



**HOLD ON!** *Before you recycle, take 60 seconds...* With your vote, **ROGER SNYDER** will work on these **PRIORITIES FOR OUR STUDENTS**

**2,500 Students**



**Ensure Success** for *all* our students by improving services and technology usage.



**Bring Together** Scotts Valley by improving communication and collaboration amongst parents, students, teachers, administrators and the community.



**Increase Funding** from the State for underfunded districts like Scotts Valley.



**Oversee Completion** of the Middle School remodel in a timely and cost effective manner of which we can all be proud.



**Promote Values** in our students to foster safe learning environments and lasting citizenship.

**JOIN OTHERS IN SUPPORTING ROGER SNYDER**

- Scotts Valley Education Association (SVUSD teachers union)
- Art Bubb, *past School Board President*
- John Abel, *past School Board Trustee*
- Aaron Hinde, *past Trustee, Santa Cruz County Board of Education*
- Donna Lind, *Scotts Valley Mayor*
- Jim Reed, *Scotts Valley City Councilmember*
- Dene Bustichi, *Scotts Valley City Councilmember*
- Randy Johnson, *Scotts Valley City Councilmember*
- Stephany Aguilar, *Scotts Valley City Councilmember*
- Danny Reber, *Executive Director, Scotts Valley Chamber of Commerce*
- Linda Benko, *past Scotts Valley Woman of the Year*
- Steve Walpole, *past Scotts Valley Police Chief*
- Derek Timm, *President, Scotts Valley Educational Foundation*
- Allison Niday, *past President, Scotts Valley Educational Foundation*
- JT Mudge, *past President, Scotts Valley Educational Foundation*
- John and Michele Gray, *Treasurer, Scotts Valley Educational Foundation*
- Robert Aldana, *publisher of My Scotts Valley*
- David Sanguinetti, *Scotts Valley Parks & Rec Commissioner*
- The GLBT Alliance of Santa Cruz County**
- Michele Sanguinetti, *teacher*
- Mark and Mary Dettle, *teacher*
- Joey & Linda Romeo, *teacher*
- Mark Andrews, *teacher*
- Claire Spitzer, *teacher*
- John Magliato, *teacher*
- Jeff Matlock, *teacher*
- Renae Fish, *teacher*
- Beth Hollenbeck, *teacher*
- Diane Walsh, *teacher*
- Katie Begley, *teacher*
- Deb Avila-White, *teacher*
- Mike Igoe, *teacher*
- Joe Allen, *teacher*
- Lark Pifferini, *teacher*
- Cathy Weist, *teacher*
- Kathy Adams, *retired teacher*
- David and Amy Paul, *college and career advisor*
- Ron and Bonnie Scherer, *instructional aide*
- Jane and Carlos Arcangeli, MD • Adina Licht • Lynn Reno
- Cheri Brownfield • Jason and Terri Hawes • Lynn Bridges-Smith
- Walt and Cindy Stone • John and Nancy Franich

*Partial list of endorsements*

**A vote for ROGER SNYDER is a vote for Our students and Their future.**





The Snyder family top left to right; Michele, Roger, Tessa, Kaitlyn, Alicia and Janine

## MY BACKGROUND

- Married 22 years to my beautiful and vivacious wife, Michele Snyder.
- Father of four daughters:
  - Janine graduated SVHS in 2015, and is currently a sophomore at Grand Canyon University, studying elementary education with a special education minor.
  - Alicia is a senior at SVHS, interested in criminal psychology.
  - Kaitlyn is a sophomore at SVHS, plays basketball on the JV team, and interested in owning her own bakery.
  - Tessa is in 8th grade at SVMS, and aspires to be a veterinarian.
- MBA, with concentrations in Marketing and Leadership, Santa Clara University.
- BS in Electrical Engineering and Computer Science, U.C. Berkeley.
- 15+ years leading product management teams in Silicon Valley, at companies as small as 7 people, and as large as Microsoft.
- Now working as a consultant with The 280 Group, the leading independent product management consultancy in Silicon Valley.

Sixteen years ago my wife Michele and I moved here in large part because of the excellent reputation of the public schools.

As our kids grew, Michele and I both became active in helping out at the schools. We helped in the classrooms, on field trips, and with maintenance and improvement projects.

When the financial crisis hit, and our State drastically cut funding to our schools, I joined Save Our Schools Scotts Valley to do something about it. We promoted Measure K to help close the funding gap, and Measure A to rebuild our crumbling Middle School.

At the same time, I also joined the Scotts Valley Educational Foundation, which raises funds to support vital school programs: libraries, computer labs, and counseling services.

Our school district continues to be excellent, but there's more to do. I am running to fill a 2-year vacancy, so I can bring new ideas and energy to complement the strengths of our existing board members.

If elected, I will put our students first, serving you and them with integrity, thoughtfulness, and hard work.  
***I would be honored to receive your vote.***

**Vote for ROGER SNYDER in the 2nd block of candidates on November 8th!**

*“Roger is a great choice to help keep our schools among the best in California. With three children in our schools and one in college, he will work hard for all of our students. He has always been a tireless volunteer, and I know he will be a great leader and voice for our community.”*

– Derek Timm, *President, Scotts Valley Educational Foundation*



**Our students.  
Their future.**

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