**Ken Kinzel Video Transcription:**

This is a complete collaborative approach to what we do from R&D, to Marketing, to the sales teams, to management. Everybody is aligned, and I think that is so important that we are all trying to do the same thing, we are all pulling in the same direction and where everybody is pulling in the same direction, trying to accomplish the same goals, great things happen. They have happened in the past, they are happening now, and I know they are going to continue to happen in the future.