

### Cindy Smith-Kaner (Cindy Swift), 2024 Nomination

- **What business or leadership experience do you have?**

I have 26 years of running a small business providing the best customer service possible, forming business alliances and navigating the challenges of financial success against all odds!

I served on the first CAMBA Board to get it started for a number of years. I served 6 years on the Birkie BOD. I served on the Hayward Chamber of Commerce Board for 5 years, and now serve for the last 5 years on the BID Board for Business Improvement District for our Downtown. I have diversified to serve where I think it is needed.

- **What passion do you have that leads you to wanting to be involved with the leadership of CAMBA?**

I love to ride the CAMBA trails. Riding is my passion. I have watched the growth of CAMBA and want to get back involved to keep it thriving and watch more growth. I spend my days at work verbally promoting CAMBA by going over the maps & suggesting rides to match the rider level to give the people the best CAMBA experience.

- **What skill sets or superpowers do you have that will further CAMBA's vision and mission?**

I have connections I would like to tap for marketing for strategies for better exposure for CAMBA. I have been hosting a women's ski clinic for 150+ women for 23 years to give perspective for our female riding market focus since women do so much of the planning for their families for visits. This experience also gives me ideas for more women's gatherings by bike.

- **What community or networking connections do you have that would benefit CAMBA**

The connections I have through our bike & ski shop I think would be beneficial. I volunteer each year for the CAMBA kids program as well as Birkie Nordic kids for the last 6 years. I think my board positions mentioned earlier speak for themselves. I am very involved in our community. I care.

Kindly,

Cindy Smith-Kaner