

## 2006 CALENDAR OF EVENTS

### May 15-19, 2006

ACHEMA 2006  
Frankfurt/Main, Germany  
Web: [www.achema.de](http://www.achema.de)

### May 16-19, 2006

Beijing Essen Welding  
& Cutting Fair  
China International  
Exhibition Center  
Beijing, China  
Web: <http://essen.cmcs.org>

### May 22-25, 2006

Cryogenic Engineering  
Training Short Course  
Boulder, Colorado  
Web: <http://www.cryo.com>

### May 23-25, 2006

EASTEC 2006  
Eastern States Exposition Center  
West Springfield, MA  
Web: [www.sme.org/eastec](http://www.sme.org/eastec)

### May 31-June 2, 2006

WeldMex 2006  
Cintermex, Monterrey, Mexico  
Web: [www.weldmex.com](http://www.weldmex.com)

### June 22, 2006

EIGA Acetylene Workshop  
Sodehotel, Brussels,  
Web: [www.eiga.org](http://www.eiga.org)

### July 10-14, 2006

SEMICON West  
Moscone Center,  
San Francisco, CA  
Web: [www.semi.org](http://www.semi.org)

### July 17-20, 2006

Conferences at Purdue  
International Compressor  
and Refrigeration  
Purdue University,  
West Lafayette, IN  
Web: [www.ecn.purdue.edu/Herrick/Events/2006Conferences](http://www.ecn.purdue.edu/Herrick/Events/2006Conferences)

### July 17-21, 2006

CryoPrague 2006  
Praha, Czech Republic  
Web: [www.icaris.info/CryoPrague2006/](http://www.icaris.info/CryoPrague2006/)

### September 13-15, 2006

CHINA-IG  
International Exhibition on Gases  
Beijing, China  
Web: [www.china-gases.com](http://www.china-gases.com)

### September 19-21, 2006

Medtrade Conference  
& Exposition  
Georgia World Congress Center  
Atlanta, Georgia  
Web: [www.medtrade.com](http://www.medtrade.com)

### October 10-12, 2006

COLLABORATIVE 2006 -  
The Society of  
Manufacturing Engineers  
Huntsville, Alabama  
Web: [www.sme.org](http://www.sme.org)

### October 15-18, 2006

GAWDA 62nd Annual  
Convention  
Walt Disney World Dolphins  
Orlando, FL  
Web: [www.gawda.org](http://www.gawda.org)

### October 30-Nov. 2, 2006

GAWDA at FABTECH/ AWS  
Atlanta, Georgia  
Web: [www.gawda.org](http://www.gawda.org)

### October 31-Nov. 2, 2006

2006 FABTECH/ AWS  
Atlanta, Georgia  
Web: [www.aws.org](http://www.aws.org)

### November 4-8, 2006

International Oxygen  
Manufacturers Association  
(IOMA)  
Los Cabos, Mexico  
Web: [www.iomaweb.org](http://www.iomaweb.org)

### November 13-17, 2006

2006 Fuel Cell Seminar  
Honolulu, Hawaii  
Web: [www.fuelcellseminar.com](http://www.fuelcellseminar.com)



## Art of Selling...

By Art Waskey

### "THE MILLER WAY"

Successful sales managers constantly search for "*measures of excellence*" for their sales professionals. The challenge is helping others duplicate exceptional characteristics, reproducing those small, sometimes hidden things that make the ultimate difference.

I like to do this by reading, listening to CDs, and attending seminars in search of better sales tools. In his book, *The Seven Habits of Highly Effective People*, Stephen Covey calls this process "sharpening the saw." Recently, I heard a speech that contained a number of critical points.

Mike Weller, President, Miller Electric Company, presented to our management team five characteristics of a process called "The Miller Way." Mike stressed "*measures of excellence*" that can make a substantial difference in your sales career.

- 1. Tangibles** — provide the highest standards when you take care of the people around you, your internal partners, and customers; use values that stress the highest levels of integrity and focus on doing the "right things"; go the extra mile to help your partners succeed.
- 2. "A" Team Players** — surround yourself with people who have intense pride and a "fire in the belly" to be the best and a member of the best team. Passion is infectious; contact with passionate people increases your effectiveness.
- 3. People with a Positive Attitude** — align your efforts with individuals who are excited about their work and life. We have a choice every day regarding the attitude we will embrace. A small part of life is **WHAT** happens to you; a bigger part of life is **HOW** you react to various situations. A positive attitude can "make or break" a company, a home, or a sale.
- 4. Measure the items you care about** — go out of your way to make sure you do the right thing for the long term; avoid continuous short-term solutions. What specific activities make you and your team successful? Measuring those activities creates continued long-term successes.
- 5. Develop a history of caring** — mentoring ... helping others overcome life's obstacles and showing them how to grow personally and professionally; helping them achieve a different perspective on life. As people understand the extent that you go "above and beyond" to help them, these kindnesses carry over to their actions and they will freely help others in need.

Mr. Weller summarized: "the Miller Way incorporates trust, openness, and a caring attitude. In a solutions-based organization, the tangibles keep growing. These tangibles help Miller remain the easiest company to do business with."

Consider applying these "*measures of excellence*" to your personal and professional life. Talented, motivated, engaged sales representatives are a formidable competitive weapon in today's marketplace!

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