



# DB AVIATION

LUXURY IN MOTION

Dear Pat,

I wanted to take the opportunity to tell you what a tremendous resource Seroka has been for DB Aviation.

One of the things that impressed me most throughout our working relationship was the specific methodology Seroka used. I could expect consistency at every step—everything was organized, methodical, and helped me stay on track and accomplish my goals.

Just to give one example: The pipeline reports that our account manager provided were key because they showed us not just what was coming up, but also what projects had been done, when, and by whom. These were a great resource, as were our weekly calls when we reviewed everything that was going on in media relations and event planning.

The other thing that struck me is that our industry—private aviation—was a new business line for Seroka. The quickness and the deftness with which you picked up an understanding of our industry were remarkable. Again, to give just one example, soon after we signed on with Seroka our account manager joined us for an industry convention in Long Beach. She took to the trade show floor with gusto, asked the right questions, and quickly knew the publics that we were trying to reach and how they were delineated. She “gets it”—and she gets it quickly.

I can't say enough about Seroka's business approach, and how quickly you learned about my industry as a whole. It has been a pleasure to work with you and your company.

Sincerely,



Andy Schweickert  
Director of Marketing  
DB Aviation

*Exceed Expectations. Inspire Trust.*