

2011 European / Middle Eastern / African Distributors' Conference Intercontinental Hotel Dusseldorf, Germany June 22 - 24, 2011



Following up on our highly successful Regional Distributors' Conferences in Singapore and Bogota, Colombia in 2010, ENECON partnered with Host Distributor, NovoTech Industrieservice Ltd., to sponsor another extraordinary business conference.

Helen Janczak and Vivian Krensel were also on hand to join in the meetings and some fun, as well

Dieter Neuhäuser, President of NovoTech, aided by his wife Uli and his entire Team, did a splendid job organizing the event and planning the various dinners, special excursions and site visits.

The 28 participants at this event all concluded that it was certainly 'an affair to remember' and all agreed that whoever is selected to host next year's conference will have a very high standard to match.

Düsseldorf, Germany Population: 589,000

Düsseldorf is an important international business and financial center renowned for its fashion and trade fairs. Located centrally within the European Megalopolis, Düsseldorf lies at the center of the lower Rhine basin, on a river delta, where the Düssel flows into the Rhine.



Willkommen...





As usual, the Business Conference 'kicked off' with a Welcome Dinner; this time, at the beautiful Intercontinental Hotel -- one of the finest hotels in Dusseldorf.

The first day of the conference began with Ed and Andy welcoming everyone and then presenting Alex Mancinelli, President of ENECON Italia, with his Ten Year Ring. He then joined other 'ring knockers' at this event, Juan Margarit, President of ENECON Iberica, and the entire ENECON Corporate contingent.

Dieter was then presented with a special award in appreciation of his and his Team's hard work in coordinating this event. Dieter then started off the conference with a Power Point presentation highlighting the sights of Dusseldorf, the host city, followed by an explanation of the economic conditions in Northwestern Germany – NovoTech's Territory.

Dieter then went on to discuss numerous recent projects that have been successfully completed by the NovoTech Team. He ended his presentation by discussing some problems that were encountered in the field in certain instances and how these were overcome. All agreed that these illustrations provided valuable insights for insuring successful applications in the future.

Dieter was followed by Fouad El-Ahmar, ENECON's Middle Eastern Consultant and a partner in ENECON's Saudi Arabian operations. Fouad provided interesting insights into the current state-of-affairs in the Middle East and the major inroads that are being made into SAUDI ARAMCO, the largest petrochemical company in the Middle East.

The morning session ended with Mike's technical presentation which focused on DuraWrap – one of the most exciting products that have come out of the ENECON laboratories. All agreed that DuraWrap offers extraordinary sales opportunities throughout the world because our industrial, municipal, commercial and institutional infrastructure continues to age and replacing major pipes is simply too costly. Mike highlighted a variety of DuraWrap projects in the U.S. which clearly demonstrated the enormous sales opportunities that exist for this extraordinary pipe wrap system.

Mike and Andy then introduced a revolutionary new material that will soon be ready for an official launch – a flexible polymer composite that can be used to repair conveyor belts, large off-road tires, rubber hoses, flexible joints, etc. This is not a urethane so it does not contain any isocyanates and it does NOT require a primer. Andy stated that this material is currently being developed in cooperation with the U.S. military but will be made available to the general marketplace later this year if all goes according to plan. All agreed that this unique rubber repair material will be a valuable addition to the ENECON product line.



The Conference also served as the perfect venue to present Alex Mancinelli, ENECON's Distributor in Italy, with ENECON's prestigious 10-Year Ring.

Congratulations, Alex!

'Feet on the Street'

After lunch, Ed Krensel began the discussions with one of the most important topics for all Distributors throughout the world, growing and expanding their organizations – putting **FEET ON THE STREET!**

*A new video was previewed for everyone at the conference (and is now available for the entire ENECON Distributor organization) which features Tim Healy, ENECON's Sales Training and Recruitment Consultant. Tim discusses the importance of **RECRUITING and BUILDING YOUR ENECON TEAM.***

This video was followed by a Power Point presentation / discussion hosted by JR where everyone was able to participate in open discussions which focused on Team building AND training. Andy pointed out that most Distributors do not have an adequate training program for their new hires. Typically, new sales people spend only a couple of days in the Distributor's office going over the products and little time – if any – is spent in mixing demonstrations. Furthermore, continuous field training and support is critical to the successful development of any salesperson and it was agreed that all Distributors need to expand their field training programs.



Dinner that evening took place at Zum Schiffchen, a 400 year old restaurant and hotel in the heart of Dusseldorf's Altstadt or Old Town. Napoleon had his favorite corner in the restaurant that still uses only wooden tables, benches and chairs. Everyone dined on traditional German food washed down with plenty of Alt beer – the traditional 'old' beer of Dusseldorf.

The highlight of the evening, however, was a performance by Sascha Klaar, a fantastic rock and roll piano virtuoso who is the 'German Jerry Lee Lewis'. Sascha and his sax man really 'rocked the house' and everyone had a spectacular evening of fun and great music.



The second day of the Conference began with a presentation by Marek Marzec, President of Ewa-Bis / ENECON Poland. Marek discussed the Polish market, ENECON Poland's business development plans and then showed a number of recent projects.

The final Distributor presentation was made by Alex Mancinelli who featured ENECON Italia's ten-year history with ENECON. His very professional Power Point presentation illustrated numerous prestigious

ENECON projects that spanned Alex's ten years with the ENECON Family.

The morning session was capped-off by Matt's presentation which focused on how ENECON builds its direct sales business in the U.S. and how we train our sales executives. Although his session was interrupted by a **fire alarm** that literally emptied the hotel, everyone got back to the meeting room as quickly as possible and finished this valuable session.

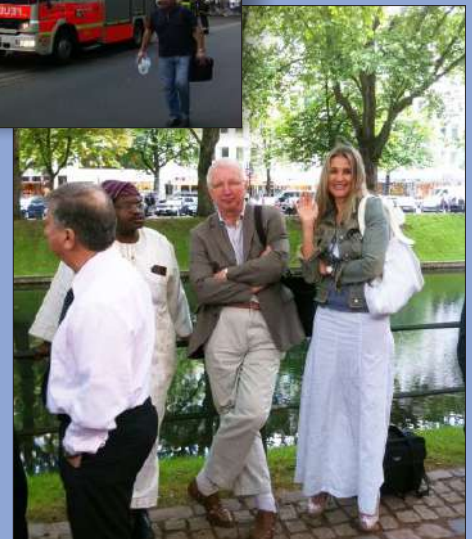


After lunch, open discussions focused, again, on building the Team and putting more and more ...

FEET ON THE STREET!



False Alarm...





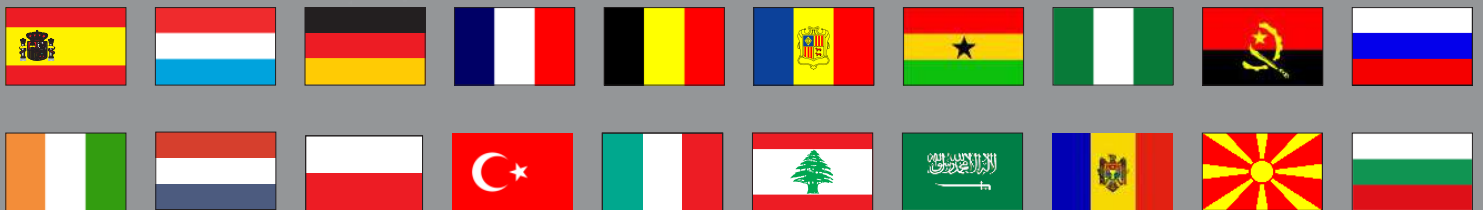
Everyone then boarded a luxury coach, arranged by Dieter, and drove to a nearby town which still has a 125 year old overhead tram that services the area. Dieter surprised everyone when he arranged for a special tram coach – built for the German Kaiser in 1900 – which was brought out to take all of the conference attendees for a special ride along the entire tramway route. What a wonderful experience!



The tram ride ended at the station where Dieter showed everyone a \$400,000+ DuraFill and FPS project that his Team was in the middle of completing. Dieter and his Team were very proud to show this project off and provide insights into the various issues involved in its completion.

The bus then transported everyone to a wonderful restaurant where all toasted a terrific Conference and another wonderful ENECON event.





Conference Attendees

Europe

Vladimir Zarev
 Artemy Balandin
 Palmen Petkov
 Nickolay Todorovsky
 Ivan Todorovsky
 Karl Heinz Schon
 Michael Witze
 Christof Hozer
 Helmut Hadenfeldt
 Achim Gross
 Dieter Neuhauser
 Uli Neuhauser
 Manuel Neuhauser
 Murat Uz
 Theo Bras
 Alex Mancinelli
 Gianluigi Mancinelli
 Marek Marzec
 Kinga Sowa
 Juan Margarit

Africa

Chief Bintan Famutimi

Middle East

Fouad El-Ahmar

North America

Andy Janczak
 Edward Krensel
 Mike Tedesco
 Andy 'JR' Janczak
 Matt Goldberg
 Helen Janczak
 Vivian Krensel

