

## 2005 CALENDAR OF EVENTS

<b>September 12-17</b>	<b>International Essen Welding Fair</b> Essen, Germany Web: <a href="http://www.messe-essen.de">www.messe-essen.de</a>
<b>September 20-23</b>	<b>GAWDA 61st Annual Convention</b> Grand Wailea Spa & Hotel - Maui, HI Web: <a href="http://www.gawda.org">www.gawda.org</a>
<b>October 18-20</b>	<b>Medtrade 2005</b> Atlanta, Georgia Web: <a href="http://www.medtrade.com">www.medtrade.com</a>
<b>October 22-26</b>	<b>International Oxygen Manufacturers Association (IOMA)</b> Hong Kong, Peoples Republic of China Web: <a href="http://www.iomaweb.org">www.iomaweb.org</a>
<b>November 13-16</b>	<b>AWS — FABTECH</b> McCormick Place, Chicago Web: <a href="http://www.aws.org">www.aws.org</a>

## 2006 CALENDAR OF EVENTS

<b>March 11-15, 2006</b>	<b>Hydrogen Expo USA - NHA Conf.</b> Long Beach, CA Web: <a href="http://www.hydrogenexpo.com">www.hydrogenexpo.com</a>
<b>March 12-17, 2006</b>	<b>PITTCON 2006 - 57th Conference</b> Orlando, Florida Web: <a href="http://www.pittcon.org">www.pittcon.org</a>
<b>March 19-21, 2006</b>	<b>CGA Annual Meeting</b> Ft. Lauderdale, Florida Web: <a href="http://www.cganet.com">www.cganet.com</a>
<b>April 9-11, 2006</b>	<b>GAWDA Spring Management Conf.</b> Hilton Chicago, Chicago, IL Web: <a href="http://www.gawda.org">www.gawda.org</a>
<b>July 11-13, 2006</b>	<b>SEMICON West</b> Moscone Center, San Francisco, CA Web: <a href="http://www.semi.org">www.semi.org</a>
<b>October 14-18, 2006</b> (Tentative dates)	<b>GAWDA 62nd Annual Convention</b> Walt Disney World Dolphin, Orlando, FL Web: <a href="http://www.gawda.org">www.gawda.org</a>
<b>October 31-Nov. 2, 2006</b>	<b>AWS — FABTECH</b> Atlanta, Georgia Web: <a href="http://www.aws.org">www.aws.org</a>
<b>November 4-8, 2006</b>	<b>International Oxygen Manufacturers Association (IOMA)</b> Los Cabos, Mexico Web: <a href="http://www.iomaweb.org">www.iomaweb.org</a>

Send your Calendar Items to [Editors@cryogas.com](mailto:Editors@cryogas.com)

## Art of Selling...

by Art Waskey

### The Resilient Sales Rep

Let me introduce you to an outstanding, productive sales



rep that I have had the privilege of being associated with for over 20 years, a lady that puts into perspective the definition of *resiliency*. Married in her late teens, she discovered her husband had major issues; she and her infant were ultimately forced to leave him. With a baby and no job, she faced a very uncertain future.

How do *you* get past life's most difficult problems? How do you *recover* from *misfortune*, AND truly *change* your life?

When we say that someone is resilient, what exactly does that mean? Definition: The ability to *recover from* ... or ... *adjust easily* to ... misfortune or change.

Let me describe four characteristics of *resiliency* I have observed in my close association with this sales rep.

(1) **The ability to look back and learn from the past.** Initially, she found a minimum wage job, but remained focused on obtaining a practical education that would allow her to maximize her potential. She learned from her previous marriage and rebellious teen years and moved on.

(2) **A demonstration of self-discipline.** As a single parent, she attended welding school in the evenings and earned her Associates Degree. With her new degree, she applied for a counter job selling welding supplies. At the time, she was one of a few women in this predominately male profession.

(3) **Optimism about opportunities.** She always visualizes opportunities in the most difficult of situations, both for her customers and in her personal life. She is a "born survivor" because she looks for the best in every situation.

(4) **Pride in being part of a team.** An extremely proud individual, she is also very competitive, striving constantly to maximize the performance of those around her because she understands the value of a team.

I have observed this rep recover and make challenging adjustments throughout a career of continuous change. She does whatever it takes to push forward and ultimately succeed in this typically male dominated profession. In our organization, when we have difficult sales opportunities that require immediate, strategic actions, quite often I turn to this rep; her response is immediate! In this highly competitive sales world, how do *YOU* measure up on the **resiliency test**?

Are *YOU* able to recover from ... or adjust to ... misfortune or change? Sometimes we learn best by observing qualities in the lives of close associates before we can apply these "life lessons" to ourselves. To my sales associate...thank you for being *resilient*.

*Art Waskey is currently Vice President of Sales & Marketing for General Air Service and Supply Company in Denver, Colorado. He is also a sales consultant, motivational speaker, and Distinguished Toastmaster. He can be reached via e-mail at [awaskey@generalair.com](mailto:awaskey@generalair.com) or his business website [www.impactspeakingdynamics.com](http://www.impactspeakingdynamics.com).*