

BUSINESS QUALIFICATIONS

RON CRASILNECK

MARKETING MANAGEMENT ASSOCIATES

MarMana

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CAREER DEVELOPMENT

1981 –1995 ; 1999 - 2002 National Steelcrafters of Oregon, Inc.(NSO) Eugene.

SUMMARY: Began as Marketing and Sales Manager, purchased majority interest, became GM/President/CEO, expanded the company, sold assets, managed transition to new management, returned three years later to help next owner rebuild company.

Built company from sales of less than \$1 million annually in 1984 to almost \$9 million in 1994. Moved NSO from small, regional licensed wood stove maker to an internationally marketed and respected builder of a leading hearth product brand. Helped restore profitability and sales growth after steep decline in late 1990's.

1981 – 1984 Marketing/Sales Manager

Responsible for establishing and servicing retail dealers throughout Oregon, Washington and California. Managed advertising and promotion for factory owned retail stores in Eugene, Medford, Boise, and Portland.

1984 – 1994 GM/President/CEO

Formed employee/dealer group to purchase company. Retained 51% ownership.

- Redesigned wood stove line to meet new DEQ and EPA environmental regulations (1995).
- Repositioned small factory outlet retail store in Eugene to be Lane County's largest full line hearth products store. Annual sales grew from \$190,000 to over \$1 million.
- Managed transition from C-corporation to Subchapter S.
- Merged small pellet stove maker, Breckwell, into NSO, creating Research/Development department and redesigned product to better meet market needs.

- Managed pellet stove sales growth to become second best selling U.S. brand within four years.
- Introduced at least one new model per year every year.
- Took brand national, with contract manufacturing in Ohio. Developed over 350 dealers within three years. Set up seven product warehouses across U.S. and Canada.
- Computerized company using MAS 90 software.
- Pioneered “early buy” flooring programs for dealers within industry, effectively eliminating traditional peaks and valleys of a seasonal business.
- Brought full marketing function in house with staff and computerized graphics department.
- Developed private label brand for Sears Roebuck, Cotter (True Value) and Home Depot.
- Pioneered international expansion into Pacific Rim countries for both gas and pellet appliances.
- Served three terms on Board of Directors of industry trade association in Washington, D.C. Appointed Treasurer.
- Developed gas burning appliance line and added new R&D lab and production line.
- Engineered successful company sale to provide more resources for company growth.

1994 – 1995 GM/President/CEO

Managed transition to new owners’ management team. Led development of a gas burning appliance line.

1999 – 2002 Vice President, Sales/Marketing

NSO was sold again in 1998. Was asked by the new NSO owner to help company recover from steep decline in profit and sales. From highs in 1994, sales had fallen to below \$5 million by 1998 and annual losses had exceeded \$1 million.

Immediately reversed sales decline. By 2001, sales were up over 50% and profits exceeded \$1.4 million.

Left company due to relocation of sales and marketing department to Texas (owner’s home).

1980 – 1984 Correspondent, “Wood ‘n Energy” Magazine.

Compiled and wrote monthly "Markets/Trends" column for hearth industry's leading trade journal.

1978 – 1980 Jackson Frontier Company, Eugene, Oregon

Sales and Marketing Director. Managed national distribution for Frontier Wood Stoves. Developed private label brand for Montgomery Ward. Set pricing, administered national trade shows, developed printed materials.

1973 – 1976 Ralston Purina Company, St. Louis, Missouri. Territory Sales Representative

EDUCATION

1977 University of Oregon, Eugene, Oregon. M.B.A. degree, Marketing and International Business.

1973 Drake University, Des Moines, Iowa. B.S. degree in General Business with concentration in finance and statistics. Deans list.

ACTIVITIES

Non Profit Work

Boards of Directors

- Pearl Buck Center, Eugene, Oregon, 1992 to present. \$2 million agency serves needs of the developmentally disabled. Four terms as Board President.
- Center for Community Counseling, Eugene, Oregon, 1994 – 1998. Provides counseling services to the needy. Treasurer.
- Kidsports, Eugene, Oregon, 1998 to present. Chief provider of youth sports in Lane County. Board Chair, 2003-2005, Executive Committee.
- Emerald Executive Association, Eugene, Oregon, 1983 to 2000. Oldest business leads organization in Lane County. President, 1995.
- Hearth Products Association, Washington, D.C. Three terms between 1979 and 1993. Treasurer, 1991 – 1993.
- Pellet Fuels Institute, Minneapolis, Minnesota, 1993 – 1995. Serves pellet fuel industry. Treasurer.

Leadership Eugene. 1994. Graduated year long course sponsored by Chamber of Commerce in local leadership training.

HOBBIES

Golf, Water and Snow Skiing, Raquetball, Photography