

Simon Norton-At Large Candidate

Resume Summary:

Si is a dynamic and empowering Global Educator, Facilitator, Guide, Trainer, Coach & Risk Management Specialist with 33 years of experience directing global education programs, guiding outdoor education projects and leading effective teams. Si has successfully facilitated more than 1,500 experiential programs and workshops with adults and youth from over 175 countries and all 50 U.S. States; and he has worked in 80 countries. Si is an accomplished facilitator & instructor of many professional, leadership and personal development topics including cross cultural and cross generational teamwork, workplace soft skills, wellness thriving, facilitation skills, project design & delivery, global issues, risk management, conflict transformation & peacebuilding, communication skills, emotional intelligence, positive psychology, and outdoor education. He currently works with many non-profit, NGO, United Nations, Educational and Corporate clients.

Si is an ACA certified Coastal Kayak Instructor (L2) and Paddleboard (L1), and working towards L3 and L2 respectively with interest in becoming an IT. He is the Senior & Lead Guide with Tahoe City and South Lake Kayak & Paddleboard where he recruits, trains and manages a team of 25 paddle guides from June to October annually. Among many skills and experiences Si would bring to an ACA Board role, the top 4 would include:

- 40+ years of diverse paddling around the world (beginning with BCU courses in England at a young age);
- Decades of professional education program design & directing experience around the world including 10 years as a Graduate Instructor of Youth Education & Project Design;
- Substantial Risk Management expertise, training, vetting and consulting;
- The Perspective of a “front row seat” at Lake Tahoe (NV & CA) to the evolving paddlesports recreation industry and vital water clarity conservation efforts.

Si has a Masters in Global Education from Harvard University and a Bachelor's in World Issues from the School for International Training. He is also a landscaper, specializing in dry stonework & hardscape. His home base is at Lake Tahoe, Nevada side, and his other interests include skiing, snowshoeing, curling, baking, and designing & building Tiny Homes & Cabins.

Why are you interested in serving on ACA's Board?

As a member and kayak & SUP instructor based at Lake Tahoe, I'd bring representation from this part of the U.S., and a passionate outdoor sport community in the Tahoe region. As interest in paddlesports grows worldwide, I'm passionate about providing safe and enjoyable ways for people from all backgrounds and ability levels to get on the water. I'm deeply committed to risk management, excellent in guide training, and consistently high quality and safe paddlesports opportunities. I want to serve the ACA's mission by offering my time and expertise from 30+ years of global education, humanitarian, NGO and outdoor education work. I want to give back to the ACA, which has provided me with superb instructor training opportunities, and is the leading paddlesports education and advocacy organization in the U.S. Living in this age of short attention spans, distractions, stress, rising mental health challenges, and the ever accelerating pace of life & work, it is more important than ever to provide people with sustainable outlets for safe and rejuvenating outdoor recreation. Having safely delivered paddle rentals, tours and lessons through the COVID pandemic here in Tahoe, we saw firsthand the urgent need to get outside, to be in nature, and to connect water sports with human wellbeing.

What specific knowledge, skills, abilities and talents do you bring?

I am a multi-faceted trainer, facilitator and Director working with teams and organizations around the world. I specialize in the intersection of personal growth and wellbeing with workplace professionalism, success and accountability. I have a deep pool of knowledge & skills in many areas of Human Teamwork, Leadership, Conflict Transformation, Peacebuilding, Risk Management, HR, Logistics, Cross Cultural and Intergenerational Communication, Emotional Intelligence, Positive Psychology, Educational Program Design, Diplomacy, Monitoring and Evaluation and more: see my attached resume and menu of topics for more information. I have extensive experience in working with groups and teams to diagnose internal dynamics, dysfunction and critical areas in need of attention, then designing and delivering training and coaching to navigate a team & organization to stronger position. I'm also a lifelong paddler - coastal and open water kayak, SUP, crew, outrigger, canoe and more. I'm a Level 2 kayak instructor and Level 1 SUP instructor; working towards my Level 3 coastal kayak, and Level 2 SUP with interest in becoming an IT. I maintain WFR consistently and co-teach WFR with a WMA Instructor. I actively work with learners and participants ages 7 to 70+ from diverse backgrounds, cultures and countries. I've worked with many different organizations around the world, and have attended numerous NOLS/OB Wilderness Risk Management Conferences. I have a keen interest in the state of the world, and in constantly updating and improving program and activity offerings to meet the moment, the times, the context, and evolving human needs. I've been in leadership and directing roles my whole life, and I know how to get things done - and love a project!

Do you have any previous experience or are you currently serving on a non-profit Board?

Yes, several times as Board Member over the last 30 years. Provided educational and training support & guidance, policy advocacy, risk management advising, HR support, and leadership direction.

Please share any additional information that will help the ACA better understand your qualifications:

My resume has a full list of current certifications, education and skills areas. I have a Masters in Global Education from Harvard University. I'm also a keen landscaper, with a focus on stonework and hardscape, and I'm gaining qualifications in dry stone wall building. I love to design, build and deliver all kinds of projects, using my head and hands in equal measure. I also want to note that I'm a white male, originally from England, with many years spent in Australia, and having lived in the US since high school in the 90's. I fully recognize ACA's intention to diversify it's Board, staff and membership, and that you may not be looking for or needing another 'white male of European descent', even though I do bring a very international perspective from my work around the world.

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