



# Candace Sublett's Leadership Profile

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**2024**

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# About Candace

**Candace Sublett is the youngest of three children and is from Kansas City, MO. She is an experienced Project Manager, General Manager, and strategist with a passion for women and motorcycling. She moved to Texas to ride in better weather all year long. In her current role as the Executive Director of a nonprofit community organization, she fuels her passion for the community by advocating on behalf of women and motorcyclists across the county and the state of Texas.**

**With her leadership and professional experience, Candace is extremely capable of advocating women in motorcycling no matter the demographic they derive from. Her advocacy comes from over 10 years of riding and facing the challenges women face in their everyday lives. She has made it her personal goal to create more access for women in motorcycling no matter what they face.**



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# Service

Since the start of her career in 2003, Candace has volunteered in a various of capacities such as walks, camps, galas, block walks, phone banks, rides and many others. As she began to develop her career, she started seeking more leadership roles with these community organizations by organizing volunteers to attend these types of events. Over time she joined some nonprofit boards.

Candace stated she would not have successfully weathered the career changes she experienced if she hadn't chosen service as an outlet to enjoy herself. Volunteering allowed Candace to increasingly build her skills as a project manager. She learned the mechanics of volunteer recruitment, networking, communicating negotiating, budgeting, risk analysis, and managing teams. Through these experiences in various industries allowed her to sharpen her skills as a project manager, a philanthropist, and an entrepreneur.

She may not have liked her day job during those times, but she was able to take all of the skills she learned and found the TX All Female Ride Inc. Her long term goal is to run a fully functioning nonprofit that serves women in motorcycling.

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# Leadership Credentials

## **Leadership Arlington *Cohort 2023-2024***

As a Leadership Arlington Cohortee, Candace was able to gain a wealth of knowledge by communicating with City, Business, and Community leaders. She learned about the different services, boards, commissions, and jobs the City of Arlington provides for its citizens. She was well received by her fellow Cohortees, that they voted for Candace to sit on the Leadership Arlington Board of Directors as the Class Representative.



## **Paths Forward**

### ***Fort Worth Black Chamber of Commerce***

Paths Forward is a leadership development program in Fort Worth who develops Black Leaders in the City of Fort Worth. Candace stated, though the program has just begun, she is glad to see so many other women in the program as they aspire to higher places in their leadership opportunities.

## **Nonprofit Resource Workshops & Panels *Greater Arlington Chamber of Commerce***

The Greater Arlington Chamber of Commerce began providing nonprofits with support in 2020, but was halted due to Covid-19. The Chamber decided to start the Nonprofit Resources again in 2024 and has been very helpful to Candace as she scales the TX All Female Ride Inc. In February 2024, Candace and Aqua showcased the nonprofit at a resource fair full of networking with Chamber members. That is when everyone in the Chamber learned about the TX All Female Ride Inc.

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# Leadership Credentials (Cont.)

## **All Female Unity Ride 2020** *St. Louis, MO*

In 2020, bikers were restless and ready to get out and ride. Candace along with the Ride 4 Hope Foundation - St. Louis and the MidSouth All Female Cancer Ride organizations and hosted over 400 bikers in St. Louis, MO (65% women). All three organizations donated \$500 towards their perspective charities at the end of the event.

## **All Events** *TX All Female Ride Inc.*

Candace has organized all Texas All Female Ride Inc. events since 2019. In the organization's existence, she has planned:

- Two (2) All Female Rides
- Two (2) Steel Horse Awards Ceremonies (El Paso, TX & Biloxi, MS)



## **Community Organizations** *Member*

Candace has advised numerous all female riding organizations within their first year. She also serves on the City of Arlington's Mayor's Black Advisory, Women's Advisory, and LGBTQ Advisory Councils. She is the Health Committee Lead for the Black Advisory Council and the Women in Leadership Lead for the Women's Advisory Council. She serves on the Holiday Lights Parade and attends many other community functions.

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# Motorcycling

Candace has a passion for women, but her number one interest is motorcycling. The freedom she receives from listening to the wind in her ears, seeing & smelling the scenery, the freedom of thoughts released onto the highway are only some of reasons she continues riding. Candace has been riding motorcycles since 2013 and has ridden from Dallas to Las Vegas, Kansas City to Memphis and a few other distance trips.

On her Dallas to Jacksonville, FL trip in 2019, she completed the Iron Butt Challenge with 1,093 miles in less than 24 hours. With almost 15 years in motorcycling, Candace has the reach via social media, in person, and an online presence across the country. She is able to adapt to any motorcycle environment, even if she is the only woman present.

Candace continues to support all motorcycle events, and focuses on supporting women exhibitors, riders, vendors, enthusiasts, industry employees, and supporters. She learned as the years progressed and the TX All Female Ride Inc. wasn't creating the level of impact she desired, Candace joined leadership programs to sharpen her management style, she attends business workshops with the Greater Arlington Chamber of Commerce to strengthen her business acumen, and she serves on Mayor's Advisory Councils as a conduit to Mayor Jim Ross for residents in Arlington. In order to impact women in motorcycling, education and service are paramount the TX All Female Ride Inc.'s success.





# About the TX All Female Ride Inc.

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# TX All Female Ride Inc.'s Mission & Goals

## Mission

The prominent resource for leadership and personal development for women in motorcycling.



## Goals

- Providing women riders with the leadership development necessary to confidently lead and inspire.
- Fostering a community where women riders and non-riders are celebrated, respected, and represented.
- Facilitating networking opportunities, marketing exposure, and skill-building programs with industry experts.
- Promoting gender diversity and inclusivity within the motorcycle industry.
- Inspiring the next generation of women leaders in motorcycling.

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# TX All Female Ride Inc.'s Milestones

- **2018:** TXAFR was founded and began organizing a weekend ride raising funds for community organizations
- **2019:** First TX All Female Ride @ Texas Harley-Davidson and donated approximately \$500 to the Lupus Foundation of America - Lone Star Chapter
- **2020:** TX AFR partnered with Ride 4 Hope Foundation - STL & the Mid-South All Female Cancer Ride in St. Louis, MO and raised approximately \$500 we donated to the Sickle Cell Association of Texas Marc Thomas Foundation.
- **2021:** Donated \$500 and more than 60 hygiene kits to the FVPS Women's and Children's Shelter in San Antonio, TX.
- **2022:** Created the Sisters Beyond Rags Foundation to address health & economic hardships for women in motorcycling.
- **2023:** Partnered with Barnett Harley-Davidson to host the first Steel Horse Awards Ceremony celebrating women in motorcycling. Became a Mississippi Gulf Coast Chamber member.
- **2024:** Hosted the second Steel Horse Awards and donated \$500 to K9 Too Motorcycle Club, while developing concrete programs for the TX AFR. A Greater Arlington Chamber of Commerce member. The Executive Director attended community leadership training, attended Chamber of Commerce events, and joined community councils so the TX AFR would gain the credibility to support women in motorcycling on a larger scale.

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# TX All Female Ride Inc.'s Social Media & Website

- Facebook Group: TX All Female Ride Inc., <https://www.facebook.com/groups/txafr/>, 636 members
- Facebook Page: The Sisters Beyond Rags Foundation, <https://www.facebook.com/sbrftxafr/>, 2.9K Likes, 3.7K Followers
- Instagram: @tx\_afr, [https://www.instagram.com/tx\\_afr/#](https://www.instagram.com/tx_afr/#), 754 posts, 717 followers, 1,001 following
- LinkedIn: <https://www.linkedin.com/company/tx-all-female-ride-inc/>
- TikTok: @tx\_afr, [https://www.tiktok.com/@tx\\_afr](https://www.tiktok.com/@tx_afr), 414 Following, 368 Followers, 732 Likes
- Website: <https://www.txafr.org>

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# Contact Candace



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