

STAR Training Announcement

ContiTech – Industrial Hose is very pleased to announce **STAR Training**, September 12th-14th, 2017. This year, for the first time, STAR Training will take place in the US near our Mount Pleasant, Iowa hose production facility on the *Iowa Wesleyan University campus*.

Our exclusive STAR curriculum is designed to deliver **ADVANCED** training to management, sales, and operations distributor associates eager to take their business to the next level. Training will be conducted by ContiTech Hose Development & Product Managers, along with instruction from **Campbell Fittings** and **InfoChip** (Hose Trakker). In addition, special guest presenter **Rich Lucia** will cover “**Selling in the Now**”. *This program is ideal for seasoned professionals who want to leverage the competitive edge of STAR to separate their company from our competitors.*

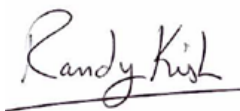
Training is open to all STAR Distributor associates and ContiTech Select Distributors interested in becoming future STARs. A summary of the training class is included on the following page.

STAR Training Class can be reserved by contacting me at 330.664.7091, e-mail at randy.kish@contitech.us or fax attached form to 330.664.7145. *Registration closes on August 31, 2017 and space is limited, so be sure to register early for this popular training event.*

We have secured a hotel room rate of \$85.00 USD per night at Comfort Inn & Suites. Attendees will be responsible for hotel rooms and travel expenses. Please contact the hotel directly to reserve your room. Lunches & Dinners will be hosted by ContiTech on Tuesday and Wednesday and please note that the training will take place at Iowa Wesleyan University in Mt. Pleasant.

Thank you for your support of our Industrial Hose products and remember to make your reservation today to gain your competitive advantage!

Respectfully,



Randy Kish
Manager of Distributor Marketing
330.664.7091



Campbell Fittings



Tentative Agenda & Logistics



Rob Cifadli
Campbell Fittings

Rob Cifaldi is the Vice President of Sales & Marketing for Campbell Fittings and has been with the company for 9 years. While managing Campbell's sales and customer service teams, he also has responsibilities involving new product R&D, competitive analysis, and promotional marketing technology.

Rich Lucia
Selling in the Now



Highly respected as a "turnaround" executive, Rich Lucia's experience spans a diverse range of companies. As a speaker, consultant and coach, He skillfully teaches what he's developed working with sales teams in Hose and fittings organizations, consumer based products, Technology organizations, start-up companies, and non-profit organizations. His "Selling in the Now" concepts get sales on the right track for today's world. Specifically, he uses the "180 Rule" Management System, which he has developed and launched unleashing the power within all of us.



Chris Gelowitz
Info-Chip Founder &
Chief Technology Officer

Since 2005 InfoChip has developed and supports HoseTrakker the industry's leading hose management solution. ContiTech STAR Distributors use HoseTrakker to upload hose certificates to the cloud for online and smartphone access. InfoChip notifies customers for future testing and inspection services through automated email alerts.

Tuesday September 12th, 2017

Welcome & Introductions
STAR Overview, Audit
Requirements
Selling in the Now
Hose Safety Systems

Wednesday September 13th, 2017

Mt. P. Hose Production Process
Tour Briefing & Safety Presentation
Plant/ Lab Tour
Failed Hose Analysis
Competitive Benchmarking
New Product Review

Thursday September 14th, 2017

Hose Trakker, 2.0 System
UL STAR Audit
Certificates & Wrap Up
Departure (Approx. 12:00 P.M.)

Please contact the hotel directly to reserve your room – Reference "ContiTech STAR Training" to secure the \$85.00 USD Rate

Comfort Inn & Suites
1200 East Baker Street
Mount Pleasant, IA 52614

(319) 385- 0571

GM.IA190@choicetech.com





Please e-mail or completed form to:
randy.kish@contitech.us or Randy Kish 330.664.7145

STAR Training Sep 2017 Attendee Registration Form

Registration Deadline – AUGUST 31ST, 2017

Attendee Name: _____

Company Name: _____

Company Address: _____

Attendee e-mail: _____

Attendee Cell Phone: _____

Remember to make your Hotel Reservation directly with

Comfort Inn & Suites (319) 385-0571

Reference "Continental ContiTech STAR Training" to secure the \$85.00 USD Rate