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**LARRY A. CRAGAN**

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## **MANAGERIAL PROFILE**

**Solutions-driven Management Professional in the Managed Recreation Industry seeking leading role in Managed Recreation or Hospitality Management (Marina, National/Regional Parks, Hotel/Lodging).** Awarded for achieving P&L/ROI turn-arounds and Customer Service goals while complying with government regulations. Certified in Safety, Disaster Preparedness/Emergency Response, and Public Relations. Proven success in hiring, training, and optimizing a blue/white collar, multicultural workforce in a dynamic environment. Additional strengths in Financial Management, Inventory Management, Facilities Management, Communications, Major Event Planning, Crowd Control, and MS Office on Windows/Macintosh.

## **EDUCATION & CERTIFICATIONS**

* Professional Designation in Public Relations University Of California - Santa Barbara, California	1990
* Certified in Incident Command (CFR 29.1910.120)	2001
* Certified Defensive Diving Instructor (DOT)	1998
* Train the Trainer Instructor (Aramark)	1997
* Supervising to Achieve Results (STAR) Instructor (Starwood)	1996
* Certified Pilot (United States Coast Guard)	1995
* Hazardous Waste Operations & Emergency Response First Responder (OSHA CFR 29.1910.120)	1994
* Certified Mechanic, Mercury Outboard Marine & Arctic Cat	1994

## **PROFESSIONAL EXPERIENCE**

### **RECREATION ENTERPRISES, INCORPORATED**

**2004 - Present**

Headquartered in Southern California, Recreation Enterprises has provided managed recreation services for local and state agencies to over 30 years.

#### ***REGIONAL MANAGER / GENERAL MANAGER - LAKE OJAI, CALIFORNIA***

Challenged to revitalize and promote existing operations, maintenance, and guest services at a lake that had recently endured forest fires, flooding, and severe federal and state budget cuts. Administrative scope included a marina, campground, beach, food service, boat rentals, bait and tackle store, and related sales. Audited functional areas to reveal areas for improvement. Closely networked and cooperated with officials from Parks, Fish and Game, United Water Conservation District, and Ventura County Environmental Health to discuss government requirements. Worked with the news media to publicize lake programs and advisories.

- Successfully answered Ventura County Environmental Health Division's mandate to bring the lake into 100% compliance by restructuring the lake's business plan; creating land and water spill kits; pioneering and enforcing cradle-to-grave tracking of all hazardous materials; and developing and implementing HAZMAT and OSHA training plans for staff and general employees.
- Achieved a constant, 100% stockage level by streamlining housekeeping and inventory management procedures for the Bait Shop.

**PROFESSIONAL EXPERIENCE — CONTINUED****STARWOOD, INCORPORATED****1993 - 2004**

With revenues in excess of \$10 Billion annually, Starwood, Inc. is a major provider of outsourced facilities, food, and hospitality management services to government and industry.

**GENERAL MANAGER - LAKE LOPEZ, CALIFORNIA****2002 - 2004**

Entrusted with oversight of Lake Lopez's marine operations and maintenance for the second largest marina in the Inyo Kern National Recreation Area, serving 1.5 million tourists yearly with 175 houseboats, 85 powerboats, and 14 personal launches, fuel docks, and nearly 100 maintenance, sales, and administrative staff.

Honored with Starwood's Management through Adversity Award for consolidating and relocating 3 fleets (consisting of 175 house and power boats) over 50 miles during peak season and orchestrating a mass rescheduling of 4,000 reservations. Results included accessibility to and manageability of a single, \$20 million budget as well as facilitating supervision of a united workforce.

- Launched a Warranty Shop enabling on-site service and product repairs, along with a solid preventative maintenance program that proved itself with a 2.3% reduction in customer refunds.
- Earned 23 consecutive, perfect scores on National Park Service Quarterly Inspections for Facility and Product Quality.

**MANAGER, BOAT RENTALS - Lake Lopez****1993 - 2002**

Promoted from Dock Supervisor to guide a staff of 65 and manage capital assets including 86 houseboats, 35 powerboats and 10 personal watercraft and a fuel dock, producing \$5.6 million in annual revenue.

- Awarded for a tightly managed OSHA and Coast Guard safety program that kept Workers' Compensation claims down to only one accident-related injury over five years, i.e., a 98% safety record.
- Pioneered the first instructional programs for recreational watercraft as well as initiated preventative maintenance logging systems for all vessels, resulting in a \$325,000 savings due to lower capital asset replacement costs and equipment downtime, plus recouped an estimated \$175,000 in warranty-related customer refunds.
- Downsized teaching staff from 45 to 28 yet visibly increased customer satisfaction by revamping the reservation and embarking systems, eliminating customer lines for houseboat and powerboat boarding.