

NEWS ALERT



Cortec® Friends & Family Gather to Reenergize for a Successful New Decade!



The Cortec® 2019 World Sales Meeting (WSM) was an exciting time for Cortec® friends and family to reunite, learn from each other, and get energized for success as we enter a new decade! This year, we were pleased to welcome more than 100 guests who travelled from 30 countries around the world to join us for two and a half days packed with networking, education, and plenty of fun and entertainment along the way.

The event started October 2nd with the Wednesday afternoon “International Meeting,” as distributors from outside the U.S. gathered at the beautiful Saint Paul Hotel in downtown Saint Paul, Minnesota, to gain insights from each other and catch Cortec’s vision for the global market. U.S. distributors joined the fun Wednesday evening during the WSM welcome reception.

The main session at the hotel Thursday morning featured a “State of the Company” address from Cortec® CEO, Boris Miksic, who shared Cortec’s vision for the year 2025 as Cortec® and its team of distributors move into a new decade. The morning session also included attendee introductions, distributor awards, and a Cortec® corrosion adventure movie, all followed by a delicious lunch.

Cortec® Corporation is the global leader in innovative, environmentally responsible VpCI® and MCI® corrosion control technologies for the Packaging, Metalworking, Construction, Electronics, Water Treatment, Oil & Gas, and other industries. Headquartered in St. Paul, Minnesota, Cortec® manufactures over 400 products distributed worldwide. ISO 9001 and ISO 14001 Certified, and ISO 17025 Accredited.





For the afternoon session, guests hopped on buses and headed a short distance north to Cortec® Headquarters (CHQ) in White Bear Lake for a trade show and plant tours. This proved to be a great time for a mutual exchange of ideas and knowledge as distributors were able to talk one-on-one with Cortec® employees from different departments—from the lab and technical service, to marketing, sales, customer service, compliance, and more! While distributors came away with new insights about Cortec® products and services, Cortec® employees also felt enriched by gaining fresh ideas from the perspectives of our distributors. The day closed with an Oktoberfest at the Bavarian Gasthaus Hunter restaurant.

Back at the Saint Paul Hotel on Friday, classroom sessions were another major WSM highlight. This year, Cortec® offered five different learning tracks focused on VpCI® Technology, Corporate & Sales Strategies, MCI® Technology, Product Line Overviews, Bionetix®/Water Treatment/Flagship Products, and OEM & Industrial Applications. Several sessions also allowed Cortec® distributors from around the world to share insights on what has or has not worked for them as they deliver solutions to their customers. The grand finale to the day's learning was a riverboat cruise on the Mighty Mississippi, after which Cortec® friends and family parted ways, inspired to pour renewed energy into spreading Cortec® corrosion solutions around the globe!

Special thanks to all who attended Cortec's 2019 WSM! We look forward to seeing you next time and sharing a whole new volume of success stories with each other! Best wishes for a successful year—and decade—ahead as we work our way toward "Vision 2025" together!