



RANDOLPH L. CRAFT

Founder of PPI, the Pacific Planning Institute, Inc., President of AMP, Advanced Management & Planning, COO and founder of The Pacific International Anti-Aging Center, Producer and director of ReAwaken Your Genius and The Essence of Genius from The Fuller Edutainment Company, Inc., which he founded and directs, and Partner with his brother, Greg, in The Art of Craft.

Randolph Craft comes from a richly varied professional background. Born in the mid-west in 1946, he became an entrepreneur at the age of eight selling cook books door to door. He was class president several times during his youth and won many awards in debate, extemporaneous speaking, and drama. Undergraduate work was at the U. of Illinois, and the U. of Hawaii. He has worked professionally as an entertainer, was in the Honolulu restaurant industry for 7 years, participated in the real estate and securities industry, and in 1971, founded Architectural Aesthetics which provided interior architectural design and construction services in Hawaii and the mainland for 14 years. Much to his credit, he became one of Hawaii's successful artists, producing paintings and sculptures which were commissioned and sold internationally. This work continues via *The Art of Craft*.

In 1982, he combined the powerful project management tool, P.E.R.T. with linguistic and communication technology gleaned from studies of Synergetics with Dr. R. Buckminster Fuller. This combination of newly-developed and widely-divergent sciences proved to be a next step in planning technology, and formed the foundation for Advanced Management & Planning and the AMP service products.

In 1985-86, Mr. Craft served as vice president and director of planning for ExxpMedia, Inc. an interactive video information service. This assignment required the planning, coordination, and development of communication systems for and between the hardware engineers, software developers, audio-visual, creative, and financial elements of the project. This proved to be a valuable introduction to the high-tech world of "Silicon Valley."

Growing computer integration then offered another opportunity to create new business systems and tools. TRAX®, a powerful computer-driven automated sales and marketing system was the result. TRAX® was introduced in early 1987, and has since been used by clients internationally. The 3/6/95 issue of INFOWORLD carries a headline story, "Opportunity Management Starts to Catch On."

In 1987 the study of Deming based quality programs began. This was followed in 1989 by a move to New York to co-found *Team Technology Inc.* and to study personally with Dr. Deming at New York University. Team Technology, Inc. facilitates change through the implementation of Quality and Team Building programs.

Management skills have been developed in the process of bringing well over 500 individual projects from concept to completion, and, more recently, from working with several “Fortune 1000” companies in the Northeast. He has had the honor to professionally share the stage with Vaughn Beals, Larry Wilson, Tom Peters, Tony Robbins, John Denver, and Dr. R. Buckminster Fuller.

Professional strengths combine a great ability for creative problem-solving, and a results-oriented approach to business. His business philosophy stems from his history as an artist: *“Business provides just another set of conditions to which one can respond creatively and aesthetically to produce a desired result. I like to think of business as another form of art.”*

The Fuller Edutainment Company, Inc. is an educational media production venture producing “edutainment” for the education and business markets. It is based upon Mr. Craft’s extensive video documentary of Dr. R. Buckminster Fuller, Dr. Fuller’s work, and its application to current socio-economics. In addition to media production, he teaches and lectures internationally on such topics as Planning, Sales Automation, Synergetics, Wealth, Education, and The Generalized Principles of Dr. R. Buckminster Fuller.

In 1969 he was named a “Rock Age Renaissance Man” by the Honolulu Star Bulletin. A thirty-five+ year resident of Hawaii, he lives on the “Big Island” of Hawaii where he enjoys riding his Harley, sailing, and paddling his outrigger canoes.



*“May the Gentle Tradewinds of Paradise Fill the Sails of
Your Life...”*

Randolph L. Craft

Partial Client List

Partial list of business consulting clients:

• PSM - Peck Simms Mueller Advertising • The Hawaiian Mint • Alexander & Baldwin, Inc. - A&B Properties, Inc. • Dental Healthcare Centers • Rex's Black Orchid Restaurant • Teresa A. Denney, D.O. • CLARIS Corporation (beta test site) • The Olsten Corporation- USPD - United States Post Office Department • DMS - Dun's Marketing Service • INTERSPACE Inc. • Brenner Business Interiors- Herman Miller Co.- NBA - National Basketball Assoc.- Nikon USA - Nikon World Hdqts.- AWT - Air & Water Technologies, Inc.- Bank of Philadelphia • The Sammis Co.- Nabisco Brands, Inc.- Chase Manhattan Bank- Bank of New York- Fidelity Bank • Cumella Assoc.- THE MERCK CO. • MATRIX Development Corp. • EPIC USA • United Illuminating • National Tele-Consultants • Apple Computer (NY, CA, HI) • State of Hawaii • Dept. of Education (HI) • E.S.P.N. (Bodies in Motion) • D.L.S. [Queen's/Honolulu Medical Group J.V.] • Kamaole Land Venture • Mauna Lani Resorts • Southwestern Bell • Visitor Cable Network • IMAGO • Rainbow Roof Maintenance • Geckostufs • Galt Nutritional Services • Nordyke Insurance • Hawaiian Fish Distributors • Kailua Dental Clinic • The Honolulu Club • Kailua Chiropractic Center • Matsumoto Group, Inc. • Solahart Solar Contracting • Global Images • Cox Enterprises (Atlanta) • Daniel Gale Agency [N.Y.] • Johnson • Johnson • Rand Properties Corp. • Oahu Bindery, Inc. • Dept. of Social Services (HI) • 12th Int. Human Unity Conference • Hawaiian Educational Council • Hawaii Aloha 2000 • GSI Solar Contracting • South Pacific Video • Milestone Events • Noh Foods • Jac/Pac Tours • Trade Winds Publishing • Joe Harmon D.D.S. (Alaska) • Project CO81 • Exxpomedia • Robbins Research Institute • Morken Manufacturing Co • Learning Dynamics • Huffman & Drake Realty • Dawn Marie Skincare, Inc. • Diane T.T. Crawford, Ent. • Winner's Circle of Hawaii • Pam Chambers Presentation Courses

A Partial List of clients served by Architectural Aesthetics:

• Sheraton International • AMFAC Inc. • Hasegawa Komuten • I.T.T. International • Pan American Airways • Singapore Air • Holiday Inn International • AFL-CIO • U.S. Army • U.S. Air Force • U.S. Postal Service • Rondikin corp. • Shidler Investment Co. • Victoria Ward Ltd. • Aliamanu Development Corp • O'Day Broadcasting Inc. (KORL Radio) • McWayne Marine Ltd. • Waialae Country Club • Kapalua Bay Club • Waikiki Yacht Club • Royal Hawaiian Hotel • Princess Kaiulani Hotel • Sheraton Maui Hotel • Mauna Kea Beach Hotel • Ilikai Hotel • Ilikai Marina • Ala Moana Hotel • Century Centerv • Moana Surfrider Hotel • Kaanapali Shores Hotel • Calvary by the Sea Lutheran Church • Hickam Air Force Chapel • Kobe Japanese Steak House • Nick's Fishmarket Restaurants [HI, IL,CA,TX] • Trattoria Restaurants • Top of the I Restaurant • Flamingo Chuckwagon (References available upon request)

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What a few clients and friends have said...

“I only know of about ten people in the country that are doing what you are with planning. ”Frank Carney, Founder, Pizza Hut

“...One of the more accomplished and competent planning consultants in the U.S. ”Marshall Thurber, founder, Burklyn Business School

“I’d like to acknowledge you and your staff for your continued efforts to support other businesses in learning the AMP process. You are definitely adding value to the business community. ”Hawaii State Representative, Jerry L. Chang

“I would highly recommend your counseling services to anyone planning a new business, as well as to anyone with an established business who wants to become more effective. Results, not promises, are the proof that your services work. Thank you. ”Teri Freitas, President, P. Taylor Public Relations

“GSI achieved 126% of its projections. The AMP process allowed us to achieve those goals without the ‘crisis management’ usually associated with growth in business. ”Rob Gagnon, GSI Solar Industries

“We thank you for keeping us ‘on track’ and we appreciate your patience, understanding, concern and presence with our rapid growth. You most definitely were an instrument in having us constantly aware and committed to our goals.”Dave Morken, Morken Manufacturing Corp.

“Our experience to date has been superb! This project has been greatly enhanced and simplified thanks to your AMP planning strategies. Our entire staff has been amazed at the lack of stress in completing all details, and we have been able to utilize our time efficiently and pleurably. Dr. Wm. Babbitt, Kailua Dental Clinic