



Patti Perspective

May 30, 2014

Greetings!

Patti Engineering has a new online appearance! We have literally rebuilt our website from scratch, setting the stage for a brand new user-friendly platform. Our goal is to have a website you can easily navigate and regularly visit for fresh updated content.

As the one who spearheaded the website redesign, the management team decided to select me, Georgia Whalen, for this month's Patti Personnel Spotlight and I appreciate their recognition!

If you are curious about the 'Grand Opening' of our new Texas office, we invite you to check out the video at the end of this email!

Patti Engineering Unveils a New Website

It is with great excitement that we unveil our new website www.PattiEng.com to you. We have redesigned our entire look and feel from scratch, focusing on ease-of-use and an exceptional user experience. The new website features a powerful new way for you to better understand our wide range of services and capabilities. You will be able to explore by our areas of expertise, our partners, and the industries we serve.

After looking at the home page, you will notice that we have also added a new tagline beside our logo, "Proven Automation Solutions, Reliable Support, Trusted Partner." We actually sifted through all of our past press releases, going back four years, and identified the common denominator from partner and customer quotes to find out why they continue to work with us and what they valued most. We believe that Patti Engineering's success through the years is a direct reflection of this tagline. We truly strive to be a trusted partner to customers by providing innovative solutions, honest advice, and excellent engineering to enable our customers to increase their profit through productivity, efficiency, and quality improvement.



Our new website offers a quick and easy way to view information about our company and how we can help you. Some noteworthy pages on our website are:

- **Expertise**: provides quick overviews of our areas of expertise.
- **Industry Partnerships**: Provides information on our elite automation manufacturer partners who have certified our business practices & endorsed our technical performance.
- **Industries we serve**: Our expertise spans across a broad spectrum of industries and applications.
- **Testimonials**: We can say we're we are good, but the proof comes from our partners & customers. Here are some quotes by our customers & partners over the years. Hear why they trust us with their automation projects.
- **Newsroom & Blog**: This page contains press releases, company news, information for media outlets, and general announcements about Patti Engineering - check back often for updates.

- **Patti Perspective Newsletter:** Enjoy our newsletter? This page contains a collection of our Patti Perspective email newsletters in web-friendly form.
- **About:** Want to know a little more about the company history, our management team, employment opportunities or our FUN company culture? You can find it here.

We set out to refresh our appearance, hoping to bring you a website that you can easily navigate and regularly visit. And we think we've done just that. It has meant literally re-building our website from scratch and setting the stage for a brand new and user-friendly platform. It is our hope that this site is one you will want to visit and one you will want to take with you on your smartphones, tablets, and other mobile devices.

Thank you to all of our supporters for your strong and continuing faith and backing. You make it happen, and you make us successful! We look forward to your feedback on our new site, and on behalf of the entire Patti Engineering team, we thank you for your time and welcome you to our new online home!

Patti Personnel - Georgia Whalen



The Patti Perspective spotlight is on Georgia Whalen, the director of marketing for Patti Engineering. Georgia led our website redesign. In her role, Georgia is dedicated to communicating the unique contribution, value, and strengths Patti Engineering brings to their customers and partners as a control system integrator. Georgia plans and executes all of our marketing activities including traditional marketing initiatives and inbound marketing initiatives using the web and social media.

Representing the Boston office of Patti Engineering, Georgia has expanded her role by spearheading the building of new business relationships in the New England area. In fact, we have an engineering team in place currently working with a new customer on a very intense project, building newly developed state-of-the-art consumer products assembly lines. We were brought into the project for our Mitsubishi Automation expertise, through our newly established relationship with New England's Mitsubishi Distributor,

Gibson Engineering. Gibson Engineering, Inc. is a leading solutions provider for world-class manufacturers of industrial automation products headquartered near Boston, Massachusetts.

"I have to say that I am extremely proud of our engineers who have worked on this project. Our new customer recognizes that our engineers have a high level of engineering talent, a great work ethic, and a very strong expertise in Mitsubishi controls. So while the spotlight may be on me this month, I would like to recognize our engineers - they are the heart and soul of this company's continued success," commented Georgia. "I am also excited about the new relationship we have established with Gibson Engineering, and I look forward to expanding our work with Gibson's engineering team in the New England area."

Georgia earned her degree in Business Administration with a concentration in Marketing from Susquehanna University in Selinsgrove, Pennsylvania. Prior to joining Patti Engineering in the fall of 2009, she worked with a number of Fortune 500 companies, including Kraft, Nestle and Pitney Bowes in a sales and marketing capacity. In addition to her responsibilities here at Patti Engineering, Georgia also leads the marketing efforts for our sister company LEID Products (www.LEIDProducts.com). LEID Products offers biometric access control systems (BACS) for the secure storage and tracking of weapons, evidence, intellectual property, and pharmaceuticals.



Georgia and her husband Scott have three children - Scottie, Caroline, and Brendon - and a German Shepherd, Marshal, who is more like a fourth child than a dog! When not working, Georgia enjoys watching her children play sports, oil painting, running, exploring Boston, and spending time with family and friends. She is also a big fan of her favorite hometown sports teams - the Patriots, Boston Red Sox, and Bruins!





We work as partners to our clients. When you need an expert to help solve automation challenges, we are here to add value to your solution - enhance efficiency, increase productivity, and work with your team as a trusted resource. Visit our **website** for more information on our areas of expertise, or call us (248)364-3200 for a free initial consultation.

Thank you for your interest in Patti Engineering.

Best regards,

Georgia H. Whalen
Director of Marketing
Patti Engineering



Blazing a trail in Texas has been both fun and rewarding for Patti Engineering. We celebrated four years of business in Texas on April 4th with a grand opening party at our new office in Austin. Thank you to all of our employees, customers and partners for your support and loyalty. Check out the

video!

