



Employees eat lunch while they listen to the TyRex Founders Day presentation.

1ST QUARTER 2012 TRIBUNE



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COMPANY NEWS

Founders Day celebrates success and TyRex's 17th birthday

TyRex's Annual Founders Day celebration and luncheon took place Friday, February 3rd, in the company break room where team members from all the companies joined together to celebrate and recognize the hard work and progress made by all members of the TyRex family and to celebrate TyRex's 17th birthday.

Kicking the event off was the Principal of the TyRex Group Ltd., John Bosch Jr. who said a microphone wasn't necessary for everyone to hear him, proclaiming "when the good Lord made me, he wired me for sound." Bosch's partner, Andrew Cooper; President of TyRex welcomed guests and told the tale of how the TyRex Group came to be. As sandwiches and memories were served, TyRex's Diamond Discipline recognitions were awarded.

Several awards and acknowledgements were presented to the companies and its

individuals. The "Kevin Alwell - Prosperity to Longevity, Consistent Commitment to Profitability" award was given to Digital Light Innovations for their steady financial success since December 2008.

Reina Wiatt had the privilege of presenting her very own award to Denise Garcia. Denise was awarded the "Community Citizenship" Diamond Discipline, in appreciation for the selfless work she has done for the victims of the Bastrop County fire. Community involvement like Denise's has helped families and individuals once again find peace and a place to call home.

What was newest about the ceremony, was that the Diamond Discipline Award for Professionalism was renamed in honor of Kenneth Rector, the shipping and receiving



Andrew Cooper is the Chief Executive Officer of the SabeRex Group and partner and president of TyRex.

PRESIDENTS MESSAGE

Happy Birthday TyRex! 17 years of business completed. Counting down to 2035. In 1994, on a very long flight back from China I awoke from a dream that turned into a vision for TyRex. On January 1, 1995 my TyRex partner John Bosch joined me in my personal desire to see what we could build if we stayed committed to a single vision for 50 years. When a company establishes a culture that embraces longevity, its relationship with its employees, and equally important, its communities, develops a certain bond that has strong employee-company-community ties. TyRex prefers to describe itself as a community resident, one that has a commitment to the permanence of ownership: a company that is not just a renter and user of the community's resources, but rather a company which embraces social responsibilities.

After 11 years apart, iRex welcomed back Trey Hall as a sales executive. Trey participated in the "Spirit of TyRex" selling, sharing, and learning weekend. It was a weekend meant to bring together all the TyRex family members who are positioned at the "point of relationship" with our customers. The weekend included various educational sessions, relationship building events, a TyRex family fishing tournament, and concluded with a family boat ride on Austin's Lady Bird Lake. Trey made an insightful observation that has resonated with me ever since. "After eleven years the TyRex mission, vision, and guiding principles are the very same," said Trey. "Yet how TyRex conducts its business and the type and nature of the business TyRex is participating in are very different." Wow! Thanks Trey, welcome back. Now we just have 35 birthdays to go.

TyRex begins a journey to be a community resident and REG Employer



John Bosch Jr.
Principal and
Partner

January 1, 2012 the TyRex Group began a new and exciting journey as a relationship company and community resident. It is a very special journey that will require visionary leadership from all members of the TyRex management team. It will and must become a movement of personal commitments by passionate believers of this well-defined business mission. The vision is to define and become a new category of business – one that elevates business social responsibilities to a level shared with pure capitalism.

Through TyRex's non-profit affiliations,

RecognizeGood and the TyRex Learning Foundation, it is our hope to develop and share with each reader every detail and milestone of the TyRex family's journey to become the first Recognize Employee Good (REG) Employer. We capture the power of our positive people, as the fuel for our 21st century technology driven company generating cost reductions with greater interpersonal employee efficiencies, sustainability, improved customer relationships. I want to personally encourage all TyRex family members as well as our customers, vendors, and business associates to monitor this very personal and challenging journey into our TyRex family's future of doing business with a single vision and mission.

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manager for SabeRex. Other recognitions included Lisa Martin's Individual Entrepreneurship award, Daniel Hogberg's Individual Circle of Business Trust, iRex Group's Company Quality award, and several others.

John Bosch Jr. took a moment to spotlight the TyRex Group supported nonprofit, RecognizeGood. Bosch passionately expressed the organization's programs, events, and good he hopes to do within the community by stating, "I believe if we acknowledge the good within the community, there will be more."

In closing both Bosch and Cooper took a moment to sincerely thank employees for all of their efforts and hard work.

The event was a time for reflecting on the past year's accomplishments and a spring board for the future. The countless recognition and the speeches that accompanied them showed that the TyRex Group holds their companies and its members to the highest of standards. The event was successful in showing the value of TyRex's employees and its company culture.



John Bosch, Judy Rock, and Andrew Cooper present Elisa Rodriguez with the Employee Well Being Award.



John presents Brian Crowell and DLI with the Diamond Discipline award for Prosperity to Longevity.



John and Andrew present David Rahe and Simon Goodson of ARL with the Imagination and Innovation award.



Andrew, John, and Kevin Alwell present Rick Jennings with the Kevin Alwell Prosperity to Longevity Award.

FEEDBACK

Dear John Bosch,

The students had a great time today. I don't know what they enjoyed the most! All during the tour, they kept making comments about breadth of products and markets that you reach, with the products that you have in the one location. I think that they expected to see a single production line, producing a single product. They didn't expect to see such a wide variety of products and operation settings. They learned so much from hearing how product lines were decided upon and how markets were selected. They had always thought that having a \$250,000 business would be large, now they have to rethink what a large business really can and should be set as their goal.

Thank you so much for taking time from your busy schedule to meet with our students. Everything about the day was so special for the students. I noticed that they really enjoyed the lunch as well!

Have a great weekend!

**Dr. Jana Minifie
Professor, Dept. of Management
Entrepreneurship Studies
ENT Faculty Advisor**

Dear Bill Brainerd,

SabeRex came up on our marketing awareness call just now and it was really nice to hear what they were saying. The thing that had them excited was your international ability. Cool. Cool. Cool.

Andrew is probably saying to himself he assigned the right guy to our account. He's patient, talented, careful and liked.

**Roger C.
Supply Chain Manager
Personal computer manufacturer**



The Ethics in Business Award is given annually. TyRex won the award in 2007.

WHAT'S HAPPENING NEXT

Ethics in Business and Community Awards ceremony set for May

This year's Ethics in Business event will be very special as the event celebrates its 10th anniversary. The Ethics in Business award is given in four different categories annually: non-profit, individual, small business, and large business. Its purpose is to honor organizations and individuals who have demonstrated exemplary ethical practices.

All nominees are researched by students from Concordia University who then narrow them

down to three finalists per category. This year also marks the first time a Lifetime Achievement award will be given out at the ceremony to one individual who has won the award before. The ceremony will take place May 3rd at the Hyatt Regency Austin in the Texas Ballroom with lunch from 11 a.m. to 1 p.m.

Next year, RecognizeGood will produce the renamed Ethics in Business and Community Award.

Upcoming Events

4/1 April Fool's Day
4/6 Employee Egg Hunt, Easter Basket Decorating Contest, and Fish Fry
4/8 Easter Sunday
5/3 Ethics in Business Awards Ceremony
5/5 Cinco de Mayo
5/13 Mother's Day
5/28 Memorial Day
6/17 Father's Day

Birthdays

4/1 Jerry Waters
4/8 Curt Nichols
4/11 Sally Torres
4/12 Lee Tate
4/16 Kathy Karp
4/18 Sarah Hope
4/20 John Culbert
4/20 Karel Zuzak
4/23 Hoang Lu

4/23 Denise Garcia
4/24 Paul Holguin
4/26 Rich Fulmer
4/28 Reina Wiatt
5/2 Maria Moreno
5/4 Fred Salyers
5/5 David Rahe
5/10 J. Thomas Sanders
5/13 Hortencia Hernandez
5/16 Maria Jaimes
5/18 Rose Ludden
5/19 Denny Hean
5/24 Matt Ache
5/25 Alan Davis
6/2 Nick Badger
6/6 Rick Jennings
6/11 Nhan Truong
6/12 Lisa Martin
6/19 Jorge Alejo
6/20 Ron Lock
6/28 Kevin Rice



With over 20 employee entries in the chili cookoff, there could only be one winner.



Lisa Corpus won an electronic touch screen recipe reader with her family's first place traditional chili recipe.

EMPLOYEE WELL BEING

Chili cookoff brings company spirit that crosses state lines

January 24 marked the second annual SabeRex Group chili cook off. With approximately twenty different kinds of chili to choose from judges had a difficult time choosing a winner. In the end, Saberex's Lisa Corpus won the top prize of an electronic touch screen recipe reader with her family's traditional chili recipe.

Dawn Rothoff earned a respectable 2nd place, and Jeff Walton came in a close 3rd.

Everyone added their own personal twist to their mix, including Tiahra Laughlin who created a real crowd pleaser combining chocolate and chili.

The event was quite a success and good times were had by all, including the judges who had plenty of interesting remarks regarding Kevin Alwell's chili's texture, spiciness and color. They said that all of their rankings were very different, except each one of them placed Kevin last. His chili was tough like elephant, zero degrees spicy, and too crimson, almost bloody looking.

Bill Brainerd from the SabeRex Nashville office even sent some chili from Tennessee.

Andrew Cooper, CEO said "Events like this are meant to bring us all together."

Megladon shows some spirit with a Valentines Day gift exchange



The Megladon Manufacturing Group takes care of their employees by organizing a Valentines Day Gift Exchange.

Active TyRex Supported Community Service Organizations and Projects

Capital Area Food Bank
Cooks Children's Hospital
Blood & Tissue Center (Texas)
Safe Place Women's Shelter
Big Brothers & Sisters - Austin
Austin Children's Shelter
Double File Elementary School
Caritas of Austin
WATCHDOGS
Texas School For The Blind
CASA

Safe Place
Marc Run
R.O.C.K. - Ride-on Center for Kids
Thorndale Elementary school
Brentwood Elementary school
AISD Back to School Clothes (MHMR Program)
Safeplace - Clothing for Kids
Coats for Kids - Austin
Warm Coats and Warm Hearts
Foundation for the Homeless

Rockdale Brown Santa/Buddy Oney
Manos de Cristos - Thanksgiving & Christmas Dinners
Austin Christmas Bureau
CAFB Kids' Café Program
BookSpring
Round Rock Youth Baseball
Samaritan Counseling Center
Boy Scouts of America
Ducks Unlimited - Greenwing
St. David's Foundation Scholarships

COMMUNITY CITIZENSHIP

iRex, SabeRex, and Megladon support Safe Place Austin with donation

The team of Rene Gaurdiola, Paul Holguin, and Rich Burgess organized a donation of toys and clothes to Safe Place in Austin, which they donated March 9. Safe Place is a non-profit organization that aids women who have been a victim of sexual or domestic violence. Megladon regularly supports safe place with donations, but for this drive Rene also helped organize the SabeRex Group's participation and Rich pulled together some donations from iRex.



Rene Guardiola, and Paul Holguin pose with a Safe Place employee right before they donated clothes and toys from the TyRex Family.

TyRex employees donate 250 lbs of food to Capital Area Food Bank

Beginning February 20 and ending March 2, Judy Rock was able to organize a food drive for Kid's Café at the Capital Area Food Bank. With the support of all the company's employees, Judy and TyRex were able to collect 250 lbs of non-perishable food, the equivalent of 163 meals.

Judy dropped off the donation Thursday, March 8 and thanks everyone for the support.





iRex employees organized a bowling team to participate in the Austin Trudy's Bol for Kids Sake fundraising event.

COMMUNITY CITIZENSHIP

iRex Eagle bowling team aids Big Brothers Big Sisters of Central Texas

The Austin Trudy's Bowl for Kids Sake fundraising event benefiting Big Brothers Big Sisters of Central Texas was held March 2 - 4. BBBS is a non profit organization that creates meaningful, monitored matches between adult volunteers, "Bigs", and children, "Littles". Statistics show mentoring helps Littles be more confident in their schoolwork performance and they are less likely to skip school. The average annual cost of matching one Big with one Little is \$1250. With this knowledge, some iRex personnel decided to participate in the Bowl for Kids Sake event and created Team iRex Eagle with the goal of raising at least \$1250. Together the team raised just over \$1400 for BBBS! The many generous contributions of friends,

customers, vendors and family are what made hitting the goal possible. The team consisted of John Sansoucy, Meredith Sansoucy, Fred Salyers, Denise Garcia, Denny Hean and Rich Burgess. They had a fantastic time bowling and eating pizza at the event!

The team was grateful for Andrew Cooper who was able to step in at the last moment to bowl for Fred who had a family emergency and could not make the event. A special thank you goes out to Megladon for their \$150 contribution. And a very special recognition goes out to Denny Hean who taught his teammates how to bowl with his amazing score of 235 on his second game!

EMPLOYEE MILESTONES

January Milestones

John Bosch Jr., 17 yrs
 Andrew Cooper, 17 yrs
 John Culbert, 17 yrs
 Lan Pham, 8 yrs
 KC Bordonaro, 6 yrs
 Karel Zuzak, 1 yr
 Chris Manteris, 8 yrs
 Curt Nichols, 6 yrs
 Rich Burgess, 12 yrs

February Milestones

David Rahe, 4 yrs

Judy Rock, 13 yrs
 Sonia Roberts, 7 yrs
 Yolanda Mendez, 1 yr
 Victor Gonzalez, 1 yr
 Michael Herrera, 1 yr
 Ray Wells, 1 yr

March Milestones

Alan Davis, 1 yr
 Denny Hean, 5 yrs
 Jorge Alejo, 6 yrs
 Jinyang Liang, 1 yr
 Wolfram Gauglitz, 1 yr
 Phuong Nguyen, 12 yrs

In March, Tiahra Laughlin celebrated 8 years at SabeRex.



John Sansoucy, an iRex employee, celebrated his 12 year milestone in January.





Bobby Jenkins, Liz Burton-Garcia, Dave Fendrick and Earl Maxwell pose as she receives her donation.



Garcia and Dan McDonnell show off their Pay-It-Forward donations to give to their charities.



RecognizeGood

“Say Thanks” Austin winner receives 2,220 “thank you’s” and earns \$10,000

Despite an unanticipated location change due to inclement weather, master of ceremonies Bobby Jenkins, president of ABC Home and Commercial Services, kicked off the annual “Say Thanks” Austin event without further delay. Jenkins shared the floor with Dave Fendrick, president of the Round Rock Express baseball team, and Earl Maxwell, CEO of the St. David’s Foundation.

“Hopefully, through the recognitions today, it will advance our cause and result in acts of good in our community,” said Fendrick.

Throughout 2011, RecognizeGood Legends were chosen and honored monthly with a \$1,000 Pay-It-Forward check, which they in turn donated to the nonprofit organization of their choice. Beginning January 15th, the Legends and their stories were posted on the RecognizeGood’s “Say Thanks” Austin website for the public to give a “thank you” vote to their favorite Legends once per day. The Legend with the most “thanks you” votes on February 3rd became the Grand Legend of 2011 and was awarded a \$10,000 Pay-It-Forward donation.

This year’s Grand Legend was Liz Burton-Garcia, who pulled more than 2,200 votes and gave her donation to the Sacred Heart Community Clinic, which she founded.

Every Legend’s story was touching and heartfelt, but looking around City Hall it

was obvious Liz Burton-Garcia was a well deserving Grand Legend judging by her enthusiastic group of supporters. The emotion and energy present from all of the Legend’s, their supporters, and their selected non-profits was one that cannot be described – only felt.

Second place went to Dan McDonnell, who managed 1,812 “thank you” votes and earned \$2,500 to pay-forward to the For the City Network. And in third was Frank Allcorn who received 1,000 votes. His \$1,500 Pay-It-Forward donation went to the Austin Humane Society. The rest of the 2011 class of RecognizeGood Legends received a \$500 donation to the charity of their choice, just for participating in the “Say Thanks” Austin campaign. The 2011 Legends each had amazing stories which showed in their final numbers. More than 7,500 “thank you” votes were counted for the campaign, bringing RecognizeGood awareness in the community.

“It is just an honor for me to be surrounded by legends,” said Maxwell as he presented the Pay-It-Forward donations to the Legends. “And I really like to think of these people that we are recognizing, as heroes. And most of these are unsung heroes. So I thank all of you.”

The TyRex Group, along with ABC Home and Commercial Services, KEYE, and Entercom were major sponsors of “Say Thanks” Austin.



David Rahe is vice president of Austin Reliability Labs and has worked at TyRex for 4 years

EMPLOYEE EDITORIAL

David Rahe: The importance of product reliability for a company's image

Reliability is the ability of a system or component to perform its required functions under stated conditions for a specified period of time.

Reliability represents the probability of components, parts and systems to perform their required functions for a desired period of time without failure in specified environments with a desired confidence. It is always associated with a time element for the component, part, or system to fail. For example, a specification may call for a 90% reliability at 100 hours of operation. This means that the product has a 90% probability of running for 100 hours without failure.

Unfortunately, reliability engineering methods and practices tend to be viewed as unnecessary or even wasteful. "We don't need this reliability stuff. We'll just find the problems and fix them," tends to be the dominant attitude. This attitude often results in poorly-tested, unreliable products being shipped to customers.

While most organizations are concerned with the reliability of their products, many do not develop good reliability specifications. Sometimes, reliability requirements will be developed by a marketing organization or other group with little or no experience in life data analysis. This can result in vague or unrealistic requirements that do little to aid in the development of the product.

One of the most important foundations to the development or implementation of a reliability program is the development of a "culture of reliability" throughout the organization.

In order to do so, it is necessary that an understanding is reached concerning the necessity of having a successful reliability program, and the program's importance to an organization's overall business strategy. It should be made clear that reliability implementation is not a minor "back room" activity, but an important ingredient in the financial success of a business. Also, in order to maximize the financial success of an organization, the emphasis on reliability must be balanced with other aspects of the business such as customer satisfaction, sales, product features, and time-to-market.

Reliability has an impact on so many aspects of business including, reputation, customer satisfaction, warranty costs, repeat business, cost analysis, customer requirements, and competitive advantage. So now the big question is, "how do you develop and implement reliability?" The process of defining and implementing an effective reliability plan requires involvement of the product development team and should begin with a reliability plan.

The plan should define what the requirements are, how the requirements will be met, how they will be measured and also maintained.



Austin Reliability Labs uses inventive test strategies combined with cutting edge methodologies to produce test solutions uniquely suited to each customer's products.



The lab is a place of deductive discovery; quality is infused by finding every flaw and methodically removing them until the product shines.

At a minimum, a reliability specification should consist of three components: a specified reliability, a time associated with the specified reliability, and a desired confidence level.

For example, we could specify that a product should have a 90% reliability at 1000 hours of operation with a 95% confidence level. In simpler terms, this means that we want to be 95% confident that 90% of the population will survive at least 1000 hours.

Through proper implementation of a reliability program, the reliability of any product can be measured, tracked and improved. A good plan should include performing predictions/modeling, followed by testing, and then the test results analyses.

It is important not to put too much emphasis on only the prediction of reliability, because much more effort should be devoted to prevention of failure. The reason for this is that prediction of reliability based on historic data can be misleading, because a comparison is only valid for exactly the same designs under exactly the same situations. Even a minor change in detail in any of these could have major effects on reliability.

In the end, the purpose of reliability testing is to discover potential problems with the design as early as possible and ultimately, provide confidence that the system meets its reliability requirements.

Reliability testing may be performed at various levels, such as component, subsystem, and system. Also, many factors must be addressed during testing and operation, such as temperature and humidity, shock, vibration, or other environmental factors.

An important requirement for designing useful reliability tests is to have a good idea of how the product is actually going to be used in the field. The tests should be based on a realistic expectation of the customer usage, rather than estimates or "gut feelings" about the way the customer will use the product. Tests that are designed with a strong basis of information on how the product will be used will be more realistic and result in an optimized design that will exhibit fewer failures in the field.

Designing reliability tests is frequently a Catch-22 situation, in that much of the information that you would like to have about the life of a product is unknown. This is especially important for products that are new or otherwise have little historical information about their reliability.

Testing should always apply accelerated stress levels because we are attempting to reduce time. The purpose of accelerated life testing is to induce field failure in the laboratory at a much faster rate by providing a harsher, but nonetheless representative, environment. In such a test the product is expected to fail in the lab just as it would have failed in the field—but in much less time. The main objective of an accelerated test is either to discover failure modes or to predict the normal field life from the high stress lab life.

Finally, reliability engineering requires an interpretation and summarization of the test results. It is very important to ensure we get to the root cause of failures so that design can devise proper corrective actions. Failures are part of the intent of reliability testing; it is from these weaknesses that we measure product strength and help to quantify life.

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We would enjoy hearing from our TyRex customers, employees, and vendors. If you have something to include in the newsletter, please send an email to nbadger@saberex.com.