

ASM
Special
Edition

ANNUAL

SALES MEETING HIGHLIGHTS



**2014 Awards
Ceremony
Thursday
January 8th**

**A New Addition
to our
Military Group**

**ASM 2015
Friday
January 9th**

**ASM 2015
Saturday
January 10th**

**Candid Meeting
Snapshots**



Sales Agents and Chromate Employees!

The 2015 Chromate Annual Sales Meeting (ASM) was held on January 8th, 9th, and 10th at the Hyatt Regency Long Island. This publication is intended to share some of the ASM highlights for those who were unable to attend and bring back a few memories for those who did attend.



Susan Villamena, VP of Sales and Marketing, opened the Chromate ASM with a speech highlighting the sales achievements of the year: "I'm happy to say that we finished ahead for the second year in a row," says Susan. She discusses another fun highlight which is that Lonnie Baldwin and Greg Caldwell from our Virginia district managed to get our products on the cable show, Black Dog Salvage. Black Dog is an interesting, fun do-it-yourself show that takes worn out, ready for the garbage items and turns them into beautiful, expensive decorative pieces. It airs on the DIY Network.

Susan continues by saying that she had the pleasure of traveling and spending time with many of our sales agents this year. "Being on the road is my favorite part of the job," she says. She enjoys watching our agents solve customer problems; it is a reminder that our agents are what truly make us unique in the marketplace.

"One of the biggest takeaways from all that travel and district meetings," Susan says, "is that in spite of our competitors, in spite of some of our challenges, I see the infinite amount of opportunity that's out there and your willingness to go after it. All the insights and feedback that you so willingly share is how we identify the areas where we can help you grow your business. It's that feedback that will continue to drive us towards a future of greater growth and prosperity." One of these drivers is a mission to improve our infrastructure and upgrade our technology.

Susan introduces Daryn Young and Mike Belman of MD Pro Systems, who are working on our new ordering system and website. They have a wealth of industry experience and specialize in, among other things, WDS. 2015 will be the year of technology upgrades for Chromate! We have also added new team members to prepare us for success, including Maja Beyer, Lauri Christiansen, Dave Faverio, and Richard Lueth.

ASM 2015 – Awards Ceremony – Thursday, January 8th

Susan Villamena, Bruce Hylen, and Paul Davis presented the 2014 awards. The awards fell into the following categories:

President's Club – An honorary class of agents with consistently high results: \$300K for Bronze, \$400K for Silver, \$500K for Gold, and \$750K+ for Platinum.

Carl Furr Award – Carl was the very first sales agent hired by Chromate back in 1969. His biggest dream was to write \$1,000,000 in sales for his friend and mentor, Jack Davis. He did realize his dream just before he passed away. We honor his memory with the presentation of the "Carl Furr" Award to any agent who achieves the \$1,000,000 landmark, and for each additional \$1,000,000 thereafter.

Gerson Genn Award – Gerson was an agent with high integrity and inexhaustible energy. His loyalty to Chromate was evident to all who knew him. This award was established by Chromate after the death of this much-loved agent. The honor is given to an individual who has shown outstanding attitude, performance and growth in a given year. It is a very distinguished award that recognizes special effort, dedication, and hard work.

Dick Cordes Award - Dick Cordes was a very high producer for Chromate, as well as a friend to all. In 1983, Dick achieved one of the ultimate feats at Chromate. Already a veteran agent, having written over \$150,000 in his first full year, he increased his sales by over \$100,000. And then, if that wasn't enough, he did what seemed like the impossible, he actually did it again! To qualify for this award, an agent must have current year sales of \$200,000 that includes a \$100,000 increase over the previous full year sales.

Joanna Davis Award - This Rookie of the Year Award is in honor of the company co-founder, Joanna Davis, who passed away on Friday, January 16, 2015 in Jupiter, Florida at age 92.

The JACK B. DAVIS AGENT OF THE YEAR Award – This award is presented to the individual who has achieved the highest dollar volume in sales for the year. As you know, Jack Davis is the founder of Chromate Industrial Corporation.

Top 10 Sales Agents of 2014

• ED DYE	\$1,072,243
• ROD GLOCKNER	\$591,605
• BRIAN BUCHERT	\$484,789
• MIKE DANTONE	\$468,975
• BILL LEONARD	\$466,881
• DARREN NEELY	\$453,473
• ELLEN SHEETZ	\$413,388
• JOSH COHEN	\$411,085
• AARON SAFFORD	\$352,856
• MIKE SHARPE	\$346,912



Cherished founding member of Chromate, Joanna Davis.



The 2015 Annual Sales Convention, a 7-day all inclusive trip, will be held in Punta Cana, Dominican Republic at the Iberostar rand Bavaro. Circle C means that the agent is entitled to Class A+ accommodations.

ASM 2015 – Awards Ceremony – Thursday, January 8th

The Awards

- Dean Anderson – 7th time earner of the Carl Furr Award
- Mary Mongiardini – 4th time earner of the Carl Furr Award
- Mike Ross – 3rd time earner of the Carl Furr Award, winner of the Dick Cordes Award, attending the Annual Sales Convention
- Chris James – President's Club Bronze winner & attending the Annual Sales Convention
- Dale Vandervliet – President's Club Bronze winner & attending the Annual Sales Convention
- Tyler Baldwin – President's Club Bronze winner & attending the Annual Sales Convention
- Jonathan Fiorucci – President's Club Bronze winner & attending the Annual Sales Convention
- Mike Sharpe – (10/10) Dick Cordes Award winner, President's Club Bronze winner, and attending the Annual Sales Convention
- Aaron Safford – (10/9) 1st time earner of the Carl Furr Award, President's Club Bronze winner, and attending the Annual Sales Convention
- Josh Cohen – (10/8) President's Club Silver winner and recipient of Chromate blazer
- Ellen Sheetz – (10/7) 4th time earner of Carl Furr Award, Dick Cordes Award winner, President's Club Silver winner, and attending the Annual Sales Convention
- Darren Neely – (10/6) President's Club Silver winner, Sales Convention, and Top Writer Award (1,244 orders)
- Bill Leonard - (10/5) Winner of the Dick Cordes Award, President's Club Silver winner, and attending the Sales Convention (Circle C).
- Mike Dantone - (10/4) President's Club Silver winner, attending the Sales Convention (Circle C), and 6 time earner of Carl Furr Award
- Brian Buchert - (10/3) President's Club Silver winner, and attending Sales Convention (Circle C)
- Rod Glockner - (10/2) President's Club winner, recipient of the Chromate money clip and the 15th Diamond, attending the annual Sales Convention (Circle C), 17th time earner of the Carl Furr Award.
- Ed Dye – (10/1) Dick Cordes Award, President's Club Platinum winner, attending the Sales Convention (Circle C), 2nd time earner of the Carl Furr Award, and Top Writer Award (1,462 orders)



Pictured left to right: Susan Villamena & Mike Ross.

In addition to these awards, the following honorary awards were also presented:

- Lonnie Baldwin won the District Manager of the Year.
- The Joanna Davis Rookie of the Year award went to Tyler Baldwin. He is also the youngest agent to receive this honor at age 21.
- The Jack B. Davis Award Highest Annual Sales Award went to Ed Dye.
- The Gerson Genn Award for Company Spirit, Loyalty, Service, Growth, and Dedication went to Aaron Safford.

Other Awards Highlights

Ed Dye, winner of the Jack B Davis award, couldn't be present to accept the honor but his acceptance speech was recorded and shown to the audience. He thanked the Chromate team for his success, along with his wife, Joy, for putting up with his crazy work schedule. This year, Ed topped \$1M in business.

Lonnie Baldwin gave a moving speech about his son, Tyler Baldwin, and how far he has come as a person. As a teenager, Lonnie and wife split up and Tyler was heading the wrong path. Lonnie was worried. During suspension from school, his dad took him to work with him. While on sales calls for Chromate, Tyler fell in love with the job. Once he was old enough, he began working for Chromate.

The Joanna Davis honorary award means that much more to the Baldwin's because it represents not only an outstanding 1st year achievement but how far Tyler has come as a person. The awards ceremony was followed by cocktails and dinner.



Pictured left to right: Paul Davis and Tyler Baldwin.

A New Addition to the Military Group

Richard Lueth is a new addition to our military group. Richard is a retired Logistics Specialist from the Army. He had several tours in the Middle East. He is working with our managers and our agents to reestablish military connections. Richard is the kind of person that will find his way around any obstacle!



Pictured left to right: Terry Stahl, Chris Graham, Richard Lueth, John Trundle, Susan Villamena, Armand Fiorucci, Bruce Hylen, and Lonnie Baldwin

Susan acknowledges the District Managers (DM), starting with **Terry Stahl**, who is our National Account Manager and DM for two districts (Mid-West and Ohio)! His district was up 4% and he helped drive the Target Account business up by 15%! "His love for this industry and for Chromate shows every day," says Susan.

Armand Fiorucci covers the mid-atlantic region and is the most even-tempered guy on the team. "I really admire Armand's management style," says Susan, "especially with his newer folks. His observations are on the money."

Chris Graham covers sunny Florida. "If you want help selling chemicals," says Susan, "just ask Chris. It takes him a nanosecond to look around a shop and know exactly what chemicals they'll need, why they need it, and tell you how to sell it."

Lonnie Baldwin covers Virginia. "What a machine," says Susan, "His district is up 30%." According to Susan, he's prepared. He's focused. And, he sets out every day just to get the job done. He's a great salesman with all the right beliefs.

John Trundle covers North Carolina, parts of South Carolina, California, Texas, and a handful of other places. John's district is up by 6%. John is moving all the time, covering all the bases (literally, the bases) and having an impact along the way. According to Susan, "He's a great salesman, a great mentor, a great manager, and a great military liaison."

Finally, **Bruce Hylen** "If you don't know who he is and what he does for this company," says Susan, "then you're either too new or not paying attention." Right now, Bruce is managing two districts, handling Fort Drum, helping build a new agent-training program, traveling with new agents, training new agents as well as being a sounding board for Susan, Paul, Donna, and a host of others.

ASM 2015 – Friday, January 9th



On Friday morning, Susan opened the meeting with a preview of the activities to come, including a preview of our new ordering system to be delivered to the field in April. She also introduced many of the Chromate team players and reminded us of the value that our existing corporate team members provide.

"Last year, I introduced Donna Galan as our internal recruiter," Susan says. Before joining Chromate, Donna was a vice president and career counselor at one of the largest outplacement firms in the country and started her own career counseling business helping hundreds of people find passion in their careers. She held several leadership roles in human resources, operations, training, IT, and accounting in numerous industries, including aerospace, electronics, manufacturing, and the restaurant business. At the end of last year, Paul promoted Donna to VP of Operations in charge of warehouse operations, accounting, IT, customer service, and purchasing. She has already made an impact on improving the way that we do things to create greater efficiency. It's worth it to see the world through her lens.

Donna Galan, Vice President of Operations



Donna Galan starts by introducing a few of her new team members. Maja Beyer joined us this year as a Talent Acquisition specialist. Maja is tasked with growing our sales force and finding more great sales agents like you! Before coming to chromate, Maja was a recruiter for Robert Half, one of the largest firms in the industry. She is super sharp and works with great tenacity and has a great sense of humor. "You'll be hearing from Maja regarding our lucrative agent referral program. Maja is an avid user of Linked In, so you may find her stalking you for your industry contacts," says Donna.

The most recent addition to our team is David Faverio. David is our new Controller and head of Accounting. David has an MBA in Finance from Penn State and a BS from Hofstra. He has a background in banking and commercial lending with Citibank and has managed accounting departments, finance, IT, facilities, as well as banking and legal relationships. "You'll be hearing a lot more from Dave in the upcoming months," she says. In the meantime, Neil Halpern will remain as Assistant Controller.

On the human resources side, Chromate has instituted an Employee of the Month Program. Richard Muller in SOD and Kathy Moschetti in Customer service were both recognized for their outstanding efforts. In 2014, we invested in warehouse equipment that has proven to move product quickly, efficiently and safely. On the IT side, we will be moving to a Microsoft-based email service shortly, away from the Atil system.

Susan Villamena, VP of Sales and Marketing



"I'm super delighted to introduce Lauri Christiansen as the leader of our newly renovated marketing department," Susan states. Lauri has an MBA in Marketing from Hofstra and BS in Marketing and English from Penn State.

Lauri is a B-to-B Marketing professional specializing in manufacturing and distribution, among other areas. She has worked in a senior-level capacity with MSC, Honeywell, and Interline Brands, as well as a consultant for numerous companies. "She knows our business very well," Susan says, "and we're confident in her ability to set the course in promoting Chromate, helping our customers and, most importantly, helping all of you!"

ASM 2015 – Friday, January 9th

Lauri Christiansen, Director of Marketing



Lauri started by saying how excited she is to be a member of the Chromate team. "It is a pleasure to meet all of you in person," she says, "after chatting with a number of you on the phone over the past few months." I'd like to talk a bit about what we've accomplished since October and where we're headed in 2015.

This fall, Lauri worked with Susan, Donna, and Maja on a project to better understand our recruitment challenges and brand perceptions in the marketplace. "The results are being used to improve recruitment methodologies and create better sales and marketing programs," she says.

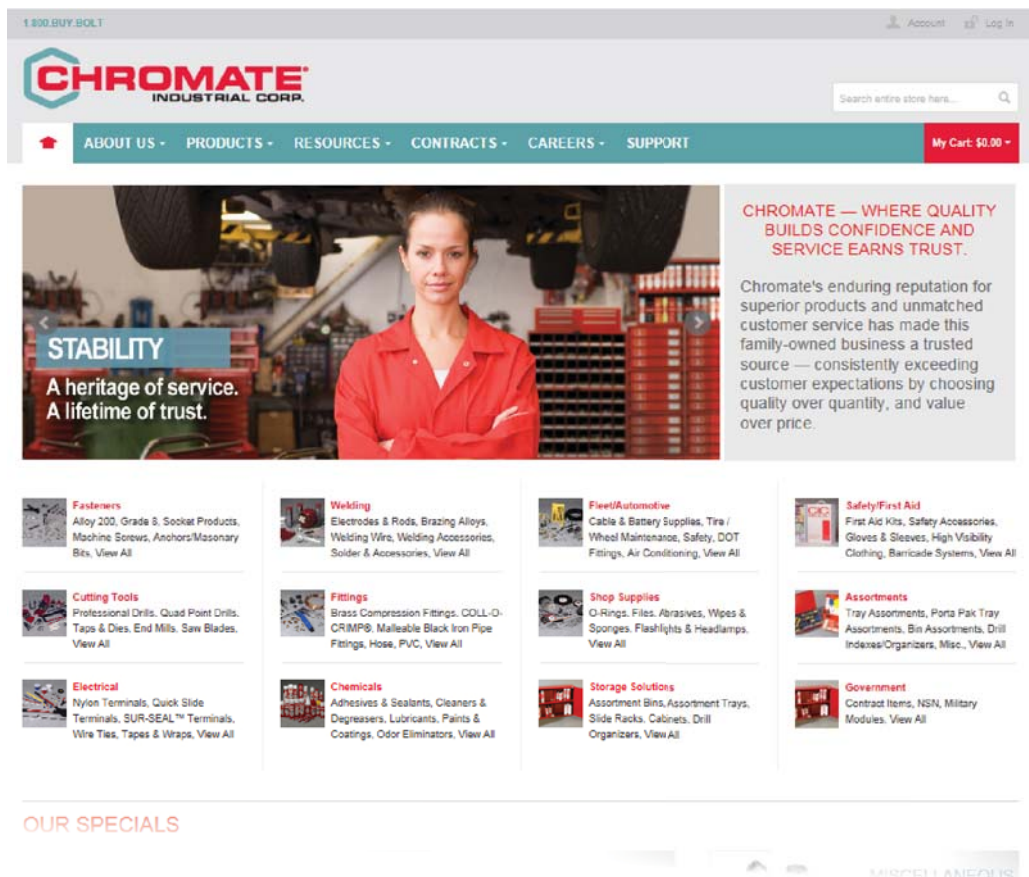
The Chromate marketing team has increased communications with the field sales team:

- Winning the Customer– a new monthly publication that illustrates how it takes a team to win and grow the business.
- Mentoring Minutes– a new monthly publication intended to help newer agents get advice to perplexing sales situations.
- Sales training resources– a new monthly publication designed to give you tips and tools to be successful both in your work and in life.
- The Chromate Connection– a new quarterly newsletter designed to keep Chromate personnel and sales agents connected both as workers and as people.
- We've also increased our voice mail communications to keep you better informed.

In terms of our goals for 2015, we plan to create more sales training tools and to increase product training resources across the board, both virtually and in person. We are revamping our website in terms of branding and content to prepare us for the customer launch. We will also be getting more catalogs in the hands of the sales team and increasing lead generation for the field. I look forward to hearing more about what would help you sell better, as we move forward in the year.

Morning Training Session

The morning training session was a live demonstration of the beta version of the new ordering system and website that will be replacing cross. Daryn Young and his partner, Mike, are developing the site, which will be launched to sales agents in April. Kathy Davis has been working feverishly to properly classify and represent the products, obtain descriptions, build out the data, and manage various other site nuances. Mary Ellen Hanwacker is involved with quality assuring the site from a testing perspective. We are making a lot of progress and want to give agents a flavor for what's to come shortly. The customer version of the website is due out later this year.



ASM 2015 – Friday, January 9th

Afternoon Training Sessions

The afternoon training session was developed by Bruce Hylen, DM and Training Director, and consisted of three core components:

- 1. Agent Demonstrations** – Agents performed product demonstrations and competed for prizes. The 'sales choice awards', as we deemed it, worked on the premise to let the audience be the best judge of selling effectiveness.
 - Ken Rochester (Washington, DC metro area) – 4 Way Plus, PTFE Dry Lube, Quik Sorb (1st Place)
 - Bill Leonard [Mid West (Chicago)] – Silver and Deming Drill assist, Large Taps, Combo Drill index - selling with samples (2nd Place)
 - Tim Rogers (Syracuse, NY metro area) – Pro Drills, Extractors, Combo Drill and Taps, RazorQwik (3rd Place)
 - Sam Weaver (Richmond, VA metro area) – CSS terminals - honorable mention
 - Aaron Safford (Orlando, FL) – PTFE Dry lube, Clear Lube, Red Grease spray - honorable mention
- 2. Panel Discussion** – Six tenured and rookie agents sat on a panel and took questions from the audience.
 - Brian Buchert [Mid Atlantic (PA)] - joined Chromate in Oct 1984
 - Bill Leonard [Mid West (Chicago)] - July 1998 (part of Tri Star acquisition)
 - Tyler Baldwin [Virginia] - February 2014
 - Ellen Sheetz [NY/NJ] - September 1986
 - Frank Morrissey [NY/NJ] - June 2014
 - Mike Sharpe [South Carolina] - March 2003
- 3. Red Lion™ Product Demonstration** – Chromate's Key vendor for Red Lion™ introduced and demonstrated five new cleaning products that will surely be hits with our customers:
 - H.D. Multi-Purpose Citrus Towels
 - Stainless Steel Cleaner Wipes
 - Graffiti Wipes
 - Graffiti Barrier
 - High Performance Safe-Acid Cleaner

Please check your email regularly for more information on how you can access product training videos to see, firsthand, the demonstrations that took place at the ASM.



Pictured left to right: Bruce Hylen, Brian Buchert, Bill Leonard, Ellen Sheetz, Frank Morrissey, Tyler Baldwin, and Mike Sharpe.

*Pictured:
Ken Rochester.*



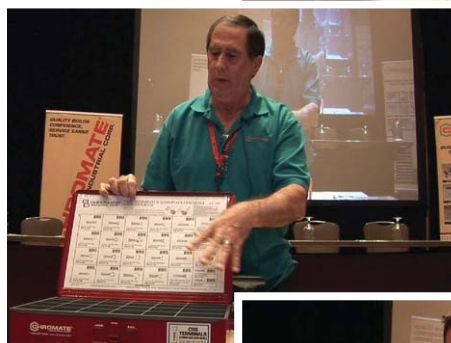
*Pictured:
Bill Leonard.*



*Pictured:
Tim Rogers and
John Trundle.*



*Pictured:
Sam Weaver.*



*Pictured:
Aaron Safford.*



*Pictured:
Athea Rep, Chris Mitchell
and Phil Neri, Chromate
Product Manager.*



ASM 2015 – Friday, January 9th

Evening Entertainment

Bill Leonard, magician extraordinaire, drew a large and attentive crowd during the cocktail hour, after he pulled out his bag of magic tricks. Bill pulled rabbits, golf balls, coins, and many other items from under the hat, although I think everyone was waiting for the higher cash denominations to arrive on the scene. "The talents of our sales team never cease to amaze me," commented Susan. For those who have not met Bill, he has been accomplished magician since his youth and is also a musician.



Pictured: Bill Leonard amazes all of us with his magic tricks! The first great installment of Friday's ASM entertainment.



Pictured from left to right: Mike Gendron, Tim Scott, and Ellen Sheetz. Members of the Chromate 3-Way Plus band!

ASM 2015 – Friday, January 9th

Evening Entertainment

After dinner, sales agents and corporate employees danced the night away to the tunes of the newly formed Chromate band, 3-Way Plus. The band was made up of some very talented musical sales agents. Mike Gendron played piano and performed fabulous renditions of Billy Joel, Joe Cocker, Elton John, and other artists.

Mike comes from a musical family and learned to play guitar when he was 12, then taught himself the piano at 16. Mike and his sister played together in a wedding band for over 20 years; music continues to be his hobby and diversion. Agent Tim Scott has a voice that can't be beat. Tim plays guitar and loves to sing Motown tunes. He was a member of two bands, Ivy and Smile. He has also been a member of a national touring band, the Vogues, based out of Pittsburgh, PA. The Vogues had their first million dollar seller in 1965 and their hit, Five O'Clock World, was used by Drew Carey as his theme song.

No band would be complete without a female vocal artist and that artist would be Ellen Sheetz. Ellen started singing at 4 years old and studied voice in college and privately. She has been singing in a church for the past 25 years and loves it. Ellen treated us to The Rose by Bette Midler and Somewhere over the Rainbow by Judy Garland, among other ballads. Mark Demian was a guest guitarist on a couple of tunes. What a musical treat for everyone!

Thank you Mike, Tim, and Ellen for giving so generously of your time and talents.



Pictured from left to right: Nani Tibi and John Trundle.



Pictured: The hip and stylish ladies of Chromate dance and laugh the night away!

"What happens at the ASM, stays at the ASM."

ASM 2015 – Saturday Morning, January 10th



Frank Morrissey, New York Rep, speaks to Chromate sales team.

The sales meeting finished on a high note with some technology training by rookie agent, Frank Morrissey. Frank was a former technologist for Staples, before entering into the sales profession. Frank demonstrated several techniques to help agents save time and free up selling time by using technology tools.

These include:

- Uploading customers accounts from an excel spreadsheet into a Google Fusion Maps, a tool that provides the ability to cluster accounts and map out sales call patterns for the week for optimum efficiency.
- Using MailChimp to proactively send specials and new product announcements to customers to create awareness and prepare them for buying later in the week.
- Using Highrise, a small business customer relationship management (CRM) database and web-base contact management system, to manage your customers and prospects.

Frank is working on recorded demonstration for the sales agents. Check your Chromate email for more information on how to learn more about these great sales tools.

Susan Villamena, VP of Sales and Marketing



During her closing remarks, Susan thanked the other valuable, yet not so new, Chromate team members: Phil Neri and the SOD department, Maryellen Hanwacker and the ladies in customer service, and John Lundman and the purchasing team. The congratulations would not be complete without kudos to Nancy Brokaw, Executive Assistant to Paul Davis. Nancy manages the entire Annual Sales Meeting, the sales convention trip, all the awards, the travel arrangements, along with all the other things that Paul needs to run the business. The upcoming video training and ASM photography would not be possible without the help of Nani Tibi and Daniel Davis. We hope to see you at the sales meeting next year. Good luck and good selling!

ASM 2015 – Candid Snapshots



ASM 2015 – More Candid Snapshots

