



The Tribune

2nd Quarter 2014



TYREX[®]
GROUP, LTD.

Company News

12th Annual EiB&C Awards: Doing the Right Thing is Good Business

Enjoying record attendance, the **12th Annual Ethics in Business & Community Award** luncheon was a hit! In the name of recognizing ethical business, the AT&T Conference Center was at times seemingly filled to the brim with award alumni, award finalists, and supporters from all sectors of Austin's business community. Jerry Davis, CEO of Goodwill Industries of Central Texas, and Nancy Blaich, CEO of the Samaritan Counseling Center, stepped in as emcees for this year's award luncheon and did a masterful job of keeping the event lively and informative, as the audience learned more about each award finalist, the vetting process overseen by Dr. Lynette Gillis and her Concordia University College of Business students, and the amazing work done by the Samaritan Counseling Center. Unlike other awards, the Ethics in Business & Community program does not set out to identify winners and losers – to be nominated by a community member is itself recognition of a commitment to exemplary ethical practices. Each finalist was genuinely deserving, and award winners in five categories accepted with both humility and dignity - perhaps proving that the real winner on this day was our community.

The Ethics in Business & Community awards program provides a forum for acknowledging exceptional organizations and individuals, and encourages a dialogue surrounding business ethics in our community. By recognizing exemplary behavior, others learn that "doing the right thing" is good business. Business ethics are the moral norms that a community establishes and institutionalizes as the way in which it does business. The Ethics in Business & Community program focuses on identifying examples of behavior that illustrate how individuals and organizations are acting above and beyond the legal norms. The criteria represent a set of values for framing a dialogue with award nominees and selected candidates. These principles address the broad spectrum of an organization's and individual's business practices.



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President's Message

Andrew Cooper, President of TyRex Group, Ltd.



WOW! Take a look at this edition of the TyRex Tribune. There was a lot going on at TyRex. The TyRex Family has been really busy these past couple of months. As you have most likely figured out, the TyRex Family is comprised of people who are first dedicated to their personal family, then to their business (TyRex entity) family as well as the communities they and their two (2) families reside in. It is very much a personal by individual commitment. When energies from individual commitments become magnetically attracted to each other usually by a compelling and unified purpose, the results (output or performance) exceed the sum of the parts. I can find no better way to describe our TyRex Family.

Let's start with TyRex's Founders' Day 2014. Ask yourself what the odds are that an Austin-based, high-tech holding company, now with eight (8) subsidiaries, would be marching toward completing its twentieth year in business this December? The reason for TyRex's longevity can be found in its DNA, its Six (6) Diamond Discipline Business Principles.

1. Prosperity to Longevity

TyRex is highly committed to profitability, reinvesting excess profits into increasingly more advanced technologies, while respecting the business links between our vendors and customers (we are all connected to the end user's success). (See hosting the Central Texas Electronics Association (CTEA) on Page 7.)

2. Employee Well-Being

We are at our best with events such as the celebration of John's twenty-fifth (25th) Annual Easter Egg Hunt and Andrew's First Annual Kentucky Derby Party (and hat contest). I don't know who won the best looking Derby hat contest, but John and I had the most entries. Congratulations to **Matt Ache's** horse, Commanding Curve, coming in second at the Kentucky Derby! Next stop - the Belmont!

3. Community Citizenship

As I mentioned earlier, the TyRex Family maintains a strong belief in the relationship between community and company. Check out the Blood Drive (thanks to **Carlos Mojica**); Food Drive (thanks to **Judy Rock**); RecognizeGood Legends (thanks to **Joel Coffman, George Mihalcik, Mike Forcucci** and others); Ethics in Business & Community (thanks to **Brooke Slough, Joel Coffman, Scholley Bubenik, Paul Holguin** and others).

4. Professionalism

In order to seek business longevity it is imperative that every TyRex leader must be prepared at all times to answer the call of our customer's request to assist them as professionally successful partners bringing our "A" game. Equally important is for our TyRex support people to believe in their TyRex professional leadership and be willing to commit as a single business unit to CARE FOR ONE CUSTOMER WITH ONE SHARED COMMITMENT to achieve unilateral success.

5. Entrepreneurship (at every TyRex position)

It is my partner's and my belief that in order for a business to achieve relevant business longevity status (five years of profitable business) employees will, at a minimum, contribute and give an extra 10-15% more to the production and performance of their business unit than their job description or compensation requires. The majority of this extra energy comes from individual employee's belief in their company, their desire for their company or business unit to achieve success, and the encouragement from their leadership to practice entrepreneurship at every position of the company.

6. Imagination and Innovation

Suffice it to say, TyRex and its eight (8) operating entities would not be working on their 20th birthday celebration without a great deal of innovation and a heck of a lot of imagination.

Finalists for the 12th Annual Ethics in Business & Community Awards are listed below. Winners in each category are marked with an *



**The SabeRex Group, Ltd.
Individual Award**

**Sara Pantin
Curtis Page
Martha Smiley*



**The RecognizeGood
Nonprofit Award**

**Sustainable Food Center
Breakthrough Austin
R.O.C.K., Ride On Center for Kids*



**The TyRex Group, Ltd.
Small Business Award**

**Atchley & Associates, LLP
Brown & Brown of Austin
The Bommarito Group*



**The ABC Home & Commercial
Large Business Award**

**Community Impact Newspaper
IBM
BuildASign.com*



**The Anita & Earl Maxwell
Lifetime
Achievement Award**

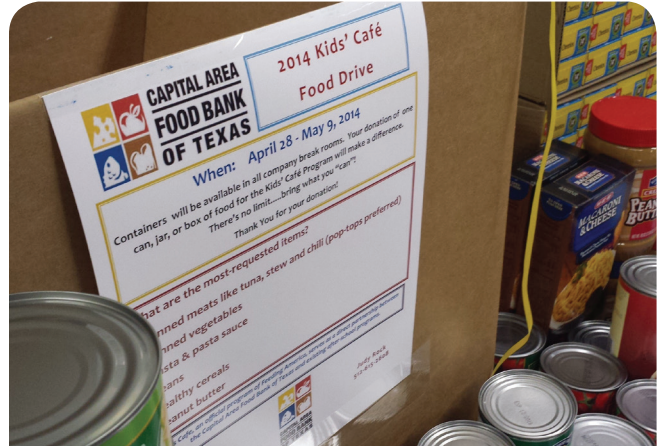
**Matt Kouri,
Greenlights Nonprofit Success*



Community Citizenship



John Sansoucy, Cruz Elena Orozco, Andrew Cooper, John Bosch, Jr.



Thanks to Judy Rock, our recent food drive was a huge success!

Easter

In addition to the prizes and festivities held for our **Easter Egg Hunt & Fish Fry** event, an Easter basket contest was also held to support the children of SafePlace. Over 110 Easter baskets were donated, plus several stuffed animals and extra Easter eggs filled with goodies. **Cruz Elena Orozco** of iRex (above) took first prize for her creative basket.

Capital Area Food Bank Drive

Over three weeks in April and May, TyRex employees brought cans, jars, and boxes of food to donate to the 2014 Kids' Cafe Food Drive. When all was said and done, the TyRex family collectively made an incredible contribution to the drive; the vegetables, cereal, soup, and more added up to a whopping 453 pounds! Our efforts will help in providing 378 meals to the estimated 48,000 Central Texans served by the Capital Area Food Bank of Texas each week. Special thanks to **Judy Rock** for coordinating this drive!

Blood & Tissue Center of Central Texas Blood Drive

Our first blood drive of the year was a resounding success, with over 28 pints donated in total. Our next drive will be July 2nd. Special thanks to **Carlos Mojica**!



Carlos Mojica enters the Blood Mobile during our Blood Drive.



Reina Wiatt & John Bosch, Jr.

Employee Milestones & Notes

Birthdays

April 1Steve Derrick (ARL)
 April 8Curt Nichols (DLi)
 April 11Sally Torres (DLi)
 April 12Lee Tate (DLi)
 April 20John Culbert (Megladon)
 April 21Karel Zuzak (DLi)
 April 23Hoang Lu (SabeRex)
 April 23Jason Dunbar (DLi)
 April 24Paul Holguin (Megladon)
 April 28Reina Wiatt (Megladon)
 May 2Maria Moreno (iRex)
 May 5David Rahe (ARL)
 May 10Tom Sanders (DLi)
 May 13Hortencia Hernandez (Megladon)
 May 15Guadalupe Sada (iRex)
 May 16Maria Jaimes (iRex)
 May 19Denny Hean (iRex)
 May 24Matt Ache (iRex)
 June 6Rick Jennings (SabeRex)
 June 6Jeffery Brown (SabeRex)
 June 12Lisa Martin (CCC)
 June 15Marie Harris (iRex)
 June 19Jorge Alejo (SabeRex)

Anniversaries

April 1 Satwinder Kahlon..... 1 Year
 April 16 Bill Brainerd..... 7 Years
 April 17 Edith Ramirez 8 Years
 April 21 William Werner 4 Years
 April 22 Joel Coffman 1 Year
 May 3 Hortencia Hernandez.... 4 Years
 May 3 Rosa Escamilla..... 4 Years
 May 7 Justin Lemon 2 Years
 May 17 Daniel Hogberg..... 8 Years
 May 17 Jorge Moguel..... 4 Years
 May 19 Rick Peloquin..... 6 Years
 May 20 Scott Dewald 4 Years
 May 24 Elisa Rodriguez 10 Years
 May 27 David Zuniga 1 Year
 May 30 Keith Smith 7 Years
 June 1 Victoria Chips 4 Years
 June 3 Matt Ache..... 18 Years
 June 7 Lee Tate..... 4 Years
 June 12 Jason Dunbar 6 Years
 June 13 George Ayad..... 9 Years
 June 30 Brian Crowell..... 11 Years

Upcoming Events

- **iRex** will be participating in the Sertoma July 4th Parade in downtown Round Rock, supporting our partner **PET-Austin** as they raise awareness for their program.
- On August 1st, **RecognizeGood** will be the featured nonprofit at the Dell Diamond as the Round Rock Express face off against the Oklahoma City RedHawks. Fans can hear about our programs in several ways: a booth, a PA announcement, and a pre-game interview. Discounted \$10 tickets will be available for sale soon - play ball!



Jenny Casados opens gifts at her baby shower.



Hortencia Hernandez won the "grand prize" on St. Patrick's Day.

TyRex Events



Judy Rock presents the Employee Well-Being award.



Daniel Hogberg presents the Entrepreneurship award to David Rahe.

TyRex Founders Day 2014

Now enjoying their 20th year in business together, TyRex founders **John Bosch, Jr.** and **Andrew Cooper** show their appreciation to employees through the annual Founders Day Celebration. This event seeks to honor employees who exemplify the six Diamond Disciplines throughout the year: Prosperity to Longevity, Employee Well-Being, Community Citizenship, Entrepreneurship at Every Position, Professionalism, and Imagination and Innovation. This year marked the seventh annual TyRex Founders Day Celebration. Award winners for 2013 are as follows:

Award	Winners
Consistent Commitment to Profitability (Company)	iRex Group, Ltd.
Overall Financial Performance (Company)	Meglodon Mfg. Group, Ltd.
Overall Financial Performance (Div./Pdt. Grp.)	SabeRex EAM
Employee Well-Being (Company & Individual)	iRex Group, Ltd. (Company) George Ayad (Individual)
Community Citizenship (Individual)	<i>2 Groups/One Family:</i> Gary Wojcik, George Ayad, Elisa Rodriguez, Rich Burgess, Yolanda Menendez
Entrepreneurship (Individual)	David Rahe (Individual)
Professionalism (Company & Individual)	SabeRex Group, Ltd. (Company) Keith Smith (Individual)
Imagination & Innovation (Company & Individual)	DLi (Company) Jon Roesch (Individual)
Quality (Company & Individual)	Meglodon Mfg. Group, Ltd. (Company) Gary Wojcik, Paul Holguin (Individual)
Circle of Business Trust (Company & Individual)	ARL (Company) Matt Ache (Individual)
TyRex Professional Partnering Recognition Award (Individual)	Walt Atkinson

TyRex Events

Easter Egg Hunt & Fish Fry

Each year, the TyRex family holds an Easter celebration that is quickly becoming one of our most popular events. In addition to an Easter basket contest benefiting the children of SafePlace, TyRex employees competed against one another in a company-wide Easter Egg Hunt followed by a fantastic fish fry lunch for the entire TyRex family provided by **Kenny Rector**. While awards were handed out for employees who gathered the most eggs - **Cisto Jaimes** (SabeRex) and **Ashley Young** (Megladon), everyone was on the hunt for the elusive Golden Eggs - one of which contained a whopping \$500! Congratulations to **Phil Schani** (ARL) for collecting the winning Golden Egg, and a huge thank-you to everyone who helped put together this incredible event.



April Gurney participates in the Easter Egg Hunt.



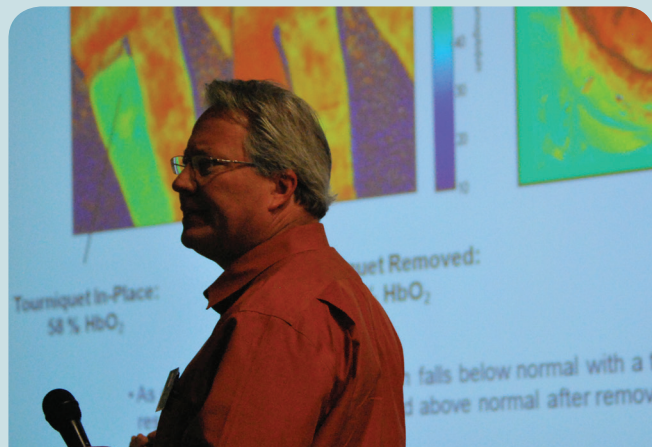
Jo Baylor & Lisa Martin pose with their Kentucky Derby hats.

Kentucky Derby Party

In honor of iRex President **Matt Ache**'s horse Commanding Curve competing in the 140th Kentucky Derby, the TyRex family gathered on Derby Day to watch the race, root for Matt's team, and of course try on lots of hats. Commanding Curve finished second, only 1 3/4 lengths behind Derby winner California Chrome!

CTEA Symposium

In May, TyRex was privileged to host the Central Texas Electronics Association's quarterly symposium right here at our Technology Boulevard office. The event was a great opportunity to really "show off" all the best parts of TyRex, from our reliability testing lab and warehouse spaces to our expert staff. Over 70 local professionals from the electronics industry were walked through introductions to ARL, SabeRex, iRex and Megladon, then were treated to fascinating presentations from industry leaders including our own **David Rahe** (ARL) and **Brian Crowell** (DLi).



Brian Crowell presents at the CTEA Symposium.





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