

## 2007 De Nora Chlorine Chlorate Seminar

From September 17<sup>th</sup> to the 20<sup>th</sup>, the Chlorine Chlorate Seminar was again held at the Renaissance Hotel in downtown Cleveland.

The 19<sup>th</sup> seminar held since 1985, it provides a forum to showcase our technology, products and personnel while providing training for new employees and acting as a refresher course for managers, foreman and operators at chlor-alkali plants world-wide.

Our past history of providing a quality event must have given added incentive for 105 of our customers to attend from 17 different countries. We continued that proud tradition with thirty speeches given that pertained to chlorate, diaphragm, membrane and mercury technologies as well as those that were of general interest to all chlor-alkali plants and operators. Speech topics ranged from best practice to new technology introduction to market trends. There were tried and true speeches that our customers continue to request such as:

- ☎ "The Effect of Brine Impurities on Dimensionally Stable Anodes" by Dick Carlson
- ☎ "Global Chlor-Alkali Market – A Delicate Balancing Act to Profitability" by Mary Blackburn of the CMAI.

Speeches on new technology included discussions on Gas Diffusion Electrodes, Polyramix® diaphragms, Prometa® pDCPD diaphragm cell tops, HCl Electrolysis and Nanofiltration.

As the first seminar held since De Nora's acquisition of ELTECH, this was the first opportunity to present a unified company whose strengths in technology and service would be used to help improve our customer's operation, both technically and economically. This was reflected in our theme:

De Nora: Global Technology and Service.

A total of nineteen employees from other De Nora locations around the world attended. The emphasis on "One Company – One Network" was reflected in the keynote speech "Introduction to De Nora" by Fabio Esposito, our Chief Operation Officer, and "Technical Assistance in the IDN Network" given by the manager of Technical Assistance, Corrado Mojana. Other speakers from over seas were: Fulvio Frederico, Antonio Antozzi, Alessandro Delfrate (of Uhdnora) and Raffaello Bertin.

There were ample opportunities given as well for our customers to network with their peers and to relax. At a banquet on Tuesday at the Hyde Park Grille, we enjoyed a fine meal as well as a wide selection of Italian wines in a wine tasting hosted by "Gino" Razzi and a sommelier.

Absolutely perfect weather graced our Wednesday night cruise on Lake Erie aboard the Nautica Queen. Many took advantage of the open invitation to all employees for this dinner cruise and meet the customers they work so hard to serve.



Many thanks to Marilyn Messner, Marilyn Price and Sandy Blank for putting the seminar together and to Ken Branchick, Al Barnes and their staffs for hosting our attendees on tours of the plant and research facilities.

The attendees reflected my feeling that the seminar was again a success and a key way for De Nora to demonstrate our company as an industry leader. By continuing to build relationships with our customers, we insure that they look to De Nora to solve their problems and create further opportunities.