

NICK C. CASALE

OVERVIEW:

I am known as a **creative**, organized, decisive, inspiring, and highly-effective leader and team builder, with a strong emphasis on achieving real-world results. In the past I specialized in highly successful recovery, re-engineering, and revitalization efforts for major aviation/aerospace corporations. Most recently my focus has been on photography, commercial marketing and advertising, and various other types of visual arts. I am well-balanced, working out of both sides of my brain, the creative side and the analytical side. I call it "creative common sense." You will not meet a more responsible, punctual, productive, and results-oriented, creative-type person on the planet.

To learn more about me, please visit my Web site at: www.2020visual.com. You can view some photos of me at: <http://www.2020visual.com/Nick.html>.

TARGETS: Open to new ideas, learning new types of work and challenges, and to new locations within the United States. I see a very good fit in commercial advertising and creative idea development - Slogans, pitches, logos, layouts, story boards, and idea generation right through to implementation. But I am open to completely different directions as well.

STRENGTHS:

- Leadership/Management: Extremely results-oriented
- Professional photography, video, and visual arts
- Highly **creative** and innovative
- A problem solver
- Meeting facilitator: Brainstorming, planning, collaborating, and various other types
- Technical Writing/Publishing: Writing, editing, research, publishing
- Digital Data/Computers: Photo editing, graphics, troubleshooting, repair
- Mechanically Inclined: Minuteman Weapon System mechanic, cars, trucks, motorcycles, more...
- Physically and Nutritionally Fit: Weight lifting, aerobics, and a Certified Personal Trainer
- Firefighting: Former Assistant Fire Chief, Firefighter, and First Responder
- Served 7 years in the USAF (E-5) - Top Secret Security Clearance

CURRENT BUSINESSES:

(2000 to Present – 719.481.2619)

2020 VISUAL STUDIOS, L.L.C. (www.2020visual.com)

Owner – Photographer and Visual Artist

Using high-end Nikon, Sigma, Tamron, Manfrotto, and other professional-level equipment produce original art and provide various highly-creative photographic services. Turn people photographs into beautiful and creative art. Photography includes models, couples, families, children, homes, architecture, interior designs, businesses, 360 degree virtual tours, products, services, autos, landscapes, events, and more. Perform freelance, contract, and commercial assignment photography services. Develop advertisement campaigns and branding services. Design logos, develop slogans, color schemes, and actual advertisements including text/copy and photography. Highly skilled with various types of lighting, studio and on-location sets, full-frame cameras, prime lenses and numerous photo editing software packages. Photos published in magazines, books, catalogs, and numerous Web sites.

CREATIVE COMMON SENSE, L.L.C. (www.creativecommonsense.us)

Owner – Life Coach/Personal Trainer

Creative Common Sense is a professional, private practice, studio-type gym/company that specializes in physical fitness, health, nutrition, self-improvement, and overall well-being. In terms of exercise and fitness, we primarily specialize in strength training and general aerobic exercise. Proper diet and nutrition are a very major part of any successful exercise program, and are essential to help anyone achieve a high-quality and rewarding life. I help clients make some common-sense and realistic diet and nutrition choices to help them achieve their goals. As a Life Coach I help clients determine their objectives, discover what is holding them back, establish workable and realistic plans (solutions), track their progress, and help them achieve the desired end-results.

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LEGACY DATA SOLUTIONS (LDS), L.L.C. (www.legacydata.net)

Chief - Owner

The focus of LDS is development of on-line, digital data user-interfaces, graphic design, Web design, Flash animation, Web hosting and maintenance, logo design, photographic services, including product videos, on-line videos, and training videos (through 2020 Visual Studios, which was part of LDS originally), computer repair, and networking. LDS also provides general computer application consulting services.

PREVIOUS EXPERIENCE:

- Senior Manager - Digital Information Services (Aviation/Aerospace)
- Senior Manager - Data Processing (Aviation/Aerospace)
- Manager - Customer Solutions (Aviation/Aerospace)
- Project Manager (Aviation/Aerospace)
- Group Leader (Aviation/Aerospace)
- Technical Writer (Aviation/Aerospace)
- Manager Technical Publications and Training Department (Electronics)
- Staff Sergeant – USAF – Nukes, Missiles, Tractor Trailers, Training Program Development, Instructor, Evaluator, and a lot more.
- Firefighter/First Responder
- Retail sales, shipping, receiving, transportation/trucking, and delivery

JEPPESEN – BOEING CORPORATION

(1995 to 2000 – 303.799.9090)

Senior Manager - Digital Information Services

55 Inverness Drive East, Englewood, Colorado

Developed a brand new Intranet service for Boeing, which is based on serving up flight operations digital data over a standard Web-based browser. Designed a proto-type to provide a clear vision and goal for the new service, and then led a small team through the complete development effort. The team essentially had no budget, other than their own salaries, and they were only able to work this project on a part time basis. Development officially began on November 1, 1999, and was originally scheduled to complete on February 30, 2000. The team finished the second week in February, ahead of schedule, without a budget, and with high-quality, outstanding results. The team did so well that we were picked up (almost the entire team) by the Internet/Web Development Team and moved under the Executive Vice President as part of the Web development team to help move the company's on-line digital data strategy forward.

The team made use of Java Scripts, PERL, animated graphics, AVIs, graphic hot spot mapping, HTML and XML tagging, style sheets, and various standard off-the-shelf plug-ins. Additionally, we developed the new service's business plan, the draft sales and marketing plan, assisted with development of pricing, fact sheets, fact books, specifications, standards, work instructions, and just about everything else that was required to make this new service a real marketable and sustainable service. Every goal, objective, and target set for and by the team was met!

JEPPESEN – BOEING CORPORATION

Senior Manager - Data Processing

55 Inverness Drive East, Englewood, Colorado

After nine months away, called back to Boeing - Jeppesen in June of 1998 to manage the Jeppesen Maintenance Information Services (JMIS) Data Processing (production) team. JMIS is an SGML-based digital data service, which provides aircraft maintenance documentation on-line for use by airline and airframe manufacturer mechanics, engineers, planners, management and others. Data is converted into SGML from various formats and sources world-wide, value is added to the data through intelligent hyperlinks, custom searches, graphics, etc., and is displayed on-line through the use of a customized SGML browser.

Some of my major responsibilities as the Data Processing Senior Manager included:

- Recovery plan development and implementation.
- Managing/coordinating of the outsourcing suppliers.
- Process analysis and engineering for all of JMIS.
- Data processing/production (conversions and revisions) of digital data.
- Facilitate the Process Review Board (PRB), which I also developed.

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SIGNIFICANT RESULTS:

Upon return, the JMIS department was losing over 5 million dollars in 1998, and anywhere from 4 to 5 million each of the previous 5 years it was in business. Over the past 14 months we designed and implemented a recovery plan. The results are a stabilized and well-trained team, analyzed and documented processes, numerous process improvements, and drastically improved performance and efficiency. In addition, a major re-engineering effort was launched, which is on schedule and on budget. JMIS as a whole is currently on budget, with productivity, quality and on time delivery at an all time high. JMIS is on schedule to break even or turn a profit in the year 2000.

JEPPESEN – BOEING CORPORATION

Manager - Customer Solutions
55 Inverness Drive East, Englewood, Colorado

Responsible for providing customer service for the new maintenance division of Boeing - Jeppesen, known as Jeppesen Maintenance Information Services (JMIS). My team provided technical support, Standard Generalized Markup Language (SGML) document analysis, training, end-user documentation, production process analysis, and continuous communication to ensure customer satisfaction for customers' worldwide.

SIGNIFICANT RESULTS:

- Developed the customer technical support organization from its inception.
- Developed all end-user documentation and on-line help files in use today.
- Provided concept and guidance for development of all customer training plans.
- Developed numerous specifications, standards, policies and procedures.
- Hired a highly qualified and dedicated support staff and most of the SGML analysts.
- Started the JMIS-wide department's internal training/staff development plan.
- Developed a one of a kind group employee development career plan for Customer Solutions.
- Developed detailed schedule recovery planning procedures and guidelines for JMIS-wide projects that fall behind schedule.
- Provided concept and guidance for the development of all the Customer Solutions tracking databases. These integrated databases track customer information, data delivery/shipping, troubleshooting, action items, and overall correspondence control.

DOUGLAS AIRCRAFT COMPANY - BOEING CORPORATION

(1989 to 1995 – 206.655.1131)

Various: Project Manager, Group Leader, Technical Writer
3855 Lakewood Boulevard, Lakewood, California

PROJECT LEADER:

The EMOD computer system is a technical data management/production system that will support over 1,500 users and over 130 aircraft operational and maintenance technical documents. The EMOD system is based on a client-server architecture. The system supports distribution of digital data (i.e., CD-ROM, on-line Internet access through a World Wide Web server, magnetic tape and disk), paper output and microfilm. As staff to the Vice President of Commercial Product Support, my responsibilities included establishing policies and procedures regarding the scope and timing of the various EMOD projects, and defining customer and user requirements.

MANAGER/GROUP LEADER:

Managed development of all Douglas Aircraft Company Flight Crew Operating Manuals (FCOM). Provided on-time, high quality manuals in support of flight crew training, flight test, aircraft delivery and airline operations. Supervised technical writers, pilots, engineers, editors, illustrators, quality assurance inspectors, electronic data processing specialists and document layout personnel. Managed departmental resource budgets and schedules. Developed cost quotes, bids, and status reports. Assisted in the development of contractual requirements, specifications and proposals. Developed operating instructions, work process flows and employee training programs.

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SENIOR TECHNICAL WRITER:

Developed aircraft FCOM data in accordance with Douglas Aircraft Company's FCOM concept. Designed and maintained a configuration control database, which provided for customized FCOMs. Wrote Component Maintenance Manuals (CMM) in accordance with ATA specification 100. Interpreted blueprints, engineering change orders, planning documents, parts lists, design and flight data, and other associated engineering documentation.

EDUCATION:

Minot University, North Dakota State School of Science, Allen Hancock College, and Community College of the Air Force (CCAF) – Primary focus in Management Psychology

Specialized Training:

In addition to the above listed experience and education:

- 64 semester hours completed and credited through CCAF
- Numerous firefighting and emergency management courses through State of Colorado, Certified Firefighter I, First Responder, CPR and First Aid - Served 3 years as a Fire fighter with last year as the Assistant Chief.
- Minuteman Missile Weapon Systems (WS-133) maintenance courses
- Numerous leadership and facilitator training courses
- Various photography and photo lab classes
- Numerous computer/information systems related courses
- Instructional Systems Development/Curriculum Development training
- Instructional techniques training
- Certified as a meeting facilitator
- Certified Personal Trainer
- Certified CPR, First Aid, and AED