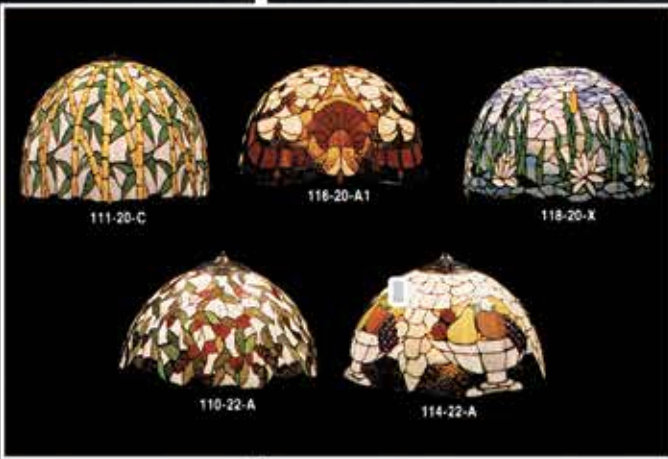




# MICHAEL J. KRASUN



## Resume & History



2023



APRIL

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# 1 Introduction

Welcome to a profile and overview of the long-term history and business development career of Michael Krasun. It is inclusive of all the major corporations and brands he has developed in his 40-plus years of business experience.

There is a brief overview of each brand with images of what that brand offered in goods and services. This profile was designed to be applied to our business plans, financial prospectuses, and mergers and acquisitions being considered.

Michael has spent time developing and conducting business all over the USA and globally with residences and business operations in Connecticut, New York City, Boston, San Diego, Dallas, Los Angeles, Ft Lauderdale, Orlando, Toronto Canada, and overseas in Taiwan, South Korea, Mexico, Germany, Poland, England, Finland, Russia, and Romania. He also understands and speaks with keywords in the Polish and Russian languages.

Please contact Michael directly for any questions, comments, or requests for further information.

Thank you.

## 2 Personal History

Michael Krasun was born in Norwich, CT, and raised in nearby Preston, CT. After completing high school and graduating in 1974 with Honors in Drafting he embarked on a career in professional motorcycle racing. He went on to achieve great success in the very competitive world of professional dirt track racing, winning several championships and national championship events at the very prestigious Loudon, NH annual races. His on-track abilities and after-race off-track communication skills with the media attracted the attention of several major industry brands.

He negotiated an agreement with the Spanish motorcycle manufacturer OSSA, for a fully sponsored agreement that included free motorcycles, spare parts, racing leathers, travel expenses, and performance bonuses. With that as a foundation, he then formed his own racing team and racing shop in Eastern CT. With the new team, he created his first-ever business plan and prospectus to seek additional sponsors from outside of the motorcycle industry. He made his first major presentation to the Board of Directors at the Robertson Paper Box Co in CT, a large paper box fabrication factory with over 300 employees.

The Board unanimously approved the sponsorship proposal that was based on the introduction of the Robertson brand name to a nationwide list of potential customers who were small and large manufacturers of motorcycle parts and accessories. These manufacturers attended the nation's races, and most of all, needed corrugated boxes to ship their products.

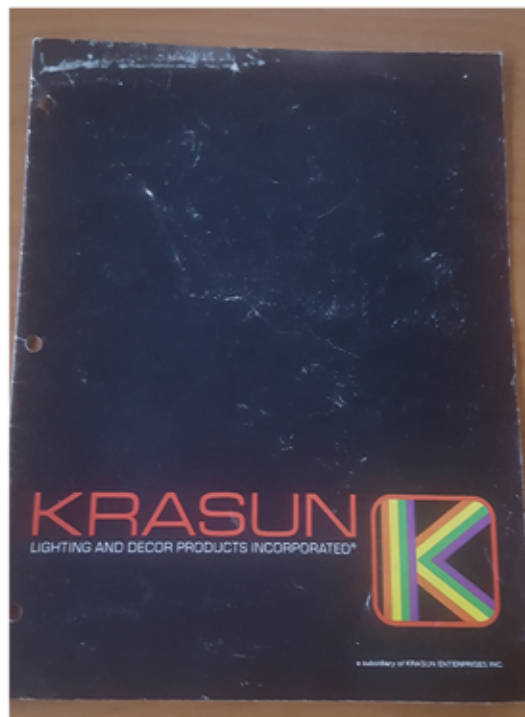
He continued on with the racing program into 1979 when a high-speed 135 MPH racing crash caused some injuries. He recovered to race again at Daytona in 1980 but rode only once when he concluded he no longer had the "heart" to continue on and retired from racing at age 23. He then proceeded to launch his first company on his own in Eastern, CT.



# 3 Companies

## KRASUN LIGHTING

Krasun Lighting was the first company formed as a division of Krasun Industries Inc. It was a result of Michael Krasun having a financial sponsor for his motorcycle racing program in 1979 which was a distributor of high quality Tiffany-style lamp shades. When Krasun retired from racing at the end of the 1979 season he took a job in sales with the Tiffany lamp company called Heart Tiffany in Connecticut. In 1982 Heart encountered financial issues and Michael left the company and began his own Tiffany lamp distribution business in New England with himself and one other operating in a garage. He then created the first ever Tiffany-inspired lamp catalog with a vast amount of new colors offered and the company then grew into the largest manufacturer of architectural lighting fixtures in the world. When it was sold in 1988 its fixtures were in every major lighting showroom in the USA and it had factories in Connecticut, California, and Mexico and employed over 135 people.



# 3 Companies



## AMERICAN ARCHITECTURAL INTERIORS

American Architectural Interiors was a Florida based interior renovation contractor specializing in the food service and entertainment industry's nationwide. It had an A-list of high profile clients such as University of Miami, Compass Group, Cafe Matorano, and the Rio Casino in Las Vegas. The operation was very successful through 2008 when it closed its home base in Florida with a relocation back to Connecticut.



## 3 Companies

In 2015 the largest architectural millwork factories and restaurant equipment businesses in the Eastern USA were Paramount Restaurant Supply and Monarch Millwork in Providence, RI. Michael Krasun had known them as friendly competitors for years and in 2015 the President and primary shareholder, Michael Friedman, along with the President of Paramount approached Krasun for a new venture. Krasun was offered an equal % ownership and substantial salary to be the President of and create a new brand combining the two brands they had but under a separate name. The agreement was reached and Krasun launched a company called Aspen Industries. based in Providence, RI. along with his long time business development executive, Rose Rivera. The company was very successful and landed national brands and generated millions in revenue.

However in the second year the Paramount company was losing its President and Monarch had union issues and its market pricing. At that point Krasun bought the Aspen brand and its sister manufacturing operation in Worcester, MA. Krasun had been working with and building brands since 2008 with Rose Rivera and with her they took over the Aspen brand and the Worcester, MA factory. The brand was successful but after the first year it was determined that the substantial amount of time to manage the day to day operations of a manufacturing plant combined with the constant need for additional capital, it would be best to close the company and sell the factory.



## 3 Companies



International Facilitators was formed as a consulting firm offering a variety of services based on the long term business history and diverse activity of Michael Krasun. The services include overall business plans, development, capitalization, operations, design, value engineering, vendor selection, recruiting, branding, sales development, and ultimate exit strategies. His industry experience is vast and geographical areas of operations include coast to coast USA, Taiwan, Korea, Mexico, Brazil, Haiti, Canada, Poland, Germany, Romania, England, Finland, and Russia.





# 3 Companies



Three Stooges Legendary Burgers was created by Michael Krasun in Los Angeles, California. The concept was prepared and brought to C3 Entertainment in Los Angeles with the design of a fast food brand but in the higher end market that 5 Guys was controlling at the time. C3 is owned and managed by the grandchildren of the Three Stooges actors and they loved our idea. Unfortunately, the final research and market study revealed a very low level interest by the younger family generation due to what was deemed a high level of violence shown when we had large screen Televisions in the restaurant playing the original Three Stooges scenes from their movies. The project was reluctantly halted.



## 3 Companies

# Magic Glass & Metal

Magic Glass & Metal was formed as a company with a very specialized group of products in the architectural glass and metal industry. It was based in Florida and serviced the commercial markets for medium to very high end architectural glass and custom fabricated metal fixture work. The lack of skilled labor and engineering based in South Florida ultimately led to its closure.



# 3 Companies

The logo for Palamine Motorsports & Promotions is displayed in a black rectangular box. The word "PALAMINE" is written in a large, bold, yellow sans-serif font. Below it, "MOTORSPORTS" is written in a smaller, bold, yellow sans-serif font. At the bottom, "& PROMOTIONS" is written in a very small, white, sans-serif font.

## **PALAMINE MOTORSPORTS & PROMOTIONS**

Palamine was formed as a result of Michael Krasun's renewed interest in Motorcycle competition. The type of competition was a form called Trials or Extreme Riding and was a huge success in Europe. Palamine was formed to create a National Championship Competition team for the USA championships in a partnership with the BETA brand motorcycle. The team was very successful in securing the Hooters restaurant brand as a major sponsor along with the BETA motorcycle importer. It then won several national championships on the top expert class and also Krasun himself was ranked #5 in the USA in the senior 40+ class and also #1 champion in the advanced class in California, New England, and Florida.

Palamine Promotions was then created to enter in the promotions world of Motorcycle World Championship Competition. Krasun first went to Ohio and met with the top motorcycle governing body in the USA, The American Motorcycle Association or AMA. He proposed and secured the rights to enter into an agreement to host a World Championship Trials event in the USA. With that agreement in hand he went to Finland and met with the President of the world's largest motorcycle governing body, the Federation International Motorcycle or FIM. After two days of negotiations in Helsinki, he left with the promotional rights to host a World Championship event two years later in the USA. He then went and met with the state of Rhode Island and secured the use of its entire state park and hiking area called Stepping Stone Ranch. He next went to meet with HBO and secured a live TV coverage contract for the world round in Rhode Island. Finally, he enlisted a local motorcycle club to assist in the year-long preparation of the entire park with a profit share agreement.

Then sponsors were secured including all the major motorcycle brands, Hooters restaurants, and a host of local businesses. The event was a huge success for the publicity of the sport as spectators traveled from as far away as California, Europe, and Canada but financially it was barely a break even and was the end of our promotion ventures.

## 3 Companies



Berkshire is a company specialized in the design, fabrication, and supply of complete turnkey packages to build new or renovate existing commercial facilities.

The markets serviced include food service, hospitality, entertainment, retail, and healthcare. The company has been in this arena since the early 1980s and has performed and provided its services across the USA and overseas including Moscow, Russia. Although it also offers design and construction services, it only provides this service to its own brands in development and a few other select and exclusive operators.

The company no longer maintains any in-house manufacturing for these packages but keeps control of design, engineering, project management, on-site services including supervision. It then pre-stages all products in its Connecticut warehouse and distribution center. This allows a final organized pre-assembly of any project to ensure all specs, finishes, and fit are 100% accurate BEFORE it arrives on-site for final assembly and installation.

## 3 Companies



Alumininc is set to launch its entire line of posts and merchandisers in 2023. The current lines of metal posts on the market have been the same basic products for over 50 years with no expansion on material, shapes, sizes, or most important, finishes. With that in mind, Michael Kasun engineered a new extruded aluminum tube system called **Alumitrax**. These new extrusions consist of square and round hollow tubing with tightly engineering inserts into the sidewalls of the tubing that offer any variety of combinations that can hold glass, metal, and plastic panels in place.

These new posts have a huge variety of options for use including the food service industry, health care industry, retail industry, military placement, government offices, and universities.

The post system can be used to hold signs, panels, crowd control, safety railings, glass and any kind of commercial or consumer furniture base legs.

The major fact is that everything we use from the extruded posts, extruded inserts, to the CNC machined base flanges and top caps can be anodized, plated, or powder coated. With these applications and the no-visible-screw-required assembly design, you can have 2 or 3 color combinations that the world has not yet seen in the architectural metal fixtures business.

With these multi-color combinations available we can custom match any post to match the customer's brand name colors, or an architect or designers finish specifications.

**Click here to visit [Alumininc.com](http://Alumininc.com)**



# 3 Companies

## PostsDepot World's Largest Selection



# 3 Companies

The original Farmers Cow Cafe & Creamery was created by The Farmers Cow group several years ago and is now a very well-established brand and remarkably successful concept.

For a number of years, the store performed well above industry standards, and has seen continued growth with recent operational and design upgrades, including now offering delivery and pick-up.

In 2019 Krasun Industries acquired an 80% ownership interest in the company through the creation of FC Development, Inc. In 2020 FC Development was sold to a group of Wall Street executive investors.





## 3 Companies



Classic Architectural Interiors was a company that specialized in high-end architectural interior packages. Their markets were restaurants, food courts, nightclubs, casinos, and retail store packages.

The products included custom-designed and fabricated millwork, furniture, lighting fixtures, railings, theme fixtures, and brand products including signs and wall-mounted collateral. The company maintained some in-house fabrication with a full staff of designers, CAD engineers, project managers, operations people, and warehousing and distribution facilities. Complete on-site installation services were included.

The company eventually outgrew its third-party supply stream and that affected performance and profits which resulted in a decision to downsize and re-brand the operations.

## 3 Companies

Michael Krasun has invested in real estate since an early age back in the late 1970s. He has owned a wide variety of properties from mobile homes, residential properties, mini ranches, commercial property, industrial buildings, 150-plus-year-old brick mills, and oceanfront residential in Florida through a recent acquisition of a motorcycle racetrack facility on 24 acres in Massachusetts.

The race track purchase was bought with the intention of redeveloping and re-launching the race track, and hence a new brand was created called “SLIDERS SPEEDWAY”. However, with local government challenges declining four-wheel activity and a far greater development cost established, and a far less popular interest in not only the amount of potential regional competitors but also a great exposure for litigation that could occur from any injuries incurred by not only competitors but also by guests and any spectators, the project was canceled per council’s advise and the property sold.

The real estate investment market is an ongoing and continued interest for Krasun Industries and will see further investment and acquisitions in 2023 and onward.



# 3 Companies

## 2022 Manufacturing Center / Future Template



# 4 Experience

Michael Krasun has over 40 years of hands-on extensive business experience in the following areas.

## **BUSINESS START UP**

- Industry Research
- Domain Options
- Market Study and Analysis
- Goods and Services Analysis
- Competition Review
- Growth Potential

## **LOCATIONS**

- State and Government Assistance
- Cost of Facility & Occupancy Research
- Labor Costs Research
- Material Supply Convenience
- Tech Service Staff Capacity
- Distribution Costs
- Expansion Options

## **FINANCIALS**

- Pre-launch Costs
- Prototype Sample Costs
- Marketing and Sales Collateral Costs
- Capital Investments
- Capital Requirements
- Capital Sourcing
- Breakeven Analysis
- SG&A Budgets
- Marketing and Branding Budgets
- Three Year Pro Formas

## **DEVELOPMENT**

- Product Market Studies
- Conceptual Designs
- Direction for Engineering
- Value Engineering
- Vendor Qualifications and Agreements
- Sample Development
- Photography
- Multi-use Components
- Cost Controls
- Domestic Manufacturing Options
- Import Options
- Warranty Language

# 4 Experience

Michael Krasun also has extensive experience in these additional areas.

## **OPERATIONS**

- Purchasing
- Inventory Control
- Manufacturing
- Just-in-time Manufacturing
- Assembly Operations
- Warehousing
- Packing and Crating
- Shipping and Receiving
- Distribution
- Transportation & Freight Agreements

## **MARKETING & SALES**

- Domain Selections
- Brand DNA Creation
- Brochure and Print Collateral
- Ad Copy Design
- Press Release Creation
- Social Media Management
- Industry Publication Usage
- Target Markets Selected
- Target Clients Selected
- Target Sales Reps Recruited
- Catalog Printing
- Catalog eComm
- Wholesale and Dealer Options
- OEM Direct Options
- End User Markets

## **EXIT STRATEGY**

- Target Sale Date
- Formulas for Market Value
- Key Assets in Market Valuations
- Retained Management Options After Sale
- Real Estate Complications
- Key Client Values
- Royalty Agreements
- Continued Service Contract Options
- Price for Cash Sale
- Price if Terms are Included
- Template for any Financial Notes at Sale
- Collateral in Financed Sale
- Guarantors in Financed Sales
- Asset Management in Financed Sale
- Access to Ongoing Financials in Financed Sale
- Board Membership in Financed Sale



# 6 Clients



JOHN DEERE



The Pierre  
NEW YORK  
A TAJ HOTEL



Café & Creamery



UCONN



Stantec



T-Mobile

au bon pain



SQUARESPACE



# 7 Projects

## Completed Turnkey Projects





# 7 Projects

## Completed Turnkey Projects



# 8 Products Developed

## Product Line: Magic Weld

Magic GM has secured a supply agreement with Loctite Corp. It would be providing Magic with our own branded line of a bonding mixture that specifically adheres aluminum based products.

The extreme unique mixture works on materials with any of the primary finish coats Magic offers including anodizing and plating. The high strength mix is so bonding that it eliminates the need for external screws and hardware for assembly. This is very key in our new line of Magic food guards in development.



# 8 Products Developed

**Product Line:** Private Label Cleaners



Magic has its own line of branded glass and metal cleaners.

Our cleaners are completely non-toxic and eco-friendly.

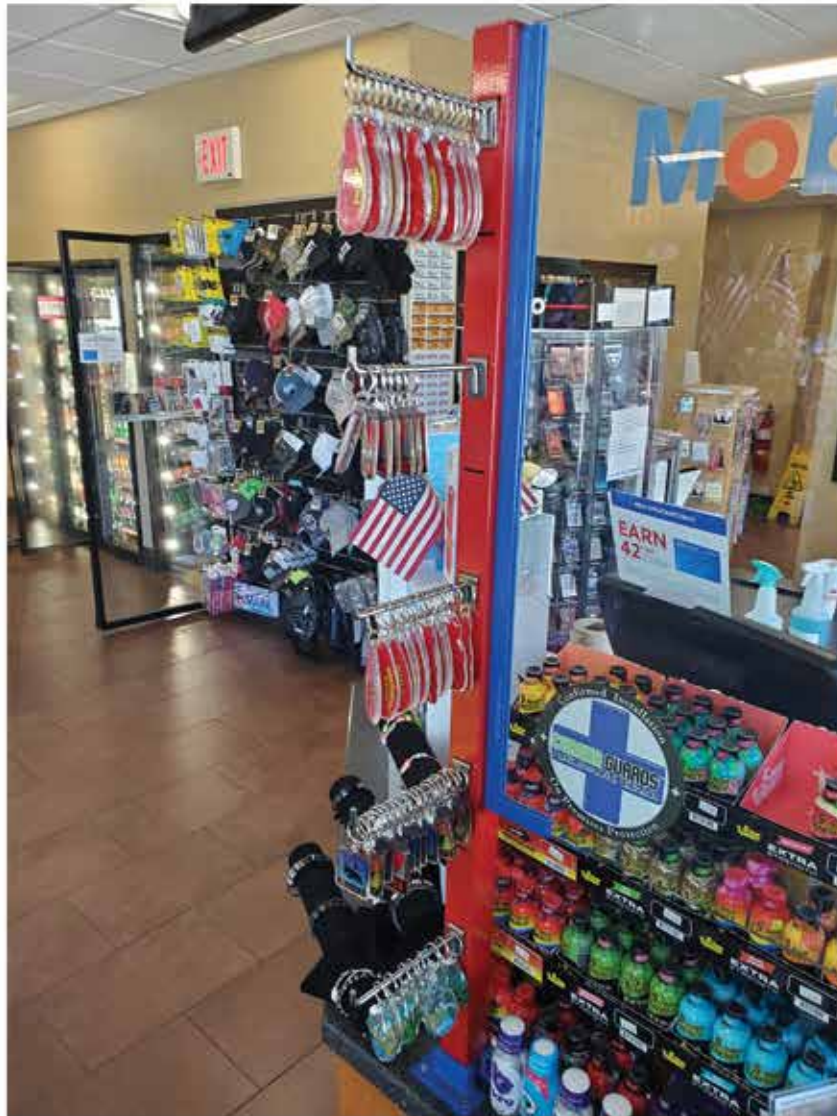
Small cleaner sizes will be used as complementary giveaways / testers, while large sizes will be sold separately.

**M** MAGIC  
METAL CLEANER

**M** MAGIC  
GLASS CLEANER

# 8 Products Developed

## KRASUN DESIGNED - GRAB AND GO MERCHANDISERS

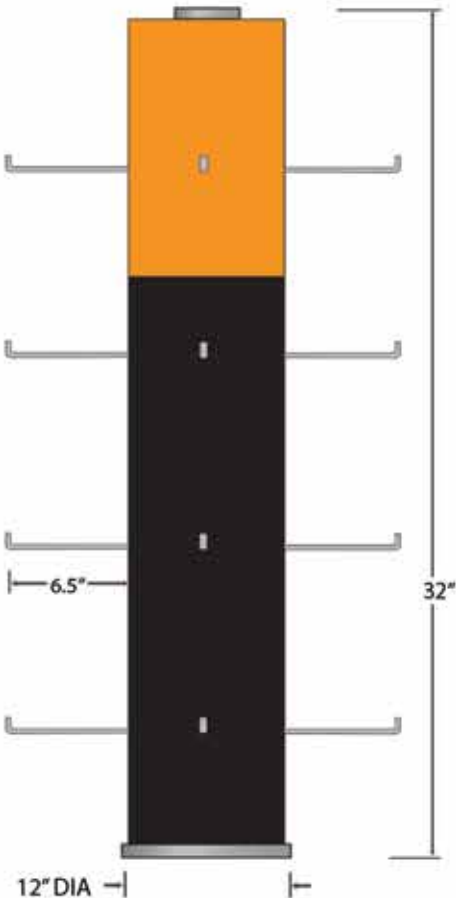


# 8 Products Developed

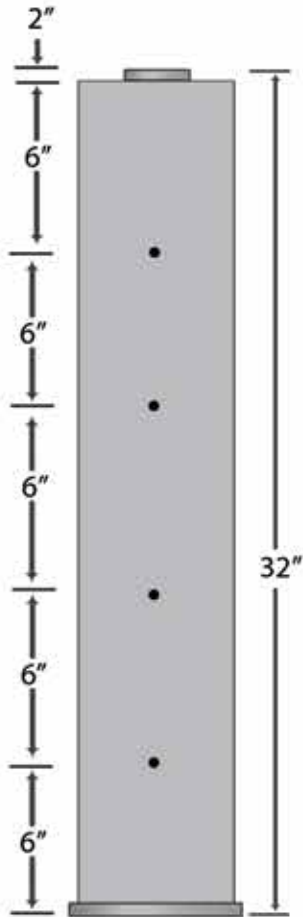
## KRASUN DESIGNED - GRAB AND GO MERCHANDISERS

Prototype Merchandisers in Development with 32" High and 72" Stand-Alone Units  
Duracell Merchandising Prototype

EXAMPLE POST  
FRONT ELEVATION



FRONT ELEVATION



# 8 Products Developed

*Lunar*  
≡ FIXTURES ≡

**Product Line:** Krasun Designed - Advanced Design Food Guards

Food Guard Post A



Food Guard Post B



Food Guard Post C



Food Guard Post D



# 9 Summary

Michael Krasun has been operating in the world of creating companies from concept and feasibility through full hands-on launch and exit strategies for an ultimate liquidity event. He has remained aboard after company sales in an advisory capacity, as a board member, and on occasion, at the executive level.

He has been contracted as a consultant in many areas of his expertise including start-ups, securing capital, branding, market evaluations, capital needs, and options for sales, manufacturing, and distribution. He has also spoken at corporate events, board meetings, and Universities on many subjects.

His primary brands that are still operating under the Krasun Industries umbrella have an excellent executive-level management team in place allowing Michael to be available for almost any use and application of his time and experience to be shared.

**Railing Installation at 2 AM  
Rio Casino, Las Vegas, NV**



Made in America 