

## **ENECON Hosts Successful Advanced Training Seminar. Participants Earn 'Certified Technical Specialist' Status.**



In March of 2010, ENECON Corporation hosted its first, very successful, four-day Advanced Training Seminar. Seven distributors attended from six different countries.

The purpose of this seminar was to identify business development strategies, get hands-on lab training of new products and share the knowledge base that makes our distribution network so successful.

ENECON was pleased to welcome Juan Margarit, of ENECON Ibérica (Spain), Peter Ottke of ENECON Chile, Diana Carolina Suarez of Col-Ingenieria (Colombia) and her guest and dealer Felipe Riescos, Mario Franceschini Porrata and Carlos Soto of M. R. Franceschini, Inc. (Puerto Rico), Garry 'Mac' McGehee

of ENECON Hampton Roads (Virginia), Bob Barr, Bill Woods, John Huber and Tom Zultowski of ENECON Northeast (New York and New England). Coincidentally, ENECON's newest District Sales Manager, Kevin Padera (Chicago, Ill.), happened to be in town and took advantage of sitting-in on the seminar. Hosting our guests were Andy Janczak, Ed Krensel, Bob Kneuer, Mike Tedesco, Andy 'JR' Janczak, Matt Goldberg and Jack Sheets.

Discussions were extremely productive and at the completion of the four-day seminar all those in attendance earned the status of 'Certified Technical Specialist'.







The 2010 Advanced Training Seminar attendees.



Matt Goldberg presents to the group.



Bob Barr shares his insight.



Peter Ottke, Diana Suarez and Felipe Riescos.



Juan Margarit and Jack Sheets.



Garry McGehee, Kevin Padera, Carlos Soto and Mario Franceshini.

Presentations were given by Bob Barr, Bill Woods and Tom Zultowski of ENECON Northeast focusing on their successes in the waste water industry as well as potential business opportunities in this field.

This was followed by an on-site tour of a local waste water treatment facility where ENECON Northeast has

done over \$1 million in business.

Matt Goldberg and Jack Sheets presented to the group strategies designed to develop turn-key opportunities in local commercial markets as well as the importance of marketing i.e. email marketing campaigns, customer event planning,

aligning with local organizations and associations as well as networking.

Andy and Ed moderated day four. Discussions focused on sales, marketing and the importance of recruiting. The seminar ended with an open forum to examine additional business development strategies.

**C**ertified  
**T**echnical  
**S**pecialist





Bob Kneuer begins the laboratory demonstrations.



Juan Margarit and 'Mac' McGehee



Juan Margarit wets-out the carbon fiber while Mike Tedesco looks on.

Officially launched in January of 2010, ENECON's **DuraWrap Carbon Fiber Pipe Wrap System** – which combines the incredible strength of carbon fibers with the high performance properties of ENECON Polymers – was one of the primary interests of all the Advanced Training Seminar attendees.

A practical session conducted by Mike Tedesco, Bill Woods and Bob Kneuer demonstrated the basics of how to wet-out and apply the carbon fiber fabric to the outside of a pipe. After the demo, everyone had the opportunity to get their hands dirty and get a feel for the application of all aspects of the DuraWrap System.

Everyone readily agreed that ENECON's new DuraWrap System would prove to open an application area where "repair - don't replace" was a necessity rather than an option.



When Bill Woods speaks...everyone listens.



DuraWrap grabs everyone's attention.



Peter Ottke, Mario Franceschini and 'Mac' McGehee.





## *Enjoying the company of friends...*

There was also time to relax and enjoy each other's company over some wine and dinner each night.

It just so happened that most of the attendees were

from Spanish speaking countries which created a tremendous feeling of camaraderie throughout the group and allowed everyone to share ideas, philosophies and strategies.

We are confident that all those who attended were able to walk away with an even greater sense of what it takes to grow their ENECON operations.

Looking towards the future, ENECON anticipates this to be the first of many successful Advanced Training Seminars. The next one is planned for the Fall of 2010.

