

University of Arkansas, Fayetteville
ScholarWorks@UARK

Graduate Theses and Dissertations

12-2015

Purkeys' 25 Year Journey

Ashleigh Brooke Galligan
University of Arkansas, Fayetteville

Follow this and additional works at: <https://scholarworks.uark.edu/etd>



Part of the [Film and Media Studies Commons](#), and the [Journalism Studies Commons](#)

Citation

Galligan, A. B. (2015). Purkeys' 25 Year Journey. *Graduate Theses and Dissertations* Retrieved from <https://scholarworks.uark.edu/etd/2607>

This Thesis is brought to you for free and open access by ScholarWorks@UARK. It has been accepted for inclusion in Graduate Theses and Dissertations by an authorized administrator of ScholarWorks@UARK. For more information, please contact scholar@uark.edu, uarepos@uark.edu.

Purkeys' 25 Year Journey

A thesis submitted in partial fulfillment
of the requirements for the degree of
Master of Arts in Journalism

by

Ashleigh B. Galligan
Shepherd College
Bachelor of Fine Arts in Photography, 2002

December 2017
University of Arkansas

This thesis is approved for recommendation to the Graduate Council.

Larry Foley, MA
Thesis Director

Bret Schulte, MA
Committee Member

Tom Hapgood, MA
Committee Member

Abstract

The documentary film *Purkeys' 25 Year Journey* takes an in-depth look at the Purkey's family and the business they started in 1990. This 17 minute film focuses on Bruce Purkey and his daughter Robyn. They began Purkeys by supplying batteries, alternators and other parts of a heavy-duty vehicle's electrical system to one customer, JB Hunt. As the company grew they began to be known across the nation for finding creative solutions to the electrical issues trucking fleets faced. Bruce led the team and received multiple patents for his innovations. In, 2010 Bruce's son Justin Purkey joined the team and quickly became the company's CEO. This film shows the company's growth and talks about the future. The family candidly talks about their humble beginnings and how proud they are of creating a successful business. The film includes footage I shot during our year of working together on their marketing. It also includes footage we shot during our free time so we could show how the Purkeys family still gets along and always laughs together after 25 years as a family business. The goal of this film is to tell the story of Bruce Purkey and celebrate his successes. It features his biggest success, his family.

Acknowledgments

Special thanks are extended to the staff of the University of Arkansas Journalism Department for all of their help with this project. It would have been impossible to make it through this journey without their help.

Also, a special thanks goes out to the Purkeys family and business for allowing me to be a part of their family the 2 years it took to make this film. Thank you for making me feel like part of the family.

Dedication

This film and theses paper is dedicated to Bruce Purkey. May your legacy in the heavy-duty trucking industry live on well past this project and the company you created over 25 years ago. Your knowledge and leadership has changed more lives than you realize. Thank you for going above and beyond to help me better understand your company and industry.

Table of Contents

I.	Introduction.....	1
II.	Research.....	2
A.	Initial Research.....	2
B.	Interviewee Research.....	4
III.	Production Process.....	7
A.	The Process.....	7
B.	Conclusion.....	9
IV.	Film Script.....	11
V.	Works Cited.....	18

I. Introduction

When Bruce Purkey and his daughter Robyn Wassman started Purkeys Fleet Electric 25 years ago they had no idea the company would grow into a \$15 million a year business. Instead, they were trying to keep their only customer, JB Hunt, happy by supplying them batteries, starters and alternators.

As the years passed Bruce became known as a person who could solve difficult electrical issues for the heavy-duty trucking industry. Now the team, of over 60 people, works on solving electrical issues and developing new products for fleets all around the nation.

While the field Purkeys' is in is very specific, their story appeals to everyone. It is especially relatable to people that work with family or have started a business on their own.

The film explains the family's journey, struggles and successes. This paper will focus more on the production process. Both journeys seem very similar. We both started with absolutely no knowledge of what we were doing and through hard work and relationship building, created a business and film we can both be proud of.

II. Research

A. Initial Research

In the beginning of this process, all initial research was on Bluegrass music. My original idea was to tell the story of Brentwood Bluegrass, a community in southern Washington County that has been playing music together since the 1970's. All of the filming is complete. Unfortunately, life got in the way of the editing process.

I completed my class work and graduate assistantship in May 2014 and had dedicated the month of June to editing. Instead, a marketing job fell out of the sky and into my lap. The CEO of WhyteSpyder, Eric Howerton, reached out to me about a writing job.

It was my journalism experience Eric was interested in. He said he was looking for someone with a journalism background that was good at finding a story and telling it. My main job would be to work with their content marketing clients and write informational blogs geared to the companies' target audiences.

So, July 1, 2014 I became WhyteSpyder's fourth content writer in three months. WhyteSpyder was having a difficult time trying to find the right fit and clients were getting frustrated with the situation. My first job was to help rebuild the trust that had been lost between WhyteSpyder and their content marketing clients. The first and most active content marketing client I worked with was Purkeys.

When I first heard the name Purkeys I thought we were doing blogs for a coffee shop but I was wrong. It turns out Purkeys is a company that focuses on finding electrical solutions to the heavy-duty trucking industry. In short, they work with fleets to help make their vehicle's

electrical systems more efficient. This can help reduce road calls, save money and well I have written that part a lot but you get the point.

My first day on the job I went to Purkeys to record a podcast with Bruce Purkey, the founder and Chief Creative Engineer and Larry Rambeaux, Sales and Service Engineer. I brought a script written by the last writer, it was about *How to Build a Battery Meter Training Program* and I had no idea what I was talking about. It was at this point I unknowingly began research for the *Purkeys' 25 Year Journey* documentary.

We wrote two blogs a week for Purkeys. My job was to take the very technical information given to me and make it relatable to everyone, at least relatable to everyone involved with the trucking industry. I spent all day every day trying to learn what Purkeys did so I could actually explain it. There were many long phone conversations after hours and a lot of face time at their office in Lowell, Arkansas.

It was difficult and there were many days I felt I would never get it right but I'm stubborn and refused to give up. It was that attitude that the Purkeys crew liked. They were always willing to answer my questions and take time out of their day to explain something. As long as I was trying and wanting get better the guys didn't seem to mind.

Over time we developed our own writing system and they began to trust me and the WhyteSpyder team again. They began letting me pick my own story ideas. I made a blooper reel for the holidays and convinced them to let me send it out as a present to their email database. Even now, that is one of the most popular emails we have ever sent out. The video is funny and makes the team seem human, people can relate to that.

As time passed I started to get to know the Purkey family personally. They all had such fun stories. I learned Purkeys was started in 1990 by Bruce Purkey and his daughter Robyn Wassman. In 2010 Bruce's son Justin came to work for the business and quickly became the CEO. They would tell me stories from the early days and how they all worked together as a family to keep the company alive, especially in 2008 when the recession hit. It was October 2014 when I learned it was the company's 25th anniversary in 2015.

I really enjoyed their stories. They were very relatable, humble and honest. The Purkey's know they learned a lot about business the hard way and are proud of what they have accomplished. I knew it would make a great mini-documentary and with the success of the blooper reel, I knew their audience would enjoy it. The next step was to convince the family this was a good idea.

At first the family thought it would be weird for them to make a documentary about themselves. They felt it was too celebratory and thought their audience would think they were arrogant. It took a few weeks but I finally convinced them the documentary would be about their story. We wanted it to be about the family's journey, how they started, where they are now and give them the opportunity to thank the employees that have made a big difference. Once they learned it would be about the employees too they agreed, we picked a date to release it and I got to work.

Honestly I feel both the Bluegrass and Purkey's ideas have a lot of similarities. Both ideas are centered around family and passing down traditions. Brentwood Bluegrass was started by a group of friends who used to play Bluegrass music professionally, they passed that love of music on to their children. Their children now play at Brentwood and are passing their love of

Bluegrass music to the next generation. While Purkeys was started by a father/daughter team and the company has been passed down to Bruce's son.

The stories may seem very different on the surface but I feel they would have come out very similar.

B. Interviewee Research

My situation is different than most students working on developing relationships with the people they want to feature in their film because I work with all of the film's characters on a regular basis. We have no choice but to hang out, work through the difficult times and celebrate the successes. I feel this made it easier to develop friendships and trust, which made filming interviews more honest and relaxed. Sometimes too relaxed, Bruce would regularly burp as he was speaking so we would have to record some of his answers a second time.

Bruce Purkey was my main contact. He has been working with vehicle electrical systems since before I was born, 1978. Bruce has a degree from Perdue and had a long career with Delco Remey before setting out on his own in 1990. Basically, he knows what he is talking about and even has multiple patents. At times I felt his greatest challenge was teaching me about electrical systems. Luckily, he is an amazing teacher and very patient.

Working with Bruce has been very helpful. It is rare that the founder of a company is so available to their marketing team. He understood early on that in order to get his knowledge to his audience and customers the message had to come from him. We have worked closely together for over a year. I have been on trips with him and watched him present training

seminars. All of these experiences helped me learn about Bruce and see that teaching people what he has learned is one of his passions.

The Purkey women helped me see the family side of the business. Veronica Purkey, Bruce's wife, is always very candid and honest about everything. She helped me understand the hard times and the risks the family made when they packed everything up and moved to Arkansas with only one customer. Robyn Wassman, Bruce's daughter, is the only other person who has been with the company since the beginning. It was very informative to get her side of the story. She really helped flush out and back up everything Bruce said.

Purkeys CEO Justin Purkey is the pickiest Purkey. When we started working together he was already disappointed with the turnover at WhyteSpyder and the quality of the work. I began my journey with him at the bottom and had to work uphill to gain his respect.

Justin is a very good writer and I am not. He also doesn't like everything about AP style. We spent the first few months working out the writing style, which I am still fine tuning. It was during those months I realized a lot of the topics Purkeys wanted to talk about worked better as a video. So, we began filming short 2-3 min. blogs about electrical systems.

It didn't take long for Justin to see the videos were a great asset to the content marketing and told me, "Make more videos, write less". The training videos were very technical and we had to be very picky during the production process, much pickier than I am used to, but made me a better interviewer and editor. As time passed, each video got a little better than before, which helped me gain Justin's trust.

Another advantage to working closely with the film characters 6 months before filming is it was easy to find the supporting characters. The supporting characters really came to the surface

the more time I spent at Purkeys. Purkeys is a company with a good retention rate. Many people that work at Purkeys have been there for at least 5 years and most of those employees have had multiple promotions. I wanted to convey that in the documentary so I picked a few of their biggest success stories to feature as well as the Purkey family.

Two of the supporting characters were long time employees who had both been mentored by Bruce. Larry Rambeaux has been with the company for 23 years and has spent the most time with Bruce. He proved to be good at speaking to people and conducting training seminars. They have traveled all across the nation and clients sometimes call Larry, Bruce Jr. Both men consider each other family.

The second employee is Jimmy Fielding. He started at Purkeys when he was 17 years old and is now the Research and Development Technical Manager. The Purkey family feels very close to him because they have watched him grow up over the last 15 years. Jimmy spent a lot of time with Bruce learning about electrical systems and how to troubleshoot difficult problems. To this day Bruce will stop by Jimmy's office to quiz him.

Another important supporting character is Bruce's creative partner Dale Henningson. Dale and Bruce work together as equals to develop patented innovations and solutions to electrical issues. Bruce thinks very highly of Dale so I felt it was important to include him in the film.

The blooper reel was the first video I made on my own without any Purkeys guidance. Everyone enjoyed it and it helped Justin and the Purkeys team see I could tell a story that was worth watching.

By January 2015, I had convinced everyone the documentary was a good idea and we began moving forward.

III. Production Narrative

A. The Process

After my idea was approved I went straight into filming. To help organize my thoughts and convey the point of the film to everyone involved I wrote interview questions. I wanted to focus on three things in the film, the history, the people and the future. Bruce Purkey was going to be the train. His story and narrative would guide the story from one section to the next. I wanted this to celebrate everything he has accomplished in the last 25 years.

Bruce is too humble to let me make a film solely about him. I knew I had to include the rest of the family and other long time employees but I made sure to ask them about Bruce and how he has affected their life. The goal was to get everyone to share some personal stories about Bruce.

Each interviewee had a unique set of questions. Before I started filming I knew what I wanted each person to talk about. They all fell into one of the three sections, except for Bruce and Robyn who were included on all sections of the film. When I wrote the questions I focused them on what I thought they had to offer to the story.

I realize now that I ended up casting a huge net with my interview questions. If I had taken the extra time to develop an outline I could have narrowed down the story in the beginning instead of during the editing process.

The interviews took the longest amount of time to complete. I even had to travel to Utah to get Dale's interview. Most of the filming happened in March. I interviewed Dale first during a business trip to Utah. Then when I returned from that trip I filmed all of the supporting characters.

In mid March I scheduled a group interview with the Purkey family. My boss, Eric, and I felt the family would be more candid if we filmed them all together. They are a funny family with a lot of personality and would easily bounce comments and stories off each other.

Unfortunately, just before the group interview Bruce's father passed away. They all went to Illinois for the funeral. I'm not sure if this moment changed the family's interview at all but I do feel they came back more willing to talk about family and more appreciative for the time they have had together.

I gave them some space when they returned but the whole ordeal pushed back production by two weeks. We filmed Justin and Bruce's solo interviews first. Justin was very uncomfortable on camera so I am glad we had over six months to get to know each other before sitting down for an interview. I tried to make it as fun as possible and promised him that none of his mess-ups would end up in this year's blooper reel. He ended up being a great interview. Justin joked about his family and got personal when he talked about his dad. I walked away knowing I had some good information, way too much information, but a good story.

We finally got to film the family interview in late March and it went well. Justin refused to do it. He wasn't involved in the early days of the business and felt he had nothing to offer. Bruce, Veronica and Robyn participated in the family interview and they all did a good job. The

audio was a challenge. It was difficult to capture what everyone had to say with only one microphone. I had to boost the audio in post but overall it came out fine.

I finished filming interviews in March and got busy, so I didn't begin editing the documentary until June. By that time I had forgotten what everyone said. As I began editing I listened to all 10 interviews and pulled out the good quotes. This process proved to be a bit overwhelming. I had about two hours worth of quotes and stories that could go in a variety of directions.

In the beginning, I originally wanted to make a five minute documentary. Once I started editing I realized I casted a really wide net. If I wanted to tell my original story the documentary would have been over an hour long. I quickly realized this was way too long and no one would watch it. So I spent the month of June putting segments together and seeing how they all fit together. Then I spent the month of July adding the cover video and music.

B. Conclusion

When I began this process I thought I was going to make a film about Bluegrass music. It is amazing how plans can change and change for the better. I feel the Bluegrass film would have been good but I didn't have the access or relationship that I have with the Purkey's family and business. The family's honesty and candidness is what makes the *Purkeys' 25 Year Journey* a watchable film.

The process took longer than expected. I made it harder on myself because I didn't make an outline or write out my ideas. If I do this again I will spend more time in the beginning planning out the whole story. I feel that if you can see your original idea written out you can see if it is a longer story than expected. You can also see where the holes are. In the end my five

minute documentary turned into 17 minutes but I felt it flowed well and didn't feel like you just watched a 17 minute video.

The film premiered at the company's 25th anniversary party in August 2015. Originally, we were going to divide the film into three sections so the guests weren't asked to watch a video for 17 minutes. Once the film was finished and the event coordinators watched it we made the call to let it play in full. I went into the party with low expectations. This was a social party, not a film showing so I wasn't expecting people to intently watch a documentary film. As long as the family enjoyed it, that was all that mattered.

Usually, Justin expects to see everything and approve it before sharing it but in this case he didn't want to see it until the party. This surprised me and terrified me at the same time. I appreciated his trust that I made a good film but I was terrified because I didn't know what to do if he didn't like it.

On the day of the party I was pleasantly surprised because all 120 people stopped and watched the film in its entirety. It was an amazing experience. The most amazing part was what Justin said to me after the film. He said, "I thought you were supposed to see your life flash before you when you die, not at your 25 year anniversary."

That comment was my greatest success. It felt amazing to finally impress the pickiest Purkey. While I want my film to be relatable to a broader audience I feel a film is a success if the people involved feel you got their story right and are happy with the outcome.

The film's weakness is how personal it is. I got so caught up in telling their personal story I forgot to add what the company does and their impact on the community around them. The next films I am involved with will be more planned and written out before the editing process. I have

learned a lot from this experience. Relationship building is very important to filmmaking but you have to be able to take a step back and look at everything objectively in order to tell a story that relates to everyone.

IV. Script

Purkeys' 25 Year Journey

(Narration in Bold)

Music up full "Beautiful Inspiration", sequence of Purkey family parking their cars and entering the building to start their day.

BRUCE: "When your own your own business you only work a half a day. It doesn't matter which 12 hours but a half a day."

JUSTIN: "It was a pretty big risk for my parents I realize now."

ROBYN: "Being in a family business is not your 9 to 5 job. It really doesn't end..."

VERONICA: I was confident because I knew Bruce Wouldn't fail."

ROBYN: It's hard for me to remember what it was like not being a part of the family business."

JUSTIN: Looking back... it was the best move we could have made."

Instrumental UNDER Interviews

CROSS DISSOLVE old family photos over Bruce's interview

BRUCE: "In 1989, I was the Fleet Development Manager for Delco Remy and one of the major fleets we were trying to get was JB Hunt."

MUSIC OUT.

BRUCE: "I spent about a year getting JB Hunt to buy starters and alternators with us....One day I'm sitting in Lowell, Arkansas and they said why don't you quit Purkey and move to Arkansas? I said, Me? And they said Yeah, we'll support you."

CUT to Veronica's Interview

VERONICA: “One day he came in and said, you know how we want to start our own business? I said where?! And he said, Bentonville, Arkansas. I said you’ve got to be kidding!”

CUT to map graphic of USA, Zoom in on Bentonville, Arkansas

CUT to Bruce interview

BRUCE: Finally she looked at me and said, if you fail can you get another job? I said yes, she said let’s go.

VERONICA: And everything fell into place

CROSS DISSOLVE to old photos of Purkeys building

BRUCE: So we moved to Arkansas with one customer. My name is Bruce Purkey and we started the business on April 1, 1990. Two people, Robyn and I.

CUT to Robyn

ROBYN: I was in between semesters at college... I came to Arkansas to help.

JUSTIN: When we moved to Arkansas she worked with Mom and Dad and I was in Jr. High/High School.

ROBYN: Seems like forever ago!

FADE MUSIC OUT

BRUCE: The first week of Purkeys was 24/7...we had a microwave and a little grill to cook on.

ROBYN: and a fridge that would shock you when you opened it.

FADE MUSIC IN: piano-music-happy.wav

ROBYN: Everything I learned I self taught myself.

BRUCE: If a fork truck came in she got on the forklift and unloaded it. I always tell people Robyn did everything I didn’t want to do.

ROBYN: I was referred to as Bruce’s daughter. When JB Hunt called they would want to speak to Bruce’s daughter.

BRUCE: Really I never looked at Robyn as an employee I looked at her as a partner. I’m just blessed she’s my daughter.

MUSIC OUT

ROBYN: The first couple of years were really rough because I was 19....

VERONICA: I wish I had a dime every time I heard I'm gonna quit, I'm gonna fire 'em.

BRUCE: Robyn always had the great ability to...she would approach me later and say now dad you didn't handle that very well...I'd be good for a week and then I'd be back at it again.

VERONICA: I remember the first time Bruce asked us to bill a lady. I asked Robyn, what's bill a lady? We were green as green could be.

ROBYN: In fact I didn't even know how to make an invoice.

ROBYN: Story about sending invoice to JB Hunt without sales tax.

FADE MUSIC OUT

FADE IN MUSIC: cinematic-emotional-piano.wav

JUSTIN: When I started in 2010 there 13 employees and now there are over 60.

FADE IN MUSIC: happy piano music

BRUCE: To be able to grow you have to have good quality people and good quality people are hard to find.

CUT TO HONDA YARD IN DALLAS, UP NATS FULL

DALE: My name is Dale Henningson and I am the Chief Engineer for Purkeys.

BRUCE: My friend Dale...I had an idea on how to do voltage drop automatically.

DALE: He brought an idea to AutoMeter and we helped him develop a product and make it a reality.

BRUCE: I meet this real quite engineer... and I'm like, do you hear me?

MUSIC FADE OUT

BRUCE: What a brilliant individual.

DALE: Bruce is an awesome guy. He has lots of ideas and enthusiasm and excitement is really appealing. We worked on some patents together for several inventions and products.

BRUCE: He's been such a godsend to me in the fact that I had all the ideas but didn't have the technical ability to write code or design circuits. Dale has given me that ability.

MUSIC IN: happy piano music

DALE: We have worked together so well... the next natural step was to merge together and continue forward.

UP NATS FULL on DALE

MUSIC IN: piano-music-happy.wav

WAYLAND: My name is Wayland Tefteller and I'm the Director of Operations for Purkeys.

BRUCE: Oh Wayland.

ROBYN: Wayland, a lot of times I call Wayland my work husband... I give him a hard time but we work together really well.

WAYLAND: I like working with Robyn. We give each other a hard time...her inventory is awful high.

ROBYN: Wayland started on the production line.

BRUCE: So we were putting these push buttons on a handle... to say Wayland struggled was an understatement.

BRUCE: As Wayland's grown, his position's grown... Wayland is good!

JUSTIN: Since I have been here Wayland has had several promotions and done a good job at all of them.

LARRY: My name is Larry Rambeaux and I'm a Sales and Service Engineer.

BRUCE: Our longest tenured employee other than Robyn and myself is Mr. Larry Rambeaux.

LARRY: The running joke has always been that I've been here 23 years and never filled out an application.

BRUCE: Larry was always driven to be knowledgeable.

MUSIC FADE OUT

UP NATS FULL

BRUCE: Larry worked very hard to immolate what I did.

UP NATS FULL on training session

LARRY: I don't know how many times I watched Bruce do a training session before I did one. But is finally did sink in obviously.

BRUCE: He's been here through thick and thin...I've always known where Larry stands. Larry's always had our back.

MUSIC IN: happy piano music

JIMMY: My name is Jimmy Fielding and I'm the Technical Manager at Purkeys.

BRUCE: I hired Jimmy as a high school kid.

JIMMY: I was 17 years old when I started.

ROBYN: Jimmy was a kid who was just there to work.

MUSIC FADE OUT

JIMMY: My first job was tearing down starters and alternators and prep work.

BRUCE: The thing that always impressed me was I only had to tell him once.

UP NATS FULL: "I got it Bruce."

JIMMY: Working for Bruce back in the day was an adventure...I've learned a lot from him.

BRUCE: There were a lot of those kids I had to go check up on... never Jimmy. He's kind of progressed up the ladder since then.

MUSIC IN: happy piano music

BRUCE: I always tell everybody that if I could take the top of your head off and pour in the information, wouldn't that be easy but it doesn't work that way. All you can do is teach people.

UP NATS FULL: "In this particular case..."

WAYLAND: He is a very good trainer but he has so much information he's hard to follow sometimes.

JIMMY: Bruce has taught me a lot...follow up on everything.

BRUCE: Both Jimmy and Larry have a great ability to learn, I taught them different things. Larry is more in the field and Jimmy is more in the shop.

LARRY: I'd like to think I've put forth the effort to be noticed.

BRUCE: They both have the ability to learn and both driven to learn.

UP NATS FULL: "Now we are going to check a shorted coil."

LARRY: I must have done something right...to be working together for 23 years. Not just as employer/employee but as friends and family.

MUSIC IN: bright-positive.wav

JUSTIN: I can't remember Purkeys without Larry.

ROBYN: They have been a party of the business for so long it's normal for me to think of them as extended family.

BRUCE: When we first started out our focus was on selling starters, alternators and batteries. It's morphed into other things. Really what we do...figure out people's problems then make them better. Make it easier to do it right then to do it wrong.

BRUCE: 5 years ago Justin had a break and come to do some consulting for us.

JUSTIN: The worse case is it's just another consulting job... best case is it would turn into something more long term and that's what ended up happening.

ROBYN: Justin has such a strong background in his field...I knew he had a lot to bring to this company to help it grow.

JUSTIN: I wanted nothing to do with this business... My dad made me work here and I hated every second of it.

BRUCE: I think sometimes you need to be smart enough to see potential...we have done that the last 5 years.

JUSTIN: The plan was just to observe for a while to see what was working and what wasn't working.

VERONICA: Justin came to us with ideas...he's the one who came up with the ideas.

ROBYN: Then how were we going to do them? I was doing all of these things to the best of my ability but they were never 100% because I was spread so thin.

JUSTIN: When I came back in 2010, I saw there were a lot of over worked people in the office and my mom was just hanging out at home. We need some help... come back in.

VERONICA: Oprah was off the air, I had nothing to do and they needed me in the office so that's when I went back.

ROBYN: It was actually a relief when Justin came aboard... he helped put processes in place. All I know is what I taught myself, what I learned from my dad or what customer have taught me.

BRUCE: Two years ago I made him the CEO. I didn't make him the CEO he earned it.

JUSTIN: My dad's never asked me for anything. This is the first time my dad asked me for something.

MUSIC FULL

CUT TO BRUCE. FADE MUSIC DOWN

BRUCE: Justin loves numbers. I have seen a report from him the other day that said our business has grown 179% in five years. Who am I to argue with the numbers?

JUSTIN: It's not just about the numbers. We are providing a way for people to support their families and that's really important to me.

JOSH: I love it. Everyone here is laid back.

LARRY: I am now at the age Bruce was when I started.

WAYLAND: They prefer to promote from within and that's better for everyone.

JIMMY: I think this is the place for me.

DALE: I feel there is a lot of room for opportunities. We are constantly coming up with new ideas and inventions... The future is very promising.

UP NATS FULL: "Start the truck please."

JUSTIN: We're in this for the long haul.

ROBYN: It's like at the stage now where your kid is spreading their wings and learning to fly on their own. We're just taking off in a whole new direction... I never imagined we would get to this point.

BRUCE: I am very proud of what my family has accomplished. The first accomplishment is we have been here 25 years and JB Hunt is still our number one customer.

JUSTIN: If it weren't for Bruce we wouldn't have this company.

BRUCE: I love what I do but at the end of the day, you're doing this for your family.

JUSTIN: The only reason people listen to us is because of the Purkey name and Bruce built that.

ROBYN: My dad has worked really hard and we hope that this company is part of his legacy.

MUSIC UP FULL

Graphic Slide that says "Thank You"

FADE TO BLACK

V. WORKS CITED

- a. Purkeys, Lowell, Arkansas, an electrical engineering company in the heavy-duty trucking industry – my one and only source**