

PRESS KIT



It's About Success In Business AND Life

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COMPANY BIO

In 1994, after a successful career in banking, Dwain founded WaterMark International, Inc. where he serves as trusted advisor to top CEOs and their companies. Watermark's approach centers on his Process of Navigation, an innovative system Dwain developed to guide businesses – small and large – through the challenges they face in achieving the next level of performance.

Working with all types of businesses Dwain has developed a keen awareness of the pitfalls that entrepreneurs often encounter. Using a no nonsense approach he helps an organization deal with issues within its own style, culture and timetable. As Dwain works within that framework, he helps key players recognize problem areas and coaches them to become better decision makers and communicators – both key elements on the road to improving performance.

Over the years, his navigation has played a critical role in business leaders achieving their business and life goals. He is adept at strategy, tactics, organizational systems, succession planning, mergers and acquisitions, and most importantly work / life balance. Known for his laid-back, engaging style, Dwain connects with people in all levels of the organization earning the respect and trust of his clients and leading to long-term business relationships.

While much of Dwain's work focuses on helping entrepreneurs and small business owners, his client list covers the spectrum from small business to major corporations, including the Fortune 100.

Dwain's successful business philosophy helps serious businesses grow and thrive.

MISSION STATEMENT

We are dedicated to providing an environment where leaders of growing companies can achieve breakthrough performance and profitability through shared knowledge, on-time information and skills development.

DWAIN'S BIO



“I’d rather ride my motorcycle thinking about business than sit in my office thinking about riding.”

An entrepreneur, author, professional speaker and the Founder/CEO of WaterMark International, Dwain has a proven track record of advising top CEOs and their companies through consulting, one-on-one coaching and high level mastermind groups.

As much as Dwain loves the challenges of business, he loves to ride his motorcycle even more. And after a life-threatening bout with cancer Dwain needed to balance his personal life without sacrificing his business goals. So he took a road trip through the Colorado Mountains on his motorcycle to clear his head and decided the time had come to combine his two passions.

Written for anyone who wants to build a successful business without sacrificing their personal life Dwain’s ground breaking book – *The Biker’s Guide to Business* combines lessons learned from decades spent in the boardroom and the saddle to create a process that will help all entrepreneurs – whether they ride or not – navigate through the challenges of business life. (Published August 2009 John Wiley and Son’s)

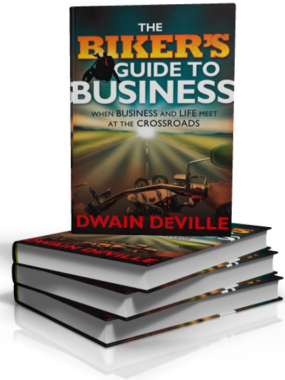
DWAIN'S BIO

Along with the book, Dwain offers his perspective and process through individual consulting, public speaking group workshops, and the *Retreat on Wheels* where entrepreneurs work on their businesses from the saddle of their motorcycle.

Based in Orlando, Dwain enjoys riding every month of the year. Certified by the Iron Butt Association as one of the world's toughest riders, he rides regularly – both solo and with groups – and has toured many parts of the country. After all the miles traveled, the appeal of motorcycling remains as strong to him today as it was at the age of 16, when he first threw his leg over that Honda 100.



THE BIKER'S GUIDE TO BUSINESS



Kick start your business into the fast lane of success!

The idea for *The Biker's Guide to Business* started to form while riding a motorcycle cross country from Canada to Florida. After rolling up a few thousand more miles in the saddle, conducting dozens of business workshops and chatting up business owners and entrepreneurs who love to ride; Dwain's idea began to take shape. And then, a couple of years later on a ride through the high-country of Colorado to celebrate his successful cancer surgery he topped a mountain at 11,000 feet and literally rode through a cloud. It took Dwain's breath away and told him that the time had come to combine his two passions and *The Biker's Guide to Business* was born.

In *The Biker's Guide to Business* Dwain use the motorcycle as metaphor and take you through my unique process to identify your true passion, figure out how to get to where it is you want to go and how to stay there. Because, as a biker, entrepreneur and cancer survivor he knows first hand that excellence in life and business takes passion. And that achieving true happiness comes when we are able to harness our passions and turn them into performance.

***"Not just for bikers, this guide should be on every entrepreneur's bookshelf"* – Feathered Quill Book Reviews**

THE RETREAT ON WHEELS



Our conference room is like no other...

As an entrepreneur and business leader you know what it takes to get to the top AND how lonely it can be.

As an avid rider, you know how valuable the solitude of the saddle is to gaining balance and perspective.

If you're like Dwain, you do some of your best thinking in the saddle and have hatched some of your most creative solutions while on the bike. When riding, back there under the helmet, those synapses are popping right along with my V-Twin. In fact, there's something about riding an open road that seems to charge your brain impulses with an even hotter spark. The sights, sounds and smells combine to rev up *all* the senses, don't they?

That's because when out in the country your bike's wheels aren't the only ones that are turning. Sometimes the answer to that prickly problem – the one that's squeezed back there between the routine stuff and the big stuff – will slowly start to form, almost by itself.

So now imagine what it would be like if you were riding with a group of business leaders just like you. Like-minded individuals who've been down the same road and experienced the same challenges that you can talk to after the ride.

***Come Together With A Select Group Of Entrepreneurs And
Work On Your Business While Riding The Open Road...***

The Retreat On Wheels accepts 10 select and qualified business leaders per session, male and female, who ride and want to experience what it's like to connect with others just like themselves and work on their businesses.

Your Qualifications:

- ◆ As passionate about riding as you are about business
- ◆ You're Successful in business
- ◆ You aren't satisfied with status quo and want it all.
- ◆ Willing to commit to a 3-Day business/biking adventure

What You'll Get:

In our business sessions you'll explore the challenges of growing your business while teamed up with a peer group of other savvy, like-minded riders who are willing to share their experience and expertise with each other.

On the bike you'll explore some of the best motorcycling in the world, with magnificent vistas, clean air and twisty roads. Our daily ride will clear your head allowing your thoughts to percolate and we'll continue to develop them in more detail during our business sessions.

As an added bonus you'll make new friends and share insights you'll value for the rest of your life...and have a few laughs, too. All the while I'll help you look through the curves and around the hazards you face as you take your company to the next level.

So join the ride and grab your business by the handlebars and run it like you own it!

"Exactly what the doctor ordered for executives who ride to be able to roll up their sleeves, exchange ideas and provide the stimulus needed to conquer adversity and excel." David S., CEO

RED TIE BUSINESS



Performance = Bottom-line Results!

Every competitive entrepreneur wants to achieve top performance; however few ever fully reach it. For almost two decades Dwain has helped entrepreneurs achieve ***BREAKTHROUGH PERFORMANCE***.

Because ultimate happiness comes when we turn our potential into success, Dwain designed his programs for the entrepreneur that's committed to growing their business. The custom tools and processes provide the foundation for building and running a multi-million dollar business without having to sacrifice your personal life.

The *Red Tie Business* series is a straightforward system that turbo charges your business and turns your goals into reality. Dwain uses the motorcycle as metaphor to better illustrate the lessons learned from overcoming challenges during his 30-plus years in the boardroom and the saddle. This no nonsense philosophy and easy-to-implement process is designed to get you where you want to go.

“Dwain brings out the best in you and creates an environment that develops forward thinking tactical plans unique to your industry.” – Brett F., CEO

RED TIE WORKSHOPS

Running a business successfully is like taking a long road trip on your bike. There are many factors that must come together in order for you to get to where you're going safely and profitably. You need a well designed road map, an idea of the terrain and a plan that's easy to execute.

Not the typical old-style, workshop – It's to the point, in the moment and helps you to identify and build winning tactics custom to the needs of your business. It's a series of straightforward exercises that focus the abilities and strengths of your organization – all vital to turning your business into a high-performance machine.

You will focus on and/or create:

- ◆ **Vision / Mission – A simple technique for testing and honing where you want and need to go.**
- ◆ **Winning Tactics**– Your custom, 1 - page roadmap that ensures you hit your goals on time – every time.
- ◆ **Pinpoint Execution – Mastering where the rubber meets the road.**
- ◆ **High Performance Communication** – The 3 most effective meetings in business, how and when to use them.
- ◆ **Power Of The Pack – How to build and lead your high performance team.**
- ◆ **Sharpening Your Skills** – How you can not only get ahead of the competition – but stay ahead.

“It's like attending a seminar and walking out with a Masters Degree on YOUR business” – Dana A., CEO

RED TIE MASTERMIND GROUPS

As a successful business leader, you've made plenty of right decisions – from strategic planning to marketing; from finance to personnel. You've also found that simply maintaining your position in an increasingly complex and competitive marketplace is tougher than ever. And you've got to do a lot more than "maintain" to remain successful and leading-edge.

But what if you could have a team of the best and the brightest CEOs of growth companies on your Board of Advisors? Imagine where your company could go if you had access to their experiences, their counsel on your business strategies and their innovative ideas. You can.

For almost two decades I've led top CEO mastermind groups to great success. Savvy entrepreneurs have long recognized that being part of one is a powerful way to maximize their potential. By combining talents, members achieve a competitive edge...they set their goals higher, solve problems faster and achieve more in less time.

Exclusive – Groups are limited and members are selected based on their track record of financial performance, innovation, growth and profitability.

“Dwain’s distilled guidance and methodologies provide artful navigation while teaching how to fish. He simply knows when to shake-it-up, shut-it-down, and challenge all levels of thinking, which ignites and inspires...we’re a new organization because of it.” – Phil M., CEO

RED TIE COACHING & CONSULTING

In business or life, it's not a question of **if** you'll face tough times, it's **when**. And whether your crossroad is a wipeout or a critical decision, the way you get through that intersection determines your level of success.

Therefore, achieving your goals depends entirely on your approach and for almost two decades, Dwain's helped entrepreneurs grow their businesses and achieve personal success. His proven *Process of Navigation* gets you where you want to go in business without sacrificing your personal life.

- **The secret every successful entrepreneur needs to know so that – at all times and with certainty – you're headed in the right direction. *It's how you get to your destination successfully and fast.***
- The fast and easy way to turn your company into a consistent, high-performance profit machine. *Because no successful journey happens without top business performance.*
- **Harness the brain power of your team – in one tenth of the time and develop a business plan that works. *Winning tactics = successful execution.***
- Road tested communication techniques that drives your business into the fast lane. *Prevent those pesky details from falling through the cracks and get in the way you from reaching the next business level.*
- **Turbo-charge your growth and profitability by turning your management team into 'leaders'. *Together you'll set higher goals, solve problems faster and achieve more in less time.***

In biking we're taught that you go where you look. Dwain helps you to pick a destination and then makes sure you're prepared for the curves ahead and that you get where you're going safely and successfully.

"The insight and guidance I've received from Dwain is invaluable. Within a year of Dwain offering me and my business his navigation skills my revenue doubled. My relationship with Dwain is the most significant strategic business relationship I have." – Gail M., CEO

RED TIE SPEAKING

True breakthrough thinking takes place beyond boardroom walls and Dwain brings to his speeches the type of creativity that only riding a motorcycle across country or at 10,000 ft. can provide. Using the experiences and metaphors of biking, Dwain shows how the rules of the road for motorcycling mirror those of business.

His unique, interactive speeches illustrate that simplicity and adherence to fundamentals are the keys to both a successful motorcycle journey and that of achieving success in business. Riders and non-riders alike come to understand that the skill of a rider and the skills of success in business are indeed linked.

This innovative approach to business delivers proven solutions to the challenges of today's dynamic business environment.

“Dwain Deville and his Biker’s Guide to Business make a lively and informative presentation. Whether speaking to young professionals or seasoned veterans, his message is relevant and timely. I would highly recommend him as a speaker to “start the engines” in your company or group. Powerful business insights!” – Kelly F.

WHAT OTHER CLIENTS SAY

"Dwain has been a fantastic business coach! When we started working together over two years ago, he made me set an aggressive five year revenue goal. Two and half years later, I beat it!"

Julie S., CEO

"This has been the catalyzing force that has helped me focus my vision, and forces me to regularly work through the critical issues central to growing my company well. For the first time, I actually feel like a CEO."

James S., CEO,

"Dwain's expert listening skills and tactful guidance coupled with his obvious rich experience in working with complex organizations and teams have resulted in renewed awareness of our mission and focus to our work... I recommend Dwain to anyone who is seeking a professional to help them navigate their path to success."

Steven B., CIO

"Dwain was able to successfully transition our management structure and helped to shift culture into a more productive, stable and happy environment...and our revenues have risen, which has proven invaluable."

Jim C., Managing Partner

"Now it's no longer lonely at the top – and it's definitely more profitable... to the tune of 137% increase over the prior year."

Lori B., CEO

COMMUNITY INVOLVEMENT

Dwain is an active community leader and volunteer in Central Florida, where he serves on several task forces and boards. His current and past participation includes:

- ◆ **Athena International**
- ◆ **Mayor Hood's Task Force on Minority Business**
- ◆ **Center for Entrepreneurship at Rollins College**
- ◆ **Foundation for Orange County Public Schools**
- ◆ **Central Region of Prevent Blindness Florida**
- ◆ **Orlando Regional Chamber of Commerce**
- ◆ **Orange County Public Schools**
- ◆ **Heart of Florida United Way**
- ◆ **Family Journal Publications**
- ◆ **Summit Charter School**
- ◆ **Junior Achievement**

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