

## **Biography of Michael A. 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 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 SC Council on Economic Education, written articles for various financial publications and helped with the Certified Financial Planner program in Columbia, SC. He and his wife, Maggie, recently sold a Baskin Robbins ice cream store they owned and operated for eight years on Forest Drive in Columbia. Mike and Maggie received a patent for a portable ice cream sink they invented and now market along with ice cream carts through their web site: [www.magnoliacarts.com](http://www.magnoliacarts.com). With the assistance of the SC Department of Commerce and the SC World Trade Center, Mike's company has begun manufacturing and selling sinks and ice cream carts throughout the US, Canada, and Mexico.

Mike and Maggie have recently finished construction of the first LEED-Certified custom-built "green" home in the Midlands of SC. During the building process, Argand Energy Solutions, a North and South Carolina solar energy company, has retained Mike to be their director of business development for South Carolina. Mike also won the 2009 New Ideas for a New Carolina contest with his idea for smart electric wall outlets that automatically turn on and off as power is needed.

From 1990 to 2000, Mike hosted *Your Money Matters* and the *South Carolina Business Review* on WSSC AM1340 in Sumter, SC 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. Mike's other community involvement includes volunteering for his daughter's various school activities and public speaking at local charity events. Mike's hobbies include tennis, golf, music, hiking, and camping.