

THE PETER T. PAUL COLLEGE
OF BUSINESS AND ECONOMICS



INNOVATION-TO-MARKET COMPETITION



CHARLES W. NELSON '66 *and* MIRIAM R. NELSON '68

After nearly fifteen years of various domestic and international sales and marketing experience at Dennison Manufacturing Co., a Fortune 500 corporation headquartered in Framingham, MA, Charles Nelson resigned to pursue a goal of establishing his own organization that could fulfill a recognized void in the marketplace.

Nelco Products, Inc. was started in July of 1984 by Charles (CEO and Co-Founder) and Miriam (VP and Co-Founder) Nelson. Coupling Charlie's previous experience with Miriam's administrative leadership and her soon-to-be learned financial skills, a unique regional distribution company of plastic wiring accessories was launched. Initially, aggressive telemarketing programs complimented by highly trained sales representatives and low cost sourcing from both domestic and international vendors enabled Nelco to penetrate the Northeast market rapidly.

Early in the twenty-first century, Nelco pioneered innovative Internet marketing strategies leading to many creative websites that drove global prospects' interest to the company's sales organization.

Today, Nelco has locations in MA, NJ, FL, AL, and CA all ready to locally serve its customer base of over eight thousand accounts. The company's forty plus employees were enriched with the establishment of an Employee Stock Ownership Plan (ESOP) in 2005 which has empowered them to take leading roles in assisting their company to exceed the \$20 million annual revenue plateau reached in the year 2007.

1988 – 2014

CELEBRATING ENTREPRENEURSHIP