



# GSE

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## **DYNAMICS, INC.**

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June 26, 2006

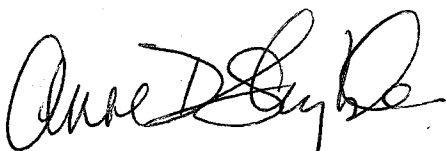
To Whom It May Concern:

GSE Dynamics Inc is a manufacturing company that focuses on supplying structural parts to the different branches of the United States Military. In the 35 years since my father, Daniel Shybunko, first started GSE we were fortunate to have employees who were highly skilled and dedicated to their work. We had not faced much turnover in the past, and many of our employees have been here for over 20 years. Now, as we move on to the second generation, and have achieved set goals of growth and diversification it became apparent that our risk was focused on company know-how. Our knowledge and our daily operational procedures have been performed by the same people for so many years. We needed to implement procedural manuals that would outline everyone's individual duties, and allow me to have a resource to train new employees when the time comes.

It became a focus of mine to find a person who could talk with my employees on a one-to-one level, and who had the capability to glean the information from them in an organized and professional manner. And, most importantly, I needed my employees to feel respected for the job they do while sharing the skills in the most useful manner.

The skills and the style that Gail exemplified during her time here at GSE was exactly what I needed as the owner of the company. I was confident in her professionalism and the issues surrounding confidentiality. She created a manual that I could utilize right away, and presented the information in a clear, concise, and thorough manner. The feedback from the employees who met with her was even more complimentary. In a situation where employees could feel threatened, "defending their knowledge and skill set", they instead felt comfortable to share with Gail. It was an atmosphere of a shared project, and in the end my employees felt relieved that there was a resource for people to utilize if for some reason they were not at work.

I could not have asked for a more positive experience, and would recommend Gail to those who are in a similar situation. She is the answer to how a company mitigates risk when employees hold so much intellectual property to the operational process of the company. I am more confident moving forward, knowing that when I hire new employees there will be a continuation of knowledge and know-how, limiting the training period. In a small business, these issues are critical, and I appreciate that there is a company like Unique Business Solutions that answers the many questions that business owners need the answers to.



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