

## STRATEGIES FOR AMBITIOUS GROWTH

**ABOUT SCHOONER CREEK BOAT WORKS.** Established in 1977, Schooner Creek Boat Works grew from a group of dedicated craftspeople building wooden sailboats to become recognized as one of the finest re-fit and repair boatyards in the nation. The company builds large commercial and recreational boats and is consistently very busy with its re-fit and repair boatyard. Schooner Creek's facility is located on the main channel of the Columbia River, Hayden Island, in Portland, Oregon, and includes multiple service bays, an indoor paint booth, and an outdoor service yard capable of housing dozens of vessels. With 45 employees, the company also offers repairs on lifeboats of ships in the commercial dry dock in Portland.

**THE CHALLENGE.** In 2015, Shauna and Kevin Flanigan purchased Schooner Creek Boat Works with the goal of growing by 75 percent. The company has added 17 jobs in the last couple of years, and improved its business model to develop growth strategies and gain market share.

**MEP CENTER'S ROLE.** Schooner Creek Boat Works engaged the Oregon Manufacturing Extension Partnership (OMEP), part of the MEP National Network™, to clarify its business model and determine growth strategies. OMEP encouraged Schooner to focus more on a particular market segment to increase the company's competitive advantages. After working with OMEP to develop key initiatives for the market segment, Schooner invested in new plant equipment and managed to exceed its growth goals by a significant margin. The Schooner team worked to refine their mission, vision, and values to provide alignment within the company and further define their differentiators externally.

"OMEP has exceeded my expectation in their ability to help my business meet the goals we have placed before ourselves."

-Kevin Flannagin, Owner

## RESULTS



Achieved sales growth of **89%**



Gained **\$360,000** in cost savings



Added **17** jobs



Invested **\$615,000** in plant equipment

## CONTACT US



7650 SW Beveland Street  
Suite 170  
Portland, OR 97223



(503)406-3770



[www.omep.org](http://www.omep.org)

