

## 2014 Sail Chicago Candidate Fact Sheet

Name: Michael Swisher

Sail Chicago member since: 1995

Personal/ Professional skills and interests:

Professionally, I work in market research specializing in Consumer Packaged Goods. I've worked for Kraft Foods the past 10 years, and before that for a number of very large suppliers including AC Nielsen. Currently I'm starting a consulting practice doing the same type of work – clients include Kraft, Pepsi, Ipsos (research company). I sing frequently in stage productions, choirs and private programs. I play sports, particularly golf. I also do a lot of 'fix-it' projects for the church and friends, from basic building to technical/electronic setups.

Sailing experience:

I began sailing Hobi-cats in 1978 and would go out infrequently with friends on their boats in the 80's. I really caught the sailing bug in the early 90's, and was introduced to Sail Chicago by Bruce Woll. Since then I've checked out on all the SC boats except the Shields. I've taken sailing classes in the Virgin Islands on cruising catamarans because I thought my wife might be more willing to go on a sailing vacation on a bigger boat that doesn't heel. I started teaching three years ago, and that's really increased my interest to sail and learn more.

Involvement/experience with Sail Chicago:

Up until about three years ago, my involvement was to sail with my boys or take friends out infrequently. I did my service time in maintenance, helping out on the cruisers (Melody, Isis, ER), then on the Rhodes doing fiberglass. I always enjoy fixing things, but teaching has made belonging to the club much more fun for me. Because of all my hobbies, along with a demanding full-time occupation that includes frequent travel, my sail time was limited. My current situation allows much more freedom to be on the water and teach whenever I want. Additionally last year I began racing on Wednesday nights in the club as well as in the Mac Race and others.

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

I have a lot more to offer the organization than just sailing boats and teaching. The experience getting the US Sailing Instructors Certification really opened my eyes to what is needed in a top notch teaching organization, as well as making me a better teacher. I also have substantial knowledge in many areas that would benefit the club, and being on the board would put me in a better position to contribute more.

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

I would like to see continued growth of the education program and our teaching fleet, but be mindful that we only have so many instructors. Down the road, I'd like to be able to offer Basic US Sailing certifications, maybe growing to Cruising Certifications. I'd like to have more on-the-water member outings, which might necessitate purchasing another cruising boat. I'd also like to improve community outreach programs.

The ramp up of activities would need support of the membership, and a sizeable group of members committed to such activities, understanding that many just want to sail with their families and friends.

(Electronic) Signature: Michael Swisher

Date: 12-11-13