


CALENDAR OF EVENTS 2009

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| <p><b>March 3–5, 2009</b><br/>Lean for the Supply Chain<br/>Crown Plaza Hotel, San Jose, CA<br/><a href="http://www.sme.org/leansupplychain">www.sme.org/leansupplychain</a></p> <p><b>March 8–13, 2009</b><br/>Pittcon 2009, 60th Annual<br/>Conference and Exhibition<br/>McCormick Place South, Chicago, IL<br/><a href="http://www.pittcon.org">www.pittcon.org</a></p> <p><b>March 9–12, 2009</b><br/>O'Reilly Emerging Technology<br/>Conference<br/>San Jose, CA<br/><a href="http://en.oreilly.com/et2009/">http://en.oreilly.com/et2009/</a></p> <p><b>March 16–18, 2009</b><br/>Clean Heavy Duty Vehicle<br/>Conference &amp; Expo 2009<br/>Hyatt Regency &amp; Long Beach<br/>Convention Center, Long Beach, CA<br/><a href="http://www.chdv.org">www.chdv.org</a></p> <p><b>March 22–24, 2009</b><br/>GAWDA Spring Management<br/>Conference<br/>Sheraton Chicago Hotel &amp; Towers<br/>Chicago, IL<br/><a href="http://www.gawda.org">www.gawda.org</a></p> <p><b>March 30–April 2, 2009</b><br/>WESTEC 2009<br/>Los Angeles Convention Center<br/>Los Angeles, CA<br/><a href="http://www.sme.org/westec">www.sme.org/westec</a></p> <p><b>March 30–April 3, 2009</b><br/>NHA Conference &amp; Hydrogen<br/>Expo 2009<br/>Columbia Metropolitan<br/>Convention Center, Columbia, SC<br/><a href="http://www.hydrogenexpo.com">www.hydrogenexpo.com</a></p> <p><b>March 31–April 3, 2009</b><br/>LogiChem Europe 2009<br/>Hilton Dusseldorf, Germany<br/><a href="http://www.logichemeurope.com">www.logichemeurope.com</a></p> <p><b>March 31–April 4, 2009</b><br/>NanoManufacturing Conference<br/>&amp; Exhibits<br/>Sheraton Bloomington Hotel<br/>Minneapolis, MN<br/><a href="http://www.sme.org/nanomanufacturing">www.sme.org/nanomanufacturing</a></p> <p><b>April 20–24, 2009</b><br/>HANNOVER MESSE 2009<br/>World Trade Fair for<br/>Industrial Technology<br/>Hannover, Germany<br/><a href="http://www.hannovermesse.de">www.hannovermesse.de</a></p> | <p><b>April 21–24, 2009</b><br/>GAWDA Spring Management<br/>Conference<br/>Grove Park Inn Resort &amp; Spa<br/>Asheville, NC<br/><a href="http://www.gawda.org">www.gawda.org</a></p> <p><b>April 27–May 1, 2009</b><br/>Progress in Hydrogen Safety:<br/>Safety of Hydrogen-fuelled Vehicles<br/>University of Ulster, Belfast, UK<br/><a href="mailto:H2safety@ulster.ac.uk">H2safety@ulster.ac.uk</a></p> <p><b>May 19–21, 2009</b><br/>EASTEC 2009<br/>Eastern States Exposition Grounds<br/>W. Springfield, MA<br/><a href="http://www.sme.org/eastec">www.sme.org/eastec</a></p> <p><b>June 15–19, 2009</b><br/>Progress in Hydrogen Safety:<br/>The Hydrogen &amp; Fuel Cell<br/>Infrastructure<br/>Adjaccio, Corsica, France<br/><a href="mailto:H2safety@ulster.ac.uk">H2safety@ulster.ac.uk</a></p> <p><b>June 28–July 2, 2009</b><br/>Cryogenic Engineering<br/>Conference and International<br/>Cryogenic Materials Conference<br/>JW Marriott Starr Pass<br/>Resort &amp; Spa, Tucson, AZ<br/><a href="http://www.cec-icmc.org">www.cec-icmc.org</a></p> <p><b>October 6–8, 2009</b><br/>SOUTH-TEC 2009<br/>Charlotte Convention Center<br/>Charlotte, NC<br/><a href="http://www.sme.org/southtec">www.sme.org/southtec</a></p> <p><b>September 23–25, 2009</b><br/>IG China 2009<br/>11th China International<br/>Exhibition on Gases Technology,<br/>Equipment, and Applications<br/>Beijing, China<br/><a href="http://www.igchina-expo.com">www.igchina-expo.com</a></p> <p><b>November 10–12, 2009</b><br/>Cryogen-Expo<br/>Expocentre Fairgrounds<br/>Moscow, Russia<br/><a href="http://www.cryogen-expo.com/">www.cryogen-expo.com/</a></p> <p><b>November 15–18, 2009</b><br/>FABTECH Int'l &amp; AWS<br/>Welding Show<br/>McCormick Place, Chicago, IL<br/><a href="http://www.sme.org/fabtech">www.sme.org/fabtech</a></p> |
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**March 22–24, 2009 • GAWDA  
Spring Management Conference**  
Sheraton Chicago Hotel & Towers, Chicago, IL



**March 30–April 3, 2009**  
NHA Conference & Hydrogen Expo 2009  
Columbia Metropolitan Convention Center,  
Columbia, SC

Here's something most people don't know: over the last couple years South Carolina has become an epicenter for hydrogen and fuel cell development of all kinds. See [www.HydrogenConference.org](http://www.HydrogenConference.org) for details.

Art of Selling...

By Art Waskey



PROMOTING THE FACE IN THE MIRROR

Optimism is defined as “a tendency to look on the bright side of things; the belief that everything will turn out for the best.” By those definitions, I’m an eternal optimist.

In 2008, as the economy weakened, I found myself surrounded by people who wanted to “redefine” optimism. Optimists always imagine job opportunities will result from hard work, dedication, and performance. However, I have concerns when a person comes to me and “requests” advancement. Deserving, qualified individuals don’t ask for opportunities; opportunities naturally seem to seek them out. Optimism isn’t dependent on your personal timetable.

Evaluate your experience, skill sets, and performance. Does your current performance command recognition? If your performance is truly outstanding, advancement opportunities will find you. Non-recognition is the reward for mediocre performance.

In his book, *The 360 Degree Leader*, John Maxwell writes: “All leaders are looking for people who can step up and make a difference when it matters. When I think of **Go-To Players**, I mean people who always produce.” Maxwell further explains that **Go-To Players** produce when the following conditions exist:

1. **Intense Pressure** — **Go-To Players** deliver regardless of the market environment. Thriving under pressure, they produce in the heat of battle.
2. **Scarce Resources** — In difficult times, **Go-To Players** use the precious resources available and still manage to get the job done. Scarcity is not a detriment, but an awesome challenge to make more happen with fewer resources.
3. **Low Momentum** — **Go-To Players** become excited when challenged by a deteriorating economic environment. While other team members are discouraged, **Go-To Players** create energy. Customers seeking refuge and a “port in the storm” are comforted and attracted to these players.
4. **Heavy Load** — There is an old adage, “If you want something done, ask the one who is the busiest.” **Go-To Players** find ways to take on more when their load is already at a peak. The ability to carry a heavy load is essentially an attitude, not a position issue.
5. **Absent Leadership** — The greatest opportunity to distinguish yourself is to lead in the absence of leadership. “Real leaders lead.”
6. **Limited Time** — Each day that passes will never return. Set your priorities. Invest in yourself. Accomplish more in less time.

The next time you feel your talents are not being recognized, consider the current challenges and opportunities available in your organization.

*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 the recently released, “The Art of Sales in a Second Month.” He can be reached at [awaskey@generalair.com](mailto:awaskey@generalair.com).*