

2008 CALENDAR OF EVENTS

June 9–12, 2008

International Cryocooler Conference
Long Beach, CA
www.cryocooler.org

June 10–11, 2008

The gasworld African Conference
Misty Hills Country Hotel
Johannesburg, South Africa
Email:
conferences@gasworld.com

June 15–19, 2008

17th World Hydrogen Energy Conference
Brisbane Convention and Exposition Center
Queensland, Australia
www.whec2008.com

August 17–22, 2008

Applied Superconductivity Conference
Chicago, IL
www.ascinc.org

September 7–10, 2008

8th IIF/IIR Gustav Lorentzen Conference
on Natural Working Fluids
Copenhagen, Denmark
www.iir-gl-conference-2008.dk/

September 21–25, 2008

64th Annual GAWDA Convention
Atlantis, Paradise Island,
Bahamas
www.gawda.org

September 25–27, 2008

Clean Energy for a Sustainable World II World Fair of NGV & Hydrogen
Turin, Italy
www.ngvworldfair.com

October 6–8, 2008

FABTECH International & AWS Welding Show
Las Vegas, NV
www.fmafabtech.com

October 27–31, 2008

International Youth Fuel Cell Competition
2008 Fuel Cell Seminar and Exposition
Phoenix, AZ
www.yfcc.com

November 11–13, 2008

Cryogen-Expo
Moscow, Russia
www.mirexpo.ru

November 19–21, 2008

US Green Building Council's Greenbuild International Conference and Expo
Boston, MA
www.greenbuildexpo.org

March 30–April 3, 2009

NHA Annual Hydrogen Conference
Hydrogen Expo US
Columbia, SC
www.hydrogenexpo.com

2009 CALENDAR OF EVENTS

April 20–24, 2009

HANNOVER MESSE 2009
World Trade Fair for Industrial Technology
Hannover, Germany
www.hannovermesse.de

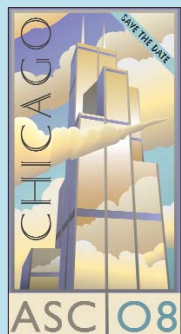


September 21–25, 2008

**64th Annual
GAWDA Convention**

Atlantis, Paradise Island
Bahamas

www.gawda.org



AUGUST 17-22, 2008

2008 Applied Superconductivity Conference
Hyatt Regency Chicago

www.ascinc.org



Art of Selling...

By Art Waskey

**EVEN IN GOD'S SILENCE,
THERE IS AN ANSWER ...**

An inexperienced rep sat across from me; he was depressed and dejected after a long unsuccessful week in outside sales. "I never realized it would be so hard: facing rejection from prospects, listening to customer complaints, and just trying to figure out what I should be doing next. I never realized how difficult serving the customer could be!"

What words of encouragement does a seasoned mentor provide a dejected young rep with tremendous potential, as he struggles to become an accomplished sales professional?

A timeless source of motivation is Og Mandino's "inspiration of the ages," **The Greatest Salesman In The World**. The Legend of **Ten Marked Scrolls** was just what the doctor ordered to encourage the young man in accomplishing his life's goals.

- **Scroll I: Commitment.** *Today I begin a new life.* I will form good habits and practice them faithfully.
- **Scroll II: Love.** *I will greet this day with love in my heart.* I will love all manners of men for each has qualities to be admired, though some may be hidden. I will always love myself.
- **Scroll III: Persistence.** *I will persist until I succeed.* I may fail often before I succeed once.
- **Scroll IV: Miracle.** *I am nature's greatest miracle.* I am here for a purpose. I will display my uniqueness in the marketplace.
- **Scroll V: Time.** *I will use this day as if it were my last.* If I waste today, I forfeit the last page of my life.
- **Scroll VI: Emotion.** *Today I will be the master of my emotions.* I will master my moods and control my destiny through positive action.
- **Scroll VII: Laughter.** *I will laugh at the world.* Laughter is the quickest way to stand up and start all over again, after life knocks you down.
- **Scroll VIII: Value.** *Today I will multiply my value a hundredfold.* To surpass the deeds of others is irrelevant; to surpass my own deeds is outstanding.
- **Scroll IX: Action.** *My dreams are worthless, my plans are dust, my goals are impossible without action.* I will act TODAY!
- **Scroll X: Guidance.** *Who is of so little faith that in a moment of great disaster or heartbreak has not called to his God?* The guidance you seek will come: even in God's silence, you will find your answer!

The young salesman left our meeting determined to persevere. Reflecting on the **Scrolls** over time, he has gone on to a highly successful career. On occasions when our paths cross, he'll reminisce on the time he wanted to give up, but rejoices now that he has succeeded with a rich career in a profession to which he was truly called.

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