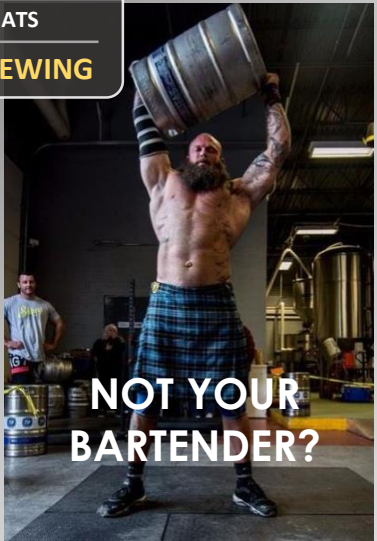


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THOUGHTS BY
JEFF

THE FUTURE of PROVIDING SOLUTIONS

Been traveling with MEL. Been connecting with DSR's. Think e-commerce and info on web has made our operator community more aware of equipment quality, brands and benefits. In working with DSR's during MEL training, I am not sure our industry "boots on the ground" have kept up with equipment features, benefits and capabilities. We, as an industry, are spending too much time chasing price and competition, as opposed to driving brand and the value equation. AQ makes it too easy to get a price, with researching the cut sheet in "the catalog." Now is a great time to be a "great student and educator", creating separation between suppliers and solution providers. MEL is here to help. The future of real solution providing to your customer pain points is bringing the solutions to the operator community. MEL just may be the first of BSE mobile showrooms.