



**DYNEX/RIVETT INC.**  
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To Whom It May Concern:

This letter of reference and recommendation is on behalf of Bruce M. Peight.

Bruce was employed by Dynex/Rivett Inc. in Pewaukee, Wisconsin for 31 years. Bruce was responsible for all of our company's sales/marketing projects and programs during that time and he kept me informed on nearly all of them. In the latter half of his career at Dynex, Bruce reported directly to me.

Presently, our company is enduring a sudden and unexpected decline in our global business. As a result, immediate action was necessary to eliminate expenses which required deep cuts in our staffing. Through no fault of their own, a number of our hourly and salaried employees lost their jobs. It was particularly hard to let Bruce go, as he has been a valued resource for me and Dynex for such a long time.

Bruce has a tremendous base of knowledge in advertising and marketing. He's applied this knowledge on many projects and his professional and practical experience within his field of expertise has benefitted Dynex greatly. He has successfully communicated our company's capabilities and advantages within the global markets where our distributors, customers and new prospects exist.

Bruce has performed many different and diverse functions within our company. He has produced Dynex's: product literature; company announcements and news releases; mail and email notifications; publications of technical papers and magazine articles; promotional videos; trade show product displays and graphic messaging; product promotions within printed and on-line media; PowerPoint presentations; website layout; and top rankings using key words on U.S. and Chinese internet search engines. The vast amount of marketing and sales tools that Bruce has produced for Dynex has been a remarkable accomplishment and I am proud to utilize all that he has created.

In particular, Bruce's ability to utilize and accentuate brand messaging has been instrumental in helping Dynex establish new business in mature markets. Bruce's creation of sales and marketing tools has enabled our company to successfully sell its products into the most difficult and demanding global applications where Dynex products are applied such as: oil & gas safety control systems for companies such as Shell and ExxonMobil; aerospace test equipment for the U.S. Navy; and common-rail marine engines for the largest ocean container ships manufactured in Asia.

Bruce was responsible for coordinating the company's participation in domestic and international tradeshow and handled nearly every aspect of these events. He dealt with many people in different countries to ensure that nothing would go wrong for the sales and management personnel that were sent to work at these events.

Our participation in international exhibitions required substantial investments in exhibit designs, shipping costs, and graphic elements. Bruce demonstrated that he was fully capable of: securing premium locations for the company's exhibit within trade show halls; managing the design and layout of the company's exhibits, producing product displays, and creating exhibit graphics; coordinating shipment of multiple crates containing all of the elements for our trade show exhibits; coordinating hired labor for on-site exhibit set-up and tear-down; and ordering additional services through the exhibition agencies.

Bruce established budgets and monitored expenses for these exhibition events and also for every project he worked on for Dynex. Management was always able to evaluate its return on its investment with the promotional and marketing efforts that Bruce handled.

Bruce is also a great person and is personable. He managed the same individual for decades within his department and he regularly engaged with other personnel at all levels of our organization. He worked exceptionally well in a collaborative effort with his co-workers in order to satisfy the company's needs wherever they occurred.

I could always count on Bruce to get any job done and he consistently met deadlines. He is self-motivated and he regularly contributed countless extra hours toward the completion of projects without ever being asked. Additionally, Bruce never settled for mediocrity with anything he was tasked to do. He always applied his best effort into whatever challenge he faced. He has tremendous pride in his accomplishments and his work ethic which provided Dynex exceptional value. I highly recommend Bruce for any position requiring the unique skill set that he has already successfully demonstrated at and for Dynex.

Sincerely,



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