

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**FROM:** Kevin Jeffries

**SUBMITTAL DATE:** December 24, 2014

**SUBJECT:** COMMITTEES, COMMISSIONS AND BOARDS ACTION

**Committee, Commission, or Board:** The Commission on Defense & Military Services

**RECOMMENDED MOTION:** That the Board of Supervisors approves the appointment of:

**Type of Nomination:**  At Large First District Appointment  
**Member:** Name: Cindy Roth  
Address: 3985 University Avenue, Riverside, CA. 92501  
Telephone: (951) 683-7100

**Term of Appointment:**  Full 4-year term, February 1, 2015 thru January 31, 2019.

**BACKGROUND/APPOINTEE INFORMATION:** Mrs. Cindy Roth was born and raised in the City of Riverside. She was educated in public schools in the City of Riverside and while attending Riverside Community College she was hired to serve on the staff of Senator Robert Presley. Later she joined the staff of the Greater Riverside Chamber of Commerce and has served as President and Chief Executive Officer since her appointment in 1999. This chamber is the states 3d largest with 1600 members and represents businesses that employ a total of 75,000 workers. Roth has been an advocate for March Air Reserve Base and the men and women who serve in the Armed Forces for decades. Her advocacy for military issues and affairs has been greatly beneficial to the local military community. Her knowledge of legislative advocacy and military affairs has contributed greatly to the preservation of March Air Force Base and later March Air Reserve Base. In recent years Roth has advocated for the retention of March Air Reserve Base and Naval Surface Warfare Center-Corona. She has used tools at her disposal such as the Monday Morning Group and the chamber to advocate for new equipment and reset of the various units at March Air Reserve Base and the preservation of NSWC- Corona. Mrs. Roth has worked closely with the Commissioner of the Office of Military and Defense Services to coordinate federal and state legislative efforts on behalf of our military members and bases. In addition to membership in the Monday Morning Group, she serves on the La Sierra University board of directors, is an Honorary Base Commander at March Air Reserve Base, and was named Woman of the Year, 64<sup>th</sup> Assembly District, by former State Assembly member John J. Benoit. Mrs. Roth also knows first-hand the hardships of serving as a military spouse of an Air Force Reserve member. Cindy Roth resides in the 1<sup>st</sup> District.

  
Kevin Jeffries, Supervisor  
1<sup>st</sup> District