



FOR IMMEDIATE RELEASE

CryoVation hosts first GAWDA Regional of 2011

FORT MYERS, Fla. (March 4, 2011) – A look at the gas industry’s projected growth and ways to capitalize on the strengthening market were the topics when CryoVation www.cryovation.com kicked off the 2011 regional meeting series for the Gases and Welding Distributor’s Association (GAWDA) March 1 in Southwest Florida.

The event drew more than 50 manufacturers and distributors from around the country. Attendees were treated to an outdoor barbecue at CryoVation’s headquarters the evening before the conference, and an afternoon of golf capped off the annual event.

Bryan Keen, the president of Keen Compressed Air and President Elect of GAWDA, opened the meeting with updates on the organization’s activities. Keen focused on GAWDA’s improved and evolving online approach to providing information, training and support to its members.

Buzz Campbell, the publisher of *CryoGas International* magazine, discussed strategic issues facing the gas industry. He predicted an overall business growth of 2 to 4 percent over the next three years, with the major gas suppliers growing 8 percent in that same time period. Campbell identified several strategies that U.S. companies are taking, including increasing their global business in core gases and expanding their reach into alternative energies, the environment, fossil fuels, and electronics and materials.

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Mark Hunter, a nationally recognized sales training expert, urged attendees to eliminate “legacy thinking” – doing business the way it’s always been done – in order to increase profits in 2011. He emphasized a sales system that focuses on building customer confidence by providing excellent service and information, and shared sales tools for obtaining new business rather than just “taking orders.”

This is the third year CryoVation has sponsored the Southeast regional meeting. CryoVation is a manufacturing firm specializing in custom cylinder filling systems. The company, with locations in Florida, Indiana and New Jersey, specializes in cylinder filling systems, system upgrades and filling equipment tailored to the needs of the industrial, specialty gas, medical oxygen and beverage gas industries. For more information about products, services and Specialty Gas training classes, contact CryoVation at (239) 337-1114 or info@cryovation.com. More information is available online at www.CryoVation.com.

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