

WV Family-Owned Small Business of the Year

Douglas Kreinik – Kreinik Manufacturing Company

Nominated by: Marsa Myers, WV Small Business Development Center

The U.S. Small Business Administration's West Virginia District Director, Karen Friel is excited to announce Doug Kreinik, Owner and President of Kreinik Manufacturing Company, as the SBA West Virginia 2016 Family-Owned Small Business of the Year. Kreinik was nominated for the award by Marsa Myers, Business Coach for the West Virginia Small Business Development Center.

Kreinik, a second generation small business, makes a variety of silk and metallic threads for needle workers, crafters, scrap bookers, quilters, fiber artists, fly fishermen - even fashion houses – to express their creative selves.

Doug joined the family business in 1983. The business was established by his parents, Estelle and Jerry Kreinik in 1971 and has been an integral part of the Parkersburg, WV business-scape for over 40 years. Doug's mom – Estelle – started the business; she was a needle-worker, who basically wanted access to more interesting threads. Around this time, Jerry was let go along with 80 other 55-year-old and older employees from one of the local chemical manufactures in the Mid-Ohio Valley. Doug's parents took their knowledge of materials and textiles and created finished products and introduced the craft markets to higher end materials for stitching.

Kreinik now employs over 20 employees and exports with distributors in Australia, Japan, Russia, England, Netherlands, Canada, Philippines and the Ukraine.

Like many family-owned businesses, success depends on the heart of the family behind it. Recently the Kreinik family experienced a life changing loss. Their son battled addiction problems and ended up taking his life about a year ago. This would have been the end of the business for many families, but this family has allowed this horrible tragedy to take them down a slightly different path. Due to their son's liking of beautiful shoelaces, they have now begun to create a finished product – the shoelaces – from the thread and fiber they have always sold for their people's products. This change in vision and thinking has them poised to take on an entirely new market. And, since the profits generated from the shoelaces will partially go to suicide preventing initiatives, the Kreinik family has taken their immense loss and tried to help others.

Doug has turned to his West Virginia Small Business Development coach, Marsa Myers to run ideas by her on business development.

"It is amazing to see the work the Kreinik family is doing in the thread industry from their small business in Parkersburg," states Friel. "A family sticks together through thick and thin and I'm humbled by the way Doug has turned a family tragedy into a way to advocate for suicide prevention and take the current material they have and turn it into a new product."

SBA's West Virginia District Office celebrates Kreinik's award during an invite only luncheon at the Robert H. Mollohan Research Center in Fairmont, Wednesday, May 4 at 12:00 p.m. The awards

luncheon is emceed by WBOY reporter Nick Farrell; attendance includes Senator Capito, Congressman McKinley, and Secretary Burdette. [Click here](#) for a list of the 2016 West Virginia District Small Business Week winners.

