

Date: April 21, 2011
To: RK Dixon
From: Kip McCoy
Re: Sales, Service, and Support



The Heartland Partnership Family of Companies is committed to moving Central Illinois from good to excellent through economic and community development. This means that our internal operations must be working as smoothly and efficiently as possible to help us attain that goal. Additionally, we must look to our local companies, especially those that support our family of companies through membership and investment, to work with us on getting the most out of our employees and other resources.

Over the past few years I have been involved in maximizing our internal operations through working with local companies that can provide the products and services we need to succeed so that we can help grow the local economy.

Greg Lara started being involved with our family of companies when he was accepted as a Chamber Ambassador in early 2009. Greg expressed a sincere interest in our office needs as he began to understand more about our family of companies. His approach throughout the process of learning more and inquiring about our needs expressed professionalism. As I began to continue discussions with Greg, his initial evaluation of our needs was clearly thought out. After we progressed from the evaluation into the sales process it was apparent that Greg understood our needs and requirements as he looked to provide products that were designed with our objectives in mind. He knew that we were unwilling to compromise on quality, and he was very thoughtful in introducing us to new products and technology there were initially unfamiliar. As we then began to make a final decision, pricing was closely examined, and it was clear that the options Greg provided would allow us to experience significant savings while also enhancing our overall capabilities.

However, as everyone knows, it is only after a sale is complete and the need for service and support arises that the value of a business relationship shines through. Shortly after the initial installation we discovered the extent of resources that RK Dixon provides as well as the level of expertise that they bring to the table. Their planning and project management skills helped make for a smooth transition.

We have been pleased with the quick, responsive service from Greg and the RK Dixon team and their commitment to meeting our expectation levels as various needs have arisen. With about thirty employees and varied yet critical business needs, we have required several training sessions that have exceeded a common business office. Greg and the RK Dixon team have been patient and willing to accommodate us as they are able. Additionally, the quality of our print jobs has increased, and CANON's Essentials bundling is now meeting our internal accounting challenges.

I can confidently recommend Greg and RK Dixon for similar services to others with similar needs, and we look forward to a long term relationship with RK Dixon.

Sincerely,

Kip McCoy
COO – The Heartland Partnership

Economic Development
Council for Central
Illinois

Heart of Illinois
Regional Port District -
TransPORT

Heartland Capital
Network

Heartland Foundation

Peoria Area Chamber
of Commerce

Peoria NEXT

...for growth,
prosperity and
community wealth