



University of
Lethbridge

NEWS RELEASE

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Business leader Cyndi Bester named new president of University of Lethbridge Alumni Association

Award-winning business leader, concert pianist and double alumnus Cyndi Bester (BMus '95, MEd '01) is the new president of the University of Lethbridge Alumni Association (ULAA).

The ULAA now boasts more than 55,000 alums, who are making a difference in communities throughout our province, country and around the world. The role of ULAA President is key in maintaining connections with those alumni, engaging them with each other, the University and current students.



“Taking on the role of ULAA President is both an honour and a responsibility I hold dear,” says Bester. “It appeals to me because it offers a unique opportunity to give back to the University that has given me so much, while also helping to foster a strong and engaged alumni network.”

Bester has helmed successful companies specializing in registry services, health care and workplace safety. Her professional career began under the direction of her entrepreneurial parents, focusing on health care with We Care Health Services for 20 years, where she served as CEO for a decade. After selling the company at 39, she became the managing partner of Lethbridge Vehicle Licensing & Registry, the final enterprise under the family umbrella.

Since early 2019, Bester has been the CEO of the Lethbridge Chamber of Commerce, leading a wide range of policy initiatives aimed at strengthening the local business community. Beyond the business world, she has traveled globally as a solo concert pianist, performing in Canada, England, Poland, Russia, Belarus, Ukraine and the United States. She is also an accomplished author, co-writing four bestselling books: *The Fine*

Art of Parenting After Separation: The Power of a Positive Mental Attitude, The Girl in the Red Bikini, Johnny B, and Bach, Beethoven, Brahms and Bartok: Lessons from the Big Four. Additionally, she is active in the fitness community, competing nationally in bodybuilding.

“My experience at ULeithbridge was transformative,” Bester reflects. “The liberal education focus encouraged me to explore a variety of disciplines, which has deeply influenced my approach to both my professional and personal life. The skills and perspectives I gained there have been invaluable in navigating the diverse range of pursuits I’ve been involved in over the years.”

A tireless volunteer who has received national recognition for her philanthropic efforts, Bester currently serves as a Co-Chair of the Reconciliation Lethbridge Advisory Committee, a member of the Community Wellbeing and Safety Advisory Committee, the YWCA Board of Directors, and the board of directors of the Lethbridge Hurricanes. She recently completed terms on the University of Lethbridge Senate and Economic Development Lethbridge. In October 2022, she was inducted into the University of Lethbridge Alumni Honour Society.

In addition to Bester’s appointment, Deirdre McKenna (BA ’94) now moves into the role of ULAA past-president, Lisa Neufeld (BA ’97) is vice-president and Wheaton King (BMgt ’17) has been appointed secretary for the association. As well, three new directors are on board, including Armin Escher (BSc ’13), Brendan Cummins (BA ’16, MA ’18) and Emmanuel Makoni (BMgt ’17). For more, check out information on the full [ULAA Council](#).

To view online: <https://www.ulethbridge.ca/unews/article/business-leader-cyndi-bester-named-new-president-university-lethbridge-alumni-association>

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Contact:

Trevor Kenney, Manager of Public Affairs
403-329-2710
403-360-7639 (cell)
trevor.kenney@uleth.ca
@ULethbridge

Our University’s Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.