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Kanbrick Announces Participants for Fall 2021 Build with Kanbrick Cohort

Five companies selected to participate in long-term business growth program

CHICAGO--Kanbrick, the long-term investment partnership co-founded by Tracy Britt Cool and Brian Humphrey, today announced the fall 2021 Build with Kanbrick cohort. Five companies were selected to take part in the free program designed to help midsize companies accelerate long-term growth.

During the three-month program, participants will meet with the Kanbrick leadership team and guest experts for 1:1 and collaborative group sessions. The program begins with a business system diagnostic to assess key opportunities and create a plan to drive lasting value. Participants also have access to exclusive templates, tools, and resources to help them grow their businesses.

The Build with Kanbrick program is rooted in the Kanbrick Business System, the value creation playbook Britt Cool and Humphrey developed through years of building and growing great companies.

“We are excited to build on the successful launch of Build with Kanbrick this year by offering a second cohort to support midsize businesses,” said Britt Cool. “We selected companies that are leaders in their respective sectors, and we look forward to working closely with the Build with Kanbrick cohort participants to help create lasting value and growth.”

The companies and leaders participating in the fall 2021 Build with Kanbrick program are:

[American Fence Company](#) — Phoenix, AZ

President: Dan Van Denburgh

Founded in 1948, American Fence Company has been an innovator in fence and security solutions for decades, offering temporary fence rental, permanent fence installation, material sales, and manufacturing through its 16 facilities in the U.S.

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[American Hip Institute](#) — Des Plaines, IL

Founder & Medical Director: Dr. Ben Domb

Founded in 2019, American Hip Institute is the first center in the U.S. to specialize exclusively in advanced treatments of hip injuries, transforming the field of hip surgery worldwide through its unique research-based approach to clinical excellence.

[Chirp](#) — Draper, UT

Founder & CEO: Tate Stock

Founded in 2015, Chirp started in a garage with a revolutionary product and a simple idea: the Chirp Wheel+ to relieve lower back pain. The product is now sold worldwide through yoga studios, physical therapists, and direct-to-consumer.

[Martori Farms](#) — Scottsdale, AZ

CEO: Steve Martori

Founded in 1898, Martori Farms is a leading domestic producer of melons and an industry innovator, with decades of experience blending modern and traditional farming techniques. Its heritage Kandy brand can be found in grocery stores and supermarkets throughout the U.S.

[NeoLife](#) — Fremont, CA

CEO: Kendra Brassfield

Founded in 1958, NeoLife is a nutrition company that offers high quality products using nature's finest ingredients. Products are sold through its independent direct sales force located in more than 50 countries worldwide.

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Alumni of the inaugural spring 2021 cohort include family- and founder-owned companies: Cotopaxi (UT), SET Environmental (IL), Three Ships (NC), Truck Centers (IL), and Woodbine Manufacturing (IA). Program alumni continue to have access to exclusive content, events, and the Kanbrick Community for networking with other executives.

For more information about Build with Kanbrick, or to sign up for updates about the 2022 program, visit [Kanbrick.com/Build](https://kanbrick.com/build).

About Kanbrick

Kanbrick is a long-term investment partnership founded by Tracy Britt Cool and Brian Humphrey based in Chicago, Illinois. Kanbrick is focused on buying, building, and growing great businesses for the long term. Kanbrick partners closely with owners and executives, taking a hands-on approach to empower people and companies to reach their full potential. For more information visit [Kanbrick.com](https://kanbrick.com).

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Fall 2021 Participant Bios:



Kendra Brassfield

CEO, NeoLife International

Fremont, CA

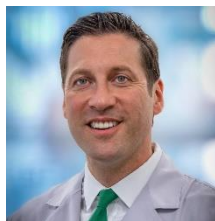
<https://www.linkedin.com/in/kendra-brassfield-1b9946101/>

Kendra joined NeoLife in 2011 as Market Research Strategist where she focused on understanding the industry and competitors. During this time, she also built a NeoLife Distributor business, achieving Sapphire Director in just 9 months while simultaneously fulfilling her role as a full-time employee and company speaker. In 2013, Kendra earned the title of number one World Team Member in North America. This foundation of industry understanding, and Distributor know-how gave her the insight to bring forward the recommendation to rebrand the company from GNLD to NeoLife.

Since 2012, Kendra has been responsible for leading the company's international marketing and brand image, overseeing a highly capable creative team. As the Chief Marketing Officer of NeoLife, Kendra has been successfully executing her vision to re-position the company for another 60+ years of success, creating a brand culture that evokes a strong sense of pride among customers and Distributors around the world.

In 2016, Kendra became the Chief Executive Officer of NeoLife. She has dedicated her life to being a good steward of the company, leading with a deep sense of responsibility and thankfulness for the opportunity to serve such a unique organisation and family.

Kendra has served on the Board of Directors since December 2015. She has a B.S.E. in Business Administration with a minor in Economics from Saint Mary's College of California. Kendra is a Milken Global Institute Associate.



Ben Domb

Founder & Medical Director, American Hip Institute

Des Plaines, IL

<https://www.linkedin.com/in/benjamindombmd/>

Dr. Benjamin Domb is a specialized hip surgeon in Chicago with expertise in sports medicine and hip arthroscopy. He graduated with honors from Princeton University, and was at the top of his class at John Hopkins School of Medicine, the #1 medical school in the country. He has been rated amongst the Top Doctors in the USA by the NY Times, US News & World Report, and Castle Connolly. He is the founder and Chair of the American Hip Institute Research Foundation, a non-profit organization dedicated to educating, innovating, and improving the minimally invasive treatment of hip injuries.

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Dr. Domb has treated numerous professional, Olympic, and elite level athletes, including NFL, NBA, and NHL players. He has cared for the Los Angeles Lakers, Dodgers, Kings and Galaxy, and served as Head Team Physician for the WNBA Chicago Sky. Dr. Domb is amongst the most experienced Hip Arthroscopy surgeons in the world, and was the first surgeon in the United States to perform outpatient Robotic Hip Replacement. He is the inventor of cutting edge techniques in hip arthroscopy to repair injuries such as a torn labrum, impingement, and gluteus medius tears. Dr. Domb treats patients from across the country who travel to Chicago for their surgery, and he takes pride in caring for every patient like a professional athlete.



Steve Martori

CEO, Martori Farms

Scottsdale, AZ

<https://www.linkedin.com/in/steve-martori-895672167/>

Founded in 1898, Martori Farms has grown into the largest vertically integrated domestic grower packer shipper of cantaloupe, honeydew and watermelon. Based in Scottsdale, Arizona, Martori Farms maintains direct control over all aspects of production, and adhere to the same simple principles that sparked the family's success all those decades ago. Steve is a fourth generation grower/packer/shipper of fresh produce. He also serves on the boards of the Center for Produce Safety and Young Presidents Organization, Scottsdale Chapter and he completed the Western Growers Future Volunteer Leaders Program. Steve attended the University of Arizona and Harvard Business School.



Tate Stock

Founder & CEO, Chirp

Draper, UT

<https://www.linkedin.com/in/tatestock/>

Tate Stock founded Chirp in 2015 with a simple mission: Help people feel good enough to get back to doing more of what they love. To date Chirp has helped over 1.5 million customers on their journey of pain relief and prevention. Forbes featured him on its prestigious 30 under 30 list, for manufacturing in 2020. Tate was a 2021 finalist in EY Entrepreneur of the Year award. He also led Chirp to break 3 of Shark Tank's highest records, be ranked as #2 on the 2021 Utah Fast 50 business list and be ranked as #547 on the Inc 5000 list. In addition to being a young entrepreneur, family is paramount to Tate. He is married with two young sons. Tate believes life is ultimately about saying yes, having a good time doing what you love, and being comfortable while doing what you must. For him, that's skiing a powder day, riding bikes with his kids, and sailing anywhere a boat can go.

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Dan Van Denburgh

President, American Fence Company
Phoenix, AZ

<https://www.americanfence.com/message-from-our-founding-family/>

Dan is the third-generation leader of his family business, American Fence Company. After graduating cum laude from Washington and Lee University, he spent the first years of his career in Strategy and Operations at Deloitte Consulting. Since joining the family business in 2013, Dan has been focused on growing the company's geographic reach and service offerings. Dan lives in Phoenix, Arizona with his wife and two children. He is an active member of Young President's Organization and the local philanthropic community.