

*(Sample article from employee newsletter)*

## ***EEI Conference Host, Scientific Columbus, Makes a Splash On Stage***

What do you do in Columbus at 7:00 A.M. to entertain 200 visitors? Serve them breakfast on the stage of the magnificent Ohio Theater, as Dennis James plays the Morton Theatre organ and the ceiling lights up in a dramatic array of colors and patterns. Thanks to this creative answer supplied by Paul Gydosh, the kick-off to our opportunity to host these utility managers and their spouses was memorable.

The Scientific Columbus breakfast was only one item on a 4-day agenda of meetings, tours and entertainment that constitute the EEI/AEIC convention. This semiannual meeting provides utility managers nationwide with a chance to renew business acquaintanceships, review issues and trends of relevance to the industry and view manufacturers' new metering products. An EEI convention is our best single opportunity to make valuable contacts with current and potential customers, display our product line and introduce new products.

The meeting location changes each time, so our chance to serve as host comes along only once every 50 years! This year we were the manufacturing partner to American Electric Power in co-hosting the entire meeting.

In addition to our breakfast, Scientific Columbus conducted a tour of our plant. A record number of meeting participants came out to see us, nearly twice as many as toured our competitors' plants at the last convention!

After dinner and between meetings, Scientific Columbus hosted customers in our hotel hospitality rooms, decked with working demos and displays of our major products. Members of our sales and engineering staffs manned the rooms into the early morning hours to help assure that the JEMINI, JAV, new JEM-1 register and the RHC-88 handheld reader/programmer made their proper debut.

What does all this mean for our future? Over the long term, the exposure we gain through the help of meetings like the EEI convention, plays a critical role in establishing our reputation as a significant presence in the industry. The meetings also enable us to forge personal relationships with the utility managers. Especially in a business like ours, where many products are customized for a particular application, the customer needs to know the person he deals with, and needs to know he is responsive, flexible, fair – in short, a sound business partner. Our sales staff works year-round to provide that assurance, but the meetings offer a special opportunity to get that message across face-to-face.

The many compliments we received on our plant facility, our new product introductions, our breakfast “party”, and the job we did playing host to 600 people, tell us that we fully utilized this opportunity to enhance our visibility in the industry.