

## **Badger Meter, Inc.**

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**Richard A. Meeusen**  
Chairman, President and CEO



August 18, 2008

To Whom it May Concern:

I am pleased and honored to provide this letter of support for the University of Wisconsin – Whitewater College of Business and Economics (“UWW COBE”) and, specifically for the University’s growth agenda. I am proud to not only be a Whitewater accounting graduate (class of 1976), but I also serve as the chairman of the Dean’s Advisory Council for the College of Business and Economics (“COBE”). Further, as CEO of a major Milwaukee-area employer, I have had the good fortune to hire many of the COBE graduates from UWW over the years.

First and foremost, I would like to point out the importance of the UWW business college to the health and future growth of the Wisconsin business environment. Unlike many other business schools, the vast majority of UWW COBE graduates remain in Wisconsin, helping our companies succeed and, as in my personal case, eventually becoming leaders of those businesses. My education at UWW enabled me to achieve my position here at Badger Meter. My college experience also provided me with a fundamental appreciation for the career opportunities and quality of life in Wisconsin, which made me want to stay in this state and to work with Wisconsin businesses.

As a Wisconsin CEO, I am very concerned about the “brain drain” that we often experience in this state. I have seen graduates from other institutions either immediately leave Wisconsin or take a first job with a Wisconsin company as simply a stepping stone out of the state. The graduates that I have hired from UWW over the past thirty years have not only been dedicated and talented professionals, but have also shown a desire to remain in Wisconsin throughout their careers.

Secondly, I would like to comment on the quality of the educational experience at UWW. The in-state retention of graduates would be meaningless without the fact that these COBE graduates, in my opinion, receive the best business education that can be obtained anywhere in our country. The dedication of the faculty, the design of the curriculum and the leadership of the College all combine to provide a unique educational experience at UWW COBE.

With funding concerns at all universities, I am particularly concerned about the ability of UWW to maintain the high standards for which it has been renowned. That is why I personally support UWW and have assisted in many of the development campaigns in the past. It is essential to the health and vitality of the Wisconsin economy for us to ensure that UWW continues to provide talented graduates for the business community.

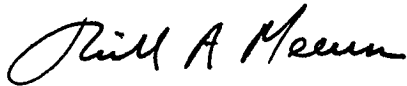
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Please feel free to contact me if I may be of any assistance.

Sincerely,

**BADGER METER, INC.**

A handwritten signature in cursive script that reads "Richard A. Meeusen".

Richard A. Meeusen  
Chairman, President and  
Chief Executive Officer