

DNA Group, Inc. SUMMER 2006 Company Newsletter



PTO Lawn & Garden ARP Switch

DNA is happy to announce that the ARP has been accepted as a Power Take Off (PTO) switch in the lawn and garden market. The customer needed to find a low cost, yet robust solution for their PTO switch. The competition's switch just could not handle the application load and was cost prohibitive. DNA's sales rep suggested our standard ARP switch with the wave style housing that DNA released last year. The customer was sold on the performance of the switch; however they did not believe that the design would work in their application. So, DNA's sales rep introduced the customer to our engineering team. The customer provided a simple concept of a new upper housing design for the ARP switch. DNA and Defond were able to take that design and modify it for improved cosmetic marketability and manufacturing.

I was pleased to be a member of this project team. The rapid exchange of ideas between the customer, the Rep Firm, DNA, and Defond, helped DNA achieve a major milestone in the Lawn and Garden Market. As cliché as it sounds, thinking

outside of the box, and the willingness to brainstorm ideas, were critical components of this achievement, and show that DNA and Defond are able to provide more than just a simple switch.



Please keep your eyes out for the ARP switch to appear in your local lawn and garden retailers in the coming months, and keep the opportunities coming.

*Allison Potts
Regional Project Engineer*

News @ Defond ISO 16949

ISO/TS16949:2002 is the technical specification that was approved and issued in March 2002 as an automotive sector-specific QMS set of requirements which uses ISO 9001:2000 (verbatim) as its base. It replaced ISO/TS16949:1999 based on ISO 9001:1994, and is intended

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The above photo was taken this spring as a family of geese strutted though DNA's parking lot

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A Little PME Packs BIG Power

DSS has introduced several new products in the past several months including the PICO PME. The PICO PME performs the complete set of features of the full sized GEN 2 PME but with a smaller foot print and 10 less outputs (11 versus 21). It is designed to meet the needs of smaller boats/vehicles or as an add-on to the GEN 2 when a second PME is required.

The PICO PME has the identical feature sets as the GEN 2: CANBus upgradeable, 8 level sense pins, 2 tach sense pins, by-pass option on 2 circuits and 2 high power 20 AMP circuits are all featured on this product. The reduced foot print and reduced cost will make this an ideal choice for boats under 20 feet or systems with up to 11 outputs. The PICO will deliver 55 Amps of total output at 70 C.



Qualification of this system will be done by type acceptance with the Gen 2 and we expect to be prepared to ship sample systems in early August. Please contact your DSS Regional Sales Coordinator for further details.

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to be an alternative to QS-9000:1998 and other national automotive OEM supplier requirements. (See QS-9000:1998 Sanctioned Interpretations released for July 1, 2002. (Source: <http://www.ts16949.com/>)

ISO/TS16949 may sound new. You probably have heard about ISO 9000 and QS 9000, all of which are Quality Management Systems (QMS). After the launch of ISO 9001/2/3: 1994, many automobile manufacturers developed their own QMS, such as QS 9000:1998 which was developed by the USA Big 3 and was intended to be industry specific.

QS 9000 appealed to OEM's desire for a better, more specific, quality system than just the ISO 9000 standards. As a result, many of the manufacturers took the challenge of QS 9000, and this QMS became very popular. "On December 15, 2003, ISO 9001:1994 will no longer be a certifiable standard. QS-9000 will become a stand-alone certificate. All QS-9000 certificates will expire effective December 14, 2006 based on a 3-year re-audit cycle."

(Source: <http://www.intertek-iasc.com/reg/qs9000.html>)

ISO/TS 16949: 2002 will be taken as the standard for the entire automotive supply chain. Registration is required. One cannot be registered without being in the automobile supply chain, making ISO/TS 16949 an industry specific system.

The TS16949 certificate is for reference of Defond's capability only. Opportunities requiring this certification will be considered on a case-by-case basis.

Note: ISO is the abbreviation of International Organization for Standardization

Trade Shows

DNA will be exhibiting in the following tradeshows

Tracker Marine Dealer Show

July 30 - August 1
Las Vegas, NV
Convention Center

International Lawn, Garden and Power Equipment Expo

October 6-8
Louisville, KY Expo Center

International Boatbuilders' Exposition & Conference (IBEX)

November 1-3
Miami Beach, FL Convention Center

Marine Equipment Trade Show (METS)

November 14-16
Amsterdam, Netherlands
RAI Exhibit Centre

Recreational Vehicle Industry Association (RVIA)

Co-exhibit with Faria Marine
November 28-30
Louisville, KY Expo Center

PRESS RELEASE : DSS INTRODUCES ITS MECHANICAL SWITCH KEYPAD

Raleigh, NC - July 18, 2006: Digital Switching Systems LLC, a leading supplier of mechanical and electronic switching solutions to the marine and transportation industries, announced today the introduction of its new Mechanical Switch Keypad. Featuring 5 on/off switches and 1 momentary switch in a completely sealed and self-contained unit, the MSK offers back lighted labels, LED actuation, and a wide variety of trim bezel options.



"We are excited to be offering the Mechanical Switch Keypad as an entry level price point to the DSS product portfolio," said Ken Wood, DSS Vice-President & General Manager. "Now the classic "DSS styling" is available to those budget-constrained customers with less demanding switch applications."

Offered at a unit price of \$50 for quantities of 50 pieces and below, the Mechanical Switch Keypad is available now.

SYNAPSE

DNA Group, Inc. : "Powered by Synapse"

Synapse is an industry leader in the application, development and implementation of wireless control solutions working closely with original equipment manufacturers (OEM's). Synapse's technology combines commercially available, low cost, low power, wireless control technology to design customized solutions to meet the OEM's needs.

DNA Group, Inc. delivers control solutions in engineered components and/or sub-assemblies from our proprietary, vertically integrated factories in China, to the OEM via our North American engineering support, supply chain management and warehousing. DNA utilizes core manufacturing competencies in injection molding, metal forming, metal plating, coil winding and electronic assembly to provide a wide range of standard and custom electrical products, electromechanical components, electronic controls, and integrated modules which remain unmatched in the marketplace today.

Collectively, DNA and Synapse are now offering ZigBee Wireless Solutions with expertise in design concepts and manufacturing for both low and high power applications. Combining the manufacturing expertise with the expertise in wireless technology design ensures reliable and competitive wireless control solutions to meet all expectations.

For more information please visit www.synapseonline.net or contact your Regional Sales Manager.

DNA Group Web Site Update

DNA and DSS are currently in a project to completely redesign and restructure our web presence. In the meantime, we felt it important to go ahead and deploy an "interim" design for our current site that incorporates our new logo and color scheme. So, check out our new look at www.dnagroup.com.

A new website for Digital Switching Systems, LLC is due out September 30, 2006, with new sites for DNA Group, Inc. and Defond North America, LLC following shortly thereafter.

-M. Brooke McKissic, PMP, Senior IT Solutions Developer

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DNA Personnel - Professional & Personal Achievements

Christi Edwards

Christi Edwards, IT Solutions Programmer for DNA Group, recently attained certification as both a Microsoft-Certified Application Developer (MCAD.Net) and a Microsoft-Certified Solution Developer (MCSDBA). She is currently pursuing certification as a Microsoft-Certified Database Administrator (MCDBA).

Brian Tibbetts

Brian Tibbetts, DNA's Logistics Assistant, has successfully completed the requirements for, and was awarded the designation of, Certified in Production and Inventory Management (CPIM). To earn this designation, Brian successfully completed a series of exams focused on production and inventory management. It will not only bring value to his work here at DNA but is a great personal accomplishment as well.

Sheila Lassiter

Sheila Lassiter, Sr. Regional Sales Coordinator for DNA, received her Foster Parent Certification in November 2005. The process of obtaining the certification was a little challenging and personal. Requiring not only a sacrifice of time Sheila had to complete many hours of classroom lectures, write biographies and essays, undergo physicals and home preparation inspections. A somewhat casual approach took about 8 months. After receiving calls on average about once per month for child placement, Sheila has now taken in a 2 year old boy named Kevin.

"We often offer community efforts with the intent to good deeds and to help others to grow and develop. . . only to find our efforts become lessons of our own development. Even with the many challenges this two year old brings, he's a great addition to the family and an attribute to my continuous personal development." Sheila Lassiter

DNA Anniversaries

Eric Vaughn	19 Years	June
Michael Owens	12 Years	March 1
Vivian Burgon	8 Years	January 28
Sheila Lassiter	8 Years	March 2
Gwen Bailey	8 Years	March 17
Carl Bates	8 Years	May 1
Asi Patel	6 Years	February 14
Judi Westerfield	6 Years	May 31
Nancy Howell	4 Years	March 1
Glenn Medford	4 Years	April 1
Chanda Cooper	4 Years	April 16
Allison Potts	3 Years	April 1
Silvia Rodriguez	3 Years	June 16
Tim Sweet	2 Years	January 16
Tom Kearney	2 Years	April 25
Jeff Magill	1 Year	February 1
Jackie Towne	1 Year	February 8
Christi Edwards	1 Year	April 18
Mike Clough	1 Year	May 2
Robin Enright	1 Year	June 7

Jeff Magill enjoys his last night of a 5 week stay in HK at a classical Cantonese opera.



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WHO'S NEW AT DNA



Anthony Ward - Warehouse Manager

In July 2005 I started with DNA Group as a Warehouse Manager. I've been in the distribution industry for 13 years, prior to joining DNA I was the warehouse manager for a local company located in Cary NC (Zapi, Inc). I'm originally from Apex, NC and still enjoy the benefits of closeness to family and friends. I currently live in Harnett county with my wife of eight years and my six year old daughter. I love the peace and quiet of the country. I have several hobbies and interest that occupy my time, reading, sports, and hunting just to name a few. During the summer you can find me cruising around on my motorcycle, or enjoying the neighborhood lake with my friends and family.



Tom Craven - DSS Electrical Engineer

I grew up in Wilmington NC. I spent six years in the US Navy as an electronic technician after which I received a BS in Electrical Engineering from North Carolina State University. I have worked as a radio broadcast engineer, in contract manufacturing, spent 5 years in the semiconductor industry as a test development engineer. I am married and have 3 children. I enjoy playing soccer, backpacking, and lots of things I don't have time for. I am also an amateur musician, but do not expect to give up my day job.



Travis Martin- Regional Sales Coordinator - Northern Region

I was born and raised in the Foothills of Western North Carolina in Rutherford County. If you're not sure where that is, just ask Jeff McGill. He is from there too. After High School I moved to Charlotte, NC to attend UNC-Charlotte. I remained in Charlotte after graduating and sold industrial electric motors for about 6 years.

In 2002 my fiancée, Tracey, and I moved to Asheville, started new jobs, found a house and got married. That was not enough stress so we decided to have a baby (Sydney is now two and a half) and get two Golden Retrievers (Cosmo & Kramer). Asheville is a beautiful place to raise a family and we enjoyed our time there, but Tracey always wanted to get back to the Triangle area where she was born and raised. When she was offered a new position with Sun Trust Bank in Durham, we jumped all over it. We have now lived in North Raleigh for about a year and a half and couldn't be happier. I've been with DNA Group since February, 2006 and foresee many years to come.



Scott Whitney - Warehouse

I was born and raised in a small town outside of Syracuse, NY called Bernhards Bay. I was first employed in the construction field before switching to the distribution industry, where I have now been working for seventeen years. I made my way to North Carolina via a transfer at my past employment. I have been in North Carolina for fifteenth years and now consider Clayton, NC home. I have a seventeen year old daughter, Mikki. I'm an avid sports fan, especially basketball and Nascar (of course). I also enjoy ocean and ice fishing.



Russ Johnston - DSS Sr. Electrical Engineer

I am a native of Belhaven, NC. I received a BS in Electrical Engineering from North Carolina State University. I have many years experience in computer based control systems for applications in electronic navigation aids, power control, and telecommunications. I am married and have two married daughters and a grandson. I enjoy singing in church choir and in a men's cappella group and cooking. Also, I am an aggressive home improvement do-it-yourselfer.



Liz O'Connor - Executive Administrative Assistant

I joined DNA on March 15, 2006. I am originally from New York, but moved to Raleigh 20 years ago. I come to DNA with 20+ years experience working at IBM and most recently with SpectraSite Communications. I enjoy spending time with my family, walking my black lab, Murphy, and traveling.

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