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January 20, 2010

To Whom It May Concern:

It is with great pleasure and enthusiasm that I am writing this letter of recommendation for Mr. Dave Rowland. As the President of Tri-State Trolling Motor, I met and worked with Dave when he was the General Manager of MotorGuide, a division of Mercury Marine. I have been in business since 1991 as a MotorGuide Super Center for both sales and service. We have been recognized as the top service center in the country by both MotorGuide and MinnKota Marine. Dave Rowland is a straight forward, no nonsense, hands on manager, that can make things happen.

Dave came to MotorGuide in 2002, after a company move from Starkville Mississippi to Tulsa Oklahoma, had the company in complete disarray. MotorGuide's market share was shrinking; the finished goods and parts delivery was non existent. The quality of the product was by far the worst I had ever seen. Dave Rowland put together a team dedicated to making MotorGuide what it once was and beyond. He called together the top ten service centers across the country. He paired them with manufacturing and engineering people needed to solve the problems Motorguide was facing. He listened and made the right decisions. It took several months to turn things around, but Dave Rowland is the person that was directly responsible for the turn around.

Dave is a goal oriented manager that can look at situations and have the vision to realize what needs to be done. He utilizes all of the resources at his disposal to build relationships for successful partnerships. While Dave was at MotorGuide I was a partner in both my sales and service. Dave would call the service team together when needed for a total follow up and to share information with us to maintain the ownership and commitment we felt. It was a sad day when Dave Rowland left MotorGuide.

In my opinion Dave Rowland will be an exceptional employee that will move your company forward in these tough economic times. He knows how to motivate people and get them moving in the same direction for success. He is not afraid to get his hands dirty and get in the middle of things.

Please feel free to contact me for any further information that I may provide.

Sincerely,

Robert Douthit
President, Tri-State Trolling Motor