

Kimberly Evering-At Large Candidate

Candidate Summary: Ms. Evering is a SUP and SUP Yoga instructor. She has very strong writing skills, with a background in journalism for recreation and competition applications. The nominating committee feels she brings skills likely to assist in fundraising and developing recreational paddling programs. Both of these are areas in which the ACA hopes to expand their successes.

Resume Summary: A Dynamic and strategic leader with extensive experience in digital communication and organizational development, Kimberly Evering is committed to fostering a collaborative environment that aligns with the mission and values of the ACA. Currently serving as a Communication Officer, she excels in strategic direction, policy development, and financial oversight, ensuring transparency and accountability in all operations. As a U.S. Olympic ambassador for the 2010 and 2014 Winter Games, she demonstrated her dedication to excellence and engagement in the sports community. Additionally, as the founder of "Gal on the Go Unplugged" and "Rock n Flow Yoga," Kimberly has successfully launched initiatives that empower diverse communities, showcasing her ability to engage stakeholders and drive impactful outcomes. With a strong emphasis on integrity and open dialogue, she is dedicated to enhancing governance excellence and actively contributing to board committees, making her a valuable addition to the ACA Board of Directors.

Why are you interested in serving on ACA's Board?

My profound passion for promoting outdoor recreation, safety, and education, which resonates with the core mission of the American Canoe Association (ACA), has been a driving force in my life. Through my ventures, Gal on the Go and Rock n Flow Yoga, I've witnessed the transformative power of engaging diverse communities in outdoor activities. I am eager to bring my skills in communication, brand growth, and community engagement to the ACA's Board, enhancing the association's impact. My commitment to the sport is evident in my experience with SUP (Stand Up Paddleboarding) and my upcoming certifications with the ACA. Joining the ACA board is a significant way to give back to the paddling community and has enriched my life. In addition, as you will see by my professional resumes attached, I have a unique combined background that I believe will bring a fresh perspective to the board.

What specific knowledge, skills, abilities and talents do you bring?

I bring diverse skills, particularly in digital communication, brand growth, and media, that would benefit the ACA. My experience as an Olympic News Service reporter for the 2010 and 2014 Winter Games equipped me to communicate effectively under pressure, tell compelling stories, and engage with diverse international audiences. Covering these prestigious events taught me how to promote athletes and sports in ways that resonate with niche communities and global audiences, a skill I believe would help elevate the ACA's visibility and reach. Additionally, I am highly skilled in digital content creation, podcasting, and social media strategy, which I have utilized to build and grow two successful ventures, Gal on the Go and Rock n Flow Yoga. These endeavors have given me extensive experience in engaging audiences through innovative communication strategies and fostering brand loyalty and community growth. Moreover, my leadership and entrepreneurial background, demonstrated through my ability to organize events, manage large-scale projects, and build lasting partnerships, will be a valuable asset to the ACA. These skills, combined with my reporting experience, will allow me to contribute to the ACA's mission of promoting paddle sports, ensuring safety, and expanding participation.

Do you have any previous experience or are you currently serving on a non-profit Board?

While I have not formally served on a non-profit board, my roles as the founder and leader of my businesses have given me experience in governance, policy-making, and strategic oversight, similar to what is expected of a non-profit board member. Through my yoga events, I have consistently worked with non-profit organizations like Girls on the Run and Roswell Cancer Research, fostering collaboration and promoting community-driven causes. My communication, leadership, and program management skills are transferable to a non-profit board environment.

What do you expect from the ACA to make service on the Board personally rewarding for you?

I expect the ACA to foster an environment where I can actively collaborate with other board members to promote paddle sports through innovative communication strategies and strategic initiatives. Given my background as a digital content creator and a reporter for the 2010 and 2014 Winter Games, I look forward to opportunities to apply my storytelling skills to elevate the ACA's profile and engage with diverse audiences. My experience at these international events taught me how to work under pressure, communicate across cultures, and spotlight athletes and sports in a way that resonates globally. Contributing to the ACA's mission of promoting paddling safety, education, and growth through such dynamic experiences would be personally fulfilling. Moreover, I'm thrilled about the potential to enhance the organization's visibility, promote athlete safety, and expand participation in paddle sports.

Can you describe your understanding of the ACA, roles and responsibilities?

My depth of knowledge of the American Canoe Association (ACA) is that it's a member-elected organization that governs various paddling sports across the United States. Its board members are responsible for providing leadership, strategic direction, and financial oversight to support the organization's mission of promoting paddle sports and ensuring the safety of its participants. ACA board members also engage with councils and committees that offer policy and operational decision recommendations. Board members must maintain accountability, propose bylaw amendments, and collaborate with the Executive Director to make high-level decisions that steer the organization. Serving on the ACA board requires a dedication to governance, financial prudence, and compliance with safety standards, including those set by the U.S. Center for SafeSport.

Resume: [Evering Resume](#)