



THE  
**ENTREPRENEURS  
ASSOCIATION**

THE MULDOON CENTER  
at JOHN CARROLL UNIVERSITY

**Mr. Edward F Crawford**, Chairman and CEO of ParkOhio, was the guest speaker for the Entrepreneur's Association's opening program for the 2017-2018 season. He was interviewed by **Dustin Klein**, Publisher & Chief Operating Officer of Smart Business. With Dustin asking thoughtful and relevant questions, Ed shared many thoughts and experiences in that short time. Ed Crawford was engaging, dynamic and genuine. The audience included EA members, guests and potential members, and about 50 MBA students.



**Highlights shared by EA members in attendance.**

"I loved Ed's comment about entering into each acquisition with the intention of winning and comparing it to a football team. Nobody starts the seasons expecting to lose a couple of games right off the start. They EXPECT to win ALL of them."  
(Mark Roshon)

"An MBA degree is not the 'game-changer'. It is a credential after your name. However, your passion and resolve for what and how you build your business and lead your life are more impactful. (Reminiscent of what Ray Kroc, founder of McDonald, said: Persistence is Omnipotent)." (Bob Valiente)



"Ed was direct, raw, insightful, and transparent. I felt he was speaking with little filter and I was getting his honest opinions...not a prefabricated and prepared speech." (John O'Brien)

"If I remember correctly, Ed mentioned that he has purchased 86 companies since he joined in 1992. That is 86 companies in 25 years (approx. 3.5 per year) that he purchased...let alone the hundreds that he looked at and passed on. Mind blowing." (Brendan Breen)

"It is great to be involved with a program that intersects business leaders with the students of John Carroll where both parties are there to learn and network." (Brian Marita)

"On building culture and loyalty, Ed explained there is no easy method. It is your day to day actions, experiences and interactions with your people over time that creates the culture. He eats in his company cafeteria every day so he is accessible and sees people. Ed's genuine loyalty and concern for the welfare of his employees was truly evident. They are dependent on each other to be successful." (Cat Stover)



“Members did an outstanding job of bringing some impressive EA prospects including some leading manufacturers and companies that expand the diversity and mix which is a priority for us.”  
(Kevin Weidinger)



“During the networking, my guests enjoyed discussing with Dean Alan Miciak the challenge of aligning curriculum and relevant educational experiences with the ever-changing issues facing entrepreneurs and the business community.” (Brian Marita)

“Ed Crawford’s experience and advice in building a successful culture was very interesting. Stressing the importance of frankly communicating your objectives and really identifying problems early in any discussion really resonated.” (Brian Marita)

Some tidbits from Bob Valiente:

“Success is not measured in money alone; it is the positive impact you make on the people in your life (i.e. family, employees, clients, peers,). All businesses are all about people; understanding, dealing with, and impacting people along your journey.”

“If someone else tells you that you are not “smart enough” to make it, let yourself be the only judge of your future performance. No one knows you like you. So make sure that you know yourself and continue to grow, challenge, and respond better to all people and encounters.”



“A company Ed was considering had a valuation that was considerably higher than he thought it should be. When he asked about the discrepancy, the answer was, “the company has potential.” Ed answered, “Why should I pay you what you think the company will be worth, after I do all the work?” (Dave Clifford)

