



ALUMNI PROFILE

WHO IS MARGIE SCHUETT?

A long-time community service volunteer and experienced sports leader, Margie has participated in numerous capacities within the amateur sports environment at the Olympic, Pan Am, Commonwealth Games and World Championships; Chair of the Camp Cadicasu Association of Calgary, Founding Board Member of Motivate Canada, and was involved as an original member of a team serving as athlete advisor during the establishment of Athletes CAN. Her volunteer commitment to mentoring and supporting athletes in securing personal sponsorships and marketing support continues today.

During her 26 years with the CSC, Margie has served in various positions in significant ways. Beginning in 1980, Margie represented the corporate sponsor of Sears Canada, who supplied the non-competitive clothing for the 1982 Commonwealth Games in Brisbane. From there, an opportunity was offered and accepted to join the Board as Director and Vice President; she served in many volunteer positions from Director, Chair of the Games Business Unit, and Mission Staff Member in 1982, 1990, 1994, 2002, and 2006 as well as Chef de Mission in 1998 in Kuala Lumpur Malaysia. During this time, Margie also was a member of the 1976 through 1984 Winter and Summer Olympic Teams and the 1979, 1983, and 1987 Pan Am Teams. Margie also had a twenty-year run serving as a Chef de Mission for Team Canada at the World Aquatics Championships through to 2019.

Coming from the corporate community as Sears Canada's National Fashion Director for women's fashions and accessories, National Director of Corporate Marketing for all men's, women's and children's fashion and accessory departments and finally as National Director of Marketing for Sponsorships Margie played a crucial role in linking her experience and contacts to CSC. Her volunteer commitment as a Vice President, Member of the Commonwealth Games Foundation, Chair of the Games Operations Business Unit, representing the CSC at the 1996 and 2006 Federation General Assemblies and in the CSC Sport Development programs was extensive and helpful in supporting millions of dollars valuable in-kind product and services to the CSC. Margie accepted the challenge of assisting countries like Vanuatu, Cayman Islands, Bermuda, Turks and Caicos and Gibraltar to secure sponsorships for non-competitive clothing for the 2006 games in Melbourne, developing mission operations materials and business development guidelines for developing countries with limited experience in planning and sponsorship development.

One of Margie's most significant contributions was to increase CSC's focus on creating an inclusive environment recognizing athletes' participation in critical matters, including board representation, overseeing the implementation of processes in representing their team member rights during a competition related to issues involving team discipline, Flag Bearer selection, Mission Staff operations and ensuring balance of female representation in coaching Commonwealth Games sports. Over 20 innovative initiatives related to a growing role for athletes' involvement at the Board table and Games competitions were a significant source of pride for Margie during her time with CSC.

Margie was included in the McClelland & Stewart publication of "Heroes in our Midst" - a collection of 110 personal stories from Canada's top athletes and sports people who have participated at the elite sporting competition level. The stories offer a private window into a world few people know about. Most recently, Margie was profiled in the book "Shattered

Hopes", a collection of stories from athletes, coaches and others affected by the 1980 Olympic boycott written by Sheila Robertson.

As a Commonwealth Games Federation Award of Merit inductee, Judy Kent said of Margie when she was given the 2016 Canadian Commonwealth Sport Award of Merit: "My first impressions of Margie were 'what a presence'... she was the centre around which so much revolved.....she was the heart of so many things, and she could talk to anybody, and they would love her. And these are the kind of leaders you need to make a change...."

