

Mike Switzer



Mike Switzer was born April 19, 1957 in Kokomo, Indiana. He was raised by his parents in an Air Force family; one of his father's stations of duty being at Shaw Air Force Base in Sumter, South Carolina. After he graduated from high school in Goose Bay Labrador, his father's last station of duty, Mike decided to return to South Carolina to attend college at the University of South Carolina. After graduating from the University of South Carolina in 1982 with a B.S. degree in Finance, Mike began his career in the investment industry with A.G. Edwards (now Wells Fargo) in that same year and eventually rose to the position of Vice President/Investments. In 1995, he joined First Union (later Wachovia, now Wells Fargo) Securities as Senior Vice President/Investment Officer and in the following year, received the title of Certified Portfolio Manager. Also in 1996, the Financial Planning Institute awarded him the designation of Accredited Asset Management Specialist. And in 1998, he received the title of Chartered Retirement Planning Counselor from the College for Financial Planning. In November of 2001, Mike officially retired after almost 20 years in the securities industry. He has since conducted retirement planning education seminars and workshops for the non-profit SC Economics, written articles for various financial publications and helped with the Certified Financial Planner program in Columbia, SC.

In 2008, he and his wife, Maggie, sold a Baskin Robbins ice cream store they owned and operated for eight years on Forest Drive in Columbia. While operating the ice cream store, Mike and Maggie received patents for a portable ice cream sink and fold-down sneezeguard they invented and in 2002 started Magnolia Carts. Their ice cream carts are now marketed through their web site: www.magnoliacarts.com. With the assistance of the SC Department of Commerce in locating local fabricators, their company now contracts with three SC companies and one facility in Texas in the manufacturing and selling of Magnolia Carts sinks and ice cream carts throughout North America.

In 2009, Mike and Maggie finished construction of their new "green" home in Blythewood, SC. In 2011, the US Green Building Council awarded their home Gold Certification in the Leadership in Energy and Environmental Design (LEED) program. Their home also received the WaterWise award from Richland County in 2009 for their rainwater irrigation system and rain garden. (<http://switzergreenhome.blogspot.com>)

Mike's radio career started in high school when he became the youngest radio show host in the history of Armed Forces Radio with a rock and roll teen call-in show at Goose Bay Air Base in Labrador, Canada. While attending college at USC's Sumter campus, he continued to host an evening top-40 radio show. From 1990 to 2000, Mike hosted *Your Money Matters* and the *South Carolina Business Review* on WSSC AM1340 in Sumter, SC (a station he and his wife owned for a few years) and WVOC AM560 in Columbia. Since 2000, he continues to host and produce the *South Carolina Business Review*, heard each weekday morning at 7:53am on South Carolina's ETVRadio Network, which includes eight NPR affiliate stations. The U.S. Small Business Administration named him the South Carolina Year 2000, 2004, and 2008 Small Business Journalist of the Year and for Southeast Region in 2000 and 2008.

Besides producing the radio show, Mike and Maggie's other company, Magnolia Media, Inc., which is a member of the Blythewood Chamber of Commerce, provides marketing, public relations, consulting and event management services to the small business community. Mike's other community involvement includes serving on the planning commission for the town of Blythewood and public speaking at local charity events. Mike's hobbies include tennis, golf, music, hiking, and camping.