



# CLEARWATER OUTDOOR

## ABOUT THE OWNERS

Sarah Schuster is CWO's fearless leader and works day and night to make Clear Water Outdoor the premier outdoor store in southeastern Wisconsin and Northern Illinois. Sarah grew up in Lake Geneva and her family has been in the area for over five generations. During her youth, Sarah, her four older brothers and 18 cousins explored the old family farm and enjoyed the pier on Geneva Lake.

Dave Schuster is known for his early morning and late night office duties. More than just a brainiac who loves numbers, he's often found out on the lake Saturday mornings with CWO's paddle club, or kite-skiing on a frozen lake with his Ozone gear. When he's not volunteer coaching his YMCA soccer team or running a bonfire at Big Foot Beach State Park, Dave loves to play outdoors with the customers and test out new products. No wonder Sarah married him... an outdoor guru, accounting wiz, and a man with a big heart.



In 1986, Sarah Morton and Dave Schuster were both attending Northern Arizona University in Flagstaff. A chance encounter at an outdoor store brought them together for their first date, cycling up Mt. Elden.

Between frolicking the mountains of AZ and OR, they returned home every summer to run their Fireworks Stand, swim in the lake, and drink beer (which also resulted in 2 beautiful children, Cruse and Katie Sue). 18 years of working in Speciality Outdoor Retail doing everything from sales, management, buying, and merchandising at stores like Mountain Sports, REI, Domenics Cycling (and others) led to the



CWO idea. Late one night, Dave dared Sarah to write the business plan she had always dreamt of... and only four months later Clear Water Outdoor opened their doors for business.

They'd always dreamed about running a store together where they could help others discover the joy of outdoor living. Sarah says, "We want this to be the place you got to both be outfitted for and educated about the outdoors."



The two have skied an Arizona volcano, mountain-biked Tahoe, fly fished Cimarron and, most importantly, swam hundreds of days with friends and family in the cool waters of spring-fed Geneva Lake.

Like Sarah and Dave, Brian Waspi is a Northern Arizona University alum. Trading stories of Western adventure lead to the question, "What exactly do you do for a living?". The answer was an entrepreneur whose world is on the Internet. Melding his love of the outdoors with his passion for online business was just what the doctor ordered. Brian joined CWO and now he's pretty much the ghost in the machine, literally. He can be on the phone, remote accessing a computer in the store, and updating the website all while riding his bike at Kettle Moraine. We sometimes wonder if there are multiple clones of him; which would be awesome because you just can't have enough Waspi.

