

EXPLORER

Joe Garcia

INFO

AGE	53
JOB	Restaurateur
Location	San Rafael, CA

Joe is a successful business man and loves his work but also wants to feed this sense of wonder and curiosity about the world. Social activities and physical challenges often give him a better sense of being grounded and relaxed.

"I grew up in the Bay Area but am constantly finding new places to explore. Every time I go over a bridge or climb a mountain I stare off along the coast and imagine what might be out there."



THOUGHTS AND FEELINGS

While professionally fulfilled and challenged, he often feels disconnected from the outside world and friends. He knows that if he doesn't take the time to relax and let his mind wander and be distracted he won't be as engaged or patient at work.

He doesn't like gyms and wants an activity that will coincide with his love of nature and the outdoors.

He is becoming increasingly aware of getting "older" and occasionally worries about "slowing down".

He wants to stay fit and active but he's not physically able to maintain some of his old workouts.

It is often hard to unplug from his life in ways that allows him to unwind.

He enjoys SUP but is often unsure of exactly when and where to paddle. He is not a sailor is often intimidated about trying out a new location, especially one that isn't a "well-worn path".

GOALS

*Stay fit and active within busy schedule
Feed hunger for adventure.
See friends and family more.
Challenges outside of "comfort zone".*



ATHLETE

Amy Sato

INFO

AGE	28
JOB	Tech Lawyer
Location	San Rafael, CA

Amy is constantly searching for ways to challenge and improve herself. She is endlessly curious about new innovations and like to being on the forward edge of products and activities. But she doesn't consider herself an "out-doors" woman and this limits how far she explores SUP.

"I've played competitive sports all my life. I like having to bring not only my physical skills but my sense of strategy to bear on any given challenge."

THOUGHTS AND FEELINGS

She enjoys living in the city but it can feel claustrophobic at times.

She is a very focused and competitive person.

She is goal oriented and feeling a sense of achievement fuels her motivations and purpose.

She likes experiencing new technologies and cutting edge sporting trends and evolutions.

She takes a lot of pride in her physical health and appearance.

She often loses interest in activities she can't quantify or inject an element of competition.

She is new to the SF Bay Area and doesn't want to spend a lot of time looking for places to SUP.



GOALS

Stay fit and active

Measure progress and relative skill.

Fit fun activities into her busy life with minimal effort.

Explore new activities that fascinate her.

