

## **ENVIRONMENTAL PROFESSIONALS NETWORK, LLC (EPN) INTRODUCTORY OVERVIEW**

Environmental Professional's Network, Inc. (EPN) is an international environmental network of professionals, scientists, engineers, students, and concerned citizens. EPN is seeking individuals and firms to join its innovative new network. This file contains a corporate overview and information that you can use to evaluate your interest in this opportunity.

Once you have read and understood the information contained in this file, we must review your resume, and/or qualifications to evaluate you for membership. If you wish to become a member in any of our membership categories (Advisor, Associate, Sponsor, Student, Service, or Support) just go to our website – [www.epncommunity.com](http://www.epncommunity.com) and go to the forms and agreements section and where you can follow the instructions to get you prepare the forms and get you signed up.

I look forward to being able to work with you in this exciting new opportunity.

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CEO, EPN

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### **Characteristics of Global Business Development**

The business world is changing today at a faster pace than it ever has in history. More technology advances have been made in the last five years than in the entire preceding history of the world. John Naismith, the Author of the colossal bestsellers *Mega/trends* and *Megatrends 2000* was recently quoted to say, "the bigger the world economy, the more powerful its smallest players will be."

In North America, corporations are downsizing rapidly, resulting in layoffs of fifteen hundred experienced and talented professionals every day. This process has resulted in the loss of over five million jobs within the Fortune 500 in the last decade. Declining federal budgets for defense, space and other technical programs are trends that will result in additional layoffs in both the public and private sectors.

With the global economy in such a dynamic status, companies that can be adaptive and aware of new paradigms can achieve tremendous success. Increased flexibility in workplace arrangements, encompassing such features as flextime, telecommuting, etc., gives significant advantages to such

organizations offering such features. Rapid advancements in technologies such as electronic mail, facsimile, and teleconferencing make remote work and distributed workplaces possible.

Overall trends in America are moving us from a manufacturing-based economy to an information-based economy. These same trends are moving companies away from traditional corporate hierarchies toward alternative organizational models.

### **Characteristics of Environmental Professionals and Firms**

The environmental industry is one of the fastest growing industries in the world today. Fast growth, ease of entry and favorable perceived profitability has created a highly competitive environmental market with generally low profit margins.

Environmental professionals generally dislike and have a marginal competence in marketing and sales. They also generally have weak business organizational skills. They possess focused technical skills with limited potential to diversify. Many professionals have limited long-term vision. The industry in general is not highly attuned to the explosive growth that is occurring along the information and telecommunication highway.

### **The EPN Plan**

Environmental Professional's Network (EPN) was conceived in January 1994, to provide a unique solution to the dilemma's described above. Dr. Dorband became distracted by another world-changing opportunity - purchasing environmentally impaired properties - and co-founded Cherokee to begin a new industry! But here we are in 2021 and Wayne and his longtime business partner, John Nillen, believe the time is right to really get EPN moving.

In order to enable the members of the environmental professional's community to gain more control of their careers, EPN has established a self-financing and self-sustaining network of professionals and service organizations that operates across organizational and corporate boundaries.

This network will provide benefits to its membership that substantially exceed the perceived cost of membership. In fact, membership itself will generate a profit for the active members. We believe that EPN will become "the most admired" organization within the environmental industry.

### **THE NETWORK MEMBERSHIP**

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EPN's structure, services and benefits are designed to attract several categories of environmental professionals, including:

- Owners of small consulting firms and independent professionals (estimated at over 90,000 firms in the U.S. alone), since they will gain immediate access to an international network of professionals and new markets for their services.
- Mid-level executives forced into "early retirement", who often go into consulting, finding re-employment difficult at best (see cover article January 1994 *Inc. Magazine.*). They will find EPN a ready-made marketing vehicle for their services, as well as an augmentation of their own consulting "product line". Currently employed professionals who see EPN as a form of "career insurance" that can supplement their current incomes without threatening their current tenuous positions.

- Currently employed professionals who would like to be in business for themselves, but do not have the flexibility to take the plunge into their own full-time ventures.
- Recent college graduates and graduate students who are seeking additional income or experience.
- Professionals who need flexibility in their work schedule or location since they may take advantage of EPN's part-time and teleconsulting opportunities.
- Academic professionals with the desire and expertise to consult part-time since they will be largely relieved from the task of marketing and finding engagements.
- Firms and individuals with services that can be provided to environmental professionals (legal, accounting, shipping, office supplies, etc.) who will see EPN as an effective promotion for their businesses.

## **COMPANY STRUCTURE**

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EPN has two characteristics that make it unique and unlike any other company that has been formed in the environmental industry. They are:

- (1) EPN operates as a "virtual corporation", maintaining only minimal fixed facilities, and only those permanent employees essential for corporate operations. However, at any time EPN can open an office in any city worldwide within 24 hours, and can draw instantaneously from a base of thousands of Associate and Advisor Members, and all the necessary service and product providers.
- (2) EPN is based on a cooperative model. Each of the company's U.S. Associate and Advisor Members are required to participate in the company's operations and will share in the company's profits.

The primary force in EPN's success will be the network Associate and Advisor Members. These groups will direct and operate projects, determine what service needs are most desired and be involved in all areas of business development and marketing.

### **EPN Membership**

There are six types of membership in the Environmental Professionals Network. Each membership (except Sponsor Members) has a minimum duration of one year and must be renewed at the end of its term.

Associate Members	This membership group forms the backbone of EPN. These are the environmental professionals for whom the network was developed. Each of these members can profit from the recruitment of other members, participate in all the EPN programs and services, and share in the annual profits of the network. Annual membership fees will be \$249 per year, with discounts for longer term memberships.
Student Members	This includes students (undergraduate and graduate) who are enrolled in educational programs. These students have career interests in the environmental industry. Annual membership fees for this group are \$39.
Service Members	This group includes all possible individuals and firms that would provide services (accounting, legal, secretarial, supplies, etc.) to the Associate and Advisor Members. Annual membership fees for this group will be \$149, with discounts for longer term memberships.
Sponsor Members	These members include any entity that might benefit from an association with EPN or with the Associate and Advisor Members. Sponsor memberships can be for annual terms or for individual events (conferences, seminars, publications, etc.) Sponsoring Member rates range from Silver Sponsor Members to Platinum Sponsor Members.
Support Members	This group includes those individuals that have sincere interests in environmental affairs, but either do not work in the environmental industry or work in the industry and do not see how any of the other membership categories of EPN would benefit them. Annual membership fees will be \$49.
Advisor Members	This select group of members will be instrumental in providing guidance and direction for the network. These members will be personally recruited by EPN management for specific skills and expertise that they possess. These members will be the foundation of EPN. There will be a maximum of 100 Advisor Member positions. The membership cost for this group will be \$ 1000 for a lifetime membership, payable in advance (payment can be made in five \$200 monthly installments, with EPN approval). This group may also be asked to pay a monthly maintenance fee to maintain their vesting status. These members will receive benefits for recruiting all other classes of members, and once vested they will receive lifetime financial benefits based on membership and EPN profitability. This exciting membership potential will provide a unique long-term earning potential for all those involved.

## THE MANAGEMENT

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Since EPN was founded to be a "virtual corporation", the company has only one full-time employee and manager, Dr. Wayne R. Dorband. As the founder of EPN, Dr. Dorband directs the daily activities of the network, and is coordinating all business development and membership recruitment activities. As the network grows, members will be asked to assume specific administrative and operations management duties.

### **Founders, CEO, and President**

Dr. Dorband has over 40 years of multi-faceted experience in the environmental industry. He has owned and successfully managed companies whose activities range from environmental consulting, to remediation contracting, to analytical laboratory testing.

Dr. Dorband has a B.S. in Biology and Engineering from the University of California, Irvine. He has an M.S. in Ecology from San Diego State University, and a PhD. in Aquatic Ecology from the University of Idaho. He was a college professor for eight years at the University of Idaho and Augustana College, in Sioux Falls, SD. He has been an entrepreneur throughout his adult life, and has founded and run businesses that include: real estate development and management; agricultural management; retail sales; information services; aquatic system management; international distribution and marketing, and; environmental consulting and services.

As a business person, Dr. Dorband categorizes himself as a "compassionate capitalist". His philosophy is that good business implies a "win-win" situation for all parties involved. This attitude is fundamental to the underlying philosophy of Environmental Professional's Network.

John Nillen is EPN's Co-Founder and President. Dr. Dorband and John met coaching basketball together in 1998. They have worked together in the environmental business since that time. John is a highly effective salesperson and will serve in that role for EPN. Mr. Nillen is passionate about environmental issues and the proven synergy of Wayne and John working together will greatly benefit EPN.

### **Management By Network Members;**

As the network grows, selected members may be asked to provide management and operations capacity to EPN. All administrative, sales and marketing and operations needs will be filled by contractual arrangements with the selected members who have the necessary expertise and willingness to accomplish the assigned tasks. Members will direct and operate projects, decide what service needs are offered and will be directly involved in all areas of business development.

The Advisor Members will guide the network through the setting of broad company policy. The Advisor Member Leadership Team will meet regularly to provide feedback regarding the success of EPN programs, benefits, and services.

## **EPN SERVICES AND BENEFITS**

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The primary goal of EPN is to provide small environmental firms and environmental professionals the ability to compete successfully in the environmental marketplace. EPN provides its members a unique array of services to accomplish that goal. Many of these services are provided free to members, and some are provided on a fee basis. A brief description of EPN services and benefits for each membership type follows:

### **Sponsor Members**

- Annual or event exposure to the entire EPN membership through print and alternate media promotion and advertising.
- Exposure to the entire environmental community through association with EPN.
- Improved environmental management of assets and operations by EPN members, through cost reduction, quality control, and sanctioning of EPN programs.

### **Service Members**

- Unique networking opportunities with the Associate and Advisor Members.
- Frequent advertisement and promotion of appropriate services to the entire membership.
- Exposure of services to the entire environmental industry at trade shows and conventions at EPN booths and suites (additional fee for this service).
- Attendance at EPN's annual Convention and Conference with reduced booth fees (optional with additional fees).

### **Student Members**

- Networking possibilities with professionals in the environmental industry.
- Exposure to business experiences while still in school.
- Possibility of working on EPN projects as a Project Team Member.

### **Support Members**

- Association with members of the environmental professional community.
- Access to environmental information which may not be available through other traditional sources.

## Associate Members

- Accessibility to Professional Liability Insurance (E&O) on a per project basis (no minimum annual fee) at reasonable rates. This is the only program like this available in the environmental industry.
- Ability to compete successfully with larger firms by networking with other EPN members to prepare proposals and complete projects. These projects would not be available to most members if they were working alone.
- No hindrance to any of the members current business activities. Members maintain the ability to function normally outside the network.
- EPN will actively pursue private and public sector projects that members can participate in as project team members.
- EPN will regularly provide leads to members describing projects in their geographic and discipline areas.
- Members will have on-line access to each other to discuss technical and business issues.
- Members will participate in the annual profits of EPN.
- Members **will** receive a business development commission for referring projects to EPN that result in EPN contracts.
- Commissions will be paid for the recruitment of other members.
- Participation in technical forums that are regularly held through convenient electronic media access.
- Access to wholesale or discounted rates for travel services, office supplies, long distance services, cellular services, electronic media services, shipping services, and many other products and services with applicability to business.
- Participation in prominent industry trade shows and conventions through EPN's booths and hospitality suites. Enjoy the benefits that only large firms can have at a fraction of the cost (optional and at an additional fee).
- Access to services provided by other members at discounted rates.
- Business management consultation provided through EPN (optional additional costs).
- Sales and marketing consultation provided through EPN (optional additional costs).

- Databases with valuable technical information available exclusively to members (optional additional fees).
- Attendance at EPN's annual Convention and Conference where valuable personal face-to-face networking can occur (discounted fee for conference).

### **Advisor Members**

- All of the services and benefits described for the Associate Members plus those described below.
- Direct participation in the development, management and operations of EPN utilizing the specific skills and experience of each Advisor.
- Lifetime recruitment and profit-sharing benefits when vested in the Advisor Membership program. The management of EPN believes that this will provide a substantial long-term income opportunity.
- Project management positions for EPN projects will be preferentially assigned to Advisor Members.
- Services provided to members by EPN will be conducted primarily by Advisor Members, creating another profit center opportunity for them.

### **OBJECTIVES**

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The primary objectives of the Environmental Professional's network are to:

- A. Maintain a profitable self-funding and self-sustaining business network using a unique paradigm of providing services and products to the environmental consulting and management industry.
- B. Attain a position as a leader in the environmental services industry by providing an alternative to traditional large environmental firms.
- C. Provide the best possible environment for success for the EPN membership, which will foster superlative service to all customer groups.



## SUMMARY

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As a Member of EPN you can be a part of what will become the most extensive network of environmental professionals in the world. You will be associated with the most forward-looking concept ever devised for the management and delivery of professional services. You will have the opportunity to earn a competitive income through participation as a member our project and/or proposal development teams, as well as through the recruitment of other qualified members into the network. With the exception of some project team positions, being a Member carries no full-time responsibilities. You will be able to maintain whatever business or employment obligations you have currently. However, the more you participate in the network the more your benefits will increase.

For about the same cost as an annual membership in a professional association, an Associate and Advisor EPN member can be a part of the most dynamic concept ever devised for the delivery of services in the environmental industry. Unlike membership in professional associations, becoming an EPN member brings with it not only the opportunity to network with other professionals, but also the potential for profit through recruitment, project participation, proposal development, and profit sharing. We invite qualified professionals and concerned citizens to apply for Membership status by contacting us at our website at - [www.epncommunity.com](http://www.epncommunity.com). Have a great day.

Wayne R. Dorband,  
PhD.CEO, EPN