



MEET CLIFF SNEDEKER

District Governor Nominee (2009-2010)
Rotary Club of Clearwater
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Cliff was raised in Clearwater, Florida, where he attended Clearwater Junior High School and Clearwater High School. During these years he was a member of the Clearwater Optimist Pram Fleet, a local sailing squadron dedicated to teaching sailing to interested Clearwater Youth. Active in Clearwater High School he participated in the CHS Swim Team and Glee Club Madrigal Singers. During High School Cliff always worked at a local business in time available after his school activities.

He attended St. Petersburg Junior College where he prepared himself to pursue his BS degree in Marketing at Florida State University. While at FSU Cliff was very active in the School of business working with the Marketing department to bring speakers of interest to the School of Business for the Marketing Club and Delta Sigma Pi presentations. Cliff graduated from FSU and joined Armstrong World Industries, Building Products Division. He attended their very extensive six month sales training program at the headquarters in Lancaster, PA. During this time he gained an extensive training of wholesale distribution in the Building Materials industry. This is the industry in which he remains active today.

He married his wife Deanna following graduation from Armstrong's training program and moved to his first business assignment with Armstrong Cork in Toledo Ohio. A condition of employment into the Armstrong Sales Training Program was that each member of the training class be single (unmarried). Cliff and Deanna met at Florida State where Deanna completed her degree in Speech and English. Deanna is still active as a substitute teacher in selected schools in the Pinellas County School System. Cliff's first involvement with Rotary was as a recipient of the Rotary Clubs of Florida College Loan Fund. This aided him in completing his education at FSU. While living in Toledo, Ohio, Cliff joined the Rotary Club of Maumee, Ohio, in 1964.

Cliff completed nine years with Armstrong where he had a very successful career during which he was able to be transferred to Clearwater, Florida, to cover the fast growing building materials market in Florida. When Cliff moved to Clearwater, he transferred his membership the Rotary Club of Clearwater in 1966. He has been a continuous Rotary member ever since his induction in Maumee, Ohio in 1964. He has achieved 30 years of perfect attendance in 2007.

In 1970, at the encouragement of his customers, Cliff formed C.E. Snedeker Sales. He began his Millwork Sales Agency and quickly built it into one of the most recognized Sales Agencies in the United States. In 1985, in addition to running his sales agency Cliff purchased and reorganized Kwik-Way Corp, Mt. Pleasant, Texas. He quickly turned this regional manufacturer of pine doors into a company recognized and operating throughout most of the United States. Cliff sold Kwik-Way Corporation, in 1995, and refocused his Sales Agency to focus in the world market, sourcing products in wood producing countries throughout the world. C.E. Snedeker Sales today is a Global Manufacturers Sales Agency.

Continuing to live in Clearwater the Snedekers' time is divided between Clearwater and their residence in Banner Elk, North Carolina. They have two sons and five grandchildren. Cliff and Deanna both enjoy hiking in the mountains, spending time on and around the water and attending performing arts presentations where ever they are. Cliff is a multi-engine, instrument rated pilot, a talent that has aided him in business for many years. Cliff enjoys light tackle salt water fishing, golf, swimming, scuba diving, hiking and most any outside sport. Cliff and Deanna are avid Seminoles and still enjoy going to football games in Tallahassee and away games.

Cliff has been very active in The Rotary Club of Clearwater since joining in 1966. He has chaired the Rotary Invitational Swim Meet, Organized the Club to Club student Exchange between Clearwater Rotary and the Leverkusen and the Leichlingen Opladen Germany clubs (began in 1982 and is still an active program). As President of Clearwater Club in 2003 & 2004 he began many programs within the club to aid in making the club the warm and friendly club that it is today. In the year 2006-7 Cliff was awarded the cherished Four Way Test Award by his Rotary Club. In addition, Cliff serves on City the City of Clearwater Cultural Arts advisory board, St. Petersburg Alumni Association Board and other community related boards and committees.

Serving his second year as AG, Cliff has had good success working with clubs to improve their club operations and fellowship. he enjoys the respect of all he serves. Cliff was awarded the Assistant Governor of the Year award from District 6950 in 2006-7.

Cliff and Deanna have both been active in Rotary. Deanna was a Rotary Ann for several years and served at the president of the Rotary Ann's of The Rotary Club of Clearwater. They have both been active in the GSE program and they have hosted several GSE visitors. Cliff started the joint Clearwater Clubs GSE meetings, in Clearwater, and worked hard at getting the Clearwater Clubs to work on joint fellowship events.

Cliff and Deanna both look forward to serving District 6950 in Cliff's year as District Governor.