

**October 25, 2024**

## **CMS Hires Its First Executive Director**

We are thrilled to announce a significant milestone in the Cooperative Memorial Society's journey—the appointment of our first Executive Director, Terry Geib. Many of you may already know Terry as a dedicated board member since 2009 and a passionate advocate for cooperative values across Alberta. With extensive experience in leadership, governance, and community engagement, Terry is well-equipped to guide CMS into a new era of growth and service.

Terry's background is deeply rooted in cooperative principles. She has served on various cooperative boards at both provincial and national levels, bringing a wealth of expertise in strategic planning, business strategy, and community engagement. After retiring from a successful 33-year career as a business strategist with The City of Calgary in 2023, Terry is now ready to dedicate her skills and vision to CMS, fostering growth and enhancing member services.

### **What This Means for CMS Members:**

The addition of an Executive Director will enhance CMS's ability to serve members effectively and expand our impact. As Executive Director, Terry will:

- Oversee daily operations, ensuring smooth coordination between staff, members, and service providers.
- Lead strategic planning to promote growth and long-term sustainability.
- Strengthen outreach initiatives to raise awareness about CMS and its services.
- Collaborate with the board to improve governance, focusing on member services and new initiatives.
- Provide consistent leadership to support CMS's adaptation and success.

We believe Terry's expertise in cooperative governance and her dedication to end-of-life planning will strengthen our services and community. Under her leadership, we look forward to continuing to offer affordable and meaningful funeral planning, providing peace of mind to our members and their families. Please join us in welcoming Terry Geib to this role. You can reach Terry directly at [terrygeib@coopmemorial.org](mailto:terrygeib@coopmemorial.org).

Warm regards,

Sylvia Kasper  
Board Chair