

**Mike Cherry LIWSc FRSA, Policy Chairman  
Federation of Small Businesses**

Mike is married with three children, left school in 1970 to enter the family business in timber and manufacturing, and is a woodworking engineer by trade. He took over the running of the business in 1983 and is also UK representative for a German manufacturer of Woodworking Lathes since 1989.

Travelled extensively in Europe and successfully exported prime sawn timber to European Furniture Industry from our own sawmill during the 1970s.

His business continues to manufacture and supply Real Ale Brewers with their Cask Closures and produce a range of giftware and promotional items to which is added laser engraving for B2B, visitor attractions, retail outlets, etc.

Gained a commission in the TA in 1973 and had a total of 4-5 years until an accident at work as well as the business taking more time.

Mike has been a member of the FSB since 1995, holding various positions of office within the FSB in the Staffordshire and West Midlands region, appointed in June 2007 as one of three Vice-Chairmen of the National Policy Committee and is still responsible for coordinating work in the nine English regions. He was elected National Policy Chairman in May 2010.

Mike is passionate about making small businesses better understood, and their different needs, and making sure that it is understood that small businesses are not just small big businesses.

He is a Licentiate of the Institute of Wood Science, and a Fellow of the Royal Society of Arts.