

VISION

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From Rodeo To Roofing

Master Contractor Dan Hensley's Stampede to Success

Working
Nutritional
Niche



From Bronc Bucks to the Big Bucks

Dan Hensley, Conklin Master Contractor, learned never to approach a bull from the front, a horse from the rear or a fool from any direction. That's because Dan, for a man in his early '30s, has experienced more than most, lived through challenging times and knows how to come out on top. Dan's success as a rodeo cowboy foreshadowed his success in his Conklin roofing business. He will tell you that being a success in a rodeo arena as well as on a building rooftop are a matter of how well you are able to visualize being a winner, concentrate on what you really want and block out the negative.

Dan learned how to be a success as he grew up with two brothers and four sisters on a 240-head cattle and row crop farm in Cumberland, southwest Iowa. As the youngest brother, he learned early on how to be fun-loving, outgoing and independent. And, a couple of other traits are an ability to initiate and

persevere. Dan's passion for the rodeo lassoed him when he was a high school sophomore. His older brother Joe, who did some roping, invited him to a rodeo clinic where Dan tried out riding his first bronc. He came out of there so pumped he immediately enlisted in the high school rodeo circuit with his new bareback riggings, spurs, chaps and boots— all purchased with his hard-earned 4H money. Before he knew it, he was top ranked in the state for saddle bronc and bareback riding, and had earned a spot in the National High School Rodeo Finals in Gillette, Wyo.

After graduating from high school, Dan became a card-carrying member of the Professional Rodeo Circuit of America and won a scholarship to Kansas-based Fort Scott Community College, nationally-renown for its rodeo program.

Two goals ruled Dan's rodeo years: paying bills and paying entry fees. Between rodeos, he squeaked by

with sporadic odd jobs—mostly pouring concrete; he drove an '80 Olds 4-door with four bald tires; and maintained a steady diet of macaroni and cheese and ramen noodles.

“Life in the rodeo was challenging yet free-spirited,” says Dan. “I found myself driving cross-country three to four times a week in various vehicles; crashing overnight in budget motels or campers; and putting up with the usual aches and pains from a steady flow of butt-busting broncs.”

It was the summer of 1996 when Dan was on a particularly memorable cross-country drive across Kansas. It was late at night on a day of pounding hail and downpours, when he half-listened to one of his rodeo buddies, Lee Jay Larmon, discuss how he was able to survive the rodeo circuit with a part-time home business.

“All I can remember is how tired and tuned out I was during this conversation,” says Dan. “Previously that day at the rodeo, I rode a crummy horse in drenching rain. I didn’t win any money. I was trying to concentrate on my driving. I was not in the mood to listen to one of my rodeo buddies spouting off about a job opportunity with a company I never heard anything about before.”

About a week later, Lee Jay demonstrated stellar follow-up by delivering a brochure and video to Dan’s apartment. Dan was roped in by the notion of a business opportunity that would provide flexibility and long-term financial stability. He took some time to learn about the roofing piece of the Conklin business from Richard Shuck, Lee Jay’s cousin, and then soon became an IBO attending Corporate Training.

Between rodeo gigs, Dan found the time to ride his Yamaha street bike around industrial parks to drop a whole slew of “Hensley Coating” business cards. Whenever Dan landed a roofing contract, he rounded up his rodeo buddies, borrowed Richard’s equipment and got to work.

As business picked up, Dan laid down cash for a staggered series of necessary equipment including a new truck, enclosed cargo trailer, coatings pump, backpack blower and power washer. It took only a year after Dan became an IBO to devote full-time to his Conklin roofing business, hanging up his saddle and spurs for good.

Dan has roofing products and business development trainings under his belt, and achieved Director in 2005.

Hensley’s horse sense

“With your Conklin business, you need to set both business and personal goals. Write them down every year, and for five years out. Attach a timeline to every one of your goals and never let them float. Develop Sales Managers every year, earn a Destinations trip, and if you’re a roofer, become a Master Contractor.”

On how to lead your organization

Act like a coach for those in your organization. Know what your new IBOs want to do with their Conklin business and help them determine what they want to achieve (i.e., extra income, freedom of time). After that, develop a plan with them. Within that plan, encourage them to attend corporate functions and product trainings. Also, keep working with the person that sponsored you. Stay plugged in. Too often people get hot, then fizzle and settle back to where they were. You need to regularly attend trainings and events to stay fired up.

On how to conduct a successful marketing campaign

“Use the sales literature from Conklin. Go into a meeting armed with product information, foam samples and an introductory CD. Know those corporate materials inside and out and lean on them. Make cold calls—walk from building to building in industrial parks. Supplement your sales efforts with direct mail campaigns and Yellow Pages advertising. Work industry trade shows as well as consumer home shows.”

Master Contractor Riding High in the Saddle

Today, Dan lives in a beautiful new home on a 15-acre spread outside Kansas City with his wife Crystal and six month old son Jase. When Crystal isn’t taking care of Jase, she’s assisting with administrative and organizational duties for Hensley Coating. During the couple’s earlier years together, Crystal worked side by side with Dan up on the roofs.

Conklin also provided the young couple with early opportunities for travel with Jamaica, Puerto Rico, Portugal and Hawaii in their trip log. Dan says: “Conklin allows me and my family the luxury to travel to magnificent locations and spend significant time several months out of the year with my family.”

Richard Shuck explains that Dan’s feet are always planted firmly on the ground. “He doesn’t play the big show,” says Richard. He’s as solid and dependable as the Conklin roofs he applies.”



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