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November 25, 2013

Subject: Scott Seroka – Brand Development

To Whom It May Concern,

This letter is to recommend Scott Seroka and his firm to a prospective company looking to develop or redevelop their “brand”.

Desert Aire is a manufacturer of commercial and industrial dehumidifiers and have been in business for over 30 years. Our products are sold throughout North America. During the course of the recent recession, we found things to be different and as a company we were struggling on how to revise our marketing message to increase sales at a faster rate. We needed a more focus message to our customers.

Scott Seroka had a process that he lead my executive team and I through that allowed us the ability to dive deep into what the key attributes were of the company and its products. More importantly, he did not just take our word, he actually made us prove it through a series of exercises, surveys and phone calls to our independent representatives and meetings with staff. This self discovery helped us find the missing component in our marketing message and provided additional benefits in how our employees viewed the company as well as what research and development we should focus on for new product solutions for our customers.

With the process that Scott utilizes he helped us maintain our focus and complete the steps in a timely fashion. He truly became a key partner in helping my team and I chart a course to our new brand. He works well with all levels of employees and truly listens to what we are saying. In the end, I can say that our new brand has become the focal point for all of our efforts throughout the channel from customers to vendors.

Regards,

Keith Coursin