



Wisconsin Discount Securities Corporation

YOUR LOCAL, PERSONAL DISCOUNT BROKER...SINCE 1977

Scott:

I want to give you my impressions of the working relationship I've enjoyed with your firm for the past several months. Please feel free to share this letter with any prospective clients who might find it helpful.

I was searching for a firm that would work with us to give our brand and image a fresh, new look and enhance our marketing materials.

A friend and colleague of mine referred me to Seroka & Associates after I saw the quality of collateral materials and brand image Seroka created and produced for them.

When I first met with Seroka & Associates, I was impressed with the personable, methodical and detailed approach they took to familiarize themselves with the personality and culture of my company. After our meeting, they returned with an Action Plan of what they would do to help me enhance my image and improve my marketing materials. As we continue to work on projects together, I am equally impressed with their high level of creativity, the quality and professionalism of their work and the personal attention I receive.

I look forward to working with Seroka & Associates on many future projects.

Best Regards,

Bill Koehler
President