

Please choose one seminar per time period

Seminar Registration

Name: _____ Company: _____

Please return this form by September 1, 2011
 Fax: 651-407-2740 or email Vanessa@cortecvci.com

Thursday, (afternoon) September 22, 2011		
12:35 – 5:00 p.m.		Choose Only 1 Tour – Buses will leave directly from the St. Paul Hotel at 12:35 p.m.
Cambridge, MN	<input type="checkbox"/>	Cortec Advanced Films Plant Tour – Tim Bliss
		OR
Eau Claire, WI	<input type="checkbox"/>	Cortec Coated Products Plant Tour – Mike Galatowitsch
		OR
Spooner, WI	<input type="checkbox"/>	Cortec Spray Technologies Plant Tour – Ed Bertges
		OR
White Bear Lake, MN	<input type="checkbox"/>	Cortec Corporation Headquarters – Multiple Seminars, see below

Thursday, (afternoon) September 22, 2011 (Cortec Headquarters)		
Location	Session I	Seminar
1:00 – 2:00 p.m.		
Lab	<input type="checkbox"/>	MCI: Lab & Field Training – Jessi Meyer, Josh Hicks <i>This session is your chance to see lab and field testing with Cortec MCI products. We will highlight the latest independent laboratory testing and present recent follow up on actual projects using MCI!</i>
Outside	<input type="checkbox"/>	Shrink Wrap Demo – Michael Morin <i>View a Milcorr shrink wrap demonstration, and learn about the various shrink film products that Cortec offers.</i>
Upstairs Lab	<input type="checkbox"/>	Surface Preparation–Bob Boyle and Eric Uutala <i>This session will cover the basics in surface preparation. The focus will be on Cortec's® star products and applications as well as our successes in the field.</i>
Sales Conference Room	<input type="checkbox"/>	Packaging Concepts and Basics – Dario Dell'Orto <i>An overview of key concepts and product line-up available from Cortec. Attendees will leave with an understanding of how VpCI technology works in packaging, key factors to achieve desired protection levels and the basic market segments using Cortec packaging.</i>
Conference Room	<input type="checkbox"/>	Developing a sales opportunity from prospecting to the purchase order – Jessica Scott and Bill Harrod <i>This session will give examples of the sales process. From prospecting to closing a project it will identify a typical process and go through some individual examples.</i>
Marketing Department	<input type="checkbox"/>	Cortec® Marketing Arsenal – Cortec's Marketing Team <i>Learn how to get the most out of Cortec® CD ROMs and Cortec® PowerPoint presentations, literature and marketing tools. Cortec® now has most all of our manuals on CD!</i>

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Location	Session II	Seminar
2:15 – 3:15 p.m.		
Outside	<input type="checkbox"/>	MCI: Product Spotlight – Jessi Meyer, Rick Shannon <i>Be prepared to get your hands dirty! This session will highlight several MCI products. You will learn proper application of the materials and how to sell them. Surface preparation, application, technical information, target market, as well as competitor comparisons will be covered! NEW SESSION!</i>
Sales Conference Room	<input type="checkbox"/>	A Practical Look at Types of Corrosion and What Went Wrong – Cliff Cracauer <i>When a customer calls and says they have rust, what do you do? This session will detail the common reason that corrosion occurs in industrial applications, and what can be done to prevent a repeat occurrence.</i>
Upstairs Lab	<input type="checkbox"/>	High Performance Coatings- Bob Boyle <i>This session will provide an overview of Cortec's permanent and removable coatings, along with some recent case histories, and new products in this area.</i>
Marketing Department	<input type="checkbox"/>	The Cortec® Website as a Resource – Cortec's Marketing Team <i>Learn how to best use Cortec's® websites, from the basics to the most sophisticated. This will be a comprehensive overview on how to best utilize www.cortecvci.com and our other websites!</i>
Lab	<input type="checkbox"/>	Test Methods & Laboratory Tour – Margarita Kharshan, Laboratory & Sales <i>This course will demonstrate real test reports & the various test methods used by Cortec®. These methods include ASTM testing and corrosion protection analysis. You will see Cortec's® state of the art laboratory for research, testing, quality assurance, and also the sophisticated equipment Cortec® uses for testing. Come and visit our professional chemists and engineers in the laboratory for a first hand view. We boast the best corrosion laboratory and professionals in the business.</i>

Thursday, (afternoon) September 22, 2011 (Cortec Headquarters)

Location	Session III	Seminar
3:30 – 4:30 p.m.		
Lobby	<input type="checkbox"/>	Cortec® Headquarters & Plant Tour – Cortec Staff <i>This tour of the Cortec® plant and office will show you a world class company and state of the art production facility that we can all be proud of.</i>
Sales Conference Room	<input type="checkbox"/>	Clean, Preserve, Protect - Jeff Mitchell <i>Combining Cortec's® patented VpCI products to reduce corrosion with specific application methods have increased the life and productivity of many metal parts. Through a four-step system, parts are cleaned, preserved and protected. Learn from the team who developed it!</i>
Croatian Cultural Center	<input type="checkbox"/>	Concrete 101 – Dr. Mohamad Nagi, Firas Misleh <i>This session will teach you the basics of concrete! We will cover concrete composition, properties, testing, mix design basics, transport, placement, curing. Durability as well as prescriptive vs. performance based vs. service-life driven design will also be presented. NEW SESSION!!</i>
Upstairs Lab	<input type="checkbox"/>	Introduction to Integrated Solutions – Cliff Cracauer <i>This session will provide a basic understanding of using an Integrated Solutions strategy to account development. It will provide the tools you will need to identify a solid plan when developing new accounts (four quadrants), common questions to ask the client (comparing to other VCI, benefit vs. oil, environmental, etc.) and identify products to lead with for potential new customers.</i>

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Friday, (morning) September 23, 2011 (St. Paul Hotel)

Location	Session I	Seminar
8:30 – 9:30 a.m.		
Promenade North	<input type="checkbox"/>	Cortec MRO, Electronics and Small Packaging Products – John Wiermaa <i>A practical look at the MRO, electronics and small packaging products produced by Cortec. Key topics will include where to look for business, types of products offered and opportunities for private labeling and toll producing at our new & improved filling facility.</i>
Hill North	<input type="checkbox"/>	Basic Training & Selling VpCIs – Anna Vignetti <i>This course is meant to give you a good basic foundation to build your Cortec product sales. With this, you will know about Cortec, the competition, VpCIs in the industries we work in and also where to find the information! We keep it simple, practical and successful! You will also learn how to sell Cortec's® high tech corrosion protection solutions. Knowing the Cortec® system selling approach and why it works will help you close that sale. Bring your hardest questions and situations. Let's discuss them!</i>
Summit	<input type="checkbox"/>	New Case Histories in Unique Applications – Mike Gabor, Jessica Scott, Bill Harrod & Michael Gonzales <i>A look at new successes that have been developed in the last two years. It will focus on why the changes were made, and what was unique about the changes. Included will be new applications with coatings, packaging, metalworking and surface preparation products.</i>
Hill South	<input type="checkbox"/>	Opportunities in Power Industries – Mike Morin, Brian Coles <i>This session will focus on our success in various power industries with a focus on why certain products have been successful. Come and learn about our latest success in Wind Energy, and other emerging industries.</i>
Ireland	<input type="checkbox"/>	Qualifying a New Product for use in a Manufacturing Environment – Matt Richey <i>This presentation will detail what steps are typically taken to qualify a new product or technology from the customers perspective. It will focus on the entire supply chain, and events that take place when a new technology is identified and ultimately implemented. A case study with ATTC, a Toyota supplier will be the focus of this presentation.</i>

Friday, (morning) September 23, 2011 (St. Paul Hotel)

Location	Session II	Seminar
9:45 – 10:45 a.m.		
Promenade North	<input type="checkbox"/>	Introduction to Bionetix - Vincent Delorenzo <i>This session will cover a good overview on Bionetix and the bioaugmentation industry. You will learn the base technology, and the markets that are served by Bionetix products.</i>
Hill North	<input type="checkbox"/>	IS focus on Surface Prep and RP's - Mike Morin <i>This session will focus on the importance of incorporating surface preparation and liquid rust preventatives in conjunction with VpCI packaging. It will identify how you can use surface preparation products to gain access to areas of an account that you have not previously had success. Product focus will be on the most popular rust preventatives, cleaners and rust removers offered and identify common applications for these products.</i>
Summit	<input type="checkbox"/>	Global Accounts: Resources and Success - Bob Boyle <i>This session will present recent successes and new resources available within Cortec's global account development strategy and how it provides a competitive advantage globally for distributors and end-users.</i>
Hill South	<input type="checkbox"/>	Review of Cortec Engineering & Field Services (CEFS) and Development of CorroLogic™ Group of Systems - Tim Whited <i>This presentation provides a review of CEFS in general, plus its continuing development of the CorroLogic™ group of VpCI corrosion control systems.</i>
Ireland	<input type="checkbox"/>	BioCortec Update- Boris Miksic, Kristy Gillette, Robert Kean <i>This session will update you on the developments of Cortec's biodegradable and biobased products. It will include our latest products in compostable films, and chemical products that have been recently developed.</i>

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Friday, (morning) September 23, 2011 (St. Paul Hotel)		
Location	Session III	Seminar
11:00 – 12:00 noon		
Promenade North	<input type="checkbox"/>	Expanding your value at existing account - Mike Gabor <i>The best place to grow your Cortec business is to expand what you are offering to an existing customer. This session will focus on methods of expanding your presence and strategies to help the customer understand the need to be persistent in the battle against corrosion (corrosion schools, quarterly audits, etc). It will touch on additional products that can complement the products you are already offering and provide value to them at the same time. It will also touch on technical capabilities, and ways to be able to get your customer to rely on you as the expert.</i>
Hill North	<input type="checkbox"/>	MCI[®]: New Construction - Matt Drew, Jessi Meyer <i>This session will cover the basics you need to know to get started on new construction MCI applications. We will delve into the chemistry behind MCI admixtures, how they work, as well as when and where to use products. Service life prediction, competitor comparisons and recent case histories will also be discussed!</i>
Summit	<input type="checkbox"/>	Military - Anna Vignetti <i>VpCI products began in the preservation of military equipment, vehicles and weaponry. Selling to the military is a whole new dimension in sales. Come to learn how our experts sell to the military and Cortec's[®] plan for a new military sales program. Military Case Studies from around the world will be presented.</i>
Hill South	<input type="checkbox"/>	Bionetix for Industrial Waste Treatment - Ian Bain <i>This session will cover the industrial waste water treatment market. It will identify the industries (refineries, pulp and paper, etc.) to target the products available, and highlight case histories for waste water treatment.</i>
Ireland	<input type="checkbox"/>	Key Case Histories Presented By our Partners! - Dario Dell'Orto, Bob Boyle <i>This sessions will be new case histories presented by our customers</i>

Friday, (afternoon) September 23, 2011 (St. Paul Hotel)		
Location	Session IV	Seminar
1:30 – 2:45 p.m.		
Promenade North	<input type="checkbox"/>	High Performance VpCI Additives - Matt Drew <i>Cortec[®] has the best VpCI masterbatch concentrates and additives for the production of films, coatings, metalworking, cleaning and other polymers in the business! For those who have a potential customer for VpCI additives, this is the course for you.</i>
Hill North	<input type="checkbox"/>	MCI[®]: Restoration – Jessi Meyer <i>This session will cover the basics you need to know to get started on restoration with MCI. We will delve into the chemistry, how they work, as well as when and where to use products. Sustainability benefits of repair, competitor comparisons and recent case histories will also be discussed!</i>
Summit	<input type="checkbox"/>	Integrated Solutions New Product Focus – Bob Boyle and Cliff Cracauer <i>This session will focus on the new products that have been developed over the last two years. It will detail where they have been successful and applications to target and how to sell them.</i>
Hill South	<input type="checkbox"/>	VpCI Lay-up, Preservation, Mothballing –Dario Dell'Orto, Mike Morin <i>One of Cortec's[®] greatest sales growth areas is in the temporary and permanent lay-up of equipment and facilities. Each of us has experienced applications that did not work; this session will address which products to use and when. This practical, hands on course will have you understanding what "mothballing" really is with Cortec[®] products. Come learn about the one and only of its kind preservation for lay up.</i>
Ireland	<input type="checkbox"/>	Cortec[®] VpCI Chemistry – Kristy Gillette <i>This presentation will be teaching a "layman's" approach to Vapor phase Corrosion Inhibitors. This class is a must for new and old members of the Cortec[®] Corporation. Don't let the chemistry confuse you, come to this session and obtain a simple and clear answer on how, what, when, where, and why VpCIs work.</i>

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Friday, (afternoon) September 23, 2011 (St. Paul Hotel)		
Location	Session V	Seminar
3:00 – 4:15 p.m.		
Promenade North	<input type="checkbox"/>	MCI®:Round Table Discussion – Jessi Meyer, Matt Drew <i>This session will be an open discussion covering marketing, competition, and sales techniques all over the world.</i>
Hill North	<input type="checkbox"/>	Popular and Emerging Applications of VpCI Chemistry for the Oil & Gas Industry. – Tim Whited <i>This presentation will provide information on presently popular applications of Cortec VpCI products within the U.S. and worldwide Oil & Gas industry. Emerging opportunities for Cortec products will also be discussed.</i>
Summit	<input type="checkbox"/>	Global Roundtable – Cliff Cracauer, Bob Boyle, & Dario Dell’Orto <i>This session will be an open discussion on marketing, competition and any other issues from around the world.</i>
Hill South	<input type="checkbox"/>	Water Treatment –Josh Hicks <i>A very specialized area for specialized sales people. From water treatment to oil processing, let the experts tell you how Cortec® has already been successful in this product area and how we will get the sales really going! Also, get introduced to a great “new” line of lay-up products!</i>
Ireland	<input type="checkbox"/>	Bionetix for Janitorial and Sanitation- Ian Bain <i>This session will feature information on the products and applications in the janitorial and sanitation markets. It will identify the benefits and selling strategies that differentiates Bionetix products in this market.</i>