

Ed Hodgson, Founder & Inspiration (1915-2006)

by Duane Bartel, President of Glitsa American, Inc.

Sunday, June 11, marked the passing of the founder of Glitsa American, Inc. He joins his wife, Maude, who passed away 2 years prior.

Ed and Maude were unique and amazing individuals. As a couple, they constantly supported and nurtured each other. Their hard work, sacrifice and commitment established Glitsa on a solid growth path that endures to this day.

A native of Maryland, Ed was born on a farm and grew up doing farm work and carpentry when he wasn't in school. This was in the days when carpenters did every aspect of home construction, including laying and finishing floors. During the depression, he joined the Civilian Conservation Corp and built parks. Ed was working as a carpenter when World War Two erupted. He joined the Merchant Marines as a crew member of liberty ships transporting soldiers and supplies across the Atlantic to aid Great Britain in its darkest hours. On one occasion, while in a convoy of Liberty ships bound for England, he watched as German Wolf Pack submarines sunk both the ship ahead and the ship behind the one he was on. We all know of similar stories, which attest to why the young men and women of his time are referred to as "The Greatest Generation".

Ed was a man of intense energy and drive. He applied the same mettle that carried him through wartime to establishing Glitsa American, Inc. Of equal importance, his wife, Maude, believed in him and his dream and worked as hard as he did to make it all happen. With confidence and drive, they acquired the US rights to the Glitsa products from Glitsa in Sweden. They set out to build demand for the products directly from homeowners by canvassing home shows throughout the US, crisscrossing the US together first in a station wagon, then a van. At the same time, he established a wide network of distributors, many of which are still key distributors today. The continuing wide market appeal and demand for Swedish finishes is largely due to the amazing efforts of Ed and Maude as they demonstrated and promoted Glitsa Swedish finishes to a receptive and appreciative market.

It was an effort that often demanded long days, seven days a week. Furthermore, during this same time they created not just one successful enterprise, but several, that continue to flourish. They also raised a family and were committed parents. Not many people today could muster the level of commitment to attain the goals this couple achieved. They leave behind four children, a host of grand children and grateful employees from several companies, including Glitsa American that will forever hold them in awe and deep appreciation. Their legacy extends even further as countless other lives benefit from using high quality, outstanding Glitsa products. We at Glitsa American look forward to a bright future as we continue to carry on Ed and Maude's vision for Glitsa American. ♦

