



Pat Seroka  
CEO  
Seroka & Associates  
N17W24222 Riverwood Dr., Ste. 170  
Waukesha, WI 53188

Dear Pat,

The work provided by Seroka served to crystallize the message of our company and its new product to its critical essence which served to catalyze an entire population of associates inside our company. The intangible value of the work and materials provided will last for some time as it has created a new wave of excitement in our team which has not been here for a while.

As an old line industry company we spent decades with the same message – because for the most part it worked... or so we thought. However when we brought Seroka in we realized how much better our message and delivery could be. They were able to take the core of what was working, leverage it with all the positive perceptions of our brands, products and heritage and blend it with an image, look and feel of the future. Further they took us from focusing on features and self-centric language to focusing on what is best for our customers and then communicating in a language, look and feel that our customers understand.

Working with Pat and the team came very naturally. It never felt like we were pushed too hard (perhaps nudged at the right times). It was very different and a breath of fresh air compared to some of the larger, seemingly hard-line firms we considered for this work. The team has been extremely accessible and has always made us feel we were so important that we felt like we were their #1 customer. Being an old line industrial firm we had to overcome many barriers in our thinking and Seroka was there to guide us.

I would recommend working with Seroka for any company looking to grow not just the top line but also the mindset of their organization.

A handwritten signature in black ink, appearing to read "Tim Carpenter".

**Tim Carpenter**  
VP/GM – Gear & Product Services Divisions  
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