

Howard Sherer Candidate Statement 2020

In 1987, co-founded Hutton Sherer Marketing Advertising Design; retiring in 2017 after 30 years in business. Precious boards served on include: Workforce Investment Board of Santa Cruz County; Leadership Santa Cruz County; Santa Cruz Chamber of Commerce; Cabrillo Festival of Contemporary Music; Alzheimer's Association; Small Business Development Center; and Pajaro Valley Performing Arts Association.

My previous service on only local nonprofit boards reflects my belief in playing a role to improve our community. I intend to lend my organizational expertise to the credit union and serve in any other ways, as requested.

Earned a Ph.D. from Indiana University in Organizational Communication and taught at a university for three years in the Chicago area. Moved to Santa Cruz in 1984 taught at San Jose State University and then Cabrillo College. Taught at Cabrillo College on and off since 1985 in both Marketing and Communication Studies.