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## Kanbrick Announces Participants for Fall 2022 Build with Kanbrick Cohort

*Building on momentum from first three cohorts and over 200 applicants*

CHICAGO--Kanbrick, the long-term investment partnership co-founded by Tracy Britt Cool and Brian Humphrey, today announced the fall 2022 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 have received over 200 applications since starting the Build with Kanbrick program two years ago, and we look forward to working closely with this inspiring group of business leaders in the fall 2022 Build with Kanbrick cohort to help create lasting value and growth,” said Britt Cool. “We are excited to build on the momentum from our first three cohorts of Build with Kanbrick, and we are excited to continue supporting midsize businesses.”

The companies and leaders participating in the fall 2022 Build with Kanbrick program are:

[Capital Vacations](#) – Myrtle Beach, SC

Founder & CEO: Jason Shroff

Capital Vacations is reimagining the travel experience by connecting Independent Resorts with travelers through its technology platform and vacation products. Capital Vacations has partnered with 200+ Independent Resorts, deploying strategic value-add tools that increase revenues across channels.

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## [Elite Roofing Supply](#) – Phoenix, AZ

President & CEO: Elite Roofing Supply

Elite Roofing Supply is a locally owned, independent distributor of roofing materials and supplies.

Through its 25+ branches, Elite Roofing Supply provides roofers with an independent distributor that is knowledgeable in both commercial and residential roofing and is a local market expert.

## [Kice Industries](#) – Wichita, KS

President & CEO: Drew Kice

Kice Industries offers custom fabrication, automation, and process and layout support for food, milling, plastics, and other industries. Founded over 70 years ago, Kice has pioneered skilled air systems and pneumatic solutions to meet customers' mission critical applications in a variety of industries.

## [Storyteller Overland](#) – Birmingham, AL

Founder & CEO: Jeffrey Hunter

Storyteller Overland is an adventure lifestyle brand and manufacturer of expedition vehicles. Storyteller Overland offers its MODE vans through dealers nationwide and inspires and equips its enthusiast community with the proper gear and resources to Live Free, Explore Endlessly, and Tell Better Stories.

## [Transpak](#) – Oakland, CA

CEO: Bert Inch

Transpak is a leading global provider of packaging, crating, logistics, and design services to a variety of industries. Founded over 70 years ago, Transpak provides innovative packaging design and specialized service through its 24+ locations, 2,000+ team members, and 1.5+ million sq. ft. of facility space.

Alumni of the first three cohorts include family- and founder-owned companies: American Fence Company (AZ), American Hip Institute (IL), BIGGBY Coffee (MI), Chirp (UT), Cotopaxi (UT), Evoke Medical Care (CO), Martori Farms (AZ), NeoLife (CA), REP Fitness (CO), SET Environmental (IL), Solberg Manufacturing (IL), Three Ships (NC), TotalCare Walk-In Clinic (CA), Truck Centers (IL), and Woodbine

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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 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. Kanbrick is known for its commitment of supporting founder-led and family-owned companies through its Kanbrick Community and programs like Build with Kanbrick, a 3 month-free program for CEOs and owners of mid-size companies. For more information visit [Kanbrick.com](https://kanbrick.com).

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## Fall 2022 Build with Kanbrick Bios:



### **Jeffrey Hunter**

Founder / Chairman / CEO, Storyteller Overland, LLC  
Birmingham, AL  
<https://www.linkedin.com/in/jeffrey-hunter-22248371/>

Driven by a passion for designing elegant solutions to the unmet needs of under-served communities, Jeffrey Hunter has cultivated a successful track record for turning big ideas into trusted brands and thriving enterprises. With a leadership style that emphasizes collaborative innovation and an inclusive “best idea wins” culture, Jeffrey believes that the true wealth of any organization is its people and the quality of their relationships. In all of his endeavors - most recently with the launch of the celebrated Birmingham, Alabama based adventure lifestyle brand and recreational vehicle manufacturer, Storyteller Overland - the secret to designing great products, solving big problems, improving lives, and producing lasting value for customers and investors has ultimately rested in unifying great groups of talented people to discover and pursue their shared sense of purpose – both personally and professionally. Now in order to help Storyteller Overland and its subsidiaries live up to their full potential and deliver on their promise to inspire and equip people from all walks of life with the proper gear, resources, and mindset to “Live Free. Explore Endlessly. Tell Better Stories.” out on the open road and beyond... Jeffrey is relentlessly focused upon recruiting, equipping, and incentivizing the right people to fully invest their time, talent, and passion into successfully executing this vision. When not exploring the global outdoor lifestyle market for the next meaningful opportunity... Jeffrey enjoys coming home to the quaint little community of Helena, AL with his wife Lisa and their 3 kids (and 1 dog). Here he occasionally finds time to strum the guitar and take his own personal MODE4x4 Adventure Van (affectionately known as Article #1) out into the wild to reconnect with family, friends, and nature.



### **Bert Inch**

CEO, TransPak  
Oakland, CA  
<https://www.linkedin.com/in/bertinch/>

CEO of TransPak since 2007, Bert Inch originally joined the firm in 1985 after receiving his Bachelor’s Degree in Political Economics from UC Berkeley. In his 30 years at TransPak, Bert has worked on all aspects of operations, from sales and customer service to production and quality control. Since 1996, when Bert became President, TransPak has focused on creating exceptional service that surpasses customer expectations. Bert has developed an experienced leadership team that has helped build the

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operation in many ways. He values constructing strong relationships, and this is evident in the way the TransPak team works closely and efficiently both within the organization and outside of it, with clients and the community. Since Bert joined the TransPak management team, the company has expanded to do business worldwide in a wide range of services including packaging, crating, and transportation. At the same time, Bert's energy, creativity and dedication to customer service have made him a leader in the industry.



## **Drew Kice**

President & CEO, Kice Industries Inc.

Wichita, KS

<https://www.linkedin.com/in/andrew-kice-029a6399/>

Drew Kice began working at Kice Industries, a 4<sup>th</sup> generation family-owned company, during his high school and college years. He graduated from the University of Kansas in 1996 with a Bachelor's Degree in Business Administration and joined the company full time, working in Technical Sales. In 2004, Drew was promoted to Vice President of Business Operations with a focus on implementing a long-range plan to update the operations of the company. In October 2009, Drew was appointed as the President of the company by the Board of Directors. He was promoted to Chief Executive Officer in 2014. Drew currently serves on the non-profit boards of League 42 and Wichita Area Young Life. He is married to Megan, and they have three boys ages 21, 19, and 17.



## **Jason Shroff**

Founder & CEO, Capital Vacations

Myrtle Beach, SC

Mr. Shroff is the Founder and CEO of Capital Vacations. Mr. Shroff has over 20 years of experience in the resort management and vacation ownership industry, with a significant background in resort development and management. Mr. Shroff has overseen the financing, construction and sales and marketing of over \$900 million in timeshare sales, in addition to helping secure financing for \$1.5 billion in real estate development and receivable financing facilities of \$800 million. Mr. Shroff holds a Juris Doctor and a Bachelor of Science in Business Administration from UNC-Chapel Hill. Mr. Shroff is currently an active member of the South Carolina Bar, serves as Trustee and as a member of the Board of Directors for the American Resort Development Association ("ARDA") and recently joined the UNC-Chapel Hill Arts & Sciences Board of Directors and Duke University Trinity College of Arts and Sciences Board of Visitors.

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**Sarah Weiss**

President & CEO, Elite Roofing Supply  
Phoenix, AZ  
<https://www.linkedin.com/in/weissarah/>

Sarah is known for never settling and pushing herself and her team to be better than yesterday. Her ability to create an atmosphere conducive to growth is what sets her apart from other leaders in the roofing industry. Sarah understands the big picture both through observation and hands-on experience. The roofing business has been a part of her life since childhood. She spent many years watching her father and grandparents in the roofing industry. Capturing the experience from the contractor's perspective from her grandfather and the distribution from her father. Her family's success comes from expert knowledge, service, and exceptional customer relationship building. Sarah used her thirst for learning to drive her studies at the Marshall School of Business at the University of Southern California. She studied Distribution Management with the idea that she may enter the family business one day. Upon graduating from college, Sarah spent several years in Sales and Consulting. She received firsthand experience with other sales leaders and learned timeless lessons about teamwork and leadership. Those experiences prepared her for her next unforgettable journey as a founding partner of Elite Roofing Supply in 2013.

From 2013 to 2019, Sarah served as Chief Operating Officer of Elite. During her tenure as COO, she focused her energy on team building, process creation, and cultivating relationships with partners, other entrepreneurs, and customers. Sarah spearheaded an innovative leadership infrastructure that helps Elite operate in more than seven states and employ more than four hundred team members. Her studies, family knowledge, and sales experience helped her create Elite's network-based business. This unique model allows entrepreneurs to get their start in the roofing industry while maintaining the support of nationwide experts. In addition, Sarah's diligence and commitment to excellence helped build several departments, including IT, Marketing, Finance, Credit, and HR. She plays an integral role in creating and supporting these departments and ensuring that each hire aligns with the company's values.

In 2019, Sarah was named CEO and President of Elite Roofing Supply after seven years of serving as a founding partner. As CEO, Sarah is hands-on, results-oriented, and committed to the growth of each team member. She prides herself in being in the trenches with her team, letting them know they are not alone when it comes to getting the job done. Sarah played an integral role in creating Elite's core values of Service, Accountability, and Safety. She embodies these values daily by working closely with her leadership team, distribution team, and partners. In addition, Sarah is committed to giving each client a hands-on and personalized experience and ensuring they know they are not only a customer but an extension of our family. She is responsible for creating, planning, implementing, and integrating strategic direction into the organization and has a strong track record of delivering results through high-paced performance.

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Sarah is not only an entrepreneur but also a strong advocate of community service. She plays a huge role in ensuring that Elite provides top-of-the-line service and gives back to our neighbors. She embodies our core values by participating in community service projects and giving back to organizations focused on education, Military Veterans, and families in need.

Sarah currently resides in Phoenix, Arizona, with her husband, son, and two daughters. She is an active member of the community, serving on the Board of the Arizona Roofing Contractor Association, President of the Board for Independent Distributors Alliance Corporation (IDAC), and the Board of the Phoenix Chamber of Commerce. In her spare time, Sarah loves traveling with friends and family, reading, and serving as her children's Uber driver.