

2007 CALENDAR OF EVENTS

July 11 - 13, 2007

2007 Space Cryogenics Workshop
Marshall Space Flight Center
Huntsville, Alabama
Web: www.spacecryogenicsworkshop.org/registration

July 16 - 20, 2007

CEC-ICMC 2007
Cryogenic Engineering Conference
Chattanooga, TN.
Web: www.cec-icmc.org

July 16 - 20, 2007

SEMICON West
Moscone Center, San Francisco, CA
Web: www.semi.org

September 5 - 7, 2007

IG, CHINA 2007
International Exhibition on
Industrial Gas Technology
Shanghai Mart Expo
Shanghai, China
Web: www.China-gases.com

September 5 - 7, 2007

Hydrogen and Fuel Cells — New
Energy (HY+FC) Asia 2007
China Industrial Gases Industry
Association-CIGIA
Shanghai Mart Expo
Shanghai, China
Web: www.hy-fcexpo.com

September 12 - 17, 2007

SEMICON Taiwan
Taipei, Taiwan
Web: www.semi.org

September 15 - 19, 2007

GAWDA Annual Convention
Westin St. Francis
San Francisco, CA
Web: www.gawda.org

September 19 - 21, 2007

InnoJoin 2007
Marketplace of Innovations
Essen, Germany

September 24 - 26, 2007

BIO Mid-America Venture
Forum 2007
Biotechnology Industry
Organization (BIO)
Milwaukee, WI
Web: www.bio.org

September 24 - 27, 2007

Tenth Grove Fuel Cell Symposium
London, UK
Web: www.grovetfuelcell.com

October 13 - 17, 2007

IOMA Annual Meeting
Barcelona, Spain

October 16 - 17, 2007

Safety and Reliability of
Industrial Gases,
Equipment & Facilities Seminar
CGA Seminar
Tremont Plaza Hotel
Baltimore, MD
Web: www.cganet.com

November 11 - 14, 2007

FABTECH/ AWS Show
Chicago, Illinois
Web: www.aws.org

November 13 - 16, 2007

Cryogen-Expo 2007
All-Russian Exhibition Center
Moscow, Russia
Web: www.mirexpo.ru

2008 CALENDAR OF EVENTS

March 2 - 7, 2008

PITTCON Conference 2008
New Orleans, LA
Web: www.pittcon.org

March 30 - April 3, 2008

Hydrogen Expo US
Sacramento, CA
Web: www.hydrogenexpo.com



September 15-19, 2007

GAWDA Annual Convention

Westin St. Francis
San Francisco, CA

Web: www.gawda.org



Art of Selling...

By Art Waskey

MY APOLOGIES ...

In April, 2007 I wrote an article "*Failing Forward — The Price of Success.*" In the article I said, "The Manager berated our sales rep for not returning his calls, lack of product knowledge, etc; he simply didn't like her." As I stated later in the same article, "Her initial failure had made her a more effective listener."

A friend of 30+ years emailed me the following thoughts in response to the same article:

"Please take me off your mailing list. As you are aware that I have had years of management responsibility and to read how you criticized your employee openly as you have done in your article is not acceptable. Art, for a man of your stature and responsibilities, you should know better. The proper term should have been "salesperson." It is apparent to me ... who "her" is ... and I resent this implication towards her. She is one of the finest distributor sales persons I ever have worked with and she deserves better. What were you thinking????"

I was shocked at the email and sent him this response:

"Thanks for your thoughts on the article. I respect [the rep] and would never want to hurt her. In respect to your response, I went back and re-read the article several times and now I realize that the message might have come across in a belittling way."

I told him how much I valued his friendship over the years, and thanked him for caring enough to tell me how he honestly felt. I was deeply troubled, and I realized how much more it may have hurt the rep. His critical response will encourage me to become a more sensitive writer.

I have since called the rep to personally apologize and can only pray that she knows my true intent was never to hurt anyone. I also made a public apology to her in front of our sales team.

In his book, *Failing Forward*, John Maxwell's fifth step to failing forward is "change your response to failure by accepting responsibility." He suggests taking three steps:

1. **Take a hard look at a very recent failure** that you considered not to be your fault.
2. **Look at anything negative in the failure** that you should claim responsibility for.
3. Then **own** it.

While the rep perceived that she had failed, my perception, which I explained to her, was that she hadn't failed; the Manager just didn't like dealing with women. Prejudice was his "baggage." The Manager also called and apologized for his statements.

My initial response to the criticism of my article was anger at being attacked. Then I realized the rep must have felt the same way: betrayed by someone she trusted. Writing never gives the author the liberty to re-create a very painful experience for someone else to face anew. Again ... to all parties I affected ... I am VERY sorry.

Art Waskey is Vice President of Sales and Marketing for General Air Services and Supply Company in Denver, Colorado, and author of The Art of Sales in One Month. He can be reached via e-mail at awaskey@generalair.com.

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