



## **C4 is now Truss**

### **What happened to Corporate Alliance?**

As Corporate Alliance was growing, we found ourselves spread thin. We were hosting over 100 events a year with the three product lines - C4, Rise, and Jump. We felt we were not able to give enough attention to the individual events and the catered connecting we were trying to achieve. The TribeHouse momentum was more closely aligned with Jump and Rise, while our custom relationship-building plan directly reflected the growth of the C4 program. There was a natural split along the momentum lines, with the C4 program becoming Truss and TribeHouse taking over the Jump and Rise programs.

### **Why Truss?**

A truss is a structure that is strong because of how the individual parts are assembled together. The most common example is a truss bridge, easily recognized by its triangular configuration. A truss is a symbol of strength - strength in unity, organization, and structure. We extend the metaphor to our organization as we strengthen relationships to produce opportunities for our members.

### **How will my membership change and what should I expect with the transition?**

There will be a few changes regarding our memberships. First, there is a new heightened eligibility associated with the Truss brand. This transition means we can more fully explore business growth opportunities between members who are in similar situations and have comparative needs.

Second, the online portal has been overhauled to accommodate the changes.

Third, we understand that one or two good relationships can have a monumental impact on business growth. Because of our shift to truly tailored connecting and the concierge service of relationship-building, our standard package pricing has changed.

You will be able to view all of this information on our website and in the 2019 Truss Program Guide.

### **What type of events will Truss host?**

Truss will host the same premium C4 trips you've come to love and expect. In 2020 we will be returning to Tahiti. We'll also be heading to Paris, and we are currently working to offer additional exclusive destinations. In addition to the getaways, connect lunches, golf tournaments, and large group date nights, we will be hosting custom one-day events that will closely align with our members' Relationship Strategy Plan. This highlights our renewed focus on personalized connecting. These are smaller, more intimate, more personalized events.

### **What is the Relationship Strategy Plan?**

The Relationship Strategy Plan is the first part of our new tailored-connecting experience. Our team will work with you to identify the ten most critical people in helping you grow in a personal and professional sense. With these ten individuals in mind, we can build custom events with personalized invitations to ensure you make a meaningful connection with them within one year. This is how we can offer our new Meaningful Connection Guarantee.

### **What is the Meaningful Connection Guarantee?**

We KNOW we can facilitate the type of connecting that will be meaningful to you and your business. By identifying the key individuals in our Relationship Strategy Plan and then creating a natural setting for these relationships to develop organically, we can guarantee that you will build lasting and meaningful connections.

Our Meaningful Connection Guarantee means we will personally connect you with at least two of the people on your list within one year or you will receive a significant discount on your membership. Of course, our goal is to connect you with all ten. We offer the Guarantee to make you feel confident that Truss is personally invested in your growth.

### **Who is on the Truss Team?**

The Truss team is still the same as the C4 team. Jeff Rust, Logan Wilkes, Kylee Rampton, Drew DeHaan, Lane Olson, and Sandy Ratto.

### **What is the biggest takeaway?**

Our mantra is slow down to speed up. Our focus on relationship building hasn't changed. In fact, it's progressed. Our events will now be better tailor-made around your relationship-building goals. Whether you have a couple's date night with your connection and his/her spouse and several other couples, or we send you on a skiing trip with a group of connections, or we place you at the right table at a connect lunch, your event will lead to lasting memories and meaningful relationships that will help your business grow.

Slow down to speed up means you invest in the moment. It means you invest in the people you're surrounded by with authentic intent. And that's what we've created with Truss.