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By Kevin Siwik

Global Sales Channel Leader



The Sales Channel Management Team is proud to announce the award winners from our second annual Sales Channel Recognition Program. Each sales region has identified its top-performing companies for 2004, based on a blend of financial and non-financial criteria. Each business segment, product and company was evaluated, and the top 20% performing companies were recognized with an award for outstanding performance in '04.

In addition, one company from each region was identified as the top performing "core business Sales Channel" in the traditional power generation parts, field service and repair services markets. Another company in each of those regions was identified as the top-performing "non-core Sales Channel," representing the top performer in the market outside of the traditional core business. In the North America region, we selected one top company from the Industrial Drives and Controls segment and one from the REC/MUNI market area. Each of these top companies was selected for its outstanding orders performance in combination with product knowledge, selling capability, communication effectiveness, ability to adhere to GE processes/tools/policies and minimizing receivables.

All of these companies are to be commended for their outstanding achievements in 2004 and for exhibiting on a regular basis the traits that GE looks for in its Sales Channels. Congratulations to all!

Region Updates and Regional Award Winners

AIM

By Neeraj Kaul

Sales Channel Manager

During the second quarter, our region's Sales Channel operating plan was firmed up through commitment letters and growth in new segments. Totalling \$182 million, our plan constitutes a significant growth challenge, but with the opportunities we have in the marketplace and the growth potential of our segments, we should be able to meet and exceed our targets. We will need each Sales Channel company and the individuals associated with GE products to relentlessly strive to meet their commitments, executing jobs with the full satisfaction of the customer and with the utmost integrity, as detailed in our GE guidelines.

In 2004, we experienced remarkable growth in most segments. The Sales Channel performance evaluation has been completed, and soon we will send individual scores and comparative standings to our Sales Channels.

Our two top performers also were the winners of last year's Sales Channel Excellence Awards for the AIM Region. **Ali A. Tamimi Co.** of Saudi Arabia and **National Engineering Services & Trading Co. LLC (NEST)** of UAE again are this year's top winners.

Ali A Tamimi, top performer as a core business, has done exceptionally well with hiring the right individuals, taking on challenging targets and surpassing performance benchmarks.

Based on its 2003 performance for the Bently Nevada product line, NEST was additionally entrusted to handle Global Control Services' product lines. NEST, our excellence award winner as a non-core business, took on the challenge of investing in sales and engineering resources to grow both the Bently Nevada and global control product lines.

Also recognized for Outstanding Overall Sales Performance in the AIM Region were:

- BHEL GE Gas Turbine Services Pvt. Ltd. (BGGTS), a joint venture company between GE and BHEL mandated to service GE

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technology gas turbines in India and neighboring countries. The company is a parts distributor of GE and has systems and manpower in place to handle the full cycle, from marketing and sales to execution of orders. This company's level of product knowledge is the best among the whole partner community.

- Projects & Trading of Jordan, IST of South Africa, CEPCO of Saudi Arabia and PCI of India have all done very well meeting their plans and scoring high on qualitative traits.

We also thank and appreciate the efforts of all other Sales Channels who have contributed to our growth and have worked relentlessly with the GE teams.

Asia

By Sandro Desideri

Sales Channel Manager



Chen Shenghong, General Manager, Shenzhen Nanguang Power Co., Ltd.

Shenzhen Nanguang Power Co., Ltd. is one of two companies in Asia to receive GE Energy's 2005 Sales Channel Excellence Award. Founded in May 1991, Shenzhen Nanguang Power Co., Ltd. is located in Shenzhen SEZ (Special Economic Zone) and is an exemplary showcase for China's Open Policy.

The company sells gas turbine spare parts along with upgrades, installation, adjustments, technical training and consultancy for power plants. SNP has a professional staff of 30, including several senior engineers specializing in various sectors of gas turbine power plants such as operations, spares sales, upgrading and technical support.

Owned in part by Nanjing Turbine Company (formerly Nanjing Turbine Works), a GE licensed manufacturer of Frame 6B gas turbines, Shenzhen Nanguang Power was instrumental in establishing the Shenzhen Nanshan Power Station Company Ltd. F9E Emergency Parts Pool in 2004, with a \$27 million order to GE, and in providing several GE customers in China with parts supply agreements.

In 2004, Shenzhen Nanguang Power provided parts orders in excess of \$50 million U.S.

Nanguang has proven itself a strategic asset to GE Energy's presence in China. We are extremely pleased to continue this important distributor relationship and look forward to our future together.

Also receiving a Sales Channel Excellence Award for Asia is **Beijing CHD—Guangyao Electric Equipment Co., Ltd.** The company was established in 2004 in cooperation with Guangyao Electric Equipment (GYEE) and China Huadian Development & Investment Co., a subsidiary company solely funded by China Huadian Group. One of five major electric power corporations in China, China Huadian Group supported GYEE in the investment into the sales and service section of GE's excitation system. Established in 1997, GYEE has successfully distributed GE Multilin since 2000.

Beijing CHD—Guangyao Electric Equipment Co., Ltd. has established an efficient sales network in China, gaining a fine reputation in the generating industry and achieving—in less than two years—a 10% market share for GE excitation products in an environment dominated by competitors.

This outstanding result is due to the leadership of Li Bin, executive director of CHD-GYEE, and to the added value provided by the company to the end users. That added value includes integrated technical services, training, technical documentation and integrated site coordination.

In 2004 CHD—GYEE provided orders exceeding \$10 million U.S. and proved to be a strategic growth player. We look forward to a long-term continuation of this relationship.

Also recognized for Outstanding Overall Sales Performance in the Asia Region were:

- T&C Indent Sale Marketing, Co.—Exceeding 2004 commitment with consistency and integrity
- P.T. Imeco Inter Sarana—Exceeding 2004 commitment with consistency and dedication
- Mitsui & Co. Ltd.—Core and RS accountability and consistency
- Power Engineering Co.—Great value added
- Robinson Trading Co.—Trading consistency
- Kappadaya Sdn Bhd—Knowledge
- Wescon Ltd.—Outstanding value added
- TMS Australasia Pty Ltd.—Consistency, dedication and accountability
- Wardson Ltd.—Consistency, dedication and accountability
- Control Measurement Ltd.—Consistency, dedication and accountability
- Taihan Computer Engineering Co.—Great contribution to the \$200 million order

Europe

By Li-Mei Grosdidier

Sales Channel Manager

Based on criteria combining order performance and an overall product/sales/marketing/communication competency scorecard rating, two companies were selected to receive the 2004 Sales Channel Excellence Award for Europe.

General Engineers Ltd., receiving the award as a core business, was established in Israel in 1950 and began representing GE that same year. Now with 50 employees, GEL belongs to "Discount Investments Corp." and "Delta Engineering Equipment Ltd." GEL has been successful in the representation and distributorship in Israel of GE products and services in energy, lighting, oil & gas, automation and industrial.

With a total order value of more than \$11 million in 2004 covering core power generation segments, GEL has well exceeded its operating plan in a number of sub-P&L segments. Over the past years, it has actively provided GE with comprehensive local support—arranging high-level meetings, joining negotiations, pursuing execution, delivering goods and collecting receivables. With a close working relationship with IEC, the largest GE Energy player in Israel, GEL has brought GE tremendous added value as a sales representative in the territory.

Moving forward, GEL is exploring market potential and considering extending its current product coverage with a continuous growth plan. Upon completion of market deregulation in Israel, the country likely will see multiple private energy investments—and GEL will play a key role in increasing GE Energy sales in the region.

Receiving the non-core business award is **Optima** of Moscow, Russia, one of the Top 10 IT systems integrators in Russia. Optima began working with various GE businesses in 1997.

Optima has worked with GE Energy as a Value Added Reseller for Network Reliability Products and Services and as the strategic business partner for Russia and CIS since the end of 2003. The company has largely contributed to the success of a \$6.6 million order in 2004 from the National Transmission Company of Russia (FSK). The order for one 330KV substation control and protection system and for three 500KV substation control systems with a transformer monitoring and diagnostic option, followed by more orders in 2005, is the first serious entry of GE Energy's NRPS business into the Russian market.

Optima, in combination with GE, managed the process of product certification and approval for use in the Russian electricity transmission system and has set up a training and demonstration center for NRPS products in Moscow. With the reference in FSK secured and local project delivery infrastructure established, NRPS—working closely with Optima—is firmly positioned as a strategic supplier to Federal Network Company of Russia in its long-term program of rehabilitation of more than 500 EHV substations in the Russian national power transmission system.

Optima has also qualified as a consortium partner with NRPS for several key projects in the CIS region such as National Power Transmission Improvement projects for Azerbaijan and Georgia, financed by the World Bank

Optima has provided additional support for other GE Energy businesses through its good working relationships with the Russian Unified Power System, other Russian utilities and finance organizations.

Moving into 2005 with a challenging operating plan at \$10 million, Optima is also positioned to cover sales, project implementation and after-sales support of EMS, DMS and GIS Software Product & Services. Not only will Optima be involved in the bidding process, but it also will act as a GE subcontractor, taking care of the communication scope during the project execution.

From a strategic point of view, as GE moves toward more localized solutions by bringing design, engineering and project execution support closer to the end customer, Optima is no doubt a valuable support to GE for future growth in the region.

Also recognized for their overall sales performance, their overall competency and partnership in the Europe Region were:

- EXPO Ltd
- Albario Trading Corporation
- Compax Ltd
- Spatialworld Oy
- Globema Sp. z o.o. Ltd
- EbWorld S.r.L.
- ESN GmbH
- ITS Informationstechnik Service GmbH
- Tecnilab Portugal S.A.
- Waldemar Postler
- D Temicilik VE TICARET LTD. STI.
- Belmet D.O.O.
- Pergam-Engineering
- TMV SS S.R.O.

Latin America

By **Florencia Perez**
Sales Channel Manager



Artec CEO Javier Del Yerro

Kevin Siwik, GE Energy's Global Sales Channel Leader, took a weeklong tour of four Latin American countries during the second quarter. He and I met with the account managers from each country as well as some of our key Sales Channels. In the process, Kevin learned more about the Latin American culture and environment. Spending

time with the account managers and Sales Channels, we did a pulse check of how the relationship between GE and the Sales Channels was going and listened to concerns. The overall theme in all meetings was growth, and we discussed what obstacles need to be overcome to ensure all opportunities are turned into deals.

The tour started in Panama, where we met with Francisco Guinard from Guiehr, S.A., and Luis Angulo, account manager for Panama. Next, we traveled to Peru, meeting with Alberto Buonamici and Patricio Bracamonte from Soluciones Teleinformaticas y de Control (SOLTEC) and with Fernando Reyes, account manager for Peru and Chile. SOLTEC presented a very comprehensive overview of the country and how our businesses are positioned in Peru to ensure we can participate in as many opportunities as possible.

At CRT Chile, we met with Javier Fernandez and his team, which is responsible for covering the core business as well as monitoring and diagnostic products in Chile. Since Javier has represented several GE businesses for the last 20 years, he was able to give an excellent presentation of how GE Energy is perceived in the market and how strong our relationship is with key customers. We also met with Carlos Garrido and Isabel Vargas from TECMA Tecnologia y Maquinarias S.A., distributors of portable test equipment in Chile.

Finally, we traveled to Argentina, where we first met with Ariel Lichting and Javier Del Yerro from Artec Ingenieria, S.A. Artec is responsible for selling monitoring and diagnostic equipment and portable test equipment. They both presented the state of these businesses in Argentina and gave us a tour of their facilities, which included a laboratory, repair center and training facilities. Our last meeting was with Luis Schein from AUTOTROL S.A., which has been the automation products Value Added Reseller since prior to the Harris acquisition. Andres Pianta, sales manager for this area, also attended the meeting, so they both gave us an overview of what challenges this business faces in Argentina and what we need to grow in the coming years.

Looking back at 2004, we have chosen two companies to receive the 2004 Sales Channel Excellence Awards for Latin America.

Top winners were: **Guiehr, S.A.**, which was spotlighted in the First Quarter 2004 edition of The Energy Dispatch and is honored as a core business, and **Artec Ingenieria S.A.**, which receives the award as the top non-core business.

Artec Ingenieria was founded in 1992 by Ariel Lichting and Hilda Reynoso to provide services and complete local support for equipment and systems for electrical protection, supervision and control into the electrical, oil & gas and industrial markets. Today, Artec is mainly led by Javier Del Yerro, CEO, and Gustavo Canzobre, CFO, while Ariel and Hilda are the company directors. Artec has been the Programma face in Argentina since 1992, and when GE acquired Syprotec (now, the monitoring and diagnostic equipment business), it was also offered to Artec due to the synergies of these two businesses. Artec also represents GE Multilin relays in Argentina and Paraguay. Its customers are the main industries and electrical utilities as well as the generation, transmission and distribution companies in Argentina, Uruguay and Paraguay.

ARTEC Ingenieria is qualified to offer these services:

- Technical services: inspection, repair and calibration of relays and other equipment
- Technical assistance: startup and calibration services and protective relay tests.
- Equipment programming
- Training courses
- Instrument rentals



From left, Javier Fernandez, CRT Chile; Kevin Siwik, Global Sales Channel Leader; Florencia Perez, Sales Channel Manager—Latin America; and Fernando Reyes, Account Manager for Chile and Peru.

ARTEC Ingenieria S.A. has a staff of 22 people, including highly specialized engineers, and the company provides any type of assistance needed to its customers. It also has a laboratory with test instruments for electric power protection equipment (such as testing protective relays, testing circuit breakers up to 132kV, battery systems and primary injection testing, resistance contact meter, electric analyzers and power quality analyzers), and the laboratory is fully equipped to provide customers with the service they have grown to expect from such a prestigious company.

Also recognized for Outstanding Overall Sales Performance in the Latin America Region are:

- TECMA Tecnología y Maquinarias S.A.—Chile, DR for NRPS—M&D equipment
- Edinfor—Brazil, DR for NRPS—Geospatial SW
- Autotrol—Argentina and Uruguay, VAR for NRPS—automation products
- Instronic—Brazil and Paraguay, DR for NRPS—M&D equipment and portable test equipment

North America

Drives and Controls

By Tyrone DeNeal

IDC Global Sales Channel Manager

Argo International Corporation is GE Energy's 2004 North American top performer for the Industrial Drives and Controls business segment. The award was based on qualitative and quantitative growth performance factors including product knowledge, selling capabilities, after-sales support, effective market coverage and year-to-year growth. Argo International was rated highest overall.

Headquartered in New York City, Argo International operates 28 branch offices worldwide and has representatives in 45 countries. Argo International is a registered ISO 9001 Company that was established in 1952. It is a global stocking distributor of a broad range of quality electrical and mechanical equipment, components and renewal spare parts for the worldwide industrial, marine, metal mining, oil well drilling, utility, refineries and petroleum industries.

Argo International's sales and customer service staff is made up of experienced and highly trained electrical, mechanical and industrial experts. Many are professional engineers who have the technical training and background to handle our customers' toughest

challenges, and they repeatedly provide creative solutions for electrical projects. Available 24/7, Argo International is included in GE Energy's emergency after-hours support protocol.

Argo International specialists keep abreast of new products and updates to bring maximum value to our customers. They regularly attend GE Energy vendor training programs.

Argo International's year-to-year growth, adjusted for GE eliminations, was the highest among all Industrial Drives and Controls distributors.

In 2004 Argo International's efforts were integral to GE Energy's goal of maintaining customer relationships during the GE Industrial Systems and GE Power Systems integration.

Also recognized for Outstanding Overall Performance in the North America Region for IDC were:

- Brown & Ross of New Jersey, a global distributor of GE Energy products since 1963. Headquartered in Piscataway, N.J., the company is a parts and after-market specialist that maintains international relations with our customers.
- GE Parts Super Center, a division of GE Supply headquartered in Indianapolis, Ind. GE Parts Super Center supports 135 GE Supply branches in North America. GE Parts Super Center maintains the largest inventory of Industrial Drives and Controls parts in the world. GE Supply maintains a 24/7 customer service operation.

North America

REC/MUNI

By Carl M. Lombardo

Sales Channel Manager

The winner of the 2004 Sales Channel Excellence Award for the authorized U300 utility distributors is **Tennergy Partners LLC dba UtiliCor**.

UtiliCor had an outstanding 2004, securing \$11.9 million in orders—19% ahead of an aggressive orders target and 28% ahead of 2003. Orders secured through our authorized U300 utility distributors totaled \$95.5 million, 7% ahead of the \$89.5 million orders plan.

UtiliCor represents and secures orders for Network Reliability Products and Services from rural electric cooperatives and municipal electric utility customers in Alabama, Arkansas, Florida, Kentucky, Mississippi, Missouri and Tennessee. There are more than 300 of these small electric utilities companies in the UtiliCor-served market territory.

The above results show that each member of the UtiliCor team is actively engaged with every REC/MUNI utility customer. Because of team members' strong presence and outstanding relationships, we maintain the utmost in customer focus, service, acceptance and trust.

Four other U300 utility distributors are being honored for outstanding 2004 results. They are:

- Hughes Supply
- Champion Charter Sales and Service
- Equity Utility Service Company
- Utility Products Supply

I also would like to recognize the outstanding contributions of each account manager, the entire Charlotte, N.C., application center and our product business personnel. As with any winning team, the performance of each individual contributes to our overall success.

The mid-year results in 2005 are quite good for the authorized U300 utility distributors. We have booked \$49.6 million in orders, 2% above the 2005 orders target and 6% ahead of the same time in 2004. Another outstanding effort is under way!

Product Updates

Following are new products offered through GE Energy.

Network Reliability Products and Services (NRPS)

DNP I/O Modules

Customers now have the option of increasing the I/O point count on the D25, IP Server and iBox product lines. The DNP I/O modules allow for additional I/O on existing GE Energy products by leveraging the D20 peripheral hardware.

For more information, contact Steve Baird, Product Manager, at 403-214-4789 or DC *498-4789.

Intellix™ PR100

Most winding temperature indicators available today for power transformers only provide an indication for one winding. GE Energy's Intellix™ PR100 continuously computes the hottest-spot temperature for each of the primary, secondary and tertiary windings. This reliable, cost-efficient digital temperature control system optimizes transformer cooling, thereby lengthening transformer life.

For more information, contact Sylvain Lapointe, Technical Product Manager, at 514-693-1456 or DC *498-1456.

PowerLink Advantage Version 3.10

The Russian language has been added to GE Energy's popular PowerLink Advantage SCADA Human Machine Interface (HMI) package. PowerLink Advantage Version 3.10 facilitates detailed and timely supervision and control of all substation equipment with clear graphical, alarm and dynamic text displays, plus power quality and digital fault event data. Building on the success of earlier versions, the features and functions built into version 3.10 are intended for non-English projects. In addition to Russian, translations are also available in French.

For more information, contact Shawn Quinlan, PowerLink Product Manager, 403-214-4604 or DC *498-4604.

Substation Controller Local Automation Applications

GE Energy offers an extensive line of Substation Controller Local Automation Applications for GE's D20, D25 and iBox product lines. Well-known for their reliability, these product lines bridge the communication gap between many different field devices and

master stations while functioning as a communications protocol converter or data concentration device. This in-depth collection of automation applications provides added benefits for network efficiency, reliability, and utility response times.

For more information, contact: Daryl Cowie at 403-214-4518 for D20 and iBOX or Steve Baird at 403-214-4789 for D25.

Optimization Services (OS)

Human-Machine Interface (HMI) Maintenance Program

To address the increasing risk of cyber security threats to power plants and other industrial facilities, GE Energy has launched an HMI (Human-Machine Interface) Maintenance Program designed to keep critical control system components safe from viruses and security breaches. The announcement was made June 6 at the 15th Annual Joint ISA POWID/EPRI Controls and Instrumentation Conference in Nashville, Tenn.

Stringent guidelines going into effect later this year and in 2006 and outlined by the North American Electric Reliability Council (NERC) and the European Network and Information Security Agency (ENISA) require power plants to adopt virus and security precautions. The HMI Maintenance Program delivers virus shield software and targeted security updates designed to keep the HMI and historian components of control systems functioning properly and in full compliance with NERC 1300 and ENISA 460 cyber security regulations. The program also provides updates to the GE-proprietary portions of the system, keeping it up-to-date with current GE Energy standards.

3500/70M Recip Impulse/Velocity Monitor

When it comes to machinery information, more is definitely better. With that in mind, the 3500/70M Recip Impulse/Velocity Monitor has been enhanced to provide users with greater machinery protection capabilities and expanded management data capture ability. These new capabilities enable the user to focus attention on critical portions of the compressor cycle and provide protection and diagnostic information specific to those periods.

For more information, contact Fritz Schweigert, Bently Nevada Commercialization Manager for Critical Asset Products, at 775-215-1087 or DC *201-1087.

Training

Sales Channels University

By Paul Barron

Global NRPS Sales Training Leader

GE Energy provides a wide portfolio of network and asset performance solutions products. The Sales Channels are a key part of our growth strategy, and we must ensure that you are trained and fully aware of the Network Reliability Products and Services (NRPS) portfolio.

Sales Channel University (SCU) provides the training you need so that we can jointly add value by solving our customers' network and asset problems. With the recent addition of the "Field Force Automation" software module, seven NRPS modules are now available on SCU. New training modules covering "Integrated Substation Control Systems," "Variable Frequency Transformers" and "Advanced Metering Solutions" are all in final stages of development and will be released on SCU shortly. We will continue to make available all possible NRPS sales training material on the SCU.

I encourage you to access SCU and make use of these courses to gain valuable insight into the solutions and how to sell them.

New SCU Training

New training courses available online are detailed below. The courses, each of which takes about an hour to complete, are offered through Sales Channels University. For more information, contact Josh Sanderson, Sales Training Manager, at 678-844-5560.

Advanced Process Control

GE Energy has launched a new online training course that details the benefits of using Advanced Process Control (APC) solutions. Aimed at experienced and beginner professionals who desire a deeper sales understanding of the Advanced Process Control solution, the six-module, in-house training course will help the Sales staff match product features to customer needs. Advanced Process Control is a dynamic, model-based controller and optimizer that enables plants to operate at an optimum level by using multivariable, model-predictive control algorithms.

Field Force Automation

Field Force Automation (FFA) helps customers determine the right equipment at the right place at the right time—every time.

GE Energy is offering this new interactive training module to help

you get acquainted with the FFA software. The course will help you improve your quality of service as well as your customers' efficiency, profitability, satisfaction and retention.

Offered through Network Reliability Products and Services (NRPS), FFA is designed for customers who need to dispatch and schedule hundreds, or even thousands, of field personnel. This management solution captures information about resources that are available, jobs that need to be attended to, and the skill set that is required to complete these jobs. This software enables your customers to optimally schedule personnel and resources so that travel time and costs are minimized and productivity is increased.

Explains Tony DiMarco, Managing Director, Alliances, "Our utility and communications clients, whose livelihoods rest largely upon the health and effectiveness of their field organizations, have come to the realization that mobile technology solutions are now vital to retaining customers and staying competitive. FFA is an exciting product developed by ViryaNet that can dramatically improve the productivity of a large field organization. I encourage you to learn more about it and present it to your customers as a complete solution now available from GE Energy."

In the 45-minute training module, you will learn:

- Customer benefits of FFA
- Target markets of FFA
- Competitors of FFA
- How FFA works technically

Introduction to Rentals Generators and HVAC Equipment

The computer-based training course "An Introduction to Rentals Generators and HVAC Equipment" aims to detail what is needed to match customer requirements to the right-size generator or HVAC equipment. The user will learn about the new features and functions of this equipment with the "Learning Aids" section in the menu. The course includes all the important sales manuals and formula sheets that may be needed to gather data, validate answers and store formulas. It will help you:

- Identify basic features of Rental generators
- Calculate the power rating of Rentals generators according to customer requirements
- Explain the principle of how air conditioners and chillers work
- Calculate the sizing of air conditioners, heaters, and chillers according to customer needs
- Calculate the sizing of pumps

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This two-hour course is designed for members of the GE sales staff who need to learn how to size Rental generators, ACs, heaters and chillers according to customer requirements and how to choose accessories. There are no prerequisites for participating in the course.

Industrial Drives and Controls Parts Global Sales and Training Seminar

By Tyrone DeNeal

Sales Channel Manager



Only three canoes tipped over and just two got stuck on rocks during a team-building whitewater trip.

"Energizing for Growth" was the theme of GE Energy's Sales and Training Seminar for Industrial Drives and Controls Parts. More than 32 distributor sales and management personnel from nine different companies were represented at the seminar, which took place June 20 to 23 at the Hyatt Regency Suites Atlanta.

Seminar objectives were to familiarize distributors with GE Energy, including people and processes; teach how to sell complete solutions for drives and controls, parts and services; and demonstrate how to target accounts for drives and controls parts and services in our markets of interest.

Those attending learned:

- The basics of Industrial Adjustable Speed Drives and Turbine Control Systems and fundamentals of Industrial Control Components.
- How to identify printed circuit boards and understand how to interpret GE drawing numbers.
- How to sell genuine new parts, remanufactured parts, exchange and return, and repair services.

The seminar was also an opportunity for distributor sales and management personnel to meet key GE Energy executives and

customer service personnel and participate in team-building exercises and roundtable discussions with GE Energy executives.

The attendees were very complimentary of our whitewater canoeing team-building event. Scott Hough, GE Supply Milwaukee, said he "preferred canoeing to golfing and enjoyed the afternoon on the Chattahoochee."

The seminar was very successful: In a survey of attendees, 77% strongly agreed and 23% agreed. The attendees said they would recommend the training to others and would come again.

Smallworld European User Conference

By Christine Easterfield

Smallworld Core Product Marketing Manager

More than 250 GE Energy customers, Sales Channels and employees gathered at the 2005 Smallworld European User Conference to share knowledge and experiences of using products and technology to solve real-world business challenges. The conference, which took place April 25 to 27 at the Clarion Hotel in Stockholm, provided a forum for networking and discussion in a peer-to-peer environment, ensuring a frank exchange of experiences.

The conference featured presentations on the use of Smallworld-based business solutions from GE Energy. Most papers were delivered by customers, who discussed real-world experiences of software in production, ranging from managing organizational changes to the practicalities of rolling out a major software implementation. Papers delivered by GE Energy staffers enabled attendees to learn about the latest product releases and future plans, with a special focus on the launch of the Smallworld Network Inventory portfolio of solutions for the telecommunications industry.

Focusing on the Smallworld geospatial technology, the user conference gave attendees the opportunity to gain first-hand knowledge of the new Smallworld 4 product suite. In fact, a key attraction was a series of hands-on workshops run by experts and practitioners from GE Energy. These informal workshops enabled attendees to use the Smallworld 4 product suite and explore how to make the most of their existing data to improve productivity. Attendees also visited the GE and Sales Channel exhibition areas. The GE exhibition provided demonstrations of key products such as Smallworld Network Inventory, Smallworld Field Information System

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and Smallworld On Oracle, while the GE Sales Channel exhibition allowed for discussion with suppliers of complementary solutions provided by Sales Channel community. Featured in the exhibition were Realworld, Globema, eSpatial, Rolta, Mettenmeier, Infotech and Hewlett-Packard (HP).

The conference opened with an entertaining view of modern business by Dr. Kjell Nordstrom from the Stockholm School of Economics. He fired up the enthusiasm of attendees, and his views on corporate life were the focus of much discussion.

The conference dinner, sponsored by HP, took place in the Vasa Museum, where conference delegates were entertained by local folk musicians within sight of the magnificently restored 17th-century ship "Vasa".

The annual European NRPS Smallworld Business Partner meeting took place the day before the conference opened and gave the Sales Channels a chance to hear first-hand from the product marketing groups. More than 50 Sales Channels attended this meeting, some coming from as far away as Australia, to learn about the latest Smallworld developments and to share their experiences of working with GE Energy.

www.gepower.com/partners

From around the world, anytime of day, the Energy Services Sales Channel website is at your fingertips. Hosted by gepower.com and designed for your benefit, the website offers a convenient way for you to communicate with GE and for GE to communicate with you. The latest issue of The Energy Dispatch will be available, as well as an archive of previous newsletters. The feedback form is for you to request information tailored to your needs and interests. This is your opportunity to suggest improvements, ask questions and submit comments.

Gepower.com itself is a very valuable tool. It has a wealth of service and product information, technical documents, GE Energy news and a search engine for anything else you want to find! This continually updated website is a great way for you to get useful information directly from the source to better serve your customers.

Dates to Remember

August and September

GE Energy Sales and Training Seminars for Industrial Drives and Controls Parts—Various Regions—These seminars, to be offered throughout the regions, are designed for distributor principals, sales managers and sales personnel. For more information, contact Tyrone DeNeal Sr., Global Sales Channel Manager, at Tyrone.DeNeal@ge.com or 678-844-5368.

September 13–15

Power Gen Asia—Suntect International Convention Center, Singapore—GE Energy will take a lead role in this year's exhibit and conference. Magued Eldaief, Regional Sales Leader for GE Energy, will deliver the keynote address. GE Energy is also a key sponsor of this important power generation conference and a large exhibitor. The conference includes a technical program attended by industry decision-makers from all over Asia. For more information, contact Diane Hill at diane.hill@ge.com.

November 6–9

Smallworld 2005 Americas Users Conference—Omni Interlocken Resort, Westminster, Colo.—GE Energy customers, Sales Channels and employees will share their knowledge and experience of using our products and technology to solve real-world business challenges. For more information, visit gepower.com and the Geospatial Asset Management area.