



RUSSELL PASK
Elk Valley

Start Date: 2015

Term Completed: 2023

Meetings attended: 32 of 32

Merger meetings attended: 1

Committees:

Investment and Lending

Governance

Conduct Review

Compensation Paid (including stipend and travel time): \$4,020.00

Expenses (including training and travel costs): \$175.00

Career: Managed a mid-sized construction company for 35 years, retired 2011; Owner and president of Fernie Brewing Company

Education: Computer Technology Diploma from NAIT in Edmonton

Credit Union Director Achievement Program (CUDA) – Levels A, B, C

Affiliate and Subsidiary directorships: EKC Property Holdings Ltd. director

Directorships (personal): Past director of Fernie and District Hospital Association, including term as chair

Other Community Involvement: Member of Fernie Elks Lodge #81 for over 25 years, served term in all posts

Credit union member since: 2006

MORE ABOUT RUSSELL...

When starting your small business, it's best to work with those who see the value in what you want to achieve. Take Russell Pask, who started the small business—the Fernie Brewing Company—with help from East Kootenay Community Credit Union. When Russell and his team first started the business, the big banks were not interested in investing in the start-up micro-brewery. On the other hand, EKC did invest and helped him build the small business into one of the most recognizable micro-breweries on the market.

So, what's the secret? If you asked Russell, he'd tell you that credit unions are different because "decisions are always local," a fact that makes them better at seeing the value in your small business. But credit unions are also unique because they draw on their community's local knowledge and talent when making their decisions. These community members include people like Russell, who, before becoming a Board Member for his credit union, managed a construction company for 35 years and studied computer technology at NAIT in Edmonton, Alberta.

As a local of the East Kootenay region, Russell enjoys the outdoor opportunities that the region has to offer. For Russell, the East Kootenay region provides him with the ideal location to enjoy his passion for horseback riding. This hobby is complemented by the local wilderness's natural beauty and the abundant community trails, which lend themselves to recreational activities like horseback riding, mountain biking, and hiking.

When out of the office—and off the trails—Russell enjoys spending time with his family at the lake and volunteering in his community. As a Board Member for EKC, Russell takes this opportunity to give back to his community, ensuring the continued growth and support of both local businesses and the community in general.



Russell Pask and the boys golfing at Will O Bend

