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# *FROM PRISON TO PRESTIGE*

February 28, 2018



Thank You!

**ABC COMMISSION**

**\$140,000**

# Bluefield WV - My First ABC Store



- Summer 1970
- 16 years old
- New driver's license
- Had a girlfriend
- First thing I did...



# Who's Correction Enterprises?

\$90 Million in Sales (2017)

Operate 30 Facilities in Prisons

350 Employees; 2,500 Inmates

18 Industries; 42,000 Products



# Okay, Let's Go in a Different Direction

## ***What's coming next may shock you***

- You're gonna walk out of here a different person
- Me, too
- You're gonna learn something that could save your life and the lives of your family
- So you probably won't be leaving the room...
- And you may not want to look at your phone

# TIME FOR AUDIENCE PARTICIPATION...

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# Is Having a Management Job Tough? Why?

- Management: The act, manner, or practice of managing; handling, supervision, or **control**...
- Manage: To work upon or try **to alter for a purpose**



How many managers does it take to change a light bulb? Three. Two to see if it needs changing and one to tell an employee to do it.

# Recent Survey: Who Has the Toughest Management Jobs in the World?

- Pastor/Minister



- University President





# Recent Survey: Who Has the Toughest Management Jobs in the World?

- President of the U.S.



- Middle School Teacher



# 10 REASONS WHY CORRECTION ENTERPRISES MIGHT HAVE THE TOUGHEST MANAGEMENT JOBS IN THE WORLD

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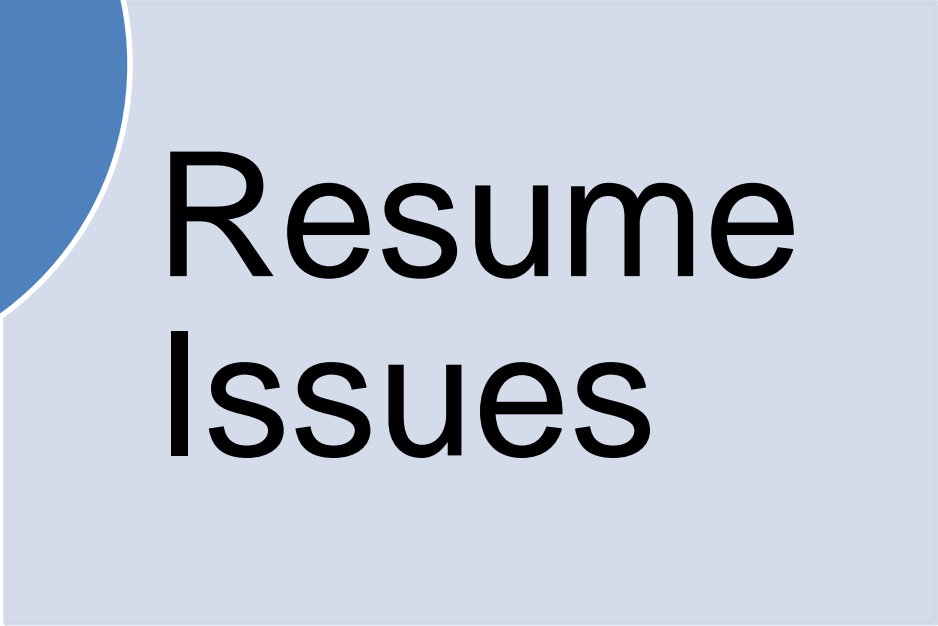
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We Can't  
Recruit



2



# Resume Issues



3



High  
Turnover



4



# The Fishbowl



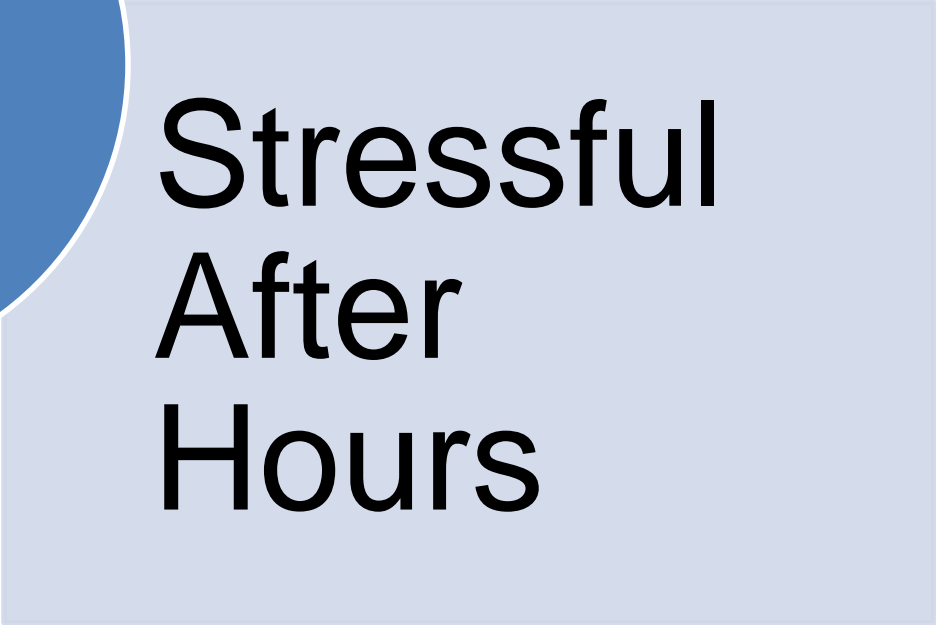
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No  
Internet



6




**Stressful  
After  
Hours**





8



No Work  
Friendships




7



**We Don't  
Control  
Workforce**



9



# Unpredictable Production Schedules



10



# Workplace Safety Issues

# Pasquotank...October 12, 2017



***R.I.P. Veronica Darden,  
Correction Enterprises Sewing  
Plant Manager***



WHAT ARE THE REASONS  
WHY YOU HAVE A TOUGH  
MANAGEMENT JOB?

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# What motivates you to get up and go to work everyday? Your job description? Or...



**Every Job Has a Purpose  
Bigger than the Job  
Description!...To Make the  
World a Better Place**

We have  
something in  
common:  
*We both are  
making North  
Carolina a better  
place*





You are creating a safer North Carolina through prevention of under-age and irresponsible drinking and irresponsible selling



A man in a blue polo shirt and a dark cap is standing in a Brooks Brothers store, giving a thumbs up. He is wearing a name tag. The background features a brick wall with a large "Brooks Brothers" sign, a potted plant, and a framed piece of fabric with the Brooks Brothers logo and text: "EST. 1818", "SLIM FIT EGYPTIAN COTTON", "MADE IN ITALY", and "MADE IN USA".

Brooks Brothers

We are Creating  
a Safer North  
Carolina  
through the  
Changing of  
Lives...



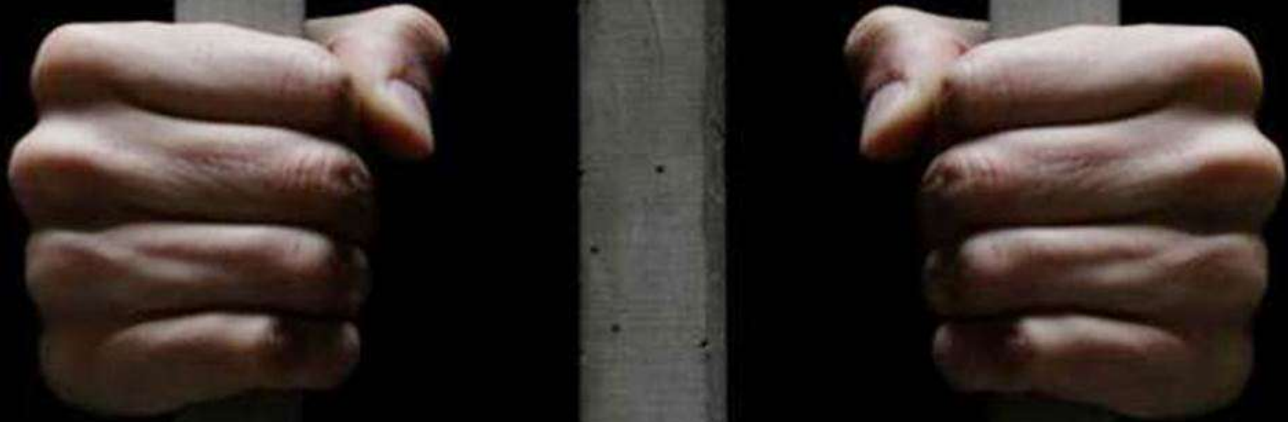
2,298,300



36,500



**45% of released inmates  
commit new crimes within  
three years of being released**



# Which View Do You Agree With?

- 1. Prison sentences should be long and conditions harsh as part of an inmate's punishment for committing the crime**
- 2. Losing your freedom is punishment enough. Prison should be a place where inmates are transformed into law-abiding citizens when they are released**

# From Prison to Prestige...How It Works

- Hard-skill training
- Soft-skill (life) training
- We provide job matching services and coordination on release
- It's a fast track to a paycheck job
- The transformed person sets better example for family
- Far better chance to avoid re-arrest and return to prison
- Our inmates are more likely to NOT rob or hurt anyone again

I just hired one myself!



# Now You Know What Motivates Me

I'm creating safer neighborhoods and positive family change for generations to come...including my own family...

You are, too!

"All it takes is one."



“So, Why  
*Should You*  
and Your  
Agency  
Partner with  
Us?”



“Because it’s the  
SMART CHOICE  
and the RIGHT  
CHOICE”

# The Smart Choice Because...



1. Competitive prices
2. Government-Focused
3. Only no-bid provider
4. High quality
5. Full service
6. Made in N. Carolina
7. Expertise: 6,000+ Yrs.
8. 97% customer satisfaction
9. Scale, scope and history
10. Single-source provider for all needs
11. Reliably stand behind our products



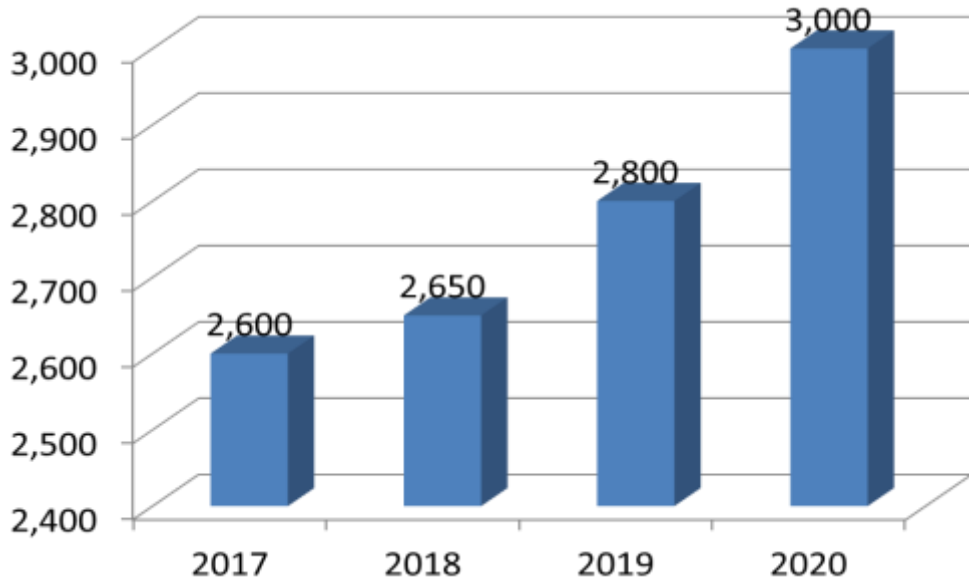
# The Right Choice Because...

- We're the **only provider partner** whose mission is to Create a Safer North Carolina through the Changing of Lives
- We receive **zero tax dollars** or grants from any government. All of our costs and expenses are funded through sales of our products and services.
- Part of our revenue **compensates crime victims.**
- Buying from Correction Enterprises has a massive **positive impact on North Carolina's economy.**
- Buying our products helps **reduce the multi-million dollar impact of crime** on our citizens and our state's economy.

# The Right Choice Because...

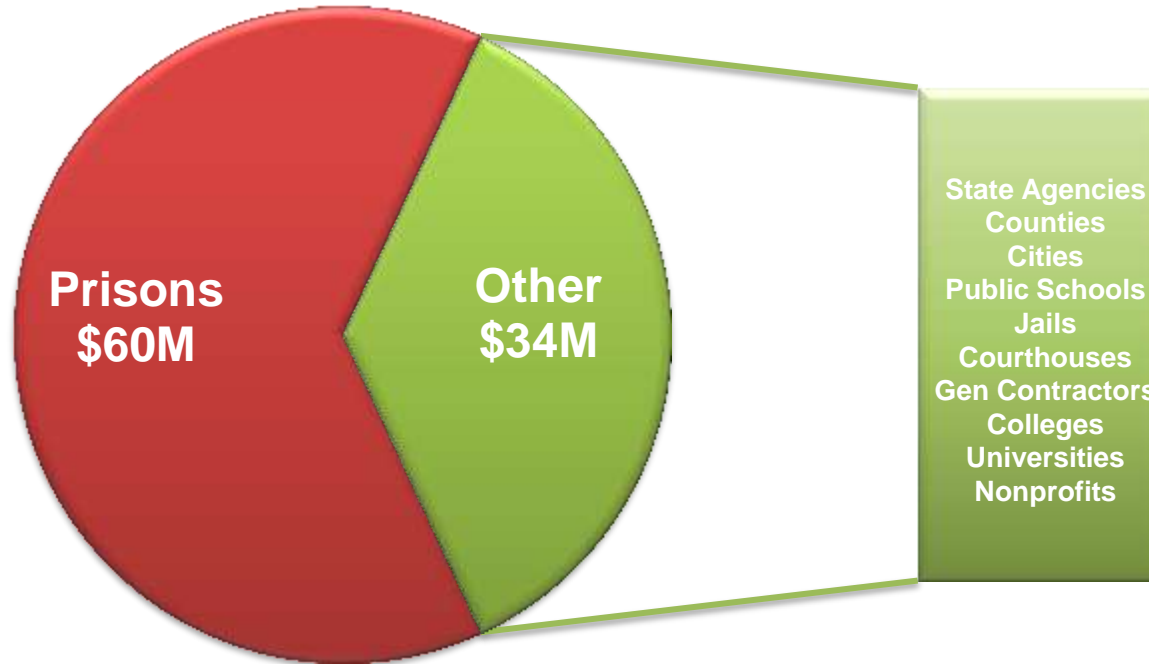
The more you  
buy, more  
inmates go  
through our  
program...  
and the safer  
we get

**Three-Year Goal: NCCE Inmates  
Worked: from 2,600 to 3,000**



# 2017-18 Revenue Growth: \$4.1M

From \$90M to \$94.1M



# How Can Your Association, Board and Stores Save 10%-70%?



Printing



Signs



Metal  
Shelves



Seating



Wood  
Case  
Goods



Janitorial

# How Can You Personally Save 10%-70%?



Optical



Fire Pits



Grills



Furniture



Re-  
Upholstery



Printing

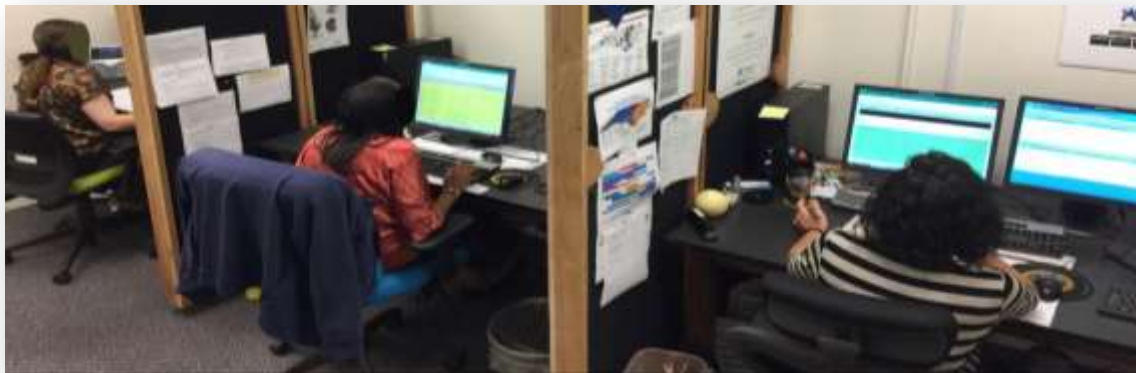


# You May Get a Call...

## Inmate Call Center Innovation



Supervisor Christie Adams,  
2017 “Badge of Excellence”  
Award Winner



- **37,621 Outgoing Marketing Calls since September 2016**
- **\$500,000 Revenue-Generation Goal for FY 17/18**
- **773 Sales Leads Generated**
- **30 Campaigns Conducted**
- **Inmate Transformation for Post-Release Jobs**

# Next Steps



1. Set up an account with us
  - Free, no-obligation
  - [www.correctionenterprises.com](http://www.correctionenterprises.com)



2. Remember why we do this
  - We share same purpose
  - Keeping our families safer

# FROM PRISON TO PRESTIGE... WILL YOU PARTNER WITH US?

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It's All About Our Mission:

Creating a Safer North Carolina through the  
Changing of Inmate Lives