



Company Overview

VocationVacations®: enabling people to test-drive their dream jobs; empowering them to turn their passions into their careers.

VocationVacations is the only company of its kind. We offer our clients (“vocationers”) one- to- three-day, hands-on, career immersion experiences under the tutelage of expert mentors. Our mentors are passionate about what they do (everything from beer brewing to fashion designer) and are committed to sharing their knowledge and experience with individuals who dream of walking in their shoes. Since VocationVacations began in 2004, our mentor pool has grown from an initial group of ten to 300+ and continues to grow monthly; we currently offer more than 150 vocation types in locations all across the United States.

VocationVacations is not an online job posting or placement company. We do not offer a short-term fix for someone looking to start a new job *today*. Rather, we are a catalyst that helps people begin a long-term, strategic process of transitioning into work that brings meaning and fulfillment to their lives....or simply enables them to have fun exploring the career path not taken.

Our vocationers have ranged in age from 18 to 80; the bulk, however, are GenXers and BabyBoomers. They come from all walks of life, including attorneys, financial services managers, IT developers, insurance executives, teachers, and clerical workers. What they have in common is the lack of passion and meaning in their current work and a powerful drive to find work and a lifestyle they love. An increasing number of GenY, 20-somethings are starting to enter our vocationer pool (often paid for by their parents). These people are not willing to sacrifice passion for a steady paycheck; they want to work their dream from their earliest days in the workforce.

In addition to our “concept core” of offering VocationVacations, we are expanding our multi-media product portfolio to include workshops, TeleChats, CDs, DVDs and publishing. *Test-Drive Your Dream Job, A Step-By-Step Guide to Finding And Creating The Work You Love*, a book authored by Brian Kurth, founder and president of VocationVacations, released in January 2008.

From day one, VocationVacations® has followed a simple, but powerful vision -- work shouldn’t be a four-letter word, and happiness and passion at work are integral to creating a fulfilling life.

VocationVacations Fact Sheet

- VocationVacations was founded in 2004 by Brian Kurth and is headquartered in Portland, Oregon.
- It is the only company of its kind. VocationVacations offers a one-to-three-day career immersion experience and the opportunity to test-drive your dream job under the tutelage of expert mentors.
- More than 150 types of “vocations” are available. More than 300 mentors make up the VocationVacations team and are located in more than 30 states across the United States.
- The cost ranges from a one-day brew master VocationVacation at \$549, to a two-day Broadway producer/director VocationVacation at \$2,999. Most are two days and range between \$949 - \$1,199.
- Vocationers have ranged in age from 18- 80, with Baby Boomers and GenXers being the largest percent of participants. Approximately 60% are female.
- To date, approximately 20% of “vocationers” have either switched careers or have undertaken strategic steps to attain their dream job.
- The most popular VocationVacations categories are culinary, sports, design, animal-related careers, entertainment, and hospitality.
- In January 2008, VocationVacations founder and president Brian Kurth, released his first book, **Test-Drive Your Dream Job - A Step-by-Step Guide to Finding and Creating the Work You Love**. Kurth is a sought-after expert and speaker on how to pursue and attain one’s dream job.



Bio - VocationVacations Founder and President, Brian Kurth

Brian was born and raised in Madison, Wisconsin, and graduated with degrees in Political Science, History and International Relations from the University of Wisconsin before moving to Chicago to earn his Masters Degree in Political Science from Loyola University. Before launching VocationVacations®, Brian spent more than a decade in the corporate world. He worked his way up in the telecommunications industry with AT&T and Ameritech (now AT&T) taking an assignment in Budapest, Hungary, as a product marketing director for Matav, a joint venture between Ameritech and Deutsche Telekom. Returning to Chicago, he went on to become the director of business development for a dot.com startup.

The VocationVacations concept was born on Chicago's Kennedy Expressway during one of Brian's long, daily commutes. Numb from his lack of passion for what he did for a living and staring at brake lights, he wondered what it would be like to be a wine maker, a tour guide or a dog trainer. Brian wanted to explore his dream jobs through a company offering working adults short-term "internships" while on vacation. But with research, Brian realized such a company did not exist. A business idea was born. He went on to work at the dot.com -- only to get a pink slip in late 2001. After the lay-off, Brian took a six-month road trip across the United States and parts of Canada. During his travels, he realized the time was right to dust off his unique business idea. At the end of his trip, Brian moved from Chicago to Portland, Oregon. After first test-driving a dream job in the wine industry, he created his *ultimate* dream job by launching VocationVacations in January 2004.

Brian is a "Vocationer" himself and is a sought-after expert on how to pursue and attain one's dream-job lifestyle (what he calls the "Vocating Process"). Since launching VocationVacations, Brian has made guest appearances on NBC's Today Show, MSNBC's Your Business, CNN, BBC, Bloomberg Television, FOX News, ABC News, NPR, PBS and numerous other television and radio programs. In 2006, he co-executive produced *This Job's A Trip* for the Travel Channel. Brian is a practical dreamer who not only motivates and inspires others, but speaks from the heart about his journey to create a more fulfilling life. Whether he's speaking about changing careers or simply changing perspectives, Brian's insightful wisdom and humor engages and enlightens audiences of all kinds. He shares his expertise and experience in his book, *Test-Drive Your Dream Job, A Step-By-Step Guide To Finding And Creating The Work You Love*, released in January 2008 by Hachette Group.