

For Immediate Release

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**New Book Reveals Lessons, Insights, and the Story Behind
The Emmy-Nominated Television Phenomenon**

***Undercover Boss:
Inside the TV Phenomenon That is Changing Bosses and Employees
Everywhere***

San Francisco, CA—November 2010— When *Undercover Boss* premiered in February, nearly 40 million people tuned into what is now, the most-watched premiere episode of any reality series in the history of television. How a simple question—whether employees would recognize their bosses if they posed as entry-level employees inside their own companies—grew into a TV phenomenon, is quite a story. How, for example, did show creators and executive producers Stephen Lambert and Eli Holzman first come up with the idea for the series? How did they get a major network on board for a show that would celebrate the unsung heroes at work, rather than one that chased after scandals and exposés? And most importantly, how did they convince major CEOs, from companies like Waste Management, GSI Commerce, Roto-Rooter, 1-800-Flowers, and Churchill Downs, to make themselves and their companies vulnerable in front of millions on national TV?

UNDERCOVER BOSS: *Inside the TV Phenomenon That Is Changing Bosses and Employees Everywhere* (Jossey-Bass, \$24.95, 978-0-470-91600-1, November 2010) is a rare look at the making of the show and the results of its aftermath. A compelling and fun read for fans of the show, this book also offers keen insights for anyone curious about how a reality series is made.

Behind-the-scenes interviews and new insights from the Bosses profiled in Season 1 makes **UNDERCOVER BOSS** especially relevant to CEOs, bosses, and managers eager for

fresh insight on how organizations that value and respect their employees can better demonstrate their appreciation to them and make sure employees are getting what they need in order to do their jobs to the best of their abilities, while also benefiting not only the employees but the company as a whole.

These new interviews with the Bosses after their episodes aired offer, in greater detail, what the Bosses went through emotionally on their journeys, which initiatives were implemented after the show, how much the boss changed, what corporate policies were revisited, and where the featured employees are now. It also includes a guide called “How to Go Undercover in Your Organization” for anyone curious about trying the undercover experience for themselves.

The nine courageous bosses, (with four making themselves available for interview), their employees and the companies featured in the book from Season 1 include:

- **GSI Commerce:** Michael Rubin, Founder and CEO—*available for interview
- **Roto-Rooter:** Rick Arquilla, President and COO—*available for interview
- **Churchill Downs:** Bill Carstanjen, COO—*available for interview
- **1-800-Flowers:** Chris McCann, President and COO—*available for interview
- **Waste Management:** Larry O’Donnell, President and COO
- **Hooters of America:** Coby Brooks, President and CEO
- **7-Eleven:** Joe DePinto, President and CEO
- **White Castle:** Dave Rife, Owner
- **Herschend Family Entertainment:** Joel Manby, President and CEO

UNDERCOVER BOSS:

Inside the TV Phenomenon That Is Changing Bosses and Employees Everywhere

by Stephen Lambert and Eli Holzman with Mark Levine

Jossey-Bass; November 2010; \$24.95; ISBN: 978-0-470-916001;

Visit: <http://undercoverboss.wiley.com>

About the Authors and Executive Producers of UNDERCOVER BOSS



Stephen Lambert, chief executive of Studio Lambert, is one of Britain's best-known creative television executives, responsible for creating award-winning documentary formats such as *Faking It*, *Secret Millionaire*, *Wife Swap*, and *Undercover Boss*. He lives in London with his wife, Jenni Russell, a columnist for the *Guardian* and *Sunday Times*, and their two children.



Eli Holzman is president and cofounder of Studio Lambert USA, where he launched and executive produced *Undercover Boss*. He began his career at Miramax Films and founded Miramax Television, where he helped create *Project Greenlight* and the hit Bravo series *Project Runway*. For 20th Century Fox-based Katalyst Films, he developed and launched the CW series *Beauty & the Geek*. As an independent producer, his series creations include Bravo's *Work Of Art*. He lives in Venice Beach, California.

About the CEOs Featured in UNDERCOVER BOSS



Michael G. Rubin, Founder and CEO, GSI Commerce

Michael G. Rubin is founder and CEO of GSI Commerce Inc., a leading provider of e-commerce and interactive marketing solutions. With revenues of more than \$1.0 billion, GSI's services enable more than 500 of the world's leading consumer brands and retailers to capture the full potential of the online channel. Rubin was named one of 2010's "15 Most Powerful CEOs 40 and Under," by *Forbes* magazine, and was recently featured on CBS' hit television series *Undercover Boss*.



Bill Carstanjen, Executive Vice President and COO, Churchill Downs, Inc.

Bill C. Carstanjen joined Churchill Downs Incorporated ("CDI") as executive vice president and chief development officer in July 2005. He has been the chief operating officer since the Fall of 2008. A former General Electric Company ("GE") executive, Carstanjen brings a wealth of experience and knowledge to his leadership role at CDI. A graduate of the University of California at Berkeley, Carstanjen received a law degree from Columbia University in New York and was a Harlan Fiske Stone Scholar. He lives in Louisville, Kentucky with his wife and three children.



Rick Arquilla, President and COO, Roto-Rooter Services Company

Rick Arquilla is the president and chief operating officer of Roto-Rooter Services Company, North America's largest provider of plumbing repair and drain services. He is based at Roto-Rooter's corporate headquarters in downtown Cincinnati, Ohio. Arquilla oversees the operations side of Roto-Rooter's service business and spends much of his time at branch locations working with general and regional managers to ensure that Roto-Rooter is providing top quality plumbing and drain service. Rick may be best recognized as the featured "boss" on an episode of CBS Television's *Undercover Boss* program, which aired in the United States and Canada on April 4, 2010 and again on July 25, 2010.



Chris McCann, President and COO, 1-800-FLOWERS.COM

Chris McCann is President of 1-800-FLOWERS.COM and is responsible for the Company's overall performance and direction. Under his guidance, 1-800-FLOWERS.COM has earned a reputation as one of the leading multi-channel retailers in the country. Additionally, McCann's role in building 1-800-FLOWERS.COM's e-commerce channel has helped accelerate the Company's growth and earned him speaking engagements at numerous interactive conferences and universities around the country. McCann earned a Bachelor of Arts degree in political science from Marist College, Poughkeepsie, New York. Prior to his association with 1-800-FLOWERS.COM, he served as President of Flora Plenty, a floral retail chain. He serves on the Board of Trustees of Marist College. McCann lives on Long Island with his wife and three children.

***Bosses listed above are available for interview upon request.**

Suggested Talking Points for Stephen Lambert and Eli Holzman, Authors of UNDERCOVER BOSS

- After the huge success of the show, why write a book?
- What are some of the biggest lessons the Bosses and employees from Season 1 learned?
- Was there a Boss from Season 1 that had the most dramatic reaction and change to being on the show?
- What can business leaders expect to learn from reading the book?
- Have there been any regrets from the Bosses for being on the show?
- Have the companies who participated in Season 1 seen any increase in profits and/or employee retention?
- What about the employees profiled on the show, how have their careers changed since the shows aired?
- In the book you offer many behind-the-scenes anecdotes, what was your favorite or most moving experience?
- In the introduction, you capture what it was like to get the show bought by a network and off the ground on an extremely short timeline. Can you speak a little more about the making of the show?
- Are there plans for a reunion show?
- What are some of the lessons from the first season that made an impact or otherwise changed how you've approached the taping of season two?
- Do you think reality television is more, less the future of network television?

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