0:2:4.900 --> 0:2:6.250  
Scott Hanson  
Thank you very much, Nathan.

0:2:6.260 --> 0:2:15.250  
Scott Hanson  
So a pleasure to be here today and I hope that we'll give you a view into boat building and my journey to boat building, which is never a straight line.

0:2:15.260 --> 0:2:24.650  
Scott Hanson  
I think in many, many careers and I have been fortunate to have Jay join us here today to share a little bit about his story as we get towards the latter latter half of the presentation.

0:2:25.160 --> 0:2:44.470  
Scott Hanson  
What I hope I can do is take some time over the next Nope second here, next 35 minutes to to to give you a little bit of a perspective into my own personal background as well as my choice over 30 years ago to go back to school, to become a boat.

0:2:44.480 --> 0:2:50.790  
Scott Hanson  
The learn pivot from a successful career and packaged goods marketing and advertising to become a boat builder.

0:2:51.300 --> 0:2:54.90  
Scott Hanson  
Why did I choose Boats and manufacturing?

0:2:54.490 --> 0:2:54.960  
Scott Hanson  
Uh.

0:2:55.630 --> 0:3:18.470  
Scott Hanson  
My career at Rossiter boats and taking it from an tiny little company to what it became and is still today uh taking over the limestone boat company back in 2019 and and how we ended up here and in New Brunswick and specifically Saint Stephen with the creation of a new manufacturing facility and opportunity here in State Steven where we now have 31 employee employees joining us.

0:3:18.480 --> 0:3:21.670  
Scott Hanson  
So and in the last but not least is, Nathan said.

0:3:21.680 --> 0:3:32.800  
Scott Hanson  
Make sure we have enough time to answer some questions and and give you a view into what are Opportunities look like as you look to your career and post grade 12 or post your.

0:3:34.450 --> 0:3:35.10  
Scott Hanson  
Educational.

0:3:36.770 --> 0:3:38.380  
Scott Hanson  
So I thought I'd play a little video.

0:3:38.390 --> 0:3:43.580  
Scott Hanson  
I think it captures it actually comes from our website and really captures the essence of what we get to do is bump builders.

0:3:43.950 --> 0:3:46.760  
Scott Hanson  
I always like to say we're a catalyst for creating memories.

0:3:46.970 --> 0:4:6.160  
Scott Hanson  
We have the opportunity to take barrels of resin in one end of the plant and that the other end goes a product that is an enabler for fun, for family, for enjoyment, and it's kind of a special thing to do as as as a manufacturer versus not not to demean creating screws or widgets or HVAC systems.

0:4:6.170 --> 0:4:10.780  
Scott Hanson  
But it's it's fun to create something that people derive so much enjoyment out of in their lives.

0:5:30.620 --> 0:5:30.750  
Scott Hanson  
Hello.

0:5:33.840 --> 0:5:36.670  
Scott Hanson  
Ohh Verbo is for sharing all kind.

0:5:36.760 --> 0:5:38.990  
Scott Hanson  
Ohh, I'd get out of there on.

0:5:40.710 --> 0:5:43.580  
Scott Hanson  
I think challenge with technology here just a second.

0:5:50.390 --> 0:5:50.820  
Scott Hanson  
No, no, no.

0:5:50.830 --> 0:5:51.590  
Scott Hanson  
Here there we go.

0:5:53.180 --> 0:5:53.410  
Scott Hanson  
No.

0:5:54.930 --> 0:5:58.210  
Scott Hanson  
OK, sorry about that technology glitch.

0:5:58.740 --> 0:6:5.330  
Scott Hanson  
Ohh yeah so I thought I would do is try to paint a picture through photographs here of my story as an individual.

0:6:6.180 --> 0:6:9.350  
Scott Hanson  
I sit here today at closing it on 60 years of age.

0:6:9.360 --> 0:6:18.290  
Scott Hanson  
I I was fortunate enough as a youngster to get exposed to the water as a little boy I used to up in the upper left hand corner of the slide.

0:6:18.300 --> 0:6:20.500  
Scott Hanson  
I spent many hours sailing with my mom.

0:6:21.350 --> 0:6:26.400  
Scott Hanson  
Uh and my father, who introduced me to the water, into sailing into water sports.

0:6:26.410 --> 0:6:45.30  
Scott Hanson  
I went on as a 16 year old to start my first business career, I guess, and started a windsurfing school in store as a summer job and had a chance to employ a number of people and spend my life on the water and a bathing suit, sailing and teaching windsurfing, and then went on and continued through my life.

0:6:45.40 --> 0:6:51.550  
Scott Hanson  
You see a lot of balance and photography here of skiing and and sailing in the water that those are my 2 loves in life.

0:6:52.440 --> 0:6:59.450  
Scott Hanson  
I love to be outdoors, whether it's hiking or sailing or on the water, or with a pair of skis on my feet.

0:6:59.980 --> 0:7:3.630  
Scott Hanson  
I'm fortunate I've been fortunate to live around the water.

0:7:3.680 --> 0:7:5.690  
Scott Hanson  
I grew up enjoying the Great Lakes.

0:7:6.210 --> 0:7:6.630  
Scott Hanson  
Uh.

0:7:7.190 --> 0:7:31.670  
Scott Hanson  
Going to school on the ocean in terms of my career here in the in the boat building to marry my wife of 35 years, you see pictured in the middle there wearing ski clothes and having raised three young boys who are now young, men who enjoy many of the things that we enjoy and now at what I thought I'd do is is, is let you see a little bit about my career and where I started and how I ended up in boat building.

0:7:34.480 --> 0:7:49.20  
Scott Hanson  
After almost 10 years of a successful career in package, good marketing and service marketing, advertising for some of the leading global marketing organizations, I looked at myself in the mirror and I said, hey, I wanna pursue my passion for Boats.

0:7:49.30 --> 0:7:49.940  
Scott Hanson  
I love the water.

0:7:49.950 --> 0:7:51.200  
Scott Hanson  
I grew up around the water.

0:7:51.430 --> 0:7:53.440  
Scott Hanson  
It's gotta be a career in boat building.

0:7:53.570 --> 0:7:54.380  
Scott Hanson  
It's a little different.

0:7:54.390 --> 0:7:54.580  
Scott Hanson  
No.

0:7:54.590 --> 0:7:55.990  
Scott Hanson  
Most people don't think about it in Jay.

0:7:56.0 --> 0:8:10.60  
Scott Hanson  
I'll talk to you about why manufacturing and automotive and now Boats, but what I really loved about in my career and working in marketing, Crest, toothpaste and soap and banking products and things was the satisfaction of the interaction with their customers and the end of the day.

0:8:10.70 --> 0:8:13.280  
Scott Hanson  
Good doing a good job and I thought, why can't I do something like that in marine?

0:8:13.710 --> 0:8:15.580  
Scott Hanson  
But I need to provide for my family needs.

0:8:15.590 --> 0:8:15.980  
Scott Hanson  
We all.

0:8:16.50 --> 0:8:18.60  
Scott Hanson  
We all think about, gosh, I need to make a buck.

0:8:18.70 --> 0:8:23.470  
Scott Hanson  
I wanna do the things that I like to do, but I also wanna do what I enjoy and can I make that a career?

0:8:23.950 --> 0:8:28.880  
Scott Hanson  
That's a picture, actually, of one of the boats that I've been fortunate enough to design in my career in the in the upper right.

0:8:28.890 --> 0:8:34.410  
Scott Hanson  
That's a rosseter 23, which finds its finds it Tone all over North America now today.

0:8:35.230 --> 0:8:37.430  
Scott Hanson  
And so where do we go?

0:8:37.570 --> 0:8:38.320  
Scott Hanson  
I was fortunate.

0:8:38.330 --> 0:8:41.150  
Scott Hanson  
My wife today said, you know, let's go on a journey.

0:8:41.400 --> 0:8:43.110  
Scott Hanson  
Let's go visit some boat Building Schools.

0:8:43.120 --> 0:8:55.650  
Scott Hanson  
And funny enough, as I find myself here in Saint Stephen and Saint Andrews, the first school I went to see over 30 years ago was the NBCC wouldn't vote school in Saint Andrews, but it was a wooden boat school and not to be demeaning towards wooden boats.

0:8:55.660 --> 0:9:2.550  
Scott Hanson  
But I knew if I wanted a place in the industry of boat manufacturing, I needed to learn about new technology and the future.

0:9:3.160 --> 0:9:13.920  
Scott Hanson  
I visited a number of schools from here in Charlotte County down into Maine and southwards of Maine and I and I was taken by a place called the landing school.

0:9:13.930 --> 0:9:17.450  
Scott Hanson  
And it's a it's a formal uh program.

0:9:17.520 --> 0:9:19.70  
Scott Hanson  
It's an accredited school.

0:9:19.430 --> 0:9:23.930  
Scott Hanson  
You where you can get a degree in systems engineering, yacht design and engineering.

0:9:23.940 --> 0:9:25.230  
Scott Hanson  
Traditional wooden boat building.

0:9:25.240 --> 0:9:26.290  
Scott Hanson  
Composite boat building.

0:9:26.300 --> 0:9:27.10  
Scott Hanson  
A number of things.

0:9:27.20 --> 0:9:35.680  
Scott Hanson  
And so I felt that that was the place for me if I was gonna learn and launch a career in boat manufacturing after graduating.

0:9:35.690 --> 0:9:39.520  
Scott Hanson  
However, unfortunately, as I said, no, no career paths that direct path.

0:9:39.950 --> 0:9:56.820  
Scott Hanson  
There were no immediate opportunities for me to return to Canada from the US, and so I went back to the Toronto marketplace in in Ontario and I was successful at fortunately successful in starting a small marketing consulting firm, which I called the Rutter Group.

0:9:56.960 --> 0:10:10.520  
Scott Hanson  
There's my passion for Boats, again creeping into my life, and I ended up doing a lot of work with a global one of North America's leading consumer travel research firms called long was international, where I became the CEO of that organization.

0:10:10.570 --> 0:10:24.340  
Scott Hanson  
But each and every day, whether it was spending summer times and at my camp up in Northern Ontario or on the water with my family members down in the Thousand Islands that I couldn't get this boat thing out of my life and I never stopped looking for opportunities.

0:10:25.890 --> 0:10:31.610  
Scott Hanson  
So one day in the winter of 2006, I was at actually attending a cocktail party and I would warn people.

0:10:31.620 --> 0:10:43.640  
Scott Hanson  
You never know where stuff's gonna come from and where it's gonna come at you, but an individual approached me at this cocktail party at over the Christmas holidays and said I run a small seasonal boat building shop.

0:10:43.710 --> 0:10:45.90  
Scott Hanson  
Would you be interested in buying it?

0:10:45.350 --> 0:10:46.440  
Scott Hanson  
I understand you're.

0:10:46.530 --> 0:10:48.620  
Scott Hanson  
You're tired of living on airplanes, which I did.

0:10:49.10 --> 0:10:53.900  
Scott Hanson  
I got up on Monday morning and went to the airport and I generally came back on Friday night, traveling all over North America.

0:10:54.710 --> 0:11:4.70  
Scott Hanson  
Umm, but as a result of the travel and tourism business, and although I was, you know, some people say an envious life, it's lonely living on an airplane.

0:11:5.70 --> 0:11:8.90  
Scott Hanson  
But I said, you know, let's talk about it.

0:11:8.690 --> 0:11:17.20  
Scott Hanson  
My wife and I walked a lot and after learning more about the products and the brands, I learned, Simply put, as a marketer, those that look, those that knew it, loved it.

0:11:17.30 --> 0:11:29.760  
Scott Hanson  
The rest of the world didn't know it existed, so my wife and I decided to pick up and move ourselves in our three young boys at the time to a small town on the shores of Georgian Bay on Lake Huron, and specifically a little town of Thornbury, Ontario.

0:11:32.640 --> 0:11:34.290  
Scott Hanson  
Fast forward to 2019.

0:11:34.300 --> 0:11:59.540  
Scott Hanson  
Between 2006 and 2019, and with the help of many successful people and staff, I was able to transition the company from a local seasonal business with three part time employees to a growing international brand with 40 plus employees, 90,000 square feet of boat manufacturing, 26 dealers throughout North America and an increase in revenue from $250,000 a year to over $6 million.

0:11:59.550 --> 0:12:13.280  
Scott Hanson  
And by 2018, and a return to profitability since taking the helm of that, a tiny little company, all despite having to navigate through choppy waters during supply shortages supply, you know, difficult times.

0:12:13.290 --> 0:12:13.820  
Scott Hanson  
They're great.

0:12:13.830 --> 0:12:41.110  
Scott Hanson  
The Great Recession, as we called it back in 2910 and we were fortunate to build double ended rowing boats and then power boats that I designed from 17 to 23 feet, which we brought to mark in a now find home on the waterfront on lifts from New England to South Florida to the Great Lakes to western the Pacific Northwest and Western Canada.

0:12:42.120 --> 0:12:49.800  
Scott Hanson  
But in the fall of 2019, it was time for me to move on a built the organization thought it was time to send me retire.

0:12:50.400 --> 0:12:50.980  
Scott Hanson  
Umm.

0:12:51.490 --> 0:12:56.930  
Scott Hanson  
And I thought I'd spend a little more time at home with my wife and and others, but.

0:12:58.960 --> 0:13:13.920  
Scott Hanson  
I found myself sent asking myself well, what gets you up every day, and this is a a note that was sent to me from a customer unprovoked many years ago when I was at the home of roster boats and I had, as he said, I think everybody can read.

0:13:13.930 --> 0:13:29.890  
Scott Hanson  
But he said, you know, long overdue note and take a thanks for all your help last summer with my first vote buying experience, one of our dealers, James and Ed, huh, for the for taking great care of us and really enjoy the roster.

0:13:29.900 --> 0:13:35.950  
Scott Hanson  
23 in Boothbay Harbor, just South of us here in Saint Stephen or Charlotte County, the boat was perfect for them.

0:13:36.340 --> 0:13:50.860  
Scott Hanson  
As I said, we have the opportunity to be an enabler for a lifestyle and fun and enjoyment, and I think that's one of the exciting things that boat building is a unique manufacturing experience or opportunity than many other manufacturing.

0:13:50.870 --> 0:13:56.330  
Scott Hanson  
And I'm sure there's some things not unlike it, but it seems quite unique because I look to change my career.

0:13:56.340 --> 0:13:58.620  
Scott Hanson  
Many years ago I thought, well, I love architecture.

0:13:58.630 --> 0:14:5.940  
Scott Hanson  
I love working with my hands and Building, but a piece of furniture isn't an eminent an eminent inanimate object.

0:14:6.210 --> 0:14:8.900  
Scott Hanson  
A home is not an architect.

0:14:8.950 --> 0:14:10.140  
Scott Hanson  
A building is a building.

0:14:10.550 --> 0:14:12.340  
Scott Hanson  
It's the people in it to make it their home.

0:14:12.530 --> 0:14:15.840  
Scott Hanson  
One of the unique things about it boat is it it is a personality.

0:14:15.850 --> 0:14:17.60  
Scott Hanson  
It is a living and breathing thing.

0:14:19.50 --> 0:14:27.320  
Scott Hanson  
So after taking the the the helm of in 2019, I couldn't get the bug out of me and I was approached by limestone boats.

0:14:27.930 --> 0:14:42.120  
Scott Hanson  
A group of people that said we've got a 40 year like Canadian legacy brand that is being wound down by the family that is manufactured the product for over 35 years, the siding to retire out of the business there is there is an opportunity.

0:14:42.670 --> 0:15:12.400  
Scott Hanson  
So I grab that and we had the opportunity to secure the global manufacturing rights for the Limestone brand and we made the decision at the time because it couldn't continue on and the facility where it was in Central Ontario to enter into a what we would call a contract manufacturing relationship in Middle Tennessee, uh, it's a really some people say it's in the middle of nowhere, but it is a hub of boat building, some of the leading boat builders in the world are actually headquartered in Middle Tennessee and in the state of Tennessee.

0:15:12.850 --> 0:15:19.660  
Scott Hanson  
So it was a logical place to go for labor and supply chain and many other things. Umm.

0:15:21.700 --> 0:15:27.700  
Scott Hanson  
And this is just a little peek into our foray and the first post that went into production in Tennessee.

0:16:27.850 --> 0:16:30.900  
Scott Hanson  
So that's the smallest boat we manufacture here at limestone boats.

0:16:30.910 --> 0:16:33.240  
Scott Hanson  
We manufacture a 20 foot center console.

0:16:33.590 --> 0:16:34.780  
Scott Hanson  
Our 20 foot runabout.

0:16:34.790 --> 0:16:51.220  
Scott Hanson  
Which you see pictured here in the in the top right corner and we have a a, a 20 foot EV model which is coming fully electric model which comes on stream in 2025 and we have our new Limestone 290 and 270 dual consoles which will be our largest Boats that we manufacture here in Charlotte.

0:16:51.410 --> 0:16:56.90  
Scott Hanson  
Honey out of the facility here in Saint Stephen and two new boats that I designed.

0:16:56.860 --> 0:17:5.150  
Scott Hanson  
Unfortunately, Tennessee was ended up unraveling for us as a company COVID hit as an obviously put the world into a tailspin.

0:17:5.160 --> 0:17:9.30  
Scott Hanson  
You know, for manufacturers it became incredibly challenging.

0:17:9.370 --> 0:17:24.90  
Scott Hanson  
We saw Labour disruption obviously as a result of shutdowns and inability to go to work and here in Canada and throughout North America, we saw global supply chains almost come to a standstill, which created many shortages and distress.

0:17:24.520 --> 0:17:36.140  
Scott Hanson  
And funny enough, in the boat business, the challenge was just like in in the RV business and recreational vehicles, everybody went to, you know, personal time and family time and Boats became A2, a vehicle.

0:17:36.150 --> 0:17:38.80  
Scott Hanson  
But that put tremendous stress.

0:17:38.730 --> 0:17:45.0  
Scott Hanson  
We tried to come to the aid of our contract manufacturing partners, partners in Tennessee as manufacturing manufacturing.

0:17:45.10 --> 0:17:56.390  
Scott Hanson  
Given these unprecedented challenges that they were experiencing, and although they put themselves and we put them, put them on a trajectory to success, I've responsible that you have and in my role within manufacturing.

0:17:57.0 --> 0:17:58.380  
Scott Hanson  
Uh, time ran out.

0:17:59.150 --> 0:18:8.40  
Scott Hanson  
So we made the decision as a company to stop the bleeding as we might call it or you know, stop spending money which wasn't resulting in positive forward momentum.

0:18:8.760 --> 0:18:17.810  
Scott Hanson  
Uh, and suspend many factoring in Tennessee and bring the Limestone brand back to Canada and celebrate its roots here in Canada for over 35 years.

0:18:17.820 --> 0:18:19.490  
Scott Hanson  
40 years upwards of 40 years.

0:18:19.500 --> 0:18:21.260  
Scott Hanson  
Then the question was where?

0:18:23.430 --> 0:18:55.800  
Scott Hanson  
So although I don't have a personal connection to Charlotte County or the East Coast at the Maritimes, other than being a traveler and a visitor and looking at over 30 years ago, St Saint Andrews as a place to change my career and get involved in boat manufacturing, we I had some things that were important to us as a manufacturer and things that we need to think about and things that I worry about each and every day as somebody who leads a manufacturing company and we need to attract obviously money to transition a company from one jurisdiction.

0:18:55.920 --> 0:19:1.70  
Scott Hanson  
To another, most importantly, we need to access to a trainable competitive labor force.

0:19:1.80 --> 0:19:15.980  
Scott Hanson  
We need it to be able to build our products and bring them to market at a rate that would make sure that the company made money that the employees could receive a more than a living wage and that our products will be competitively priced in the North American market.

0:19:16.450 --> 0:19:20.80  
Scott Hanson  
We wanted to be closest to our close to our largest market in New Brunswick.

0:19:20.90 --> 0:19:34.530  
Scott Hanson  
Made sense because our largest market and the largest market for Limestone is about manufacturer was across the border in New England and the New England States represents over As for almost 40 years, over 70% of the consumption of limestone boats.

0:19:35.870 --> 0:19:51.630  
Scott Hanson  
So getting our product there and to market at a competitive price was that much easier than you located here versus essentially located in the United States or in Central Canada kinda like so align some board member said to me well why why would you not consider New Brunswick?

0:19:51.640 --> 0:19:53.170  
Scott Hanson  
And I said, well, that's a good question.

0:19:53.180 --> 0:19:54.560  
Scott Hanson  
I ought to take a hard look at it.

0:19:56.70 --> 0:20:9.80  
Scott Hanson  
So I was introduced to the team at opportunities in New Brunswick, a division of of the government here in New Brunswick that helps organizations, manufacturers and other organizations like ourselves evaluate the opportunities here in the province to relocate.

0:20:9.930 --> 0:20:18.260  
Scott Hanson  
I outlined our specific facility and labour needs and we narrowed in on Southwest New Brunswick, given its proximity to the US.

0:20:18.310 --> 0:20:35.830  
Scott Hanson  
Given the trainable competitive labor force here, and given the available temperature control facilities that when they call our home here in Saint Stephen, we we're in a 30,000 square foot facility temperature control that sits on 17 acres of land and we look out the window at the state of Maine.

0:20:36.100 --> 0:20:41.600  
Scott Hanson  
So proximity to market, the only challenge is everybody said to me is are we gonna find the people?

0:20:43.250 --> 0:20:49.540  
Scott Hanson  
Are we going to find people like you that have graduated from high school and gone on to choose careers that want an inch?

0:20:49.550 --> 0:20:56.380  
Scott Hanson  
I have an interest in bringing retrained and would the economics work here in the province of new Bond, Jack and Charlotte County?

0:20:56.390 --> 0:20:58.30  
Scott Hanson  
Well ohh.

0:20:58.40 --> 0:21:14.600  
Scott Hanson  
The folks that ONB here opportunities in Brunswick introduce me to a woman who was responsible for public private partnerships at the New Brunswick Community College, or what we actually fall NBCC here in the province of New Brunswick, and specifically the campus in Saint Andrews, which is 20 minutes down the road.

0:21:15.500 --> 0:21:16.490  
Scott Hanson  
And so we hatched a plan.

0:21:19.40 --> 0:21:22.120  
Scott Hanson  
The plan really, that was that the Hatch was to be unique.

0:21:22.130 --> 0:21:33.260  
Scott Hanson  
That would allow us to recruit and train 100% of our direct labor employees knowing that although it is a tremendous connection to the Maritimes here in the in the area.

0:21:35.280 --> 0:21:42.140  
Scott Hanson  
What we would call recreational serial production, boat manufacturing that's not has never happened.

0:21:43.390 --> 0:21:54.10  
Scott Hanson  
And so we wanted to find those people and we wanted to give them the capability and the confidence to be deployed in new in a newly retrofitted manufacturing facilities.

0:21:54.600 --> 0:22:6.170  
Scott Hanson  
We wanted the opportunity through NBCC was to then give those employees the chance to learn without the pressures that are typically found is an apprentice in a manufacturing environment.

0:22:6.340 --> 0:22:10.0  
Scott Hanson  
Pick all those pressures away and allow them to focus on learning and education.

0:22:12.560 --> 0:22:16.710  
Scott Hanson  
So we developed our own proprietary 14 week pay training program.

0:22:17.340 --> 0:22:19.260  
Scott Hanson  
We pre screened all of our employees.

0:22:21.650 --> 0:22:25.800  
Scott Hanson  
It would have had a job and they knew they had a job when they came to school with US day one.

0:22:25.850 --> 0:22:31.740  
Scott Hanson  
So they come into the program, they go to school, they have a job when they graduate and it's a paid training program.

0:22:31.750 --> 0:23:2.880  
Scott Hanson  
They're not paying to get training and educating, so assuming success at the conclusion of our of our program and the probationary period for which for us is, was the duration of the program basically three months they have, they would have a good paying job company paid benefits and career growth opportunities for those that demonstrate leadership, commitment, attitude, desire, not necessarily specific skills, but really what makes you a person.

0:23:6.360 --> 0:23:8.520  
Scott Hanson  
More specifically, what did that program look like?

0:23:8.540 --> 0:23:10.150  
Scott Hanson  
What does that program look like today?

0:23:10.160 --> 0:23:15.780  
Scott Hanson  
For us, as they say, it's 14 week, it's paid, it's 8:30 to 4:30 weekdays.

0:23:15.790 --> 0:23:26.480  
Scott Hanson  
Only kind of unique for manufacturing, our location started out at NBCC in Saint Andrews and then migrated here to our new facility and February of this year.

0:23:27.30 --> 0:23:38.320  
Scott Hanson  
The starting wage was 2160, an hour, plus two weeks of paid vacation, 5 paid sick days, 8 statutory paid holidays, and company.

0:23:38.330 --> 0:23:40.350  
Scott Hanson  
A company bade paid benefits program.

0:23:41.300 --> 0:23:42.30  
Scott Hanson  
I'm a believer.

0:23:42.40 --> 0:23:54.570  
Scott Hanson  
We're believers that you know, we need if we wanna build a team, it's about a relationship and we need to provide more than a living wage while ensuring our products as manufactured products are competitive in the marketplace.

0:23:54.960 --> 0:23:56.980  
Scott Hanson  
But then we create a balance in people's lives.

0:23:56.990 --> 0:24:7.880  
Scott Hanson  
So as I said at the outset, what was I looking for in my migration away from package goods marketing to Building was I need to take care of my needs and my family needs.

0:24:8.430 --> 0:24:11.600  
Scott Hanson  
So we hope to do that and I have great starting point.

0:24:12.470 --> 0:24:21.20  
Scott Hanson  
We created 2 educational streams in terms of both assembly and composites or lamination as we call it in the two areas of boat building.

0:24:21.90 --> 0:24:44.330  
Scott Hanson  
Because we take a barrel of resin in one end and we create a finished product at the other end, we also want deliver state of the art building techniques in terms of vacuum infusion and what I thought I'd do is I share you a little bit of a video from a competitor or a peer within the industry that's been around since the 1800s, building boats that gives you a better perspective because unfortunately we're just getting started here in Saint Stephen.

0:24:45.60 --> 0:24:46.890  
Scott Hanson  
So I can't go and take videos of the plant.

0:24:46.900 --> 0:24:54.690  
Scott Hanson  
We're just starting to build our first boat, so it would be a little mundane and not not necessarily as exciting as the paint a picture of what building is all about.

0:24:54.700 --> 0:24:58.160  
Scott Hanson  
But as I like to say, boat building is about a career.

0:24:58.170 --> 0:24:59.540  
Scott Hanson  
It's not just about a job.

0:24:59.550 --> 0:25:1.880  
Scott Hanson  
There's many, many opportunities in our industry.

0:25:1.890 --> 0:25:4.820  
Scott Hanson  
As I learned over 30 years ago, when I went back to school.

0:25:5.650 --> 0:25:16.280  
Scott Hanson  
Uh, we engage and employ naval architects, typically folks that you think about going to university, getting a degree to design ships and ferries and these kind of things we do.

0:25:16.290 --> 0:25:18.50  
Scott Hanson  
We employ yacht designers and engineers.

0:25:18.870 --> 0:25:30.710  
Scott Hanson  
Umm, we also have lamination technicians that get involved in mold maintenance that prepare the care and feeding of the tools that from which we build Boats each and every day spraying gel code or painting Boats.

0:25:30.720 --> 0:25:39.900  
Scott Hanson  
If you think of it that way, we have large parts like you see in the background of this photograph, which is a hall mold for our 20 footer, our smallest boat that.

0:25:41.990 --> 0:25:49.320  
Scott Hanson  
And then we have small parts which are seats and lids and things like that, which we'll see in some of the the video I'm about to show you.

0:25:49.610 --> 0:25:52.920  
Scott Hanson  
And then we have a department which is called trim and grind.

0:25:53.510 --> 0:25:56.520  
Scott Hanson  
So now we we have what we call within boat manufacturing.

0:25:56.530 --> 0:26:5.0  
Scott Hanson  
We have we we build our parts and then we have to assemble them and put them all together and we have to install in our Assembly department with our technicians, plumbing.

0:26:5.310 --> 0:26:7.700  
Scott Hanson  
We have to install DC electrical systems.

0:26:7.850 --> 0:26:12.750  
Scott Hanson  
We have to install all the electronics and HVAC systems and we have to install engines.

0:26:13.100 --> 0:26:15.780  
Scott Hanson  
In our case, it's just outboard engines which we hang off the back.

0:26:15.790 --> 0:26:21.320  
Scott Hanson  
We don't do any inboard engines like you find in lobster boats and large facets around here that Maritimes.

0:26:21.900 --> 0:26:25.660  
Scott Hanson  
And then we have people that I'm gonna do you to Jay, who's beside me?

0:26:25.920 --> 0:26:42.490  
Scott Hanson  
A quality assurance it's critically important that not only is safety #1 here in the manufacturing of Boats, as I like to say, we have to put our safety first, then our customer safety second and last but not least, we get to play and have fun building boats and and we a catalyst for creating memories.

0:26:42.500 --> 0:26:46.800  
Scott Hanson  
But a quality assurance is key and safety is key.

0:26:46.810 --> 0:26:56.960  
Scott Hanson  
We need to make sure that our customers we give them a quality product that they can count on because it's not like getting, you know, stopped on the side of the road on route one.

0:26:57.150 --> 0:27:7.600  
Scott Hanson  
It's it's about getting offshore and coming home safely when the weather turns, and it's also important to to point out that manufacturing Boats and you'll see it in the video.

0:27:7.610 --> 0:27:10.460  
Scott Hanson  
I'm just about to share is is not assembly line work.

0:27:10.800 --> 0:27:20.580  
Scott Hanson  
It's very much what we call station building, so I'm gonna share with you this little video from Chris Craft, a renowned boat builder in Sarasota, FL.

0:27:20.850 --> 0:27:23.620  
Scott Hanson  
Regionally, its roots were in the Great Lakes.

0:27:23.630 --> 0:27:31.280  
Scott Hanson  
Like many boat builders in in the United States, but they now manufacture in Sarasota, FL.

0:27:31.290 --> 0:27:44.390  
Scott Hanson  
So I'll just play this little clip to give you a little a great view into boat manufacturing, how it's been done for many, many years and a little bit into vacuum infusion, which is the state of the art, which is the only way we build parts here in Charlotte County.

0:27:47.560 --> 0:27:57.620  
Scott Hanson  
This is factory Fridays from boats.com, the show where we visit builders across America to get a first hand look at their boat building techniques, materials and stories.

0:28:0.130 --> 0:28:10.630  
Scott Hanson  
Today we head to Sarasota, FL to explore the inner workings of Chris Kraft at American boat builder, known for their superior attention to detail, craftsmanship and quality.

0:28:13.600 --> 0:28:21.150  
Scott Hanson  
Here at both Dot Coms factory Friday, we're with Matt McGuinness at Chris Kraft and he's the VP of Manufacturing.

0:28:21.300 --> 0:28:30.70  
Scott Hanson  
So we're going to walk through how you build all these beautiful Chris crafts and that all starts from right here in Leamington with your molds, correct?

0:28:30.140 --> 0:28:30.710  
Scott Hanson  
It does.

0:28:30.720 --> 0:28:31.330  
Scott Hanson  
It does, yeah.

0:28:31.340 --> 0:28:33.230  
Scott Hanson  
We take great care in building our products.

0:28:34.20 --> 0:28:44.170  
Scott Hanson  
Every product starts in in this area where we bring them in, we clean them up, wax every mold before we start, get it taped off for the different colors and different stripes on the boat.

0:28:44.260 --> 0:28:46.550  
Scott Hanson  
And then we move everything into lamination.

0:28:46.640 --> 0:28:55.670  
Scott Hanson  
And how many different molds are there for your various models currently on site we have about 450 to to to 500 molds in process.

0:28:55.800 --> 0:29:1.930  
Scott Hanson  
That's always changing as we're developing new models and new products to bring the market alright and what are we looking at here?

0:29:2.780 --> 0:29:6.50  
Scott Hanson  
So this is a one of our older products.

0:29:6.220 --> 0:29:8.180  
Scott Hanson  
This is our 23 launch.

0:29:8.190 --> 0:29:12.170  
Scott Hanson  
It's a very classic design that has been very successful over the years.

0:29:12.460 --> 0:29:17.450  
Scott Hanson  
It kind of has that sports car feel kind of low, sleek, very sexy look to it.

0:29:18.120 --> 0:29:23.150  
Scott Hanson  
So from here the mold of the hull to the deck over here and all the pieces.

0:29:23.460 --> 0:29:26.190  
Scott Hanson  
If you can walk us through how this all comes together.

0:29:26.440 --> 0:29:26.710  
Scott Hanson  
Yeah.

0:29:26.720 --> 0:29:39.970  
Scott Hanson  
So within laminations, parts and pieces come through this process at different times as you can see, this is a 23 foot hall, but this is a deck for a 35 foot boat just because of the time to process.

0:29:39.980 --> 0:29:45.740  
Scott Hanson  
They get processed at different times and then associated small parts for all the different models.

0:29:45.980 --> 0:29:53.120  
Scott Hanson  
So we have a pretty significant sequencing program to which where we pull parts through the process.

0:29:53.130 --> 0:29:57.500  
Scott Hanson  
So they don't all come through as one product family and one boat.

0:29:58.170 --> 0:30:5.500  
Scott Hanson  
It's very sophisticated process that we use, so when it gets to the assembly portion that everything arrives on time and when it's needed.

0:30:5.690 --> 0:30:9.690  
Scott Hanson  
So the next step in our process will be the open lamination part of it.

0:30:10.80 --> 0:30:22.760  
Scott Hanson  
And then we built a brand new building this past year just for infusion because we see that as a growing part of our business and very important and especially as we develop new models, we're getting greener and cleaner with a lot of our product.

0:30:22.920 --> 0:30:25.980  
Scott Hanson  
And and it's just a much nicer, stronger process.

0:30:26.140 --> 0:30:26.550  
Scott Hanson  
Well, great.

0:30:26.560 --> 0:30:28.370  
Scott Hanson  
Let's go see the next step, alright.

0:30:31.920 --> 0:30:35.930  
Scott Hanson  
So this is where the resins and fiberglass get applied.

0:30:36.200 --> 0:30:36.780  
Scott Hanson  
No.

0:30:37.160 --> 0:30:38.980  
Scott Hanson  
In here is our Delco process.

0:30:38.990 --> 0:30:44.490  
Scott Hanson  
So you just started the first layer of the gelcoat in the bottom of the hall.

0:30:44.900 --> 0:30:50.600  
Scott Hanson  
As you can see, then the tape is pulled up and he'll do the stripe next and then finally the hall sides.

0:30:50.610 --> 0:30:52.800  
Scott Hanson  
Because it's three different colors within our process.

0:30:52.810 --> 0:30:55.430  
Scott Hanson  
So you get the haul describe and then the hall sides.

0:30:56.600 --> 0:30:59.810  
Scott Hanson  
A lot of details that go into just the hall, yes.

0:30:59.820 --> 0:31:1.450  
Scott Hanson  
So where is the boat go from here?

0:31:1.780 --> 0:31:5.0  
Scott Hanson  
It'll cross through these doors and start into the lamination process, right?

0:31:9.470 --> 0:31:13.720  
Scott Hanson  
It's amazing how much work it's still done by hand in this business.

0:31:13.730 --> 0:31:17.370  
Scott Hanson  
Yes, the marine business is very labor intensive as you can see here.

0:31:17.380 --> 0:31:19.660  
Scott Hanson  
We're starting to put the first layer of fiberglass on.

0:31:19.670 --> 0:31:23.960  
Scott Hanson  
We call this our skin coat on top of the gel coat that we just sprayed.

0:31:23.970 --> 0:31:42.710  
Scott Hanson  
We just looked at, so they'll spray in the fiberglass and resin and roll all the air out and very, very critical part of this process is to get it all perfectly rolled out and all the fiberglass late sweet and very detailed into every crevice and the noise that we hear is ventilation correct?

0:31:42.720 --> 0:31:48.370  
Scott Hanson  
You have to turn over the air so many times an hour so you keep fresh air within the building so they chemicals don't.

0:31:50.950 --> 0:31:52.770  
Scott Hanson  
Injured in the air.

0:31:52.810 --> 0:31:53.220  
Scott Hanson  
Right.

0:31:54.170 --> 0:31:55.100  
Scott Hanson  
Let's see what's next.

0:32:0.30 --> 0:32:3.840  
Scott Hanson  
So here we have the same thing going on in a smaller pieces.

0:32:3.950 --> 0:32:4.340  
Scott Hanson  
Yeah.

0:32:4.350 --> 0:32:11.480  
Scott Hanson  
So you know, we build any about 30 to 40 small parts a day along with our large halls decks and and Stringer grids.

0:32:11.990 --> 0:32:18.340  
Scott Hanson  
But this is a continues to be another integral part of our process and also very labor intensive as you can see.

0:32:18.930 --> 0:32:20.360  
Scott Hanson  
So what happens after this?

0:32:20.970 --> 0:32:26.10  
Scott Hanson  
After this the parts move and get caught and pulled, but we're also going to show you another part of our process.

0:32:26.290 --> 0:32:33.470  
Scott Hanson  
This is our vision building a brand new building that we just built this year strictly for the infusion processes that we're moving into in the future.

0:32:33.550 --> 0:32:37.280  
Scott Hanson  
And that's the newer technologies that you're incorporating into your Bill now.

0:32:37.330 --> 0:32:38.350  
Scott Hanson  
Yes, that's thank you.

0:32:43.200 --> 0:32:45.910  
Scott Hanson  
So this is infusion in the process, yes.

0:32:45.920 --> 0:32:48.410  
Scott Hanson  
So these parts were just recently shot.

0:32:48.920 --> 0:32:49.690  
Scott Hanson  
So what do we do?

0:32:49.700 --> 0:32:54.310  
Scott Hanson  
Is we we load all the materials in dry put AB mold on the backside.

0:32:54.640 --> 0:32:57.360  
Scott Hanson  
Create a vacuum and then inject the resin into it.

0:32:57.370 --> 0:33:0.550  
Scott Hanson  
So it gives you a perfect ratio of your glass to resin ratio.

0:33:0.880 --> 0:33:3.230  
Scott Hanson  
It's just lighter, stronger part.

0:33:3.640 --> 0:33:12.970  
Scott Hanson  
Also, it allows for 0 emissions into the facility, so this is a brand new building and because we don't have to have the air turnover systems, we can actually air condition this building.

0:33:12.980 --> 0:33:17.700  
Scott Hanson  
So here in southern Florida, that tends to be really key to keep your workers happy, right?

0:33:17.710 --> 0:33:21.200  
Scott Hanson  
To keep them at a comfortable 7075 degrees throughout the day.

0:33:21.510 --> 0:33:24.50  
Scott Hanson  
So in fusion is kind of a push pull system, right?

0:33:24.60 --> 0:33:27.260  
Scott Hanson  
You put the resin in and then you vacuum it out.

0:33:27.270 --> 0:33:29.290  
Scott Hanson  
So it's even, yeah.

0:33:29.300 --> 0:33:34.200  
Scott Hanson  
So you suck all the air and all the atmosphere pressure out and you suck the resin through the park.

0:33:34.210 --> 0:33:40.620  
Scott Hanson  
So resin draws in and then it sucks to the outside, so everything is coded and we use the plastic bag and the backside.

0:33:40.630 --> 0:33:48.100  
Scott Hanson  
So you can actually see the resin flow through the park and you've been doing this for quite some time of, yeah, we've been doing this for about 10-12 years.

0:33:48.480 --> 0:33:59.450  
Scott Hanson  
This building we just built this past year because so many of our new models and new products were expanding our infusion processes just because it's a better, safer, cleaner environment for our employees.

0:34:1.150 --> 0:34:3.780  
Scott Hanson  
And creates a better, stronger, lighter boat.

0:34:3.830 --> 0:34:4.440  
Scott Hanson  
It does.

0:34:4.560 --> 0:34:8.800  
Scott Hanson  
It does, and I see we've got somebody over here in the paint booth doing.

0:34:9.170 --> 0:34:10.80  
Scott Hanson  
Is that Jill poke?

0:34:10.150 --> 0:34:10.510  
Scott Hanson  
Yes.

0:34:10.520 --> 0:34:14.720  
Scott Hanson  
So he just got done spraying gel coat for some of the parts that they are going to shoot tomorrow.

0:34:14.930 --> 0:34:22.440  
Scott Hanson  
So all these parts, as he's moving out, they're Joe coated, we will infuse these tomorrow and there will be a home batch to the next day.

0:34:23.150 --> 0:34:26.140  
Scott Hanson  
So where do we go next to see all these things come together?

0:34:26.390 --> 0:34:31.930  
Scott Hanson  
So we'll walk into our assembly process as you'll see the parts come together and get put on the boat.

0:34:32.30 --> 0:34:32.810  
Scott Hanson  
All right, let's go.

0:34:37.620 --> 0:34:41.670  
Scott Hanson  
So here this is the hull being prepared for infusion, yes.

0:34:41.680 --> 0:34:45.510  
Scott Hanson  
So this is one of our new products that will be launching this spring.

0:34:45.680 --> 0:34:47.530  
Scott Hanson  
This is our new 24 calypso.

0:34:47.540 --> 0:34:53.390  
Scott Hanson  
So this is a complete infused hall system that they're just loading the glass in now.

0:34:53.580 --> 0:34:57.610  
Scott Hanson  
We'll get it all loaded in along with the Stringer set, and then it'll be shot tomorrow.

0:34:58.60 --> 0:35:3.10  
Scott Hanson  
When I say shot, I mean the reason will be loaded into the barn and this looks like the finished product.

0:35:3.20 --> 0:35:3.290  
Scott Hanson  
Yeah.

0:35:3.420 --> 0:35:7.810  
Scott Hanson  
So this is a the top half of a hard top for our 35 calypso.

0:35:8.400 --> 0:35:22.340  
Scott Hanson  
It's as large as some boats that you see throughout the industry, so this was just infused a day or two ago, pulled out of the mold, trimmed and it will get set onto the lower half and glued together beautiful lines.

0:35:22.440 --> 0:35:24.470  
Scott Hanson  
Yes, it is, Phil.

0:35:24.480 --> 0:35:25.640  
Scott Hanson  
Next we go into assembly.

0:35:25.710 --> 0:35:27.360  
Scott Hanson  
Yes, alright, I'm following you.

0:35:31.20 --> 0:35:34.290  
Scott Hanson  
So this is where the Chris craft would magic began.

0:35:34.300 --> 0:35:34.760  
Scott Hanson  
Yes.

0:35:34.970 --> 0:35:44.820  
Scott Hanson  
So something really unique with Chris Crafts is we still install a lot of real teak wood throughout all of our boats, not only on the rails, but you can see some of the matched rails here.

0:35:45.210 --> 0:36:8.650  
Scott Hanson  
But in this boat up here, where we're installing entire teak floor into the boat, so on the rails, these pieces of teak wood are specifically selected for that area, correct specifically selected not only for that area, but on the boat specific is also so one needs story is the grains of the wood perfectly match from the port side to the server side of the boat.

0:36:8.660 --> 0:36:9.780  
Scott Hanson  
They take one piece of wood.

0:36:9.790 --> 0:36:13.90  
Scott Hanson  
They butterfly it down, the center, kind of like you would a very nice steak.

0:36:13.550 --> 0:36:15.90  
Scott Hanson  
And then we lay it onto the boat.

0:36:15.100 --> 0:36:17.170  
Scott Hanson  
And so the grains match each side.

0:36:17.860 --> 0:36:21.560  
Scott Hanson  
That kind of craftsmanship is with distinctively Chris craft.

0:36:21.570 --> 0:36:22.40  
Scott Hanson  
Yes.

0:36:22.270 --> 0:36:27.180  
Scott Hanson  
And then the floors are a whole nother piece of art, correct?

0:36:27.250 --> 0:36:33.310  
Scott Hanson  
Yes, what you see here is we're just starting to put the floor into this boat.

0:36:33.680 --> 0:36:35.270  
Scott Hanson  
It's kind of a a puzzle piece.

0:36:35.280 --> 0:36:39.830  
Scott Hanson  
So you get it all in, we screw it down and it proxy it to the floor.

0:36:40.400 --> 0:36:45.550  
Scott Hanson  
We fill, it seems to cause, and then we'll come back and shave everything and sand it all smooth.

0:36:45.690 --> 0:36:47.990  
Scott Hanson  
We're all the screw holes are where you see all the plugs.

0:36:48.0 --> 0:36:56.250  
Scott Hanson  
We actually plug those with real teak plugs as well and say it knows smooth, so this is the premier level of finishing for Chris craft, right?

0:36:56.260 --> 0:37:2.370  
Scott Hanson  
You also do a poetique and in a synthetic and a synthetic, but in in a carpeting.

0:37:2.380 --> 0:37:4.540  
Scott Hanson  
Right, but this this is the ultimate product.

0:37:4.550 --> 0:37:8.640  
Scott Hanson  
So if you really want the crumbs of the claim, you're gonna get a full.

0:37:11.330 --> 0:37:14.410  
Scott Hanson  
I thought that just gives you a view into what boat building is about.

0:37:14.420 --> 0:37:21.170  
Scott Hanson  
That's obviously a piece of the process, but in the interest of perspective your time, I want to make sure we get enough time for Q&A.

0:37:21.380 --> 0:37:38.890  
Scott Hanson  
There are lots of if you wanna learn more about boat building, there's this thing called Factory Fridays and you can search that up online and there's some great videos that give you a view into what happens in our industry pro, the North America and throughout the world and exciting aspects from lamination, vacuum infusion to assembly.

0:37:38.900 --> 0:37:42.620  
Scott Hanson  
And as I say, taking a barrel of resident and giving you a finished product at the other.

0:37:42.910 --> 0:37:51.340  
Scott Hanson  
And it's also about as much as it's about the person as Nathan asked me to talk about as much as it's about credentials and experience.

0:37:51.350 --> 0:37:52.400  
Scott Hanson  
It's about the person.

0:37:52.720 --> 0:38:1.20  
Scott Hanson  
It's about ensuring that there's a cultural fit in an organization and hiring people and screening people based on their DNA.

0:38:1.30 --> 0:38:11.760  
Scott Hanson  
As I like to call it not just their background, it's about and to give you a perspective on the the boat building industry, we're an industry that's over $60 billion annually in sales.

0:38:11.770 --> 0:38:16.590  
Scott Hanson  
We're not, we're not small and limestone boats here in Saint Stephen.

0:38:16.600 --> 0:38:21.940  
Scott Hanson  
In fact, we're 31 strong now with our first employee wave employees.

0:38:21.950 --> 0:38:32.200  
Scott Hanson  
We run our next training program here, starting in the fall, to bring in another 20 and we will run two training programs a year to bring upwards of 250 employees over the next two to three to four years.

0:38:33.230 --> 0:38:40.250  
Scott Hanson  
Umm, so what's the eligibility for somebody that looks to come into a career in manufacturing in the boat building industry?

0:38:40.660 --> 0:38:43.870  
Scott Hanson  
I would say to you that experience is not a prerequisite.

0:38:44.460 --> 0:38:47.360  
Scott Hanson  
Who you are and what your makeup is, is is more important.

0:38:48.210 --> 0:38:58.250  
Scott Hanson  
A Grade 12 is an asset, obviously, and a post secondary papilloma, or whether it be an electrical or plumbing or engines is is an asset, but it's not a prerequisite.

0:38:58.760 --> 0:39:8.250  
Scott Hanson  
One of the things that we do through our fourteen week training program is we teach the things that are important, specific too, both Building from lamination to systems and engines and things like that.

0:39:9.170 --> 0:39:17.540  
Scott Hanson  
The most important thing for me is is that and for us as an organization is that you're the kind of person that likes to use a tool versus higher somebody to use a tool.

0:39:17.550 --> 0:39:21.890  
Scott Hanson  
If I was to simplify it, I talked about culture.

0:39:21.900 --> 0:39:26.790  
Scott Hanson  
It's about finding the person which is the right fit and whether it's in its attitude.

0:39:26.800 --> 0:39:28.930  
Scott Hanson  
It's what am I, a collaborative type person?

0:39:28.940 --> 0:39:30.110  
Scott Hanson  
Am I am independent?

0:39:30.220 --> 0:39:33.550  
Scott Hanson  
Am I reserved or am I sociable and outgoing?

0:39:33.800 --> 0:39:38.640  
Scott Hanson  
Am I a driving in person that's driven or do I tend to just be steady state?

0:39:38.650 --> 0:39:43.220  
Scott Hanson  
And what I do, there's a balance and there's a balance in my understanding, those characteristics of you.

0:39:43.230 --> 0:39:52.150  
Scott Hanson  
What makes you up for the right job to be set up for success within the boat manufacturing industry within any manufacturing industry, for that matter?

0:39:53.610 --> 0:39:55.940  
Scott Hanson  
We use a thing called predictive index.

0:39:55.950 --> 0:40:7.300  
Scott Hanson  
We have people execute a questionnaire so that we can understand what makes them tick and create the right balance within the department and within the job function and and the career path that we wanna set you on.

0:40:9.360 --> 0:40:14.130  
Scott Hanson  
So with that said, I thought I'd turn over Jay for a couple of minutes and then we quickly get to Q&A.

0:40:14.140 --> 0:40:22.870  
Scott Hanson  
But the the idea being that you know, I was fortunate to come here to Saint Stephen area and find Jay Chase joined us, our manager of quality assurance.

0:40:22.880 --> 0:40:26.450  
Scott Hanson  
And as I said to you, but Building experience is not a prerequisite.

0:40:27.270 --> 0:40:29.380  
Scott Hanson  
They didn't come to us with any building experience.

0:40:29.390 --> 0:40:43.610  
Scott Hanson  
He's lost a lot, watched a lot of factory Friday videos, I understand, but he brought he brought decades of leadership experience, formal training and working with one of the world's leading automotive companies, Toyota Canada, in the area of quality assurance.

0:40:44.100 --> 0:40:51.870  
Scott Hanson  
But he spent the past six months learning about boats, and he'll be instrumental as we go forward into serial production here when?

0:40:51.880 --> 0:41:4.830  
Scott Hanson  
When I say serial production that's building multiple units of the same product over time, so we'll build probably 6070 Boats our first year and 100 and some odd Boats the second year and then 150 and so on.

0:41:4.840 --> 0:41:11.470  
Scott Hanson  
But Jay, why don't you tell us a little bit about your story and what you've how you came to manufacturing and came to Limestone?

0:41:11.640 --> 0:41:13.70  
Scott Hanson  
It's a pleasure being part of Limestone.

0:41:13.80 --> 0:41:14.430  
Scott Hanson  
Thanks for the introduction, Scott.

0:41:14.440 --> 0:41:16.160  
Scott Hanson  
And yeah, I'm glad to be part of the team here.

0:41:16.170 --> 0:41:18.790  
Scott Hanson  
You know, I didn't start out at the finish line of building boats.

0:41:18.800 --> 0:41:34.30  
Scott Hanson  
I started out umm with a degree, actually an outdoor adventure and administration out of Saskatchewan, I did an internship in Wisconsin and I worked in Kansas camps teaching a high ropes courses, white water kayaking and canoeing.

0:41:34.520 --> 0:41:43.310  
Scott Hanson  
And then from there I did that for a few years and then I went into a service sales with Cintas uniforms and I did that for almost five years.

0:41:43.840 --> 0:41:55.760  
Scott Hanson  
I learned about a lot about customer service and and the business of sales and the business sense, and I ran a I wrote myself for about five years there and then I got into Toyota Canada.

0:41:55.810 --> 0:41:56.880  
Scott Hanson  
And why did I go?

0:41:57.230 --> 0:42:4.680  
Scott Hanson  
It was a steady work and it helped me understand that, you know, manufacturing of cars is an important thing in the world that we live in.

0:42:4.950 --> 0:42:10.920  
Scott Hanson  
You know everything that we look at Upenn, the report of paper, everything's manufactured and some relevant form.

0:42:11.10 --> 0:42:12.950  
Scott Hanson  
And so I started to really enjoy that.

0:42:13.250 --> 0:42:21.340  
Scott Hanson  
I was immediately brought in the quality department within the first six months and I moved my way through to where I I did an internal quality.

0:42:21.350 --> 0:42:35.10  
Scott Hanson  
So for about 9 years I had a chance to watch a cars come out from the corollas to the Rav fours and even Alexis line of the RX-350, and so my experience there was incredible.

0:42:35.20 --> 0:42:51.830  
Scott Hanson  
I learned a lot and I learned the value of manufacturing and being part of something bigger, a bigger picture being part of a team that you know consistently was the was producing serial products and and then of course learning that the quality of a product is so important in a company.

0:42:52.380 --> 0:42:54.250  
Scott Hanson  
And so it brings me to Limestone.

0:42:54.260 --> 0:42:59.790  
Scott Hanson  
So after I left Toyota, I moved to New Brunswick after the 2020.

0:43:0.860 --> 0:43:2.260  
Scott Hanson  
Uh, pandemic kit.

0:43:2.420 --> 0:43:6.350  
Scott Hanson  
We were sent home and my wife and I said, you know, we're gonna move out east.

0:43:6.360 --> 0:43:7.0  
Scott Hanson  
Let's do it now.

0:43:7.10 --> 0:43:10.660  
Scott Hanson  
So we bought a farm offline and I went back to Carpenter school.

0:43:10.670 --> 0:43:30.30  
Scott Hanson  
Actually, when I first moved here and nbcc up in Woodstock and it gave me some relevance and I built houses for 2 1/2 years and then Limestone came into town and I saw that they were looking for a quality assurance manager and I applied and it's a full circle from 2002 to 2023.

0:43:30.40 --> 0:43:38.600  
Scott Hanson  
Now you know from going from teaching to you know, service and sales building homes and now back into manufacturing full time.

0:43:39.530 --> 0:43:49.610  
Scott Hanson  
So Bob Building is a wonderful, wonderful place to be at right now, understanding that you know, Limestone is been around 40 years.

0:43:49.620 --> 0:44:2.830  
Scott Hanson  
So the the quality and durability with the company as well as the leadership meeting, Scott as well, it's a wonderful opportunity in you know Southwest New Brunswick and Saint Stephen in Charlotte County really.

0:44:2.880 --> 0:44:9.390  
Scott Hanson  
And so I was honored to be part of the process of the hiring process and get through the final stages.

0:44:9.400 --> 0:44:21.800  
Scott Hanson  
And then of course being selected and over the last six months I've learned a lot about Boats and I'll be doing a program similar to Toyota, really Building quality in each and every department.

0:44:22.390 --> 0:44:29.220  
Scott Hanson  
There's many parts to a boat and many uh levels and the areas that people will be working in.

0:44:29.230 --> 0:44:37.520  
Scott Hanson  
So we wanna make sure that the customer gets the exact book that they are promised and that, you know, we assure them as a builder of of Limestone.

0:44:37.530 --> 0:44:47.60  
Scott Hanson  
So with that said, I guess my daily routine is, you know, I get a coffee and we do roll call and we look at the tasks and the day before and then we started the the boat building process.

0:44:47.590 --> 0:45:1.110  
Scott Hanson  
I find, you know, encouraging team members and motivating them and inspiring them on a daily basis helps you build that morale that that Scott was talking about that culture, you know, it's not necessarily we're looking for people with high education or lots of experience.

0:45:1.120 --> 0:45:7.950  
Scott Hanson  
We're looking for people with character and wanting to to learn and to grow inside of the company.

0:45:8.460 --> 0:45:16.610  
Scott Hanson  
So in a nutshell, you know, quality assurance is, you know, making sure our customers received exactly what they've ordered with 0 defects.

0:45:17.80 --> 0:45:35.810  
Scott Hanson  
And so I'm looking forward to start a stablishing, a quality assurance program and in the next mother say, we'll have quite a few other almost 10 different standard operating procedures that we're gonna be performing through our building process that'll assure that our boats are 100% defect free for the customers.

0:45:36.200 --> 0:45:37.580  
Scott Hanson  
And so that's the in a nutshell here.

0:45:37.590 --> 0:45:38.460  
Scott Hanson  
That's my thing.

0:45:38.470 --> 0:45:43.470  
Scott Hanson  
My right, so I appreciate you giving opportunity to speak and the yeah, it's great to be part of the team.

0:45:43.660 --> 0:45:44.0  
Scott Hanson  
Thank you.

0:45:45.350 --> 0:45:50.460  
Scott Hanson  
So in summary, I would say to you, you know manufacturing can can be a career, not just a job.

0:45:50.750 --> 0:45:56.240  
Scott Hanson  
It's about passion, as Jay said, and commitment and the right environment that can lead to untold possibilities.

0:45:56.250 --> 0:46:5.440  
Scott Hanson  
Whether it's an apprenticeship in an HVAC factory or boat building factory, or a a pen factory, it's a there's apprenticeships that there's progress.

0:46:5.850 --> 0:46:7.760  
Scott Hanson  
It doesn't always have to be shift worked.

0:46:7.990 --> 0:46:10.240  
Scott Hanson  
It doesn't always have to be assembly line work.

0:46:10.370 --> 0:46:15.260  
Scott Hanson  
There's an opportunity to be part of a team, part of growth, depending on what your aspirations are.

0:46:15.490 --> 0:46:16.550  
Scott Hanson  
Simon, thank you.