

**Nielsen**  
ENGINEERED HARDWARE SOLUTIONS

# CONNECTIONS



## A Message from the Leadership Team

With concerns about the economy and challenges related to a predicted contraction of several key markets, goals and objectives related to growth both short term and long range become priorities. However, it is one thing to say you will grow. It is quite another to do the research and analysis to support the assumptions. Once we have decided we can grow in our market space we must then develop a wise tactical plan. Growth from taking share, growth from opportunistic pricing, growth from underutilized capacity all are viable options and each have a place in certain points of a business cycle.

At Nielsen we believe we can grow in the current business climate and can sustain that growth throughout FY09 and beyond. In spite of challenges related to the economy as well as predicted materials and currency variances. Our basic assumption is predicated on the following; while we do not have a commanding share in any one segment, Nielsen's business has evolved over the years to encompass a broad range of end use markets. Some of these segments will feel the pinch next year considerably. Others are poised for dramatic growth. We will choose wisely and focus, focus, focus on expanding our share in these growth segments. Tactically we will utilize our leverage with the AIC resources and seek to partner with other companies in the Actuant family in order to expand and reinforce our presence in key markets. There is strength in numbers.

## New Logo/New Look

As part of our effort to get a fresh start, the leadership team unanimously voted to make some cosmetic changes.

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## What's coming together at Nielsen?

Things are coming together at Nielsen. Positive things such as our move to a bright and shiny new facility, new people, reorganization of our sales efforts, an energized LEAD team and a new marketing program with substantial growth in view.

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**Gail Oliviera, Roy Bjorlin, William Middelaer, Sonia Pelletier, Christine Coe, Dave Della Rocco, Dave Jones**

## People Coming Together

Over the previous few months we have dramatically changed the way we approach sales. Historically, the full function of the sales effort had been combined as one entity. Customer service, inside sales and outside sales functioned as a single unit. From any perspective the team performed well and worked very closely with one another. Their day to day mission was to support any issues which may have arrived from the field, the phone or problems which may have come in over the transom.

## Intern Program

Effective this past month we have begun a program for High School and College age interns. The objective is to utilize these valuable individuals to support our marketing communications program. Our program is designed to give these students a breadth of understanding as to how a business works. Under our Human Resource leader, Gail Oliviera's watchful eye, we will ensure that they each understand where their particular function fits within the business operations.

Currently we have three part time interns. Heather Bjorlin, a senior at the University of Connecticut, will coordinate and publish this newsletter. Leanna Ortiz, a senior at Weathersfield High School, and Pamela Oliviera, a junior at Weathersfield High School have also been newly appointed to the Nielsen team.

## Personnel Matters

We are very pleased to have Sonia Pelletier as our new finance leader and new member of Nielsen's team. Sonia was hired on May 12, 2008 to lead our Business Unit in the finance area. As the new Finance Leader for Nielsen in Berlin, CT she will provide key financial and business support. She will also drive business improvement while implementing and maintaining a system of internal controls.

### Open Positions:

- Engineering Team Leader
- Sales Engineer
- Financial Analyst

## Doing Inside Sales and Service

As we have adopted a more focused approach to growing in vertical markets we have split the sales effort into inside sales and support and outside sales coordination. Joe Miller is now leading the effort in the field and Sandy Pease has been appointed our inside sales and service leader.

## Outside Sales Activities

Nielsen is aggressively pursuing greater field representation. This is in an effort to be more accessible to our customers by providing engineered solutions. One of our recent successes was

adding Gould Fasteners LTD. as our Canadian selling partner. Gould has four outside sales engineers in Eastern Canada covering the Maritimes to Ontario. They also have five inside sales associates to support the Nielsen/Gould customer base.

Nielsen is playing an active role in supporting the ever growing Telecom Industry here and abroad. This industry has challenges with corrosion and weight. Nielsen continues to partner with our customers to address their requirements.

We are targeting the Marine industry. Our experience shows us that much of this industry has specific hole configurations which we have accommodated.

Another example of responding to industry needs is our ability to manufacture in 316 Stainless Steel as well. We are proud, in these trying times, to be relied upon with our Mil – Spec offering.

## LEAD

The major highlight for May was passing our ISO recertification audit with 0 non-conformities and 1 observation. Just a heads up, there will be additional internal audits in June and August.

June's Lead event was "On-Time delivery from our Supplier". The cross functional team consisted of DeAnne Saitta, Frank Della Rocca, Jim Aldrich, Will Middelaer and Delvis Samuels. They participated in Kaizen training and brainstormed the purchasing process while creating a process map along the way. The team will get back together (30-60days) when they have more data collected.

Also in June, Dave Jones and his maintenance team consisting of Phil Graniello, Joe Pyne and Jahema Turner performed a 6-S and plan to be world class and "Best Practice" for all Actuant in the maintenance area. They painted, set up shadow boards, created Kan Ban cards for all supplies and reduced the area by 1228 square feet.

## ADRP Application Development Rapid Prototyping

Nielsen is pleased to announce the creation of our Application Development Rapid Prototyping center. The objective is to supply functional metal prototypes and proofs of concept in 30 days or less.

We have been busy building a world-class system for expediting the development of functional prototypes to support our customer's need for increased functionality. We plan to integrate our in-house prototype capabilities with selected vendor partnerships.

Our goal is to create a system that will capture your hardware needs, design an engineered solution to address your every criterion, and then fabricate functional metal prototypes for testing and qualification.



**Delvis Samuels, DeAnne Saitta, Jim Aldrich, Christine Coe, Frank Della Rocca, Will Middelaer**

*A Message from the  
Leadership Team, see page 1  
Inside/Outside sale initiatives , see page 2-3  
Nielsen Rapid Prototype Capabilities, see page 3*

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