



Client / Community Success Story

GEL Corp., BIG Team Regatta, and the Treasure Island Sailing Center

I love thinking out of the box! Innovating and “creating something out of nothing” – i.e., creative ideation – are two of my greatest strengths and what I most enjoy doing.

For my client, GEL Corp., I provided in-kind services to launch the company’s inaugural BIG Team Regatta (corporate sailing challenge). Our goal: raise money for the Treasure Island Sailing Center. Each year TISC offers free sailing programs and lessons for underprivileged children and adaptive sailors.

To achieve community visibility, I thought, “What better way to promote the regatta than secure – hopefully free – promotions on local radio stations?” We did, indeed, accomplish this end result!

I attended a live KFOG event at the Little Fox Theater in Redwood City, CA. At a break, I approached KFOG’s Irish Greg, later emailed him and subsequently contacted Gimmy Park Li, KNBR’s Community Programming manager (KFOG sister station). Gimmy agreed to feature GEL’s corporate sailing challenge and fund-raiser, the BIG Team Regatta, on KNBR’s Community Programming show.

The following year, KFOG served as a major sponsor for BIG Team Regatta. The annual regattas have raised over \$250K for TISC. We – and the kids and adaptive sailors – are very happy the community came together to support a great cause.

Please visit this link to review the Information Kit I developed to promote GEL’s [BIG Team Regatta](#).

While “innovation” is one of my strong suits, my purpose is community-driven as well. This story illustrates that innovation and community giving can go hand-in-hand.

Creative thinking and collaboration benefit everyone!