

October 4, 2023

Board Corporation Members
Community Boating, Inc.
21 David G. Mugar Way
Boston, Mass. 02114

Dear Corporation Members,

I am honored to submit this letter to express my interest in joining Community Boating, Inc.'s (CBI) Board of Directors. I bring nearly 10 years of experience working directly with CBI on a branding, marketing/communications, and events-focused partnership to bolster the organization's innovative Universal Access Program (UAP), along with more than 20 years of experience in integrated marketing communications, specializing in strategic communications, stakeholder relations, and events.

My value proposition for the organizations I work with is in helping them understand how the decisions they take today will be perceived in the court of public opinion tomorrow. From there, we utilize earned, owned, and paid communications channels as well as established and emerging relationships to maximize opportunities or mitigate risk. I believe my skillset would complement the impactful work already undertaken by the CBI team and Board over the past decade, and specifically as the organization implements its FY23 – FY27 strategic plan.

Since 2014, it has been a privilege to represent my employer ([EF Education First](#)) in its partnership with CBI. At the time, EF was preparing to open a new North American headquarters building on the banks of the Charles River in Cambridge. We were seeking new nonprofit partnerships, ideally with "river neighbors" with likeminded missions – EF's is opening the world through education, helping people learn more about themselves, the world, and their place in it by stepping out of their comfort zones and experiencing something new. As soon as we met CBI and learned of its remarkable history and honorable mission of "Sailing for All," we knew we'd found an organization we'd like to work with for years to come.

We chose to focus our partnership investment on CBI's Universal Access Program, given its novel approach to ensuring people with disabilities could continue to sail regardless of ability, and that new members could begin to sail as part of their therapy programs. Over the past nine years, and on behalf of the entire EF community, we are proud to have invested enough in a newly created UAP endowment to – through a variety of initiatives including the beautiful "EF Pink" sails – support the program's long-term viability. Because you often need funding to secure more funding, we were even more proud to learn that CBI successfully leveraged the UAP endowment to secure additional grants, including from the Department of Veterans Affairs to purchase two new dedicated UAP sail boats.

I currently serve as the Vice President, Corporate Communications for EF, which is among the largest international education companies in the world. I have worked for EF for 11 years, holding several roles always related to strategic communications, public relations, and events. Before joining EF, I worked as the Director of the Corporate and Nonprofit practices at Schneider Associates, a Boston-based integrated marketing and communications firm. Prior to that, I served as the Director of Communications for MassDevelopment, the Commonwealth's quasi-public economic development authority.

Although I'm not a sailor myself, I am a passionate supporter of Community Boating, its mission, and its potential to continue to evolve as an organization to build on the remarkable impact it's had on so many people around Greater Boston over more than 75 years. While it's been fun to "co-pitch" with the CBI team and collaborate on the marketing communications elements of our partnership over the years, it would be even more rewarding to contribute in a more structured and consistent way as a member of CBI's Board.

I would be happy to entertain questions about my experience and interest and am hopeful to have your support at the upcoming vote.

Thank you,

Adam

Adam Bickelman
Vice President, Corporate Communications
EF Education First
Two Education Circle
Cambridge, Mass. 02141
617-510-1240