

Personal Profile

David Tod Geaslin Operations & Maintenance Manager/Analyst

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U. S. GOVERNMENT SECURITY CLEARANCE:

Final Secret (Recent) Top Secret (Inactive)

STATEMENT OF CAPABILITIES:

As a consultant, I have assisted asset-intensive organizations to improve their O&M position. I have over 40 years experience in operations and maintenance and have succeeded by applying a basic analysis to production performance and then comparing the result to the physical assets, people operating the assets, and workers supporting the process to identify opportunities for improvement.

I am an experienced and professional leader with extensive cross training in the Operations, Quality Control, Safety, Training, IT and Maintenance Departments. I am capable of making dramatic improvements in asset-intensive organizations that desire to improve operations and maintenance (O&M) costs, increase operational reliability, and reduce hazards in their workplace. I am a degreed professional manager with over 40 years of experience in the budgeting and management of the delicate balance between operational tempo, personnel performance, asset reliability, training, and safety. My leadership and managerial experience is extensive.

Care must be taken to assure that the knowledge of success is retained across multiple fiscal periods, changes in leadership, and turnover in technical personnel. These are the things that I do well. I have significant experience in creating these Corporate Memories that will be necessary to compensate for the coming wave of Baby Boomer retirements. I have had significant combat experience and fully understand the challenges and risks associated with conducting operations and leading people around potentially hazardous challenges.

Applying my expert budgeting and management skills to your challenges can have a dramatic positive impact on operational disruptions and maintenance costs. Operations and maintenance (O&M) cost reductions are the last great arena where double-digit expense reductions are possible. If your organization has set a goal to significantly reduce O&M cost and improve profitability then my capabilities should be examined. Thank you for your kind attention. ~ David Tod Geaslin

EDUCATION:

US Naval Flight School, Jet, Kingsville, TX 8/1973

US Naval Flight School, Helicopter, Pensacola, FL 5/1969

University of Texas Austin 1/1967, BBA, Industrial Marketing & Industrial Management with specialization in Logistics

Lee College Baytown, TX 5/1964

Robert E. Lee High School Baytown, TX 5/1962

MILITARY EXPERIENCE:

United States Marine Corps 01/1967 -12/1975 Separated as Captain of Marines

Naval Aviator, Jet & Helicopter

Marine Air Group Fiscal Officer, 1975 / Member, Aircraft Crash Investigation Team, 1975 / Maintenance Test Pilot - Jet, Helicopter, and Prop 1969 – 1975 / Aircraft Maintenance Quality Control Officer, A-4M, VMA-331, 1974 / Jet & Helicopter Aircraft Maintenance 1969 – 1975 / Flew A-4M jet aircraft in VMA-331. Nuclear delivery rated. 1972 – 1975 / Assistant Officer in Charge of the Marine Corp Air Station, Camp Pendleton, CA, 1970–1972 / Crash Crew Officer, Marine Corps Air Station, Camp Pendleton, CA, 1970 / Combat Service in Vietnam – Flew 620 combat missions as a gunship pilot in UH-1E's in HML-167 and earned the Air Medal with numeral 32 authorized. 1969 – 1970 / Aircraft Maintenance Admin Officer – HML-167 RVN, 1969 – 1970 / Commissioned as 2nd Lieutenant, 1968

US Marine Corps Air Station (Camp Pendleton, CA) 8/1970 - 8/1972

Airport Operations & Maintenance / Assistant Officer in Charge, USMC Auxiliary Landing Field, Camp Pendleton, CA. 1970 / 1972 - My duties included managing the Aviation Safety and Ground Safety programs, tower, operations, weather, crash crew, base and runway maintenance, fuel farm, and structural fire liaison.

COMPUTER SKILLS:

My first computer was a Radio Shack Model 1 bought in 1979 and I have utilized the PC to improve O&M productivity at every stage of the computer revolution. I am competent in the creation, development, and management of **relational databases** such **Microsoft Access** to include creation of tables, queries, forms, and reports and use this skill to **fast-prototype database solutions** to emerging problems. I instruct in all of the **Microsoft Office** applications to include **Word, Excel, Access, PowerPoint, Publisher, PhotoDraw, and SharePoint**. I am familiar with **Visio**. I have learned to use **Microsoft Project** but I am not yet ready to teach it. I use Internet and intranet web creation tools and content skills using **Microsoft FrontPage** to create "*Corporate Memories*" to retain lessons learned and best-practices across multiple fiscal periods, turnover in technical personnel, and changes in leadership that is updated at the point of work by the workers creating the knowledge.

BUSINESS EXPERIENCE:

The Geaslin Group, Houston, TX Principal Owner 1990 – Present

I have been consulting in the O&M area full time since 1990. If my client needed knowledge to improve their position I would assist as a consultant or contractor. If they needed leadership, I would sign on as an employee and help them create a solution to their challenges and when the task was done I would go back to the consulting arena again. My consulting skills have been utilized to improve operational efficiencies in many arenas such as the **aircraft, airport, e-commerce, heavy-duty truck dealership, heavy-duty truck parts, electric power generation & transmission, manufacturing, oil field service, pipeline, refinery, steel mill, auto shredding, warehousing, logistics, and waste management industries**. I have assisted **city and county public works departments and universities and school districts** to improve their O&M costs.

CLIENTS:

Consulting / Florida State University / City of Houston / Schlumberger World Maintenance Manager / Schlumberger World Training, UK / Schlumberger World Training Headquarters, Tulsa / Loomis International, Inc. Houston / City of San Antonio Department of Public Works - Streets Division / City of San Antonio Department of Public Works - Storm Water Division / City of San Antonio Department of Public Works - Traffic Operations / City of San Antonio Department of Public Works - City Engineer / H-E-B Grocery Company – Warehousing / H-E-B Grocery Company – Manufacturing / H-E-B Grocery Company – Facility Maintenance / H-E-B Grocery Company – Transportation / H-E-B Grocery Company – Store Maintenance / Parkway Systems (H-E-B), San Antonio / BFI Commercial & Residential, Houston / Alcoa, Sandow Mine, Rockdale / Texas Shredder, Inc, San Antonio, TX / Bexar County, TX - Operator Training / Houston Mack / Isuzu - Operations & Maintenance / Southern Clay Products – Operations, Gonzales, TX / Southern Clay Products – Manufacturing, Gonzales, TX / City Public Service – Equipment and Fleet Maintenance, San Antonio, TX / Acme Brick Manufacturing – McQueeney Fleet Operations, McQueeney, TX

Operations & Maintenance Seminar Participants / Kiewit Mining Group, Omaha / KBR Kellogg Brown & Root, Houston / Air Liquide, Pasadena, TX / Schlumberger, Sugar Land / Alamodome-San Antonio / HEB Houston / S. Kersey & Associates, Houston / City of Houston / Harris County / Port of Houston / SMI-Structural Metals Inc., Seguin, TX / Kirby Inland Marine, Houston / Equistar Chemicals, Beaumont, TX / H. B. Zachry Company / Tampa Electric / AKZO Noble, La Porte, TX / KCI, San Antonio / Featherlite / Phoenix Emergency Services / Tyson Foods Processing Plant / Brookshire Drying / Texana Machinery / EG&G – KellyUSA / Golden Crescent Regional Planning Commission, Mississippi / Pipelayers, Inc. / USAA / Elgin-Butler Brick Company / US Brick

Vehicle Job Site Safety Seminar Participants / City of Houston / Department of Public Works City of San Antonio / Department of Public Works City of Deer Park / Department of Public Works City of Mission

Seminar Participants Universities & School Districts Florida State University / University of Louisiana at Monroe, LA / Abilene Christian University / Alamo Community College District / North East ISD, San Antonio / Northside ISD, San Antonio / Katy ISD, Katy / Humble ISD, Humble / Spring ISD, Spring, TX / Austin ISD, Austin / Smithville ISD, Smithville, TX / Columbia-Brazoria ISD, TX / San Benito ISD, The Valley, TX / Willis ISD, Willis, TX / San Marcos ISD, San Marcos, TX / Texas Association of School Boards, Austin, TX

Industry Trade Magazine Articles Published / Texas Mining Reclamation Association Magazine / BIC Alliance Magazine / Inside Industry Magazine / Coal Age Magazine / Rental Equipment Resources Magazine / Buildings.Com Greener Facilities Magazine

EMPLOYMENT:

The Geaslin Group, Gonzales TX – CEO and Owner 1990 to Present

RAM - Research, Analysis & Maintenance, Inc., El Paso, TX 4/2005 – 11/2005

Executive Officer, Government Contract Management, Proposal Creation, Market Research, Market Development

Structural Metals Inc., Seguin, TX 7/2000 - 1/2001

Operations & Maintenance (O&M) Analyst, Safety Analyst, Training Analyst, Fast Prototyping Databases, Industrial Management Projects

Houston Mack / Isuzu Trucks Houston, TX 8/1996 - 5/1999

Service & Maintenance Manager, Warranty Manager, Safety Manager, Customer Relations, Parts Management

Market Database Analyst, IT Manager, OEM Support from Mack Trucks Inc./ Isuzu America

CCC Truck Parts - Market Research Projects, Houston, TX 4/1995 - 9/1996

Houston Area Heavy Duty Truck Parts Research and Market Survey, Industrial Marketing, Sales Training

BFI Services Group, Inc. Houston, TX 3/1994 - 11/1995

District Maintenance Manager (Southeast Texas) Full P&L for 400 Garbage, Roll-Off, Sweepers, Tankers, and Toilet Tanker Trucks

Hydro Environmental Services, Inc. Houston, TX 5/1992 - 8/1994

Operations & Maintenance (O&M) Manager, Managed 90 Hydro-Blasters Working in 30 Petrochemical Plants, 60 Hydro-Blasting Machines (10, 20 & 36K), Inventory & Spare Parts Management

Operations & Maintenance Analysts Houston, TX 1/1990 - 9/2004

Principal Owner, Provided Consulting, Services, and Training in the O&M Arena

Firebird Fleet Service San Antonio, TX 1/1975 - 12/1990

President/CEO, Provided PM Services for Over 1,000 Heavy Duty Trucks Per Month

US Marine Corps (See Military Experience)

Geaslin's Exxon Service Station, Baytown, TX 1/1957 - 9/1964

Family Business Worker

PERSONAL HOBBIES:

Kayaking, Fishing, Bicycling, Hiking, Camping, Skiing, and Aviation

Aircraft Maintenance

United States Marine Corp 1968 / 1975

UH-1E – Maintenance Administration Officer and Maintenance Test Pilot

A-4M – Aircraft Division Officer, Aircraft Maintenance Quality Assurance Officer, Aircraft Crash Investigator and Maintenance Test Pilot

Assistant Officer in Charge of Marine Corps Auxiliary Landing Field (Camp Pendleton)

Facilities Maintenance Management

Florida State University 2012 to Present

I have been assisting FSU to improve the quality and quantity of maintenance delivered to their 300+ buildings on the campus through my Maintenance Management and Facilities Management Seminars. This knowledge is being transferred to the workforce by the implementation of my Vertically Integrated Maintenance Program.

City of Houston 2013 to Present

I have been assisting FSU to improve the quality and quantity of maintenance by the implementation of my Vertically Integrated Maintenance Program.

Heavy Duty Truck Maintenance Manager

Houston Mack / Isuzu Sales & Service 1996 / 1999.

Service/Maintenance Department Consultant

I was commissioned to help them reorganize their Service Department. Over the next several months I evaluated and identified the relationship between the Service Department and the other working departments. Needed corrective measures turned out to be reorganizing the paper work flow and forms to get needed information to where it could be used.

Sales Department Forms - New truck delivery forms were redesigned with Microsoft Publisher to assure the customer was delivered what they were promised at the point-of-sale.

Special Order Parts Forms - Were redesigned to assure an audit trail of responsibility in acquiring critical parts

Service Department Point-of-Sale Forms - Were modified to assure the customer got everything fixed they wanted fixed.

Quality Control - Was addressed by adding a QC Foreman and quantifying each mechanic's rework time. Training was established as an essential component of quality control.

Break Even Analysis – Was utilized to identify unprofitable services offered and correct the way they were conducted or prune them from the services offered.

Production Control Techniques - Were utilized to increase productivity within the Mechanical Repair, Service Admin and Warranty Departments.

Service Manager, Heavy Duty Trucks

After six months, I was asked to take over the department as **Service Manager** and served as the manager responsible for all Service Department activities to include the supervision of:

All P&L Responsibility

14 Mechanics, 3 Foremen, Warranty Admin Clerk, and Service Admin Clerk on Two Shifts.

All Warranty Policy and Claims Administration.

All Building and Grounds Maintenance.

This included the supervision of over twenty people. I served in that capacity for two years selecting and training my replacement as Service Manager.

Special Projects Manager

When the replacement service manager was trained, I was reassigned as the **Special Projects Manager** to prepare the dealership for e-commerce. After a year as Special Projects Manager, Houston Mack / Isuzu was sold and the new owner was not prepared to act in the e-commerce arena. I was released and offered my services again as a consultant

Heavy Duty Truck Parts

Crane Carrier Company / CCC Truck Parts 1995 / 1996 - I became very involved in some **very extensive active market research concerning the heavy duty truck parts market**. This major player in the heavy duty truck parts market asked me to evaluate their situation in Texas, research the market, and make recommendations for potential acquisitions.

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As a result of this commission, I **visited and evaluated every independent truck repair shop, truck dealer, truck leasing company, heavy duty truck parts store, and heavy duty truck parts reconditioning company** in **Houston, Beaumont, San Antonio, Laredo, Corpus Christi, and Victoria**. I evaluated them as to facilities, customers, location, and other intangibles. I then went back and interviewed the owners of the top 10 prospects and provided rankings. Acquisitions were eventually made based in part based on these findings. Based on this first hand data, I recognize many marketing and distribution problems concerning heavy duty truck parts support in Texas.

Marketing Research and Sales Applications

Truck Parts Specialist 1995 / 1996 - The success of the acquisitions project spilled over into a general marketing survey of the truck market in Texas. To fulfill their desire to understand market densities and patterns, I obtained a copy of the **DMV records** on CD-ROM, downloaded the desired data into **Microsoft Access**, and sanitized the fields to create an accurate database of the truck market in Texas. I became very knowledgeable concerning the DMV records for the State of Texas and maintained a **DMV Database** of all registered vehicles in Texas. I could sort them by **Owner, Address, City, State, County, Zip, Year, Make, Body, VIN, Lien Holder** Information, Probable **Fuel Type, Class**, and other **Custom Fields** on demand.

Waste Management Operations and Maintenance

BFI Services Group, Inc. 1993 / 1995 - After offering BFI a consulting package, I was offered a job as **District Maintenance Manager** with the P & L responsibility of managing the fleet and maintenance budget for over 300 vehicles in the **Houston, Orange, Corpus Christi, San Antonio, and New Braunfels, Tx.** markets. The management of these vehicles included:

Sweeping Operations

- Heavy Sweepers** – Athey and Tymco heavy sweepers (10) used in highway maintenance contracts.
- Medium Sweepers** – Tymco sweepers (10) used in refinery, mall, and construction site maintenance.
- Light Sweepers** – Tymco and Swartz (29) sweepers used in mall and parking lot maintenance.
- Litter Picking Trucks** – 1-ton trucks (10) configured for the litter picking contracts with the State of Texas.
- Roll-off Trucks and Boxes** – Mack Roll-off trucks (3) and containers (10) to support sweeping operations.
- Bobcat Loaders** – Transfer equipment to support the sweeping operations.

Portable Toilet Operations

- Portable Toilet Delivery Trucks** – S-Series International, Super Duty, and 1-ton trucks (40) used for the delivery and pickup of portable toilets.
- Portable Toilet Delivery Trailers** – Specialty trailers configured to transport portable toilets.
- Towed Restroom Trailers** – Trailer units (10) configured to be restroom facilities at special events.
- Portable Toilet Tanker Trucks** – S-Series International trucks (40) used in the portable toilet industry for recreational events and construction sites.
- Heavy Duty Tankers & Tractors** – Mack trucks and tractors (3) configured for the bulk transfer of toilet waste.

Central Business District Cleaning Contracts

- Heavy Duty Street Washing Trucks** – High capacity tanker and water spray trucks (2) to wash the city streets in Houston.
- Sidewalk Pressure Washing Truck** – 1,500 PSI pressure washing truck (1) to clean the sidewalks in Houston.

Commercial & Industrial Cleaning Contracts

- Roll-Off Truck Operations** – Extensive container operations.
- Pressure Washing Truck** – 1,500 PSI pressure washing truck (1) to clean driveways and warehouse floors.
- Powered Floor Scrubbers** – Mounted and Hand Operated floor scrubbers (3)

Refinery Maintenance

Hydro Environmental Services 1992 / 1993 - I have worked as an **Operations & Maintenance Manager** in the refinery maintenance field for in the Houston Market managing over 30 crews of three men each performing hydro-blasting operations in the gulf coast refineries and chemical plants supervising operations and the working equipment including over 100 pieces of rolling stock plus up to 60 pieces of hydro-blasting and chemical cleaning equipment conducting the following operations:

- 10,000 PSI Water Blasting Operations**
- 20,000 PSI Water Blasting Operations**
- 36,000 PSI Water Blasting Operations**
- Chemical Tank Cleaning**
- Water Recovery**

Maintenance Consulting

Maintenance Management Consulting 1988 / 1996 - After becoming involved in commercial fleet maintenance, I was shocked to discover the general state of chaos and the lack of support, information, and training available to the maintenance managers in all fields. The first thing I noticed when I left aviation maintenance was that, "*Everybody had an opinion, but nobody could prove nothin*". Observing that, I began to document my experiences. I built computer cost models of maintenance problems and I began to organize lectures and seminars. In 1988 I began providing consulting services as. In 1990 I sold my fleet service business, moved my office to Houston, and started training and consulting full time. I have used my knowledge and my experience to create several basic seminars to help managers establish control of maintenance cost:

- Executive's Maintenance Cost Control Seminar**
- Mid-Level Managers Maintenance Cost Control Seminar**
- Driver / Operator's Mechanical Awareness Seminar**

Preventive Maintenance

Firebird Fleet Service 1975 / 1990 - I resigned my commission as a Captain in 1975 and moved to San Antonio, TX, I was the founder and President of **Firebird Fleet Service** in 1975 and developed it into a unique **preventative** and **remedial maintenance** business filling the maintenance needs of commercial truck fleets **without interrupting their operations**. I operated Firebird Fleet Service for **fifteen years** and planned and executed the servicing of up to **1,000 trucks per month** in the central region of Texas. My success was based on applying aviation maintenance techniques to the preventive maintenance servicing of commercial truck fleets. **Over the 8 years of experience in aircraft maintenance, 15 year experience as a fleet preventive maintenance specialist, and 17 years consulting in operations and maintenance; I have become one of the leading experts in the preventive maintenance field.** I have watched fleets go through million-mile cycles and I have first hand knowledge and experience as to what created long-lived equipment and what programs and policies will destroy the profitability of a pool of equipment.