

Silicon Shores Corporation Management Bios



Jeremy Apple, Operations Manager

Jeremy Apple, Operations Manager, joined Shoreline Lake's management team in June of 2014.

Apple holds a Bachelor of Science degree in Mechanical Engineering from the CSU Cal Poly Maritime Academy, and earned a 3rd Assistant Engineers license. A variety of technical skills and maritime knowledge from that program frequently come into play for his duties, making him the go-to guy at Shoreline Lake for development of outdoor programs (for both adults and kids) and their expansion. Furthermore, he possesses both a deep working knowledge of Boathouse and American Bistro equipment and facilities, as well as an understanding of staff day-to-day activities.

Given all of this know-how, he handles projects across the Boathouse, American Bistro and Events Team capacities. Apple's ability to tackle the diverse responsibilities – involving everything from boat handling to computer skills – that come with this role, and to multitask effectively and prioritize an array of competing duties, ensures customers and visitors taking part in Shoreline Lake's programs and activities benefit from his expertise. In addition, he works in tandem with other managers to assess the skill levels of Boathouse staffers (both seasonal and regular); thereby making certain everyone can best contribute according to the business' constantly shifting requirements.

These duties, likewise, include balancing more immediate demands with longer-term needs in every aspect of the organization. Whether the project involves looking ahead to the next day or later in the future, he ensures that anything that can be done ahead of time is flagged and the



necessary preparative measures taken for proper execution. Plus, with an inclination (since high school) to continuously update his knowledge in the areas of web design and computer technology, he helps with onsite coordination of vendor-led web development efforts, and administers some of the basic website maintenance and IT needs for day-to-day operations.

Besides also learning to sail and windsurf at Shoreline Lake as a teen, Apple's tenure actually began in June of 2005, working in a variety of positions during summers after his sophomore year in high school. Starting out as a Dock Service employee, after college, his roles progressed over the years: He worked with the summer camps, took part in Boathouse office activities, assisted with corporate events, taught private watersports lessons, and then held the position of Assistant Boathouse Manager, until advancing to Operations Manager in 2016.

Technical propensities and contributions aside, Apple has always enjoyed watersports and outdoor activities. A Bay Area native, he took to the water early, learning to row (at an age similar to Shoreline Lake's youngest campers) on his family's Portabote, during camping and other recreational trips. And, while no longer focused on providing instruction, he still takes part in the many activities available here – allowing him to combine his interests and abilities, while keeping his knowledge up-to-date.

