Curt Bashford - EO Member Story for the Blog

My name is Curt Bashford and I joined EO in November of 2014 after the EO test-drive. My company (General Devices) was formed in 1979 and I have been with the company since 1986 – my senior year of as an undergraduate in electrical engineering at NJIT. I later received my MS in bio-medical engineering also at NJIT. I became an owner and took over as President/CEO in 2011. The company founder retired, so you could say that I (and my two partners) were his exit strategy.

General Devices, is a Med-Tech developer and manufacturer that provides innovative communications and telemedicine solutions for linking care-providers in hospitals and Emergency Medical Services. We currently have 22 employees and have our solutions in hundreds of hospitals & EMS across the country. We are in a moderate growth phase currently after a very scary period in 2013, and have rebounded nicely. Being an engineering-heavy company, business has never been our strength. Recognizing my limitations, I am now working with a business coach, and therefore EO was a next logical step to extend my learning network.

I live in Union and have for most of my life extending a long history of family roots there. In a former life I was an EMT, Scout Leader and soccer coach. My wife Amanda works part time for an accounting firm and manages our home as her other job. My son Scott graduated from the University of Delaware Suma Cum Laude this past May (2014) as a double major in finance & accounting. He is now working in NYC and commuting from home and learning about the real world. He has passed the 1st two parts of the CPA exam and is on track to finish that in 2015. My daughter Nicole is a sophomore in the business school at Rowan University. She also plays on the women’s soccer team and got to play in an NCAA playoff game her freshman year.

I look forward to learning and sharing experiences with EONJ.