



NEWS ALERT

Cortec® Friends and Family Gather for 2017 World Sales Meeting and 40th Anniversary Celebration!



September 13th-15th was an exciting time for Cortec® friends and family as they gathered in Saint Paul, Minnesota, for Cortec's biannual World Sales Meeting. This year, more than 150 attendees came from around the world to celebrate Cortec's 40th Anniversary and gain momentum for the coming year. The international crowd represented Cortec's influence in every region of the globe, with guests from North and South America, Europe, Asia, Africa, Australia, and the Middle East.

The three-day event started with an international meeting Wednesday afternoon at the Saint Paul Hotel in beautiful downtown Saint Paul, the site of one of Boris Miksic's first business meetings in the early days of Cortec®. An evening reception followed.



Thursday morning, guests and Cortec® employees gathered at the Saint Paul Hotel for the general session, where they were welcomed by Cortec® VP of Sales, Cliff Cracauer, and introduced to Cortec® Founder and CEO, Boris Miksic. Miksic shared a broad company overview and an enthusiastic vision for growth by the year 2020, reiterating that "the universe is the limit" for achievement in corrosion control.



The main session was also a time for individual introductions and an overview of Cortec® Laboratories, Customer Service, and Technical Service. A special awards ceremony awarded top distributors around the globe and recognized those who have been with Cortec® the longest or are showing promise as "rising stars" in the business. For fun and inspiration, the session was interspersed with a video on a recent Adriatic cruise enjoyed by past distributor award winners, and an imaginative movie on Cortec® "superheroes" battling to save the world from corrosion. *(Continued...)*

Cortec® Corporation is the global leader in innovative, environmentally responsible VpCI® and MCI® corrosion control technologies for the Packaging, Metalworking, Construction, Electronics, Water Treatment, Oil & Gas, and other industries. Headquartered in St. Paul, Minnesota, Cortec® manufactures over 400 products distributed worldwide. ISO 9001 and ISO 14001 Certified, and ISO 17025 Accredited.



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After a delicious lunch, everyone headed over to Cortec® World Headquarters to enjoy a 40th Anniversary cake, tour the plant, and attend a trade fair where they could talk one-on-one with members of various Cortec® departments. The day ended with a massive group photo outside, followed by an Oktoberfest at the Gasthaus Bavarian Hunter.

Friday morning, attendees had the opportunity to chose from seven different seminar tracks to learn more about Cortec® technology, products, and strategies. For lunch, the attendees walked across the street for an elegant meal in the grand atmosphere of the James J. Hill reference library. During the lunch, Boris shared memories of his own experience at the same library where he started to seriously research corrosion inhibitors more than 40 years ago. Dr. Behzad Bavarian of the University of California, Northridge, also gave a keynote address on his study of Cortec® S-15 water treatment as an alternative to dangerous hydrazine, a study he recently presented at EUROCORR 2017.

Following more educational sessions in the afternoon, attendees topped off the World Sales Meeting with a rousing dinner cruise on a Mississippi River paddleboat, and then parted ways with many memories and inspiration for the coming year!

