



*From the President
July / August 2009*

Seven Years and Still Going Strong

In this July/August Issue of the Digital Digest, we celebrate American Precision Prototyping's seven year anniversary. Whew! – What a journey it has been. If you would have told me ten years ago that I would be managing a company that is recognized as one of the top five RPM service bureaus in the United States, I would have said you are nuts! But here we are with two locations, more than 70 employees and thousands of clients who are loyal to APP, still driving hard and fast, but never forgetting our past.

The 12 pages of this newsletter are simply not enough space to recognize all the events and thank all the people that have shaped APP into what it is today. In the pages to follow, we are proud to showcase stories celebrating our employees and our loyal customers and some of their cutting-edge projects. We have a special letter from my friend, partner and CEO of APP – Robin R. Neal as well as a cool centerfold that shows the APP time line from our humble beginnings to present day. In addition, our Industry Expert – Todd Grimm writes an encouraging article about the RPM industry and the possibilities that are still to come. He points out we are still just scratching the surface and the potential market for our services is tiny compared to what it can and eventually will be.

Someone once wrote a book titled *It Takes a Village*. The APP story is just that- I could not have done this on my own and I would never attempt to take credit for it. It has been a labor of love between me, my business partner, our employees, our vendors and our clients. I have asked (sometimes demanded) things from these people with the satisfaction of our customers as the number one goal. Seven years later, amidst a major recession, American Precision Prototyping is still here- driving forward, hard and fast.

In the summer of 2002, I was faced with a harsh reality. The service bureau that relocated me and my family to Oklahoma and employed me for the last two years was going out of business. I had very little prospects and it came down to two options: move back to Northern Kentucky or start my own business in Tulsa. This brings me to the first person I need to thank: Robin R Neal. Back then Robin was also looking for a new venture as he was exiting a natural gas business. When we paired up, the synergies were natural and considering the situation I had just come from, it felt as if I were finally in the right place at the right time. Robin has been a mentor and the seasoned business partner keeping me focused on the right things. For seven years he has let me run APP my way – right or wrong. Some decisions turned out to be good – others not so good. Even after seven years we continue to have a solid friendship and business relationship. Robin, thanks for the opportunity!

So, here I am. In Tulsa, OK doing what I love most; running a service bureau and even though times are tough, APP is surviving. It has and will continue to survive because of the unique people that make up the organization. APP is a blend of seasoned business people at the top and more importantly dedicated, hard

working employees that have literally given their blood, sweat and tears (yes, some have cried) to build this company to what it is today. The RPM industry has no mercy – clients want parts fast, faster, and then faster still! Even though I am criticized for it in some circles, the APP employees are some of the closest people to me. I understand their plight; I appreciate their efforts and when challenged, they always come through. They are more than employees; they are family. Again, I don't have enough space in the newsletter to thank every employee by name but you all know who you are and to you I say – “Happy Seventh and Thank You”... Now, get back to work!

I would also like to extend a special thank you to all the suppliers of American Precision Prototyping. We truly have had a great relationship and I appreciate all that you have done for us. I would like to extend special thank you to a few of our key vendors (or partners) that have been so good to APP over the last seven years and especially during these recent tough times: Arvest Bank, NCP Leasing, DSM Somos, 3D Systems, Inc, National RP Support, Integra Services and American Precision Machining.

We founded APP on the belief that engineers and designers that require custom parts have choices and that winning their business and loyalty doesn't always come down to pricing alone. I believe it comes down to competitive pricing, superior service and high quality. I have instilled this into each employee at APP and I am happy to say, seven years later, we have held true to that belief. In fact, even today I walk through the offices and shop reminding employees that “without satisfied customers, APP would not exist”.

Finally, I would like to tender a heartfelt thank you to all American Precision Prototyping customers – past and present. I am humbled you took the chance to use APP for the first time and am grateful that you continue to use APP. You have allowed APP to be part of so many cool projects; everything from cutting edge space vehicles to ancient sculptures and wonders of modern medicine to popular toys. Thanks for the patience as we grew and continue to grow, thanks for the opportunities and thanks for the loyalty. For now, we will continue to drive forward, hard and fast - looking forward to the next seven years.

Jason L. Dickman