, and independent schools.

Sharon supports the work of the BCPVPA Board of Directors, President, and Executive Director. She is the contact for Board meetings, the President's Chapter visits, Chapter President Town Halls, and Chapter Council meetings. Sharon also manages and maintains the operation of the BCPVPA office.



Sharon North
Executive Assistant to the
President & Executive Director
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Member Support Services



Carmen Eberle
Director
Member Support Services
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Magdalena Kassis
Director
Member Support Services
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Ellen Roberts
Director
Member Support Services
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The MSS team supports members by offering guidance and representation on employment matters ranging from harassment investigations and terminations, to contract advice and the resolution of complex workplace situations. MSS Directors can act as a representative, and assist members in preparing for challenging situations that can include investigations, TRB complaints, terminations, and mediations. The team also supports members with health challenges, providing referrals for Early Intervention support and LTD if applicable. MSS offers virtual and in-person presentations on topics that include Pension/Retirement, the Legal Side of Leadership, Teacher Evaluation, Elements of the Personal Services Contract, and other topics upon request.

Member Health & Well-Being



Rochelle is dedicated to the health, safety, and wellness of BCPVPA Members. Her priority is to assist and guide members who are struggling with their health and/or their physical or psychological safety at work, including members who go off work due to injury or illness. Rochelle provides supportive contact and will help direct members through the disability process to minimize any disruption in income or in the rehabilitation process, whether on sick leave, long term disability, or Workers' Compensation. Rochelle also regularly provides training sessions, directs members to valuable resources, and publishes articles promoting skills that can enhance well-being.

Rochelle Morandini
Director

Member Health & Well-Being
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Professional Learning & Development



Peter Johnston
Director
Professional Learning and
Development
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Andrea McComb
Director
Professional Learning and
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Nick Faulkner
Assistant
Professional Learning and
Development
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The PLD team supports the planning and delivery of rich and varied learning opportunities for leaders at all levels, including our core programs Explorations for Aspiring School Leaders, Foundations for New School Leaders, Leading a Culture of Learning, and Amplification for Experienced School Leaders. They produce the annual regional Connecting Leaders Conference, the annual IDEAS Forum, and Leading the Way: Women in Leadership events, as well as many workshop and learning series. The PLD Team also ensures that documents including the *BCPVPA Leadership Standards for Principals & Vice-Principals in BC*, and the *BCPVPA Leadership Planning Guide*, are reflective of current thinking and practices.

Finance & Membership



Carol Powell
Director
Finance
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Heather Lail
Assistant
Accounts Receivable/ Membership
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Helen Tseng
Senior Accounting Clerk
Finance
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The Finance and Membership team oversees finance and accounting operations, ensuring compliance with regulatory requirements, and alignment with the Association's strategic priorities. Carol leads the budget process, is a leader in the BCPVPA's Strategic Planning process, is a member of the Governance Committee and the Association's Privacy Officer. Heather maintains and updates the membership records, enrolling new members and updating records for retirements, returns to teaching and other circumstances of membership cancellation. She reconciles the monthly membership dues payments from districts, looks after the Associate School Leaders, supports minor bookkeeping for the BC Retired Principals' & Vice-Principals' Association (BCRPVPA), and issues invoices for services or expenses. Helen is responsible for the day-to-day accounting procedures for the Association, including accounts payable, staff payroll, benefits administration, and maintenance and reconciliation. She maintains accounting records and takes care of government reporting including GST, Payroll tax, T4, and T4A. Helen also processes and issues cheques for expense claims, honoraria, scholarships, and vendor invoices.

Communications



Sandra Murphy
Director
Communications
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The Communications team is responsible for the communication and brand strategies for the Association. This team designs and develops core documents including the Annual Report and Strategic Plan, produces promotional materials for Association programs and events, designs and edits the BCPVPA magazines *Principl(ed)* & *Leading: Back to School*, and coordinates the Association's annual elections and awards. They update and maintain the BCPVPA website and the My BCPVPA portal, produce and distribute the weekly eNews, and creates social media content and online engagement.



Erin Hughes
Assistant
Communications
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