

Swagelok Energy Advisors

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Subject: TAP Your Steam System

Swagelok Energy Advisors (SEA) is excited to announce a great opportunity for Spence Engineering and Leslie Controls by promoting a world wide recognized Steam System Training Program.

TAP Your Steam System

TAP Your Steam System, is an exciting one (1) day course designed to provide attendees with “**TEN (10) Action Points**” that the attendees can implement in the plant with out capital cost. The Ten (10) Action Points will improve efficiency, reliability, uptime, product quality and reduce energy.

Who should and who has attended?

- Plant mangers
- Maintenance engineers
- Energy engineers
- Project engineers
- Industrial engineers
- Utility engineers
- Maintenance supervisors
- Industrial sales people who are selling into the steam markets
- Anyone else looking to accelerate their understanding and comprehension of steam systems.

Why get involved?

Throughout the training, your customers or your sales people will get to experience the depth of knowledge and product offering by Spence Engineering and Leslie Controls. SEA reviews with the attendees the benefits of using certain steam products that are extremely beneficial to the steam system operation, which can be provided by Spence Engineering and Leslie Controls.

The training course will demonstrate Spence Engineering and Leslie Controls capabilities not only as a superior component provider, but as a services organization bringing additional value to your customer base in the form of steam system training, audits, and project management.

Some of the topics that are covered include:

- ❖ Valves
 - ✓ Steam system valves
 - Control valves
 - Regulating valves
 - Isolation valves
 - Warm-up valves
 - By pass valves
 - Blow down valves
 - Test valves
 - Steam quality testing valves
 - Gauge isolation valves

- ❖ Steam trap station (universal connecting device)
 - ✓ Do you know that every steam operating facility has steam traps and that every steam trap station has four (4) valves.....

- ❖ Pressure gauges
- ❖ Pressure gauge pigtails
- ❖ Check valves
- ❖ Etc.

What are the financial benefits?

- 1) Spend a day with your customer
 - a) How long and what are the cost to see 10 customers during normal business hours?
 - i) You will have the opportunity during training to spend the day with your customers and they will be paying you.....

- 2) Increase your customer steam knowledge.
 - a) Why use control valves
 - b) Why use steam traps and what design
 - c) Where do they need pressure gauges
 - d) Why the universal steam trap connector is the lowest cost item in the market

- e) Etc.

- 3) Increase your sales people knowledge about the steam system
 - a) Become an asset to the customer
 - b) Increase sales

- 4) Customers paying to attend the training
 - a) \$ 380.00 per person x 45 people = \$ 17,100.00

What are topics?

We have attached an outline for your review.

What facilities have attended in the past?

Everyone that we have listed above that should attend.

How to get started:

We have attached all the information on the program. If you would like printed material please let us know.

If you have a customer email list and would like us to do an email press release, please let us know.

What are the Benchmarks that need to accomplish?

120 Days prior:

- Location for the training
 - College, University, Corporate training facility, Community College, Technical College or any learning facility
 - Note: Training room
 - 30 people 1,400 square feet
 - 40 people 1,600 square feet
 - 50 people 1,800 square feet

You never can be too large.
Typically round tables – three people to a table
Tables must be able to hold AutoCAD drawings (30 x 42)

 - Send magazines press releases for the training classes
- Find a hotel close to the training facility

- This will be for any attendees coming in from out of town
- Develop a document with the hotel information to send out to people after they have signed up
- Final revisions to marketing brochure and produce all training information
- Confirm dates
- Web-site updated with training information and location
- Send out 1st press release about the program
- Contact the following:
 - State Energy Department
 - Natural Gas Companies
 - Local Utility Companies

90 Days prior:

- Send press release to customers about the training
- Have a sample of the training manual
- Establish catering for the program
 - Break items
 - Lunch
 - Afternoon snack
 - Coffee, water, soda, etc

60 Days prior:

- Send press release to customers about the training
- Send marketing packets (fax/mail/email) to training inquiries
- As attendees register send more detail information:
 - Hotel information
 - Detailed outline
 - Map of training location
 - Parking
 - Host contact information
 - Names of contact people
 - Cell phone numbers
 - Etc
- Give registration information to accounting for billing
- Check stock on training binders and order as needed
- Check stock on SEA calculators, pens, and shoulder bags and order as needed

30 days prior:

- Send out final press release about the training to customers
 - Email
 - Fax
 - Or letter form
- Speaker assignments
- Airline and hotel reservations for speakers if workshop is out of town
- Final revisions to workshop book
- Send workbook to printer – also order extra blank sheets of paper (3 hole punched) to be put on tables for attendees notes
- Make menu selections for breaks, lunches. Advise hotel, training location and / or caterer on menu selections, room setup, AV equipment needed, meal/break times, etc.
- Send out pre-task assignments

14 days prior:

- Final revisions to power points
- Workshop books delivered – print final detailed outline and put a copy in front pocket of each binder
- Arrange for any demo equipment to be delivered
- Confirm AV equipment
- Check stock on yellow highlighters
- Give detailed outline to speaker
- If workshop is being held at training facility, order food for breaks (pastries, etc.)

One week prior:

- Final head count to hotel, caterer etc. – confirm all other arrangements with hotel
- Make name tags for attendees
- Finalize exam questions and print
- Do sign-in sheet
- Do table tents

Three days prior:

- If training is being held at training facility, purchase food and beverages for breaks (snacks, soda, etc.)
- Compile final attendees list

- Pack up boxes for training:
 - ✓ Training manuals with outlines and blank paper
 - ✓ Easel and Large Post it Paper for Instructor
 - ✓ Blank paper to put on tables (for notes)
 - ✓ Calculators, highlighters, SEA pens
 - ✓ Daily review questions
 - ✓ SEA Brochures
 - ✓ Sign-in Sheet
 - ✓ Business Cards
 - ✓ Sign for registrations table
 - ✓ Evaluation forms.

Evening before the training:

- Deliver packed boxes, computers, projector, demo equipment, etc. to training location
- Set up

Day of the training:

- Assist with registration process
- Check on all audio/visual equipment
- Check food (quality, quantity, etc.)
- Check room temperature, last minute needs

During training:

- Take care of any last minute needs of the speakers
- Answer any customer questions
- Meet all of the customers attending

After training:

- Review evaluation forms
- Discuss pro's and con's of outcome of program and ways to improve
- Send out certificates

10 Days for before after training:

- Send out thank you note with a note on a product or service

45 Days for before after training:

- Send out a note with a steam best practice and a note on a product or service

Please let me know if you have any questions.

Jacob Breaux
Field Engineer

Past Attendees

Weyerhaeuser
Bush Brothers
Conoco Phillips
Harley Davidson
Eastman Kodak
Nestles

Cargill
Jeld Wen
GE
Miller Brewing
Kraft Foods
Sunoco
Boeing

Union Gas	The Dow chemical Company
ADM	Eaton Corporation
Iowa Beef Producers	Georgia-Pacific Corporation
Green Giant	Anheuser-Busch Companies, Inc.
Mars	Boise Cascade
Ashland Oil	Merck
Baxter International	Oscar Meyer
Honeywell International	Abbott Labs
Union Pacific	Smithsonian
Wisconsin Energy Corporation	Pinnacle foods
Xcel Energy	Trus Joist
Alcoa	Kohler Company
Sonoco Inc.	General Mills
Duke University	Nalco
Goodyear Tire	Land O'Lakes
University of Maryland	S.C. Johnson & Son
Hershey Foods Corporation	Gerber Foods
Smithfield Foods, Inc.	General Motors Corporation
Kimberly-Clark Corporation	PPG Industries
Reliant Energy Inc.	Morton Salt
	Chemtura
DuPont	Mohawk Industries
IBM	Hormel Foods Corporation
ChevronTexaco Corporation	Johnson & Johnson
Trane Corporation	Pfizer Inc.
Common Wealth Edison	Union Pacific Corporation
WESCO International	Tyson Foods

**** This is only a sample of the attendee list.....