



I get a lot of value out of being in the room with other people who have problems like mine. Nobody has the exact same problems, but when you help solve other people's issues, you can almost always come away with a solution to your own.

Darryl Mast, Midland Truss, Inc.



About Midland Truss, Inc.

- Wood products manufacturer
- Founded in 1998
- 48 employees

Word of Mouth

Midland Truss President Darryl Mast had heard of Vistage long before he decided to take the plunge and join a peer advisory group. A former employer raved about the executive coaching organization, especially the monthly meetings, all-day events where a select group of business leaders workshop their companies' challenges. The glowing reviews revolved around the group's organizer and Chair, Kevin Williams.

When Kevin announced openings in a new peer advisory group, Darryl signed on and started reaping the benefits right away. He appreciated his newfound access to an engaging group of CEOs and entrepreneurs, an incredible speaker series, and the talented Chair. "Kevin is a super guy. He's incredibly smart. You can be a smart guy and not be a great motivator, but Kevin is both."

details in a business setting. As his trust in Kevin and his peers grew, however, he began to open up and realized that personal issues were bleeding into his work life.

A key example, Darryl lacked a succession plan to facilitate his eventual departure from Midland Truss. He wasn't sure what he and the company needed, so he explored options during peer advisory group meetings and one-to-one sessions with Kevin. Ultimately, he found his answer at the intersection of the business and the personal. Darryl is now preparing his son-in-law to take over in his stead.

"Without Kevin's push, that probably wouldn't have happened. We looked at a number of things and this seemed to be the best fit. We're all excited about it," said Darryl.

Business is Personal

Kevin takes a 'whole person' approach to business problems. Darryl was at first hesitant to share personal

Darryl freely acknowledges that everyone needs some extra motivation and accountability at times to help them move forward. Fortunately, that's part of the Vistage value.

The Power of Your Peers

Dedicate one day each month to work on the business, not in the business. That's the simple concept behind Vistage. How you spend that day is why it works.

Vistage brings together a small group of CEOs from non-competing companies. Together we confront our unique issues and opportunities, challenge ourselves and each other, and emerge with more solutions, greater confidence, and a higher level of energy. These engaging peer advisory group sessions are complemented by one-to-one coaching, a renowned speakers bureau, a variety of members-only resources, and access to a global network of experienced executives.

When you join Vistage, you embark on a journey of professional and personal growth. Are you ready to begin?



Hi, I'm Kevin,

I've been part of three different Vistage peer advisory groups over the course of my career. I originally joined Vistage when I was named to my first senior leadership team, moved to a CEO group when I got my chance to head the company, and returned once again after launching my own small business. These groups shaped me as a leader in the corporate world and ultimately helped my family business survive and thrive during the most severe crisis we'd ever faced.

As a Vistage Chair, I strive to pay these benefits forward to the next generation of executives. Because I know it can be lonely at the top and I know how much value and support a peer advisory group can deliver.



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