

# Environmental Professionals Network, LLC (EPN)

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Strategic Solutions

Virtual Corporations

World Class Marketing

"Small environmental companies must find a way to compete in a marketplace where large companies have traditionally dominated. This competition will reduce client costs and improve our industry's image."

*Dr. Wayne R. Dorband*  
CEO, Environmental Professional's Network

## Strategies For Change

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### The Challenge

There are over 90,000 small (<10 employees) environmental firms in the United States today. These firms all face many of the same challenges:

Inabilities to effectively market their services.

Lack of technical skill diversity.

Insufficient capital to acquire necessary credibility through national exposure and client risk management (Professional Liability Insurance).

### The Choice

The Environmental Professional's Network, LLC (EPN) was formed with these dilemmas in mind. In order to enable the members of the professional environmental services community to gain more control over their careers and businesses, EPN is in the process of establishing a self-financing and self-sustaining network of environmental professionals. EPN operates across organizational and corporate boundaries.

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### Current Business Market Conditions

The downsizing trend in corporate America is resulting in layoffs of 3500 experienced and talented professionals every day.

The declining federal budget for defense, space and environment is resulting in additional layoffs in both the public and private sectors.

There is a current explosion in the number of "virtual corporations", now estimated to be approximately 24 million strong, and growing by over 2 million per year.

Rapid advances in technologies such as electronic mail, facsimile and teleconferencing make remote work and distributed workforces viable.

There is an overall trend of movement from a manufacturing based economy towards an information-based economy, and from traditional corporate hierarchies towards alternate organizational models.

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### The Future is Now at EPN

EPN's goal is to create a world class environmental management network using the infrastructure of small firms and talented individuals who are being driven from the corporate environment. We will provide an interlink between these firms utilizing an international trade mark that can be used by firms and professionals within the network to identify their affiliation and strategic advantage over their competition.

If you qualify, a membership in EPN may be one of the best business decisions you have made. We believe that the value you will obtain from membership should be viewed as an investment in your future.

Admission to this network is selective, and is based on an assessment of whether one's skills, experience and education are complimentary to those of other professionals in the network, and are in line with the network's overall objectives.

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"Job security is a thing of the past. If all you do is work for someone else, then your job might not last any longer than your current contract. The only way for you to ensure your security is to spend at least part of your time working for yourself."

*D. L. Boone  
President, D. L. Boone and Co.*

## Profit from Membership, Now!!

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### Professional Associations - Any Benefit?

How many different professional associations or trade groups have you belonged to during your career? What have they offered you? A monthly publication, a directory of members, and another line on your resume are the main benefits you normally get. Not that these things are not important, they are. Now you can get these benefits and many more from EPN!!

### EPN Offers More, Much More

Why not earn a commission for recruiting new members? You do at EPN. How about earning a fee for referring projects outside of your discipline? That's right, you do at EPN. Have you ever missed being able to bid on a project because your firm did not have all the technical expertise needed, but you just knew you could do your part? Not again, if you belong to EPN. And there's more, much more!!

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### Membership with the Benefits of Ownership

As an EPN member, you will have direct input into the management of YOUR network. You will help decide what services and benefits will be offered. Possibly your business will be able to offer services that will benefit both you and the rest of the membership. We believe the best situation is a when our members support each other in a "win-win" situation.

How would you like a business situation where you could share in any profits you generate, but not have any of the risk of any losses. Well as an EPN member

that is exactly what you can enjoy. A majority of the profits of EPN will be granted back to the membership. Unique, you bet. But why? Well, we strongly believe that with the privileges of ownership comes the pride of success. We know that if EPN is a success then there is a good chance our members' businesses can have success also.

Find out today if you qualify to become an important part of the EPN TEAM. Look at just a few of the benefits below, and turn the page for more details.

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### Flexible Service and Benefit Options

Depending on your needs, you can obtain any of the following services and benefits as an EPN Member:

- Customized project by project E&O insurance.
- Team member participation in projects where your expertise is valuable.
- Obtaining timely leads for potential projects for your firm.
- Professional representation at major industry trade shows and conventions (this unique service can save you thousands of dollars, for exposure you).
- Business planning, marketing consultation and financing assistance.
- Discounted services and products (legal, accounting, office supplies, field supplies, etc.).
- Seminars on important environmental issues.
- Timely access to valuable environmental news.

"The bigger the world economy, the more powerful its smallest players will be.."

*John Naismith*

*Author, Megatrends, Megatrends 2000.*

# How Can I qualify?

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## EPN Must Fill A Need or Desire!!

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EPN Members can belong to one of the following membership groups :

- ✓ Student Members - All students in environmentally related disciplines - \$39/yr.
- ✓ Service Members - Firms providing service to the environmental industry - \$149/yr.
- ✓ Sponsor Members - Environmental service customers or clients - fee set by EPN management.
- ✓ Associate Members - Environmental professionals - \$249/yr.
- ✓ Advisor Members - Selected environmental professionals - inquire to EPN management for fees.

One Associate and Advisor Members participate in the profit-sharing, fee and commission programs of EPN.

All members are screened by EPN management prior to admittance to the network. EPN reserves the right to deny admittance to any prospective member. Associate and Advisor Members must meet certain education and experience requirements.

Some portion of membership fees may be earned by providing services to EPN and the membership. Inquire to EPN management for the specifics of this program.

**Don't Delay. Join today. Mail, FAX or EMAIL the enclosed application to EPN headquarters at the location below:**

Here is a hypothetical scenario showing how EPN could benefit you in your business:

You have a friend who is the general manager of the local car dealer dealership. They are going to tear down their service facility and rebuild. He knows that he should do some type of environmental study (he wishes he could ignore it). You are the only environmental "guru" he knows.

He calls you, and tells you about his situation. You are a wildlife biologist. You know this protect is over your head. What do you do? You say, "hey friend, I am affiliated with a firm who can give you just the help you need, EPN!" You give EPN headquarters a call (or EMAIL) and describe the situation.

EPN (with your help) prepares a proposal describing a qualified Project Team (you may be a member). Upon completion, you present a professional proposal to your friend at the dealership. If EPN gets the project you earn a finders fee, proposal development fee and possible income from participation in the project. It's a "win-win" situation, you make some income and your friend gets a quality risk management solution at a fair price (probably considerably less than through a traditional route).

Without EPN you probably would have just told your friend you could not do the project. No finders fee, no income at all!!

Now, you be creative. Think of your own scenarios. You probably have missed some business in the recent past that you can remember. **Don't let it happen again, join EPN**