

Hello. This is Wayne Rivers at The Family Business Institute. I'm really super excited. This is a dream that we've had for over 20 years that's finally coming true and we just couldn't be more excited about this offering. You know, we've had this idea for so long that there's a lot of family businesses out there that we just can't help. They don't want a full course consulting engagement, a full course press that is. They don't want to spend the money that it takes to hire a consultant. They're not the kind that does well with consulting. That maybe they're more of do it yourself type that says, "Just give me the basics and get out of the way and I'll take care of the rest."

But for lots and lots of reasons, even though we've helped hundreds and hundreds of family businesses over the years, there are many tens of thousands that we've never been able to help for one reason or another. So, we've dreamed of all kinds of scenarios and we've talked to universities like Duke University about getting together with their continuing executive education and putting together something and that's never panned out. We brainstormed this and talk to other colleges that and just nothing has ever seemed right but we finally have the right people and the right resources to make this happen.

I talk about my peer group all the time and they do this kind of cluster and training for their members and we think it's really wonderful. So, I'm going to announce today that we have created the contractor business bootcamp. Now, why contractors? Why not manufactures and all the other kinds of family businesses out there? Well, construction is our number one industry by far but more important, my peer group advised that if you are going to do this kind of thing, you need to do it deep and narrow, to really make it as effective as possible. Narrow your focus so you can teach the best possible material.

So, our initial, our inaugural contractor business bootcamp is going to be April 26<sup>th</sup> and 27<sup>th</sup> here in Raleigh, North Carolina. And the fall session is going to be October 25<sup>th</sup> and 26<sup>th</sup> also here in Raleigh. So, just to give you an idea, the first course is leadership and management concepts, the second is construction business operations, the third is the people dimension of the construction business and then there is construction business operations 2.

So, this whole idea isn't to teach constructors how to bend conduit or how to dig footings or anything like it. This is the business of construction, how to run the business of construction. Because for 30 years now, we've watched constructors who are excellent in one aspect or another of the technical part of the business but they struggle with the transformation from being doers to being leaders and executives and getting out of the field and not having to approve every estimate and not having to go out, and put on the hard head and manage every project and visit with every single owner. They've got to make that transition from doer to leader, and that's the hardest thing I think for contractors in lots of other industries to make.

So, this course is about the business of construction and how to success in business. It's aimed at small contractors who want to grow and get bigger but don't know how to break out of that box. It's aimed for minority contractors who are suffering from the same sort of limitations. And finally, it's aimed at your high potential, young people in your company that have what it takes to be an executive in the construction business not just a senior project manager or an estimator or something like that. This course is going to feature lots of subject matter experts but the leader, the FBI person who's going to lead is Mike Flentje who is a tremendously accomplished guy. He went into the submarine force in the U.S. Navy, actually captain in the newest fast attack nuclear submarine the Navy had at that time.

Then following his act of duty service in the Navy as an on submariner. He then designed the first leadership course in the history of the submarine fleet. There was no leadership curriculum. You just went on a ship and you looked at what the XO did and what the captain did and you tried to emulate them, which is terrific unless you've got a bad captain. And there were plenty of them out there. So anyway, Mike created the first leadership course in the submariner fleet and they went on to work for the three of the big four accounting firms in a consulting role for another 20 years after his naval service. So, he moved to Raleigh and retired and guess what, didn't like retirement, we got him. And we're thrilled we did, he's the perfect guy to stand up this program for us and a perfect guy to cat herd a bunch of contractors on leadership and things like that. So, we're really excited about it.

If you have an interest, here's the contact information for Charlotte Kopp, she's our business development person. So, here's her e-mail and telephone and just contact Charlotte. Just put in the subject line, bootcamp. It's as simple as that and Charlotte will send you information and get in touch with you and just see if it's a good fit for you and your people your organization. So, we're super excited, we hope a lot of you will take advantage of this and just let us know what questions you have and we'll get them answered for sure. Thank you. This is Wayne Rivers at The Family Business Institute.