

## **Board of Directors**

**Cardiff-by-the-Sea Foundation**

(501 (c) 3 tax ID: 81-2701462)

### **Annika Walden**

President

Annika Walden is the Executive Director of the Leucadia 101 Mainstreet Association. Annika has significant experience in events, public affairs, organizational management, public policy, program development, marketing, and economic development. Annika also served as the Executive Director for the Cardiff 101 Mainstreet Association and is the Founder of the Cardiff-by-the-Sea Foundation.

Most recently Annika played an integral part of the launch and opening of Surfhouse Boutique Hotel in Leucadia.

When Annika's not working she can be found volunteering, walking the beach with her terrier mix Mildred, surfing, and doing yoga.

### **Trish Hilder**

Secretary

Trish Hilder is an attorney, she launched her law firm in 2015 in Cardiff-by-the-Sea, California. Trish uses her corporate law background to serve as legal counsel to artists, athletes, entrepreneurs and corporations in their business endeavors. She advises on which corporate entity to choose based on business goals, drafts and negotiates business contracts, sponsorship agreements, and licenses, and handles trademark and copyright filings and enforcement. Trish is not only a board member of the Cardiff-by-the Sea foundation, but she also serves on the board of the Rob Machado Foundation, and The Encinitas Boardriders Club, she also acts as the volunteer attorney for the Encinitas 101 Artist Colony.

## **Natalie Suggs**

### **Treasurer**

Originally from Maui, Natalie Suggs has been an Encinitas resident for the past 5 years. She is the Event Marketing Manager for Vive Organic, a national beverage company and she currently serves on the board of Cardiff-by-the-Sea Foundation.

After completing her BA at the University of San Diego, she spent several years in San Francisco where she started her career in client and event management. Upon moving to Encinitas, she became the Assistant Director of Cardiff 101 Main Street where she spent two years working with local businesses and planning community events. Since then, she has consulted in the marketing, design and event space and has continued to stay immersed in the community volunteering with local non-profits.

On most days, you can find Natalie walking the neighborhood of Leucadia or visiting with friends at the local coffee shop (or brewery). In her free time, she loves to read, go to the beach, and hang with her three boys - her husband, son, and golden retriever.