



Brent Marshall, co-owner of V2R Construction is very satisfied with the performance of every piece of Case Construction Equipment he has purchased from the Inland Group.



Brent Marshall (foreground) keeps his need-for-speed alive as a key member the Okanagan Dream Rally partnering with August Luxury Motorcars and the August Family Foundation.



These folks are the driving force behind the Okanagan Dream Rally. Left to right: Mike Pullen, Christie Clifford, Brent Marshall, Michelle August, Irene August, Brian August, Brooke Cunningham, Matt August.

## Small Start. Big Winners.

**FRONT PAGE STORY:** This is the story of one British Columbia businessman and how he has used his tremendous business success to come to the aid of thousands of fellow Canadians who are in need of a hand up. This is the story of Brent Marshall, entrepreneur and philanthropist. **By Ronald Mullins**

### A Bump In The Road

Brent Marshall grew up surrounded by family and friends in a mobile home park in the small northern interior B.C. town of Houston, located in the heart of the Bulkley Valley. A town whose population in 2016 was still less than 3000 people. Brent's was a very humble upbringing. "Growing up we didn't have much, and I was determined to change that both for myself and my family," Marshall noted. He also realized that schooling and education were important and he graduated with an engineering degree and soon after began working as a firefighter. This was the career that introduced him to the business of helping others.

Then, as the result of a very serious accident, Brent had to change career paths and soon found himself working in the automotive business. This was a major bump-in-the-road but Marshall's drive for success never diminished, and resulted in him leading one of the largest new car and truck dealerships in Canada.

Along with his desire for business success came

a need for speed and fast cars, which led him to developing a fully sanctioned, National Hot Rod Association (NHRA) quarter-mile drag racing facility just outside of his now home town of Prince George, British Columbia. But to get this done, he needed the assistance of other business leaders and some heavy construction equipment... there was a lot of that northern B.C. soil that had to be relocated.

### Friends Need Friends

Marshall recalled that two of his friends, Tracey Russell and Corey Timms were working in the heavy construction equipment business for the Inland Group where Tracey was Vice President of Equipment Operations and Corey was Inland's Director of Construction Equipment Sales. Brent went on, "I knew that we needed the best, most reliable construction equipment to get this huge job off the ground and completed, as any profits derived were going to go to local charities. So I went to the Inland Group and they more than came to the party. They made my purchasing a Case 850K dozer, a CX50B compact excavator and a

450 skid steer easy and the Inland team delivered them right when needed. As a result, this incredible facility got finished on time and was fully sanctioned by the NHRA. Today it operates as a not-for-profit company with all proceeds going to charity. It was and continues to be a win-win for everybody."

British Columbia based Inland, now with locations from Canada's Yukon to the southern United States, is one of the oldest and largest, full-service Kenworth truck dealers in the world as well as a premier provider of Case construction equipment, Link-Belt excavators and Tigercat forestry equipment.

### A Drive For Business

By age 40, Marshall's drive for business success had him involved either as an owner, partner or shareholder in more than eighteen successful companies. This has allowed him to guide and direct these companies to donate large portions of their profits to charity.

Now making his family home in Kelowna, British Columbia, Brent has teamed up with a couple more of his long-time friends, Craig Behiel and

Geoff Pears to form the V2R Construction Group. In so doing this has led him back to his friends Tracey Russell and Corey Timms and of course the Inland Group. "In forming this company, we had done our homework and didn't want to be like many of the other local construction companies." Marshall went on, "We wanted only quality equipment that was reliable and got the job done. I had had such great success with Case Construction Equipment and the incredible service from Inland Group in the past so I gave them a call and once again their outstanding team provided us with exactly what we needed."

### Helping Others

One of the tenets of Brent Marshall's business success is his insistence that whatever company he owns, directs, manages, works with or is a customer of, is that they donate a portion of the profits derived from the business to local charities. This drive to help people, a passion that was born years earlier in his firefighter career, continues to burn even more brightly today. Over the years, his philanthropic efforts have resulted in

millions of dollars being donated to a wide variety of British Columbia-based charities including Canuck Place, Ronald McDonald House and BC Children's Hospital, to name just a few.

### A Drive for Charity

Currently, Brent Marshall refers to himself as semi-retired. But that status is difficult to believe. Not only is he one of the owners of the V2R Construction Group he is also a co-owner of the Tempest Aviation Group, a premier distributor of aircraft and helicopter parts and has recently sold his Re-Max Realty franchise office in Prince George. "Business gets me up and going everyday, but my real passion is for charity." Brent went on, "I love being able to give back."

This is where his need-for-speed comes back into the picture. Marshall is very much involved with the Kelowna-based August Auto Group and the August Family Foundation and their annual Okanagan Dream Rally. The Dream Rally gathers a group of high performance car owners, with their exotic Ferraris, Lamborghinis, McLarens, Porsches and BMWs, to list just a few, to take a large number of children-

in-need on an exciting tour of the Okanagan. This year both the children, as well as the car owners, and the organizing committee were doubly excited when the Dream Rally was kicked off with a super low fly-past, over the rally starting line in downtown Kelowna, by one of Canada's CF-18 jet fighters. When this happened the sounds of the excited screams of the children almost eclipsed that of the roar of the jet.

There is a real glint in Brent's eye when you bring up the subject of the Dream Rally. "I just love seeing the excitement on children's faces and we are well on our way to being able to raise and donate over \$1,000,000.00 (no this is not a typo) ...one million dollars... to Ronald McDonald House BC and Yukon to help families staying within the organization's facilities receive the help and care they need. With a big smile, Brent Marshall notes, "I still have a need-for-speed, and a drive for business success but my real passion these days is for charity." 🍂

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