Community Futures East Parkland

Who We Are

The Community Futures Network was established in 1985 by the Federal Government in response to the severe economic and labor market changes faced by rural Canadian communities.

Your local Community Futures is a community-driven economic renewal initiative assisting communities in rural Canada to develop and implement innovative strategies for dealing with a changing economic environment. It focuses on improving the quality of life by enhancing business and entrepreneurial activity.

Community Futures East Parkland

Community Futures East Parkland is a non-profit organization that operates under the support of Prairies Economic Development Canada. There are 27 Community Futures offices serving all of Alberta, excluding Calgary and Edmonton. Each office operates separately and distinctly from each other with their own Boards of Directors.

Our office, located in Mirror, has been in operation since November 30, 1988, and previously operated as the East Parkland Business Development Corporation.

Our Mission Statement

"To provide flexible opportunities for the region's business and communities"

Our Current Board of Directors

The Board of Directors is volunteer members who are considered leaders in the community and represent the East Parkland Region.

LISA SMITH, CHAIR

Lisa joined the Board in 2019 and represents the Town and County of Ponoka. Lisa is a realtor with Coldwell Banker, a partner in several oilfield and agricultural related ventures, as well as a community volunteer focusing on rodeo.

MARILYN WEBER, VICE-CHAIR

Marilyn joined the Board in 2023 and represents Town of Castor and Paintearth County. She has a grass roots approach to economic development, utilizing her rural experience to work with community members and elected officials. Marilyn's current community memberships include Castor Little Theatre, Battle River Energy Ambassador, Agriculture in the Classroom, County of Paintearth- Assessment Review Board & Weeds and Pesticide Committee, and Our Lady of Grace Catholic Church.

JODY DEROCHER, SECRETARY/TREASURER

Jody joined our Board in 2024 and represents the Village of Alix. Jody is a Market Development Specialist with Derocher Equipment Marketing INC. and is an active Volunteer on the Alix Arena Board.

LENNARD MCFARLAND, DIRECTOR

Lennard joined the Board in 2017 and represents the Pigeon Lake area and Wetaskiwin County. Lennard is semiretired after more than 30 years in the oil and gas industry, and is a community volunteer, including the Pigeon Lake Chamber and Lakedell Ag Society.

GLEN RUECKER, DIRECTOR

Glenn joined the Board in 2022 and represents the City of Wetaskiwin and the County of Wetaskiwin. Glenn is the previous owner of a small Taxi company and a telephone answering service business. Through the years his business saw growth and expansion before selling it to his daughter in 2021. Glenn is a previous Alderman for the City of Wetaskiwin, serving 6 years on council. Glenn is a community volunteer, including fundraising and building committees for the Aquatic and Fitness Facility.

MELISSA DAMIANI, DIRECTOR

Melissa joined our Board in 2025 and represents the area of Rimbey and Bluffton in the County of Ponoka. Melissa holds an Agrologist Designation, studies in Finance, Entrepreneurship, Commodities and Marketing and works for CashChem Ltd and local producers to find their "best solutions". Melissa and her family enjoy their farmlife and being active in their local community.

JASON RECKSEIDLER, DIRECTOR

Jason joined our Board in December 2025 and represents the Village of Delburne/Elnora and Red Deer County. Business Owner/Operator in the Service and Product Design industry with an Entrepreneurial background.

What Role Does a Board Member Play?

Board Members provide governance for the organization, represent it in the community, and ultimately accept legal responsibility for it. As a result, they have the principal responsibility for carrying out the organization's mission and strategic objectives. Board Members accomplish their functions through attendance at regular meetings plus participation in the annual general meetings, strategic planning workshop, training, and community events. Meetings typically are held on the second Monday monthly, excluding August

What Role Does a Board Member Play in the Organization of Finances?

As a volunteer board member, it is your responsibility to protect the integrity of the organization's finances. This means you must ensure there are adequate finances, and the money is spent responsibly.

How are Financial Policies set?

Boards of directors set broad financial policies such as identifying where they want the available funding and revenues earned to be allocated. They must first define the mission, establish the goals and objectives for the organization. This ensures money will be allocated to meet those goals. As a board member you are a trustee of the organization's money. However, this does not mean you must pre-approve every expenditure. Rather, you need to know the money was spent effectively, this can be achieved through regular attendance at board meetings and by having a clear understanding of monthly financial reports presented by staff. PrairiesCan requires an audit on an annual basis

What are the "Legal Responsibilities"?

To accept a position on the Community Futures East Parkland Board of Directors is to accept responsibility for its administration, assets, liabilities, contracts, and overall policies. A volunteer Director must fully understand their roles and responsibility.

FUNDS - A director must be satisfied that an adequate system exists for the control of funds

WAGES - A director can be personally liable for unpaid staff wages should the organization become insolvent

NEGLIGENCE OF STAFF - Requires that a director is confident there is adequate insurance in place

DISCLOSURE OF INTEREST - A director must disclose any conflicts of interest, whether direct or indirect in a proposed contract or transaction.

ASSETS - A director should be satisfied there is insurance to cover the buildings and equipment of the organization

DELEGATION - A director may delegate authority to staff but CANNOT delegate responsibility

FULFILLING GOVERNMENT REQUIREMENTS - A director can be liable for non-compliance with government regulations

How can Risk be Mitigated?

To minimize risk, directors should get to know the people involved with the organization; and have a working knowledge of what is "going on" in the organization. Directors should regularly review financial and activity reports, policies regarding employment practices and contracts.

What About Insurance to Cover Director's Liabilities?

Community Futures East Parkland must have insurance to protect Directors against personal liability and all directors should be cognizant of the coverage which their organization has. It is also important to understand what is and is not covered.

By attending board meetings on a regular basis, reading minutes, reports, understanding financials and budget, becoming familiar with the organization's goals, objectives, programs, and projects, directors can reduce or eliminate the possibility of any legal action against the organization or themselves.

How Do I Apply?

To assist interested members, or if you have further questions about Community Futures East Parkland, please contact:

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Thank you for your interest.