

Ray Fusco Inc.

Consulting - Events - Adventures

Company Profile

Dynamic experience combining small business enterprises, non profit management with Fortune 500 corporate, spanning 4 regions in the U. S. and Europe. The marriage of independent and creative thinking along with business strategies works to achieve results in every arena.

Suite of Products and Services

Ray Fusco Inc. specializes in the Outdoor Recreation market with concentration in the Paddlesports segment.

Consulting services

Event management
Program development
Buying strategies
NYC based - Media/Photo shoot services

Marketing campaigns
Human resource strategies
Adventure planning

Fundraising campaigns
Retail strategies
Guest speaking

Outdoor professional hard skills and services

Kayak guiding
Brokered regional tours

Staff training

Group facilitation

Professional Achievements and Qualifications

1st place – Go Zero Race – September 2007
1st place – Blackburn Challenge – July 2007
1st place – Go Zero Race – September 2005
2nd place – Blackburn Challenge – July 2005
10th place – D&R Canal Race – October 2005
7th place – Lighthouse to Lighthouse – August 2004
32nd place – Blackburn Challenge – July 2004

ACA – Coastal Open Water Instructor - since 1999
New York State – EMT since 2001
SOLO Wilderness Medicine – WEMT since 2002

Industry Profile:

Treasurer, Founding Member & Director; Hudson River Paddlers Guild 8/2006 to present
President, Board of Directors; Trade Association of Paddlesports 10/2003 to 10/2006
Treasurer, Executive Committee; Trade Association of Paddlesports 10/2002 to 10/2003

Media Profile:

Featured in these publications

Washington Post, August 18th 2002
Paddlesports Business, February/March 2005
Poughkeepsie Journal, October 2, 2005
The Journal News, March 16, 2006
Beacon Free Press, March 8, 2006
Putnam County News Recorder, March 8, 2006
Southern Dutchess News, March 8, 2006
Poughkeepsie Journal, November 4, 2007

Adventure Kayak, January 2006
Paddler Magazine, February Issue 2006
Poughkeepsie Journal, October 30, 2006
Adventure Kayak Magazine, June 2006
Canoe & Kayak Magazine, August 2006
Outdoor Retailer Summer Market Handbook, August 2006
New York Times, October 31, 2007

Industry Experience:

1999 – Ultimate Watersports

- Consulted Ultimate Sports through the sale of its retail operation and expansion of its waterfront operations. Prepared retail business to be sold by achieving growth in gross revenue and profits. Created turnkey operation anchoring staff, long-term lease and key dealerships. Consumer goods categories include skate, snow, paddle sports, windsurf and wakeboard.
- Developed programming for kayak category yielding a new revenue stream for waterfront location. Consulted during the expansion to a second waterfront location responsible for all aspects of this expansion.

2001 – Manhattan Kayak Company

- Created strategic partnerships to increase annual income and diversified income mix. Developed a marketing plan which tied into these partnerships to increase brand awareness and achieve growth.
- Achieved significant media coverage from local New York, National Sports and industry media based on strategic marketing message.
- Diversified equipment mix and expanded manufacturer accounts from 3 to over 25 to meet demographic needs and achieve program plans. Renegotiated and capitalized on terms and discounts with manufacturers yielding 30% savings.
- Expanded the hiring process and created a training program to meet immediate HR needs doubling staff from 18 to 35.

2004 – Hudson Valley Outfitters

- Serve as general business advisor to owner on all aspects of business ranging from Sales, Marketing, Cash Flow Management, Human Resource policies, Payables Management, and general operational issues.
- Created a more consistent high quality on water product resulting in greater repeat instruction, tour and livery business and increased retail sales.

2006 – Owner/Founder – Mayor’s Cup New York City Kayak Championships

- The Mayor’s Cup New York City Kayak Championship is an elite kayaking race around Manhattan Island. This 26.7 mile marathon race is North America’s premier paddle sports event and soon to be New York City’s largest water event. The Mayor’s Cup will draw some of the world’s and the regions most accomplished paddlers.

2007 – Owner/Founder - “Reaching our Children through education & recreation...a High School Kayak Program”

- Regional High School Kayak Pilot program – Beacon High School, Beacon NY – a program where paddlesports is taught in traditional PE class in the High School pool then a Hudson River Trip follows. The program folds in Science, History, Physical Education and English to build a comprehensive and impactful program.

Regional and International Experience:

Regional and International Experience: Lived and worked in the following cities:

Baltimore, MD
Cold Spring, NY
Santa Fe, NM

Hoboken, NJ
Beacon, NY
Portland, OR

New York, NY
Dallas, TX

Zurich, CH
Florence, IT

Languages:

German – fluent
Italian – conversational