

**MANUFACTURERS' REPRESENTATIVES  
SYSTEMS INTEGRATORS**

***CHARLES P. CROWLEY COMPANY - RESUME***

This brief overview of our organization is to assist prospective principals in determining if our company fits their sales objectives. We want to be candid regarding what we do and don't do well.

**History**

Founded in 1932 by Charles P. Crowley Sr., CPC Co. originally stressed power and steam specialties. Gradual change has been to water treatment, chemical feed, chlorination and water/wastewater equipment. Managed by Paul Crowley from 1962-1993, by Jon Crowley 1993-present.

**Territories Typically Covered**

Southern California and Southern Nevada

**Facilities**

CPC Co. occupies 3,000 square feet of office space and 7,000 square feet of shop/warehouse, including forklift, crane, tools, test bench, and allied facilities for repair and service operation. We maintain a full time parts counter and offer outside field service on all products sold. We also retain strategic alliances with local fabricators to provide additional production workspace for special jobs.

**Financial Strength**

We are a California Corporation with a solid D&B rating. All assets, fixtures and inventory are owned free and clear. 50% of sales are buy-sell, with equipment passing through our shop. We prefer buy-resale, but we will work on commission in some cases. We are willing and able to install substantial stock of any line we represent, if circumstances justify. We have no encumbrances on our assets.

**Personnel**

4 Outside Salesmen, 3 Inside Salespersons, (3 graduate engineers on sales staff), 1 Parts Department Staff Member, 1 Serviceman, 2 Administrative Personnel.

## **Sales Activities**

**Strengths**- We call on – and work regularly with – the following:

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| 1. Water and Waste Consulting Engineers | i.e. Montgomery Watson Harza, Carollo Engineers, Boyle, Parsons Brown & Caldwell, Black & Veatch, et al                     |
| 2. Municipalities                       | i.e. Most city water and waste departments (or water and waste Agencies), sanitation districts and water authorities        |
| 3. Water and Waste Contractors          | i.e. Margate, Filanc, Kiewit Pacific, Western Summit, Pascal & Ludwig, J.F. Shea, et al.                                    |
| 4. Instrumentation Houses               | i.e. Soffa Electric, Rockwell, M.A.S., et al.   |
| 5. Industrial Engineering Contractors   | i.e. Fluor, Parsons, Bechtel, Jacobs, et al.  |
| 6. Public Utilities & Power             | i.e. All independent power providers, Southern California Edison, City of Los Angeles Department of Water and Power, et al. |
| 7. Refineries and Chemical              | i.e. Chevron/Texaco, Shell, Valero, ConocoPhillips, et al.  |
| 8. U.S. Military Bases                  | i.e. March AFB, Edwards AFB, Camp Pendleton/USMC, Miramar NAS, et al.   |
| 9. Food/Pharmaceutical                  | i.e. Most major processing Facilities, breweries, pharmaceutical firms, et al.  |
| 10. Resellers                           | i.e. Importers, exporters, pump houses, industrial equipment suppliers, et al.  |

## **Weaknesses**

We don't call on these, except upon request:

1. Aircraft/Aerospace
2. Electronics/Hi-Tech
3. HVAC
4. Architects, plumbing contractors, hospitals, schools, building trades

## **Summary**

We are experience professionals who do a good job with the municipal consulting engineers, water and waste agencies, municipally oriented mechanical and instrumentation contractors, and industrial engineering contractors. Experience has made us experts in the handling of submittals, documentation and other paperwork necessary in these areas. On bidding skill to contractors, we are among the best in Southern California. We regularly call on the larger municipal water and wastewater end users. We are not strong in the “smokestack chasing” type of general sales, although we do have several established contacts in our 75-year plus history of industrial selling to power and petrochemical facilities.

We also maintain an in-house systems integration team that serves to consolidate equipment items into packages, which include the mechanical and electrical disciplines, and to provide “sole-source” responsibility, including design, drawings, documentation, fabrication, start-up and training for all of our systems.