

2014 Sail Chicago Candidate Fact Sheet

Name: Chris Schuler

Sail Chicago member since: 2005

Personal/ Professional skills and interests:

I'm an owner of Bass/Schuler Entertainment an agency that books a variety of entertainment on college campuses, corporate and summer park district and festival events. The agency began in 1999 and as an owner and agent; I have some leeway to adjust my schedule to accommodate for sailing and golf. Two sports I have adequate abilities to perform but always strive to improve.

Sailing experience:

I'm currently a US Sailing certified small keel boat instructor and am cleared as a skipper on all Sail Chicago boats. I've been a member of Sail Chicago since 2005 and usually log about 30 sailing days a summer. I currently instruct "intro to cruising" on Priorities and I plan on continuing to instruct for the 2014 summer season.

Involvement/experience with Sail Chicago:

I joined in 2005 and became an instructor in 2007. I've taught on the Rhodes and Colgate's but since 2011 I've only taught classes on Priorities. I'm also a member of the Board of Directors and was the Vice Chair for 1 year and have been the Chairman for the year of 2013.

Why would you like to be on the Sail Chicago Board?

I'd like to continue as a member of the board because I feel that my knowledge learned from sailing and the tools I've gained from running my own company for the last 12 years has benefited the board and assisted in my ability to contribute ideas and facilitate pathways to successful improvements for our organization. Regardless of my role, either as a member of the board or as the chairman, I'm always looking for ways to improve our organization for the betterment of the existing members and create an environment that would be appealing to those looking for sailing opportunities.

What is your vision for the future direction of Sail Chicago?

My vision is to continue down the path we are currently going. I believe capital improvements with new boats as well as technological improvements with reservation systems will provide a better "member experience" and foster growth in our membership. I think of it as a "hand in hand" relationship, where we do our part to accommodate the growing needs of our members and as they grow, we'll adapt the structure to meet the demand. The more we stay in communication with our membership and hear what they'd like to see, we can adapt to meet those requests. I believe the changes currently in place fostered by board members Dan Flavin and Christine Garvey are going to assist with that.

(Electronic) Signature: *Chris Schuler*

Date: December 21, 2013