

# Gordon Kraft

Chairman, CEO Real Estates Hot Sheets, Inc. 2008-now

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## Summary

Chairman, CEO Real Estates Hot Sheets, Inc. 2008-now

Board Of Directors, StarPower Home Entertainment, Dallas. 1998-now

Co-Founder APBA Offshore Racing, LLC Board Member 1998-2004

Owner TalkStory Offshore Racing, Inc. Offshore Race Team 1998-2003

Private Angel Investor. 1997-2002

Artificial, Inc. Advanced Internet Development. 1997-2002

AiLibrary follows Artificial, Inc. areas of interest, as a result of divorce.

Currently own a "basket" of Internet sites:

[www.bigkahuna.net](http://www.bigkahuna.net)

Hawaiian BLOG site for Visitors and Hawaiians.

[www.talkstory.com](http://www.talkstory.com)

TalkStory Offshore Racing, Inc. videos and pics.

[www.avstreams.com](http://www.avstreams.com)

Quicktime Streaming test site.

[www.aiengines.com](http://www.aiengines.com)

GHK Allibrary, and other projects.

## Specialties

I have a talent of envisioning future implementations of various technologies, today... and a track record of doing so... I am only interested in consulting at the BOD level. Very effective communicator... I would prefer to help Founders and Board Members reach common ground...

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## Experience

### **Chairman, CEO at Real Estate Hot Sheets, Inc.**

July 2008 - Present (4 months)

Chairman, CEO Real Estates Hot Sheets, Inc. is a "printernet" company, focused on publishing a Real Estate newspaper with franchises across the US. Based in the Naples/Ft. Meyers, Fl. area. Utilizing a combination of (bricks and mortar) Real Estate Newspaper with extensive LifeStyles, Boating, Fishing, Golf, etc. in addition to high resolution large format ads for Real Estate sales, and

Internet web publishing to attract home buyers to the Real Estate market based on positive news. A good news paper. Founded and published by Michelle Craft, a brilliant marketing whiz.

Publishing system based on Adobe inDesign. Website evolving to automate publishing at a state of the art level.

Check out REHS, go here:

<http://www.realestatehotsheets.com/index.html>

then click "See latest Hot Sheets Issue(s)" in the NEWS section...

Why does it exist? "Because someone has to sell all these homes". GK

### **Director at StarPower Home Entertainment, Inc.**

1998 - Present (10 years)

StarPower just received an award as the top Home Theater company in the USA. TWICE magazine. Based in Dallas, StarPower customers are Affluent Homes and Businesses, Banks, Country Clubs, Yacht Clubs, Top Restraunts, etc.

We have achieved building StarPower as the "Cartier" for Home Theater marketplace, with a new store opening in Scottsdale as our first outside of Texas very high end retail store.

StarPower is a "Bright Star" per DealerScope magazine.

### **Founder, Chairman, CEO at AiLibrary, Inc.**

August 2003 - November 2007 (4 years 4 months)

AiLibrary is a developer of custom Artificial Intelligence Digital Libraries that is used as an AiHome for control of smart homes, and advanced broadband Internet connected Digital Home Theaters.

AiLibrary, Inc. is the evolution of Artificial, Inc., which closed as a result of a divorce...

### **Director, Acting Chairman at APBA Offshore Racing, LLC.**

1998 - 2003 (5 years)

APBA (American Powerboat Association) is the only (recognized by UIM) Powerboat Racing Sanctioning Body.

APBA not-for-profit organization was agreeable to our offer to take over the Offshore Division. We secured a 99 year license...

APBA Offshore Racing, LLC was successful from the beginning, but 911 cramped up sponsors fundings, and it was difficult to produce Event Marketing sites, but Michael did a awesome job. I was VP Television (Exec Producer) and I brought in Richard Mann from my Big Kahuna days, and we were on the SPEED Channel!

Awesome experience in so many ways. From traveling to the race sites in my Lazzara Yacht, DREAMS, with my TalkStory.com Offshore Racing Team, sponsored by Lazzara Yachts. To racing in the Bahamas (Atlantis), to Corpus Christi, to Miami Beach, to Key West.

OK it was FUN!

*1 recommendation available upon request*

### **Chairman at Broadband Networks Corporation, Inc.**

1998 - 2003 (5 years)

BBNC, Inc. Ralph Manefredo's company was a result of purchasing NUKO, Inc.

BBNC develops and sells, MPEG2 Broadcast Quality transmission over ATM Networks.

### **Owner at TalkStory Offshore Racing, Inc.**

1998 - 2003 (5 years)

TalkStory.com Offshore Racing was my APBA/SBI Offshore Race Team.

TalkStory Offshore Racing, Inc. owned a Baja 34' Outlaw, OuterLimits 37' Siletto, replacement OuterLimits 37', Spectre 36' SuperCat.

DREAMS a 76' Lazzara Skylounge Motor Yacht and Bluebird Motorcoach. DREAMS was the Start/Finish Yacht at most APBA Offshore races.

Traveled on DREAMS to APBA and SBI Offshore Race sites all over the US and Bahamas. A "TalkStory lifestyle".

2nd Place F2 1998 APBA Offshore Series (8 races)

1st Place F2 1999 APBA and SBI Offshore Series (many)

1st Place PX1 1999 Sarasota Grand Prix TalkStory Spectre

3rd Place PX1 1999 APBA Offshore Worlds TalkStory Spectre

### **Founder, Chairman, CEO at Artificial, Inc.**

October 1996 - March 2003 (6 years 6 months)

Artificial, Inc. is a Florida based Internet Research and Development Company focused on Artificial Intelligence projects and Digital Libraries.

### **Founder, Chairman, CEO at BigKahuna Productions**

1992 - 1996 (4 years)

Big Kahuna Productions was a full length Motion Picture company that did the POST for the Nolan Ryan Story by Richard Mann. BKP also did numerous Corporate Videos, including DiagSoft's. We hired local talent from Maui and trained them to use Studio 3D Animation software, and several projects were done for Hawaii and DiagSoft. Also did a state of the art Computer Based Training (CBT) with "3D virtual sets", etc. for Windows 95. see [www.avstreams.com](http://www.avstreams.com)

### **Founder, Chairman, CEO at DiagSoft, Inc.**

1987 - 1996 (9 years)

I created QAPLus Advanced Diagnostics, sold over 30M copies of QAPLus Diagnostics, and basically created the PC Diagnostics industry. Because "someone has to test all these PC's".

And with a little help from my friends at Intel (Intel owned 35% of DiagSoft).

QAPLus became one of the very first "Virus Detected" tools.

DiagSoft's QAPLus/Factory became defacto PC industry standard with over 85% Global Market share. QAPLus/Factory was focused on assisting the achievement of ISO 9000 Certification, and it is estimated that over 100M PC's! were tested receiving a QAPLus Certified.

I opened Pac Rim HQ in the Maui MRTC, and created ETSC Electronic Tech Support Centers using QAPLus and Remote Anywhere, CloseUp, and other remote control software.

ETSC reduced the call time for a Tech Support Call, because the Tech knew what was in the PC, if it was working, and how it is configured. "Hit a button, get a beer simplicity". Sold DiagSoft to Sykes, Inc. Aug. 1996.

*3 recommendations available upon request*

### **VP Sales and Marketing at Award Software, Inc.**

1984 - 1987 (3 years)

Award Rom BIOS, Laser Press Typesetting, closed virtually all of the Canadian and Taiwan PC manufacturers, Including ACER via the implementation of selling ROM BIOS via "stickers" on a unit basis. The "Serialized Holographic Stickers" represented the "Transfer of Technology". This permitted "OEM Bundling" billing per GAP. Rather than a simple OEM Bundling Deal. Closed almost all PC companies in Canada, with Brent Luckman.

Setup Award Software Hong Kong, and lived there for three months. Extensive travels to Taipei, Seoul, Manila, Japan, Singapore, etc.

*1 recommendation available upon request*

### **VP Product Management at Handle Technology, Inc.**

1984 - 1985 (1 year)

Handle Tech was headed by Tommy Harlan a gifted entrepreneur from Houston. Handle had a major contract with AT&T to develop a UNIX Office Suite similar to MS Office. for the AT&T 3B2 and 3B5 UNIX SYSTEM 5, we had flex hours and were located in Tahoe City, Ca. had a VAX750 and UNIX guru's that would code for free for lift tickets...

### **Founder, Chairman, CEO at GKE Software dba**

1982 - 1984 (2 years)

GKE Software was a Data Base software Regional Distributor, we had marketing rights to the western US. GKE published Condor rDBMS, and did custom apps for BusinessLand, and Consultant to Enzo Torressi of BusinessLand and David Norman. I sold more Condor than Condor, and closed MicroD, MicroAge, etc.

sold GKE to Condor Computer Corporation, deal went south, got a call from David Wertzberger (DEC, Handle) and was asked, Gordon you like boating? Lake Tahoe? want to go boating on Tahoe?, want to live there? Duh...

### **National Sales Manager at Artelonics, Inc.**

1980 - 1981 (1 year)

Artelonics (Artel), Inc. was founded by Bill O'Dell and his wife, and actually developed the first 8086 PC with a lot of funding from Shell Oil Canada, Ltd. Frank Buckley was VP of Marketing and Sales, he was tough, like Bogard... I loved working for him, even though he often told me he could replace me at any moment...

Bob Stillman (Award) was VP Software, we developed a XEROX PARC competitive PC, but it was HUGH...

Shell decided to not be in the Office Automation market and erased the company.

### **Director Advanced Systems at Microform Data Systems, Inc.**

1973 - 1980 (7 years)

Promoted from Mgr. Software Development to Director Advanced Systems.

Microform Data Systems was headed by my mentor Dean Mack.

I created CARMS, Computer Assisted Records Management System based on TANDEM NON-STOP computers and the data contained in Microform Ultra Strip Micrographics Viewers. Any page in 12M pages could be displayed in less than 10 seconds... Developed CARMS for Power Plant Document Storage and Retrieval. Advanced Workstation developments.

### **IBM Systems Programmer at Arthur Young & Co.**

May 1971 - November 1972 (1 year 7 months)

IT consultant, was considered a para professional, I was kinda like a intern, or "Hey you almost a Doctor"? AY was an awesome experience, I worked for John Dobson and Nick Jones, Nick was

one of the most brilliant people I have ever known. All Arthur Young employees were brilliant MBA's and up. I was only a college dropout...

**Mgr. Data Center at Caelus Memories, Inc.**

February 1970 - December 1971 (1 year 11 months)

Caelus Memories was the first manufacturer of IBM 2311/2314 Disk Packs. I managed the Data Center for Rene Vishney (later Award Software) and was also the IBM System's Programmer. Worked with dBOMP one of IBM's first Relational Data Base software products. I wrote the IBM S/360/370 Caelus Disk Pack Diagnostics...

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**Interests**

boating, ocean offshore race boats, fishing, digital libraries, smarthomes, Hawaii, exec producer..., PR women

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## 5 people have recommended Gordon

"Gordon Kraft is an employee's dream to work for in any capacity. He was tough, however fair. He has vision of where the industry will be, and he is clear on his course on how to beat the competition to market. He is a good soul that will give you his full support once earned... he was my employer, and has become a friend over the years."

— **Rudy Oakes**, *Founder, Chairman, CEO, DiagSoft, Inc.*, reported to Gordon at DiagSoft, Inc.

"Gordon is an incredibly visionary leader and promoter. He grew Diagsoft from a kernel of an idea to a company that helped solve huge quality and support problems that threatened the growth of some of the biggest players in the industry."

— **Elliott Lowe**, *Founder, Chairman, CEO, DiagSoft, Inc.*, reported to Gordon at DiagSoft, Inc.

"From the company founders on down, Gordon was known for breaking down barriers, and getting us into accounts we never would have had without him. Truly a one of a kind in Sales, with the focus and ability to lead others."

— **Rick Foos**, *VP Sales, Award Software, Inc.*, worked with Gordon at Award Software, Inc.

"Gordon has a keen sense of vision in technology and the user experience with it. If something is lacking vision Gordon can provide one. Driven and determined, working with Gordon is always an inspirational experience that drives you to see and do things better and right. Mahalo!"

— **Jim Aspinwall**, *Founder, Chairman, CEO, DiagSoft, Inc.*, worked indirectly for Gordon at DiagSoft, Inc.

"Gordon is a visionary who has a keen grasp of the future of technology. His ability to anticipate market trends and to capitalize on that information is crucial to his success and working well with others in business. I highly recommend Gordon."

— **Donald Harris**, *Director, Acting Chairman, APBA Offshore Racing, LLC.*, was a consultant or contractor to Gordon at APBA Offshore Racing, LLC.

[Contact Gordon on LinkedIn](#)