



Silicon Shores Corporation Management Bios

Christina Ferrari, President

Christina Ferrari took over operation of the Shoreline Aquatic Center and the Lakeside Café in April 2000. Due to her active management, and substantial investment in enhancing and developing the facilities, grounds, equipment and programs, she has nurtured Shoreline into what it is today. Her leadership and vision transformed an unprofitable, utilitarian operation, which was overly-dependant on seasonality, into a viable, year-round business, for both the Aquatic Center and the Lakeside Café.

Ferrari's love of a challenge and ability to spot a diamond in the rough have been particularly useful skills in meeting her overall goal of establishing Shoreline as an experience unmatched in Silicon Valley for locals and area workers. Her energy and high standards stoke the fire that keeps the momentum going, all to the benefit of Shoreline's devotees.

In addition, Ferrari's in-depth operational knowledge and experience are instrumental in helping the Shoreline team to take on events (big or small, corporate or private), develop and expand upon the recreational programs that allow adults and children to progress from beginner to more advanced participants, as well as continue enhancing the amenities that provide an urbane experience in nature.

Ferrari is a graduate of the University of San Diego, holding a BBA degree with an emphasis on international business, and has attended both the California Culinary Academy in San Francisco and l'École Lenôtre in Paris, France.

Maria Dalton, Events Coordinator

Maria Dalton, a graduate of Bob Jones University with a BS in Marketing, conscientiously applies what she learned at school in her role as the on-site support person for all campaigns promoting the Aquatic Center and Lakeside Cafe and as part of her responsibilities associated with improving internal business practices. In addition, given her minor in Art and experience as an integral member of different planning committees in college, she regularly manages and takes on additional challenges and activities to ensure events are memorable.

The Summer Youth Camps, as well, also benefit from the fact that Dalton comes from a large family and worked in a variety of service-industry workplaces (e.g., kids aftercare, drug rehab center and food service): No stranger to team efforts, and flexing her leadership and people skills, her attention to detail, customer-oriented nature and strong organizational skills ensure Shoreline meets and exceeds even our youngest visitors' expectations.

Sergey Finkelstein, Kayak Programs Coordinator

Sergey Finkelstein, by day a software engineer working for Dell, can also be mistaken for a four-time US National champion in Kayak Polo – a sport fairly new on the scene in the US, but quite popular in Europe and the Pacific – as well as a competitor in two world championships (the most recent in 2010).

Along with the athleticism and unique skills needed to maintain the high quality of instruction for Shoreline's current kayaking activities, as the coach of the US National Kayak Polo team, Sergey also provides the international know-how and management experience to help Shoreline propel development of, and raise the level of competitiveness for, new kayaking courses, including kayak polo.

Originally from Latvia, when not devoting his attention to computers and all things kayak-related – such as developing awareness of kayak polo in this country, and as a member of a national championship club team here in the bay area (which draws players from all over the US) – Sergey makes a point of spending time hiking and traveling.

Jim Airo, Camps Director

Jim Airo brings eight years of teaching experience in the local elementary and middle schools, as well as a decade+ of running children's camps. In addition to his summer-time duties as Camp Director, during the academic school year he also holds a position as a 5th and 6th grade teacher and is a member of his school's leadership committee.

Airo's degree in Liberal Studies, teaching credentials for North Carolina and California, along with minors in Special Education and Psychology, and awards in Classroom Management for Special Ed, contribute greatly to making him something of a Pied Piper – his ability to work and connect with both younger and older children ensure that Camp Shoreline and the other water sports camps are a success and meet the expectations of both children and parents.

The care and discipline Airo brings from running a classroom, and as a father of four, are fundamental to his ability to monitor each camp closely and facilitate the success of all scheduled activities. His follow-through, approachability, visibility throughout the day and supervision contribute to a smoothly-run environment that allows campers to enjoy days full of lessons and fun and to show off what they have learned.

Managing a staff of 30 (whom he recruits based on their experience teaching or working with children), he is also the go-to person for parents, ensuring their satisfaction in regard to camp operations, child safety, and educational rigor.