



**RBC
Product
Development**

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Grant Greder
Regional Sales Manager
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Grant:

I guess it has been about two years or so since we last spoke. I must say that quite a bit has changed since then. As you know, I sold for Southwestern three summers, starting after my freshman year down at Kansas State University. I had an awesome time over those three summers, two of which I worked directly under you. I would have to say that I was the worst salesman in the company those first three weeks my very first summer (being an electrical engineer and all!). However, coming around that last summer and hitting president's club five times in a row made it all worth the experience.

After finishing my third summer with Southwestern, I proceeded to apply for jobs. I believe my Southwestern experience was the sole reason I got the job I did, as my engineering grades were less than spectacular! I now work with arguably one of the best contract medical product development firms in the country, and definitely the best in Kansas City. When I tell other engineers what kind of work I do, they are all jealous because I got the job everyone wants but no one can find or get hired for right out of school. A year after I was hired, my hiring manager (who is now a good friend of mine) told me that the reason I was offered a job came down to two things, 1) my persistence, and 2) because he had friends who sold for Southwestern years earlier when he attended school at Iowa State University. He knew the kind of character that Southwestern molded people around.

What is even more surprising is the fact that, in addition to having landing my "dream" engineering job, I also have been allowed to help guide the company's marketing strategies (I sit in on meetings with our CEO and director of marketing, even though I'm only a half year out of school!). And, because of my extensive sales experience, I am now the company's premier TSA (Technical Sales Associate). I spend my spare engineering time talking with Presidents and Vice Presidents of companies like General Electric, Tyco Healthcare, and Teradyne Systems. Of course, this was a career path I chose. Another job offer I had after school involved technical sales with Texas Instruments in Dallas (I was one of only two Kansas State Graduates to receive a job offer that year from Texas Instruments). I elected to bypass the offer with TI to take the job with RBC here in Kansas City. In summary, my Southwestern experience opened the door for some very promising career paths at a time when few people were getting job offers (following the September 11th downturn in the economy).

In closing, I would just like to thank you for all the guidance and support you have offered as a sales manager. In my opinion, there is no better guy to work for in the company! Without a doubt, Southwestern was the best career move I ever made.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kevin M. Ross'.

Kevin Ross
Hardware Engineer and TSA
RBC Product Development