

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**