

New Captains at the Helm - Welcome Aboard!

Alberta TrailNet is delighted to welcome two new “captains” to lead our organization forward. Both individuals are highly competent professionals who bring the skills and knowledge needed to navigate the complexities of our trail organization.



CRYSTAL DAMMER is TrailNet’s new Chair of the Board. She brings over 25 years of senior and executive management experience with the provincial government, including roles as an Assistant Deputy Minister with Alberta Transportation and Executive Director with the Land Use Secretariat. She is now a successful management consultant based in Beaumont AB. Among her many skills are strategy and policy development and implementation, stakeholder and government relations, facilitation, and project management. She has significant experience in Indigenous, municipal, stakeholder and public engagement through her work on land-use policy. Crystal is a transformational leader who recognizes the importance of building consensus and is guided by the saying: “If you want to go far, go together.” And we are all looking forward to taking that journey with her.



GERALD RHODES has been appointed as Alberta TrailNet’s new Executive Director. Gerald has over 20 years experience with the Rural Municipalities of Alberta (RMA,) leading the organization as CEO as it grew into one of the foremost municipal support and advocacy/government relations associations in Canada in profile, size, and viability. Much of this growth came from RMA Insurance, a large public sector and non-profit insurance provider, Canoe Procurement Group of Canada, a Canada wide cooperative public sector buying group, and a respected advocacy/government relations and research division. He has also been Chief Administrative Officer for the Town of Devon where he and his wife raised five children, CAO for the Town of Blackfalds, in addition to prior rural municipality postings in Whitecourt, Slave Lake, and Canmore. With his career history and with board appointments and volunteer service for a number of organizations, Gerald has extensive knowledge of the geography and communities of Alberta. Gerald has a Certified Association Executive designation and a Master’s in Business Administration. He believes in strategy driving success and has a history of fostering collaborative relationships with government, business, staff, and boards. Business success aside, he is an avid proponent of trails and has enjoyed exploring Alberta’s regional nature & beauty via trails throughout the province.

Both the new Board Chair and Executive Director will be supported in their work by Barbara Johnston in the office (780-422-7150) and our dedicated board and volunteers.