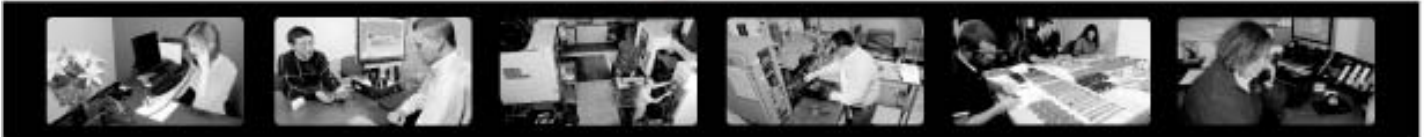




NEWSLETTER

● ISSUE 11 ● March 2010 ● VOL 1



Rule #1: If we don't take care of our customers, someone else will!

Bradshaw Medical Wins "Company to Watch" Honors from the State



WISCONSIN COMPANIES TO WATCH
CELEBRATING SECOND-STAGE ENTREPRENEURSHIP

Companies to Watch is an award program that recognizes dynamic & innovative companies with an entrepreneurial spirit at the crucial stage of growth. They exhibit that growth with financial potential, concept, management and have been established within their community.

2010 Award Recipient



Spinal & Orthopedic Instrument Specialists

 Spinal Instruments	 Total Control™ Torque Limiting Drivers
 Total Control™ Ratcheting Screwdriver Handles	 Optional Internal Adapter Technology
 Total Control™ Torque Limiting Ratcheting Drivers	 Non-Ratcheting Drivers
 Comfort Grip™ Silicone Rubber Handles	 Bone Awns, Probes, and Sounders

5732 95th Avenue Kenosha, WI www.bradshaw-medical.com

Bradshaw Medical, Inc. was named 2010 award recipient of the inaugural year Wisconsin Companies to Watch (CTW). Companies to Watch is an awards program developed by the Edward Lowe Foundation to honor second-stage companies that demonstrate high performance in the marketplace, exhibit innovative products, services or processes, or otherwise make their company "worth watching."

In addition to an evaluation on past growth and projected success, applicant companies are judged according to their special strengths. These strengths revolve around innovative products and business practices, special use of technology, work within the community and more.

Winners will be honored at a recognition ceremony April 13th in Madison. They will also have an opportunity to attend a complimentary three-day Leadership Retreat, hosted by the Edward Lowe Foundation at their Michigan headquarters this summer.

Employee Spotlight



Juan Salinas

Juan Salinas has been involved with Bradshaw Medical's (BMI's) molding department since the company's inception in 2006.

He is an integral part of our molding process and has an amazing work ethic and a personality to match. His daily responsibilities include running the molding presses and maintenance on the machines. Juan has been in the Medical device industry for over a decade. His past experiences include work with Beere Precision and Teleflex. He attended UW Whitewater and in his spare time enjoys fishing, hunting and motorcycles.

Thanks Juan and Congratulations!

Customer Testimonial

"We had our first surgeon design review concerning the pedicle screw instruments a couple of days ago. I am happy to say that everyone was really impressed with your instruments (more so than your competitors' instruments...). Based on our recent meeting, I would like for Bradshaw to develop most of the instruments for our pedicle screw system. You have been very responsive to work with so far, which is greatly appreciated it."
-Major Spinal Company/ Vice President, Product Development



Estimated Completion – Spring 2010

Quality.

Innovation.

Service.

Bradshaw Medical Announces New Hires

I am pleased to announce that the Bradshaw Medical family is growing. Please join Keith and I in welcoming the following industry veterans to our organization in the coming weeks:

Jim Corin

Jim has joined us as Director of Engineering. He earned a BSME and Master of Science in Biomechanical Engineering from the University of Texas-Arlington and Southwestern Medical School in Dallas, TX. Mr. Corin's extensive 20+ year background in the spinal implant industry will further BMI's commitment to innovation and customer satisfaction. He has held various positions at several spine implant companies including LANX, SpineCore, American Medical Electronics (AME), Surgical Dynamics, Cross Medical, Orthomet, and Texas Scottish Rite Hospital. He holds numerous patents in the spine field including the invention of the BAK implant (1st Vertebral Cage), and a licensed Stryker product. Jim will relocate from Colorado after living there the last 15 years.

Mark Bakula

Mark has joined us as Director of Research and Development. He comes to BMI from Johnson Controls where he was employed for 15 years. He held a variety of positions with JCI, including Chief Engineer of seat designs, Benchmarking, and Lean Engineering. Mark led the Design and Development team that produced the front seats for the Viper, PT Cruiser, and Jeep Liberty motor vehicles. Prior to this, he was the Plant Manager at Snap-on Tools Medical Products Division. Mark is a graduate (B.S.M.E.-Biomedical minor, B.S.E.E.) of Marquette University and in addition has degrees in Automotive Engineering and Computer Technology. Mark holds a number of automotive tool patents including the Snap-on ratcheting screwdriver which is still in production today 23 years later and continues to be one of their top sellers on the dealer trucks. This same mechanism was the very first used in the orthopedic industry in the Mid-80's. Mark also worked for Harley-Davidson Motor Company for 6 years and was on the development team that produced the belt drive system that has been used on almost all Harley-Davidson motorcycles produced since 1981.

Steven Raith

Steven has joined us as the Regulatory Affairs / Quality Assurance Manager. He has held positions in Quality Management and ISO implementation for the past 15 years in Medical Device Manufacturing, Engine Manufacturing, and the Heavy Construction industries. Steven started his career as a Journeyman Tool & Die Maker in the automotive industry and attended the Milwaukee School of Engineering with a B.S.M.E. Steven is also a Certified Engineer with ASQ and a Certified Auditor for the Wisconsin Forward Award quality program. Steven's most recent accomplishments included certification in Six Sigma Green Belt training from Purdue University.

Bob Schrandt

Bob has joined us as a Prototype Machinist. He has held a variety of positions at a local medical instrument company the last 10 years with extensive experience in assembly, manual turn, and R & D machining operations. Prior to this, he worked at Snap-on Medical performing similar duties for a period of 9 years.

Again, please welcome these outstanding individuals into the fold as we continue striving to serve the Spinal and Orthopedic industry as their preferred instrumentation supplier of choice into 2010 and beyond.

-Guy Bradshaw

Click the logos to follow the links.

ORTHOWORLD BONEZONE

Orthopedic
Design Technology

MDT
MEDICAL DESIGN
TECHNOLOGY

AAOS

American
Association of
Neurological
Surgeons

NASS
Neurological Association
Spine Society



CEO: Guy Bradshaw
President: Keith Easter
Office Manager: Tonya Young
Marketing Coordinator: Rebecca Lyyski



ISO 13485
FM 541886
FDA Registered

Bradshaw Medical, Inc.

5732 95th Ave, Suite 100

Kenosha, WI 53144

Ph: 877.201.7661

Fx: 262-925-1380

www.bradshaw-medical.com

Looking for Information?

info@bradshaw-medical.com

BMI Sales Representatives:

Western Steve Pubols (530)622-2283

spubols@sbcglobal.net

Central Dave Delp (574)269-7004

Dave.delp@gmail.com

Eastern Kim Riemer (262)925-1374

kriemer@bradshaw-medical.com

Going to AAOS?



Stop by the Bradshaw Medical Booth #3649

Bradshaw Medical is going to be exhibiting at the upcoming American Academy of Orthopedic Surgeons event in New Orleans. Stop by to speak with one of our knowledgeable staff, view new and exciting products and get a free gift!