

2008 Was a Very Good Year For ENECON - Especially for Our Sales Management Team. Their Combined Sales Were UP 37%!



All of our employed sales executives gathered in mid-December to assess the year's results. The purpose was to identify business development strategies that worked effectively as well as to discuss missed opportunities. Discussions were lively and, at times, entertaining.

The general mood of the entire sales management team was enthusiastic and optimistic about 2009. All agreed that ENECON's business, i.e. 'Repair vs. Replacement', is the perfect business for the current troubled economic times. Clients may not have the necessary budgets to replace equipment, but they still have to repair and maintain critical fluid flow machinery, equipment and plant structures.

Discussions also focused on the power industry where all agreed there is incredible potential for future business. Bob Barr, Bill Woods and John Huber, of ENECON North East, participated in those discussions and shared their experiences in this vital industry with ENECON's sales executives.

Special congratulations were bestowed on Matt Goldberg, ENECON's Vice President for Eastern Operations, for personally selling over \$1.3 MILLION in 2008 - a record for any ENECON sales executive. It is a good thing that Matt was retired from future TOP GUN competitions after winning last year's award - his 10th Top Gun Prize. This now opens that contest to the rest of the field.





Who will win 2008's TOP GUN Award? We'll have to wait until all sales have been tabulated. There are quite a few sales executives in the running.

Ed and Andy advised that our domestic and international distributor organization was also posting record sales and we continue to add new distributors to the Family. This was corroborated by Mady Baruah and Eddie Bu, ENECON's international sales executives responsible for India + South East Asia as well as China, respectively. Both represent very critical regions of the world for ENECON's future growth.

ENECON continues to grow and we expect to continue on this positive track in 2009 and beyond.

The battle cry continues to be...

"Repair Don't Replace!"

Having a look around our new home...





ENECON[®] TV

is coming soon!!!



Last year, Ed, Andy, Matt and JR attended a special business seminar in New York City. One of the ideas that they took back from that meeting was the importance of developing video blogging (vlogs) on the internet.

The decision was made immediately after the seminar to create an 'ENECON TV' website in order to provide a forum for future vlogs.

Mike O'Shea was given the task to create the TV studio and implement vlog capability. This was accomplished in

record time. We are pleased to advise that we now have a fully functioning ENECON TV studio and Mike has already begun to film numerous vlog segments. Some of these are already posted and can be viewed on our current website.

Mike will be providing all ENECON Family members with their own user name and password shortly so that discussions relating to overcoming sales objections, favorite application stories, etc. may be viewed in a proprietary format.



We will be able to post vlogs sent in by our distributors and sales executives in the future as well as special vlog messages from our Senior Management Team. So...stayed tuned.



Time to Celebrate

Great achievements need to be enjoyed. This was certainly the case for ENECON's Sales Managers who did not need much prompting to celebrate a spectacular year.

