



**Pickleball Canada 2022 Annual General Meeting  
May 31, 2022  
Election of Directors - Nominee Information Package**

**Nominee Name: Cynthia Clark (Incumbent)**

**Letter of Intent:**

I discovered pickleball last year when the J T Clark Family Foundation (JTCFF) received a request from the Fredericton Pickleball Club (FPC) to build new outdoor courts in the city.

As the chair of the JTCFF Vetting Committee, I needed to do some due diligence (I knew nothing about pickleball) before responding to the request. By the time I finished exploring this funny-named sport on the internet and read stories of people having a fun and active experience playing the game, I had become a member of Pickleball Canada Organization, Alberta Pickleball Association, and the Calgary Pickleball Club, plus I signed up for lessons as soon as I could, in June 2021.

Needless to say, after one lesson I was hooked with the fun, enthusiasm, the mix of people, and ease of learning the game. So, I contacted the FPC and told them I would help them get funds from the foundation! This resulted in a challenge fund raising event – if FPC raised \$50k, we would match the funds. It was a successful endeavour, and as of May 2022, the courts are currently under construction (see the one-pager attached to my email).

I was easily taken with the game. However, being a “newbie”, I wanted to play but was met with some logistical challenges - with whom, where, how, when...all questions that beginner players encounter. This is one of many goals I wish to tackle, assuming I am nominated and elected to the board May 31.

I truly believe that if the million + players in Canada are educated on the benefits of being a member of Pickleball Canada/Province/town/etc., we will be able to harness the enthusiasm and desire to play pickleball, making the logistics of play easier to access and navigate, thus enhancing the game for all players from coast to coast.

Having been appointed to the board September 2021, I have been building a “Recreational Pickleball” team so we can work towards promoting the benefits of PCO, creating a stronger voice for this sport, and getting more support nationally, provincially, locally.

Should you have any questions regarding my intentions as a PCO Director, please let me know. I intend to observe the rules of good governance and bring unbiased independent thought to the board.

I look forward to being nominated and elected to the PCO board.

Respectfully,

Cynthia Clark

## **Nominee Bio:**

Cynthia Clark is a successful entrepreneur with experience in a variety of sectors that range from commercial & retail sales, to human resources, start-ups and business development. Cynthia and her company, C. Clark Enterprises Inc., continue to be involved with real estate development opportunities and new venture investments, in addition to Sales & Marketing, consulting primarily with small companies. Her primary focus and expertise are in Customer Service and Satisfaction. Currently, Cynthia is VP of Marketing with East Coast Innovation Inc., a lean dynamic corporation based in St. Andrews, NB. ([eastcoastinnovation.com](http://eastcoastinnovation.com)).

Cynthia has been involved with a number of boards over the last 20 years. Currently, she is on the J T Clark Family Foundation Board of Directors, whose primary concern is assisting charitable organizations within the Province of New Brunswick; Development Committee and Board for Passamaquoddy Lodge, a 60-bed nursing home, located in Saint Andrews, NB; Pickleball Canada Board (appointed September 2021) with a special interest in raising the awareness & membership of Recreational Pickleball players across Canada. Other boards of note: Bordeaux Properties Inc., Independent Director (2003 – 2020); Calgary/HSBC/Scotiabank Marathon Board of Directors (2004 – 2010.)

Cynthia keeps current with the roles and responsibilities of a director by attending various seminars/webinars by the Institute of Corporate Directors (ICD). Cynthia has an HBA from the Ivey School of Business and participated in an executive management course “Innovations in Marketing Management”. Living in Calgary since 1992, Cynthia contributes to the community through mentoring and fundraising events. When not in Calgary, you can find Cynthia on a plane, traveling either to the East Coast (where her heart lives) or various other exotic destinations. Cynthia’s interests include a variety of outdoor sports, travel, the arts, fine wine and food. She discovered Pickleball in 2021 and loves the game!

## Additional Information:



## A Pickleball Community for All

The Fredericton Pickleball Club is raising funds to construct an outdoor facility for pickleball play in Fredericton which will be available to all citizens. The estimated cost for the project is **\$257,485**.

We are raising funds internally (**\$79,774** to date from **73%** of our members), through government grants (we have **3** outstanding applications), through foundations (we have accepted a fundraising challenge from the J.T. Clark Family Foundation to raise **\$50,000** and to secure a donation of City land on which to construct the facility), and from the local community (businesses, corporations and individuals).



*This architectural rendering of the facility was prepared by Act 1 Consulting of Halifax.*

**Construction is scheduled for summer 2022. Playing opportunities in the new facility will include:**

- **free clinics for beginners, open play for club members and the general public, leagues for competitive players, and new programs for youth and para-athletes.**

**The facility will also serve as one of the premiere tournament sites in the Province attracting a number of visitors to the City for multi-day stays generating revenue for local businesses.**

**A request for the donation of a 2-acre parcel of land on which to construct the facility is being made to the City of Fredericton on September 16.**

## How You Can Help

We have accepted the fundraising challenge from Fredericton's J.T. Clark Family Foundation to raise \$50,000 from the local community before December 15, 2021. When we meet this challenge and have received the donation of City land, the J.T. Clark Family Foundation will match the \$50,000 raised. This \$100,000 will take our fundraising campaign to the finish line and allow us to begin facility construction next spring.

**All donors will receive a charitable tax receipt from the CRA/New Brunswick Amateur Sport Fund. All donors will be recognized on a plaque at the facility.**