

## LATAM Distributors' Business Conference

March 7th - 9th, 2012  
Ritz-Carlton Hotel  
Cancun, Mexico



*On old maps of the region, the small fishing village on the northeast coast of the Yucatan Peninsula was called Kankun. In the local Mayan dialect that meant "nest of snakes"—but the name Cancun, as the major resort area has come to be known, now symbolizes successful tourism development on a grand scale. Cancun is one of the Caribbean's premier destinations, with plans for more development along its shores. Its busy airport also serves the growing tourism corridor south along the Riviera Maya.*

After a very successful 2010 LATAM Distributors' Conference hosted by the ENECON Colombia Team in Bogota, Carlos Castillo and his ENECON Mexico Team had plenty to live up to – and they certainly rose to the challenge.

Carlos proposed Cancun as the Conference venue and once this location was agreed upon, he brought out his entire Team from all over Mexico – 15 people! – in order to insure that everything was going to run smoothly.

Of course, Cancun (often called the Mayan Riviera) pretty much guaranteed

that this was not going to be just any business conference. Furthermore, the selection of the Ritz-Carlton as the Conference Hotel put the proverbial 'icing on the cake'.

36 people attended the Conference, making it the largest ENECON International Regional Distributors' Conference to date – the 'gold' standard that future Conferences will look to emulate.



# Welcome Dinner...



The Welcome Dinner on Wednesday evening took place at the Ritz-Carlton. The outdoor cocktail reception featured a festive, old town Mexican party setting complete with saloons and piñatas plus a full moon, warm breezes with swaying palm trees and spectacular beach and surf.



Of course, the evening wouldn't have been complete without a few Mexican guitars to really set the mood.



A traditional Mexican dinner followed with plenty of food, drinks and laughs. Now that's a perfect start to any conference!



# Conference Day 1...



Andy Janczak & Carlos Castillo

Marco Grande, ENECON's Sales Director for Latin America and the Conference Moderator, greeted all the participants and introduced Andy Janczak who then welcomed everyone – in Spanish – to exuberant cheers and applause.

Andy then presented Carlos Castillo with a commemorative plaque recognizing his efforts in assisting ENECON in hosting this memorable event.

Carlos Castillo, President of ENECON Mexico, gave a thorough explanation regarding the strategies he is employing to grow his organization and, equally important in his view, growing the ENECON 'brand' in Mexico. He explained how his Team takes advantage of all the different marketing tools such as advertising in magazines, newspapers, internet sites and even television. Carlos provided excellent insights on positioning the ENECON brand at every possible opportunity – including high profile events attended by the President of Mexico and other politicians, as well as events focusing on preserving city infrastructures and historical buildings.

Manuel Escobar, President of ENECON Costa Rica, gave a presentation titled, "Innovation to the Core" in which he challenged all of the Conference participants to think *unconventionally*. He made the case that every business executive needs to grow their respective operations through "innovation". He showed the



group many examples where companies and individuals changed their respective industries – and sometimes the world – by innovating. His final point, simply stated, was that the world has never been changed by those that play it safe. Success is usually achieved through innovative bold actions.

Lunch was an outdoor affair in an extraordinarily beautiful setting.

Peter Ottke, President of ENECON Chile, was joined by his sales executive Jorge Yañez and focused his presentation on the various applications and opportunities in the power industry. Peter provided a very professional visual and chronological description of the projects he and his ENECON Chile Team have recently completed at some of the most important power companies in Chile. He also pointed out the additional opportunities that exist at these facilities. Peter finished his presentation by showing some breathtaking images of the beautiful land that is Chile – the venue for LATAM 2013!

Marco Grande capped-off the very busy first day with his presentation focusing on recruiting – putting more *feet on the street*. Andy and Marco drove home the point that the **ONLY** way that any Distributor can grow his or her business is to surround himself or herself with intelligent, talented and passionate individuals who will help them succeed.



Marco Grande



Carlos Castillo



Manuel Escobar



Peter Ottke



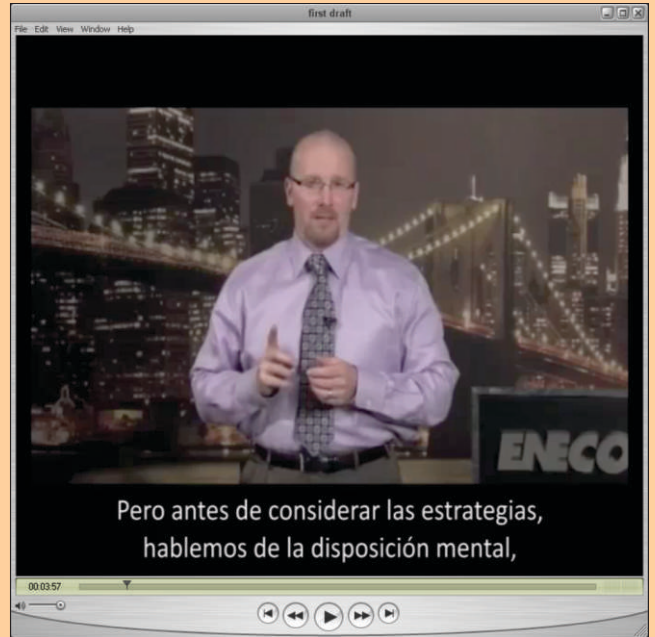
Jorge Yañez

# Conference Day 1 Continued...

**It was pointed out that if a Distributor recruits 4 individuals who are only half as good as the Distributor is in selling, those 4 will still produce twice as much business as the Distributor will on his own.**

Marco then showed a newly subtitled version of Tim Healy's video, "Feet on the Street". A brief discussion followed with a final observation offered by Marco that the 'ABC's of selling are Always Be Closing' but the key to a Distributor's business development strategy should be '*Always Be Recruiting*'.

Carlos arranged for dinner that evening at the beautiful 'Casa Rolandi'.



# Day 1 Dinner..



# Conference Day 2...



Andy & Marco



Javier Ocampo



Rodrigo Solis



Hector Olivares



Alvaro Martinez



Alvaro Martinez Oyervide



Ernesto Limon



Gustavo Hernandez



Manuel Escobar



Antonio Beltranena



Andy Janczak gave an introduction to FLEXICLAD ER, ENECON's newest rubber repair polymer which will be officially launched this Spring. Andy shared with the Conference participants some of the impressive in-field test results for the FLEXICLAD ER and he also provided packaging and pricing information.

Javier Ocampo, the ENECON Argentina Manager for Soluciones MRO, gave a very informative and enthusiastic presentation which focused on the excellent applications that have been successfully completed by the ENECON Argentina Team in the mining industry. Javier showed the strategies that he uses to develop the mining industries in Argentina which include

taking advantage of Soluciones MRO's satellite offices and personnel at specific mines. Javier also stressed the importance of making structured sales presentations -- using all the videos, sales aids and marketing tools that ENECON provides all of its Distributors throughout the world.

Rodrigo Solis and Hector Olivares, from ENECON Mexico, focused their presentation on the projects already completed and the efforts currently underway designed to penetrate PEMEX, the Mexican petrochemical giant.

Alvaro Martinez and Alvaro Martinez Oyervide, sub-distributors for ENECON Mexico in Mexico City, centered their presentation

# Conference Day 2 Continued...



on the work they have completed within the Mexican Navy and their current efforts to further penetrate this important institution.

Ernesto Limon, sub-distributor for ENECON Mexico in Sonora, provided an entertaining look at some applications carried out at few mines in the northern part of Mexico. This included a successful application to seal a cracked concrete water pipe with ENECRETE WP that could only be accessed by an hour-long hike half way up a mountain!

Gustavo Hernandez, Rodrigo Solis and Cedrick Monjour, ENECON Mexico, gave a very interesting presentation concerning some of the 'tools' currently being used by ENECON Mexico to quote on projects to their clients. These tools include some of the latest computer technology that incorporates 3D and other animation to illustrate how specific equipment and plant structures will look 'before and after' the ENECON solution has been implemented.

Manuel Escobar, ENECON Costa Rica, and Antonio Beltranena, ENECON Guatemala, led a very informative session that focused on tips and tools that can be useful for the cleaning and preparation of surfaces prior to the

application of various ENECON materials. The entire group enjoyed the very visual presentation that featured equipment such as soda blasters and specialized floor blasting equipment.

Marco Grande then gave a very informative session which focused on effective sales development strategies based on SQC (Stop – Question – Clarify) techniques.

He stressed the need to develop *conversations* with the client in an effort to help the client 'feel the pain' associated with his or her maintenance problems. He stressed the need to develop sales 'conversations' with the client and not simply focus on 'presenting' our products to the client without clarifying his or her specific needs and interests. Many distributors have already asked Marco to supply his Power Point presentation so that they can implement these training techniques with their own sales forces.

Finally, Andy, Andy 'JR' and Marco participated in a very useful Q & A session with all the Conference participants and then gave the closing remarks – thanking everyone for their attendance and enthusiastic participation in this highly informative and enjoyable LATAM Conference.



# Farewell Dinner



Farewell Dinner at 'La Distileria' followed by some dancing and singing at the nightclub at the Ritz-Carlton.

## Conference Attendees

Argentina  
JAVIER OCAMPO

Venezuela  
FRANCISCO TARRE  
DANIEL TARRE  
JOSE HUYKE  
ROGER RIVERO  
LEWIS ARIAS

Guatemala  
ANTONIO BELTRANENA

Costa Rica  
MANUEL ESCOBAR

Chile  
PETER OTTKE  
JORGE YAÑEZ

Colombia  
DIANA SUAREZ  
ERIKA SUAREZ  
LUZ MARY CARDENAS

Ecuador  
CRISTINA CASARES  
CARLOS CASARES

Panama  
LETICIA SERRACIN

Mexico  
MARIA PAZ ROBLES  
MARIA ROCIO ROBLES  
ALVARO MARTINEZ  
ALVARO MARTINEZ OYERVIDE  
ERNESTO LIMON  
RODRIGO SOLIS  
GABRIELA LOZANO  
HECTOR OLIVARES  
MANUEL AGUILAR  
OMAR GARCIA

GUSTAVO HERNANDEZ  
CEDRICK MONJOUR  
ADRIEN MONJOUR  
MARIA GUADALUPE RODRIGUEZ  
RAUL GONZALEZ  
CARLOS CASTILLO

United States  
ANDY JANCZAK  
HELEN JANCZAK  
ANDY 'JR' JANCZAK  
MARCO GRANDE



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