

"Life is like a bicycle, To keep your balance you must keep moving"

Albert Einstein

Initial conversation went something like this. "Are you really serious about this?", because "I think I'm ready"
It is our collective honor to announce that effective the 1st of December 2011, Purpose1, a company
founded over 25 years ago by Carlton Shank, is in the very capable hands of Dan Liberatore.
That's right... Purpose1 has been sold. It's final... and it's a good thing!

How do we adequately express our gratitude to the many customers that contributed to the success of Purpose1 thus far?
It's a tall order. We can only begin by saying "thank you" for trusting us to professionally "tell your story" with visual impact.
You brought us your objectives and challenges, and we provided the visual products and services to make it happen.

Consider it a corporate "shifting of the gears" as Dan and a new partner bring the energy to take Purpose1 to the
next level. He's committed to continue the tradition of stellar customer service that has been the Purpose1 norm.
We are greatly honored that you have chosen to join us in the journey.

2/15/2012

Want to learn about yourself? Good. Go into business and discover that business ownership is filled with personal benchmarks. I remember the first one. It was clear that I was destined to be an entrepreneur when the **"pain of not trying became greater than the pain of knowing that I could try and fail."**

There were other benchmarks. Like the time a client boldly stated that I needed to hire her son. I wasn't looking to hire, but she was persistent, very persistent. So I gave him a chance as an intern... and soon discovered that this guy was "quality" top to bottom.

Whatever I delegated his way, it always came back done to perfection, often beyond what was required. In time he touched every department of the company with a refreshing "stick-to-it-iveness" demeanor that got the job done, and right, the first time.

Through the flood of 96, and post 9/11 when business dried up for 6 months, he hung in there, stepping up to the plate - repeatedly. Somewhere along the line, I started to pay attention to the life phases of my business, and realized that this former intern, now my "key man" with 15 years of service, had the skill sets needed to take the company into the next phase.

Time for another benchmark. This time I realized that the **"pain of not making a change was greater than the pain of making that change and wishing I hadn't."** Without a doubt, it was time for me to recreate myself, and pursue an arena that better fit my natural, God-given, skill sets.

And so it's with great honor that I introduce Dan Liberatore as a next owner of Purpose1. He has truly "been there, done that." Together, let's watch how the company grows under his leadership.

Best Regards,



Carlton Shank



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I have learned many valuable things while working with Carlton throughout my career at Purpose1. To begin, I've witnessed first-hand his entrepreneurial drive, fueled by an ever-present desire to create opportunities and solutions that best served our team and client base. He has truly built the Purpose1 brand to represent the **"On Time, On Target, On Purpose"** commitment that we subscribe to everyday.

I appreciate, beyond words, the opportunity he has afforded me to learn and exercise the freedom to function how I prefer for the greater good of the organization. Many of our discussions over the past several years have explored my potential role as ownership. And now it's reality.

I look to continue on the tradition in allowing others with Purpose1 the same sense of 'ownership' and involvement as they find their 'fit' in our growing team.

Carlton has always encouraged us to focus on what we do best, and it has been interesting to watch him create TRIADworks to do just that. His new company will work with clients one-on-one in new business initiatives that will benefit from his 25+ years in the visual marketing industry. Carlton will remain on our team on a limited basis for another year, offering his creative DNA to aid in the success of all we are fortunate to serve.

At Purpose1, we'll continue to offer a full menu of deliverables that "tell your story" in a manner far beyond ordinary. As we have for 25 years at Purpose1, you, our customers, will always be "Priority1".

Our commitment is to work hard to ensure that you remain **"Visually on Purpose"** in all markets you pursue.

Sincerely,



Dan Liberatore



Purpose1, LLC.
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