



# THE AHMA MESSENGER

ABORIGINAL HOUSING MANAGEMENT ASSOCIATION



*Message from Margaret Pfoh, CEO of AHMA*

## **New CEO sets leadership goals to achieve at AHMA**

Margaret Pfoh came onboard as the Aboriginal Housing Management Association's (AHMA) new Chief Executive Officer this month and looks forward to connecting with members.

"Our members know I've been involved in Indigenous housing for more than 20 years – and as president and director of AHMA for many of them," says Margaret. "During that time, I've been fortunate to develop strong relationships with many of our housing leaders and staff across BC. In this new, dual role, my goal is to respectfully balance our professional and personal relationships, by establishing clear, consistent processes and boundaries everyone understands. I will continue to be as transparent and sincere as I've always been."

Margaret has set three priorities to advance AHMA's leadership in off-reserve Indigenous housing across BC:

### **1. Conduct an operational review and strategic planning**

"AHMA needs to identify and implement strategic priorities, and ensure we have well-structured operations with department leads all paddling the canoe in the same direction," explains Margaret. "With my background, I can hit the ground running on operational issues. But planning is also crucial to create our vision for the future."

### **2. Strengthen AHMA membership**

"I anticipate meeting one-on-one with all our members to gain an in depth understanding of what's working well and what's not. I want to learn about the challenges our communities face and how AHMA can provide effective support. Successful leadership relies on having frontline knowledge and I want to be in the best possible position to lead our team."

### **3. Review and strengthen governance**

"Good governance is vital to the success of any organization, AHMA included. At the last annual general meeting, a recommendation to convert to a fully independent Board passed. AHMA's Governance Committee is investigating the technicalities and legalities associated with such a move. I will discuss their report with the Board of Directors to determine next steps."

"Underlying all three directions is day-to-day management and oversight. We need fair, transparent, consistent processes so everyone—large or small society, urban or rural, on staff or on the Board—knows the approach for raising issues with AHMA and understands how issues will be dealt with."

"My goal is to assess and integrate all the pivotal pieces—our operations, communities, members and governance—so we can achieve effective, efficient, measurable progress. So we can look back in a year and see what we've accomplished. So we do the best job we can for our communities because, ultimately, we are here to support the Indigenous peoples of BC."

"In addition, I recognize themes in our communities from my experience on the frontline—women fleeing violence and life on the street, opioid use, mental health issues, for instance. Indigenous people are overly affected, and AHMA needs to play a stronger role in addressing these issues. I intend to engage on a provincial scale to get more resources and take action."

"I also want to express my deep appreciation to David Silva for stepping up as Interim CEO and leading AHMA through this challenging time. I know our directors are truly grateful for his work and commitment to the organization and membership. I look forward to working with David as I transition into this new role."

"After 22 wonderful years with Mamele'awt Qweesome/To'o Housing Society (MQHS), I am eager to take on this new journey. Consequently, we have created protocols to ensure David retains authority over MQHS' filing and no conflict of interest exists."

“Margaret brings a long history in the evolution of AHMA and her experience as a housing provider to this leadership role—and understands the people we serve—which gives our association consistency and strength,” says David Silva, AHMA’s Director of Corporate Services. “I’m excited about our team working together to broaden support for providers, beyond overseeing operating agreements to being the go-to resource for sustainability.”

“I also want to acknowledge the dedication of our entire operational team at AHMA,” adds Margaret. “Staff members genuinely care about supporting our communities, and I will rely on their expertise as we pursue our priorities.

“And I would like to thank the AHMA Board of Directors for placing their trust in me. The process will take time, but I’m excited about this amazing opportunity to build long term sustainability *and* take AHMA to a higher level of leadership in Aboriginal housing.”

T'oyaxsut 'nüün – Thank You!

Margaret Pfoh  
Chief Executive Officer  
P: 604-921-2462 / 1-888-921-2462  
C: 604-768-5400  
E: [mpfoh@ahma-bc.org](mailto:mpfoh@ahma-bc.org)

