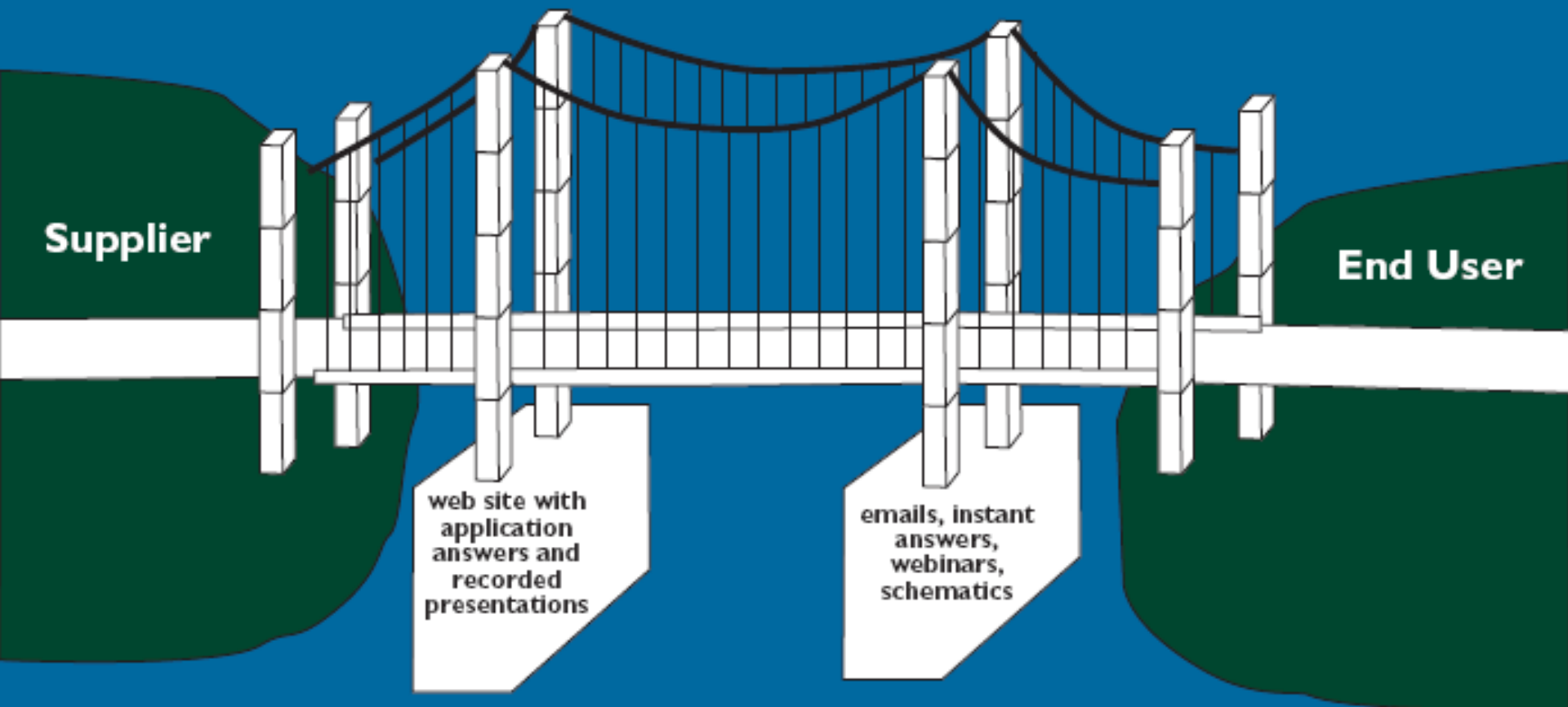


The Mcilvaine Knowledge Bridge between



It's a knowledge based sales super highway compared to the present ferry boat



Knowledge Based Sales

- Elevates purchaser knowledge and facilitates purchase of lowest life-cycle cost product
- Elements of Knowledge Based Sales include:
 - Four new sales routes
 - Satellite website with recorded presentations and schematics
 - Intelligence System built around Knowledge Based Sales

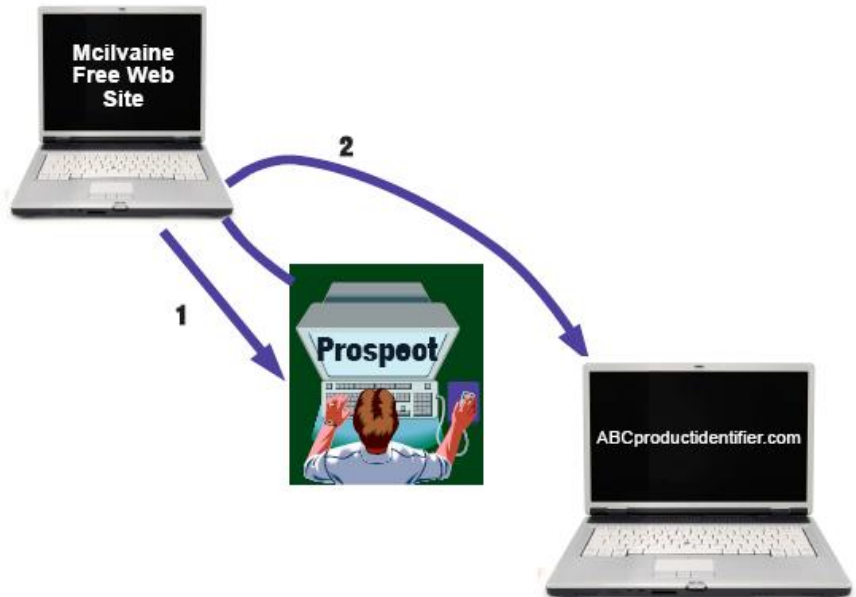
Four New Sales Routes

- Mcilvaine Free Site**
 1. Mcilvaine sends regular emails to prospects resulting in hits on Mcilvaine free site
 2. Prospect reads about an ABC product to solve his problem and goes to ABCproductidentifier.com
- ABC Company Web Site**
 3. Prospect in searching for answers for his problems goes from ABC company web to ABCproductidentifier.com
 4. After providing application data the prospect is led back to the main company site to view the specific product which is the right one for the application
- ABCproductidentifier.com**
 5. Mcilvaine sends emails to prospects through abcproductidenifier.com
 6. Prospect responds by viewing ABCproductidenifier.com. Then back to step 4.
- Google**
 7. Prospect searches Google and finds lots of new application information relative to ABC products
 8. This is the result of continuing Google searches of the ABCproductidenifier.com
 9. Some information on each important application should be provided on abcproductidenifier.com and therefore flowing back



Mcilvaine Free Site

- The Mcilvaine Free Site is a major starting point for decision makers in air, water, energy, and contamination control
 - Weekly e-mails to 40,000 people
 - Tools to determine lowest life cycle cost
 - Traffic directed from Mcilvaine Free Site to ABCproductidentifier.com or ABC Company main website
 - Decisive classification of products in both English and Chinese
 - Sponsored recorded webinars
 - GE, Aquatech, Pavillion, and MFRI recordings on both this site as well as the company sites



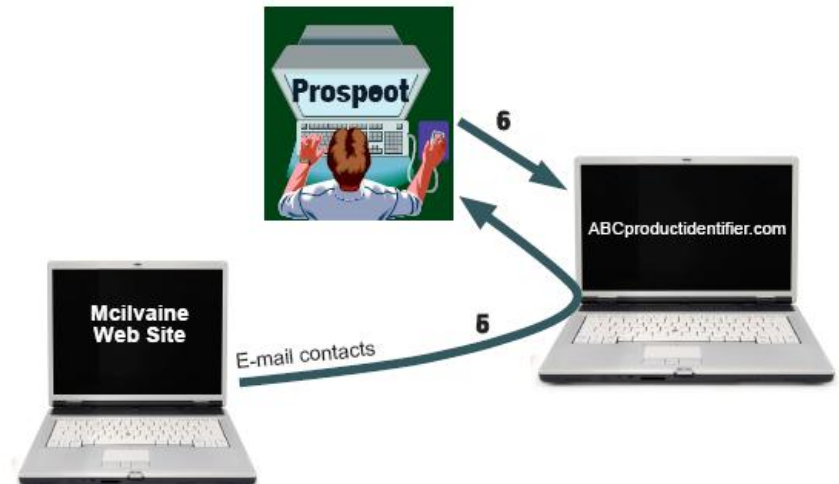
ABC Company Website

- The prospect wants to know how the ABC products will solve his problem in a specific industry, process, and sub-process
 - Satellite ABCproductidentifier.com site provides answers in user friendly mode
 - White papers, useful application information, recorded presentations cost effectively included
 - The productidentifier.com site appears to be part of the ABC main website; Mcilvaine provides all design and input
 - Displayed in Chinese or other languages



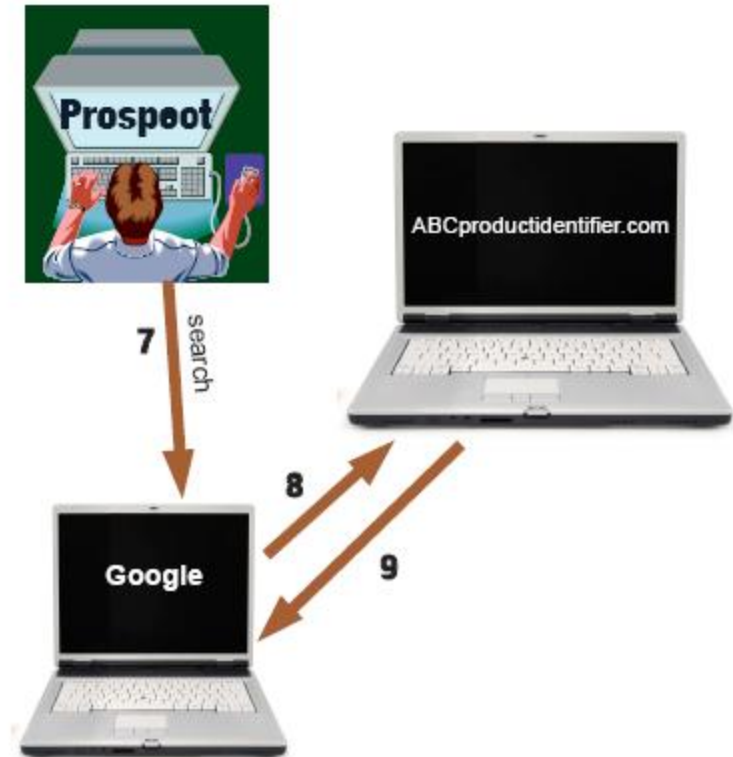
ABCproductidentifier.com

- Mcilvaine sends regular e-mails to prospects using the domain name abcproductidentifier.com
 - News and reasons to access the abcproductidentifier.com site.
 - Targeted to specific industry segments
 - Important application news relevant to recipient
 - Recipient will want to access abcproductidentifier.com to learn more about reducing lifecycle costs
 - Site convinces recipient to consider ABC product and leads to ABC Company Website with product details

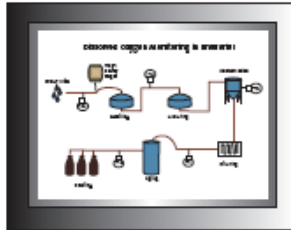


Google Search

- Hundreds of different applications can be displayed on abcproductidentifier.com
 - Tailored application information
 - Google searches will more prominently display information about ABC products
 - Opportunity for ABC to solve Google searcher's problem with text, schematics and recorded presentations



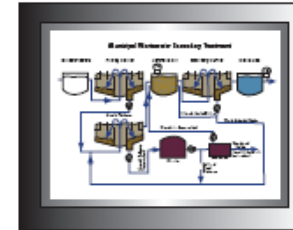
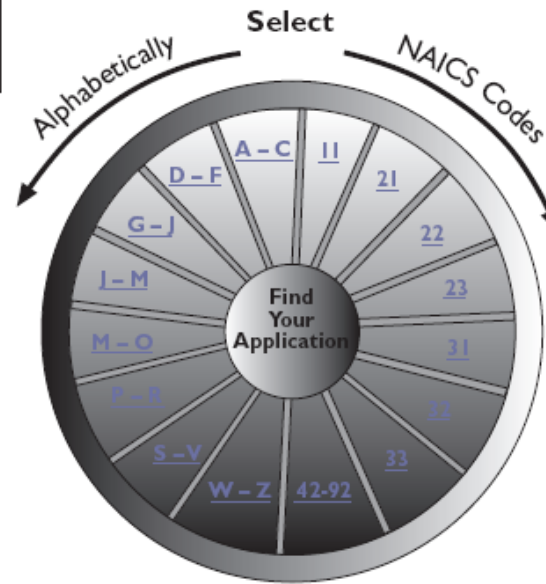
ABCproductidentifier.com



Breweries

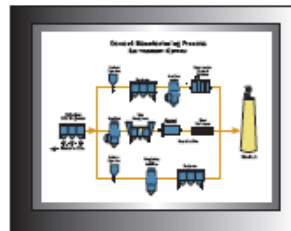
[Asphalt](#)
[Breweries](#)
[Cement](#)
[Coal](#)
[Iron & Steel](#)
[Pharmaceutical](#)
[Pulp & Paper](#)
[Refineries](#)
[Sewage Treatment](#)

**Find the Product
for Your Application**



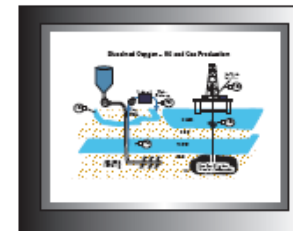
**NAICS 221320
Sewage Treatment**

- 11 Agriculture, forestry, fishing, hunting
- 21 Mining, oil and gas
- 22 Utilities including power, water, wastewater
- 23 Construction
- 31 Food and textiles
- 32 Wood, petroleum, chemical, pharmaceutical
- 33 Metals, machinery, computers, and vehicles
- 42-92 Wholesale, retail transportation, publishing, finance, services



Cement

 **ABC Industries**
www.abcindustriesproductidentifier.com



NAICS 211101 Oil & Gas

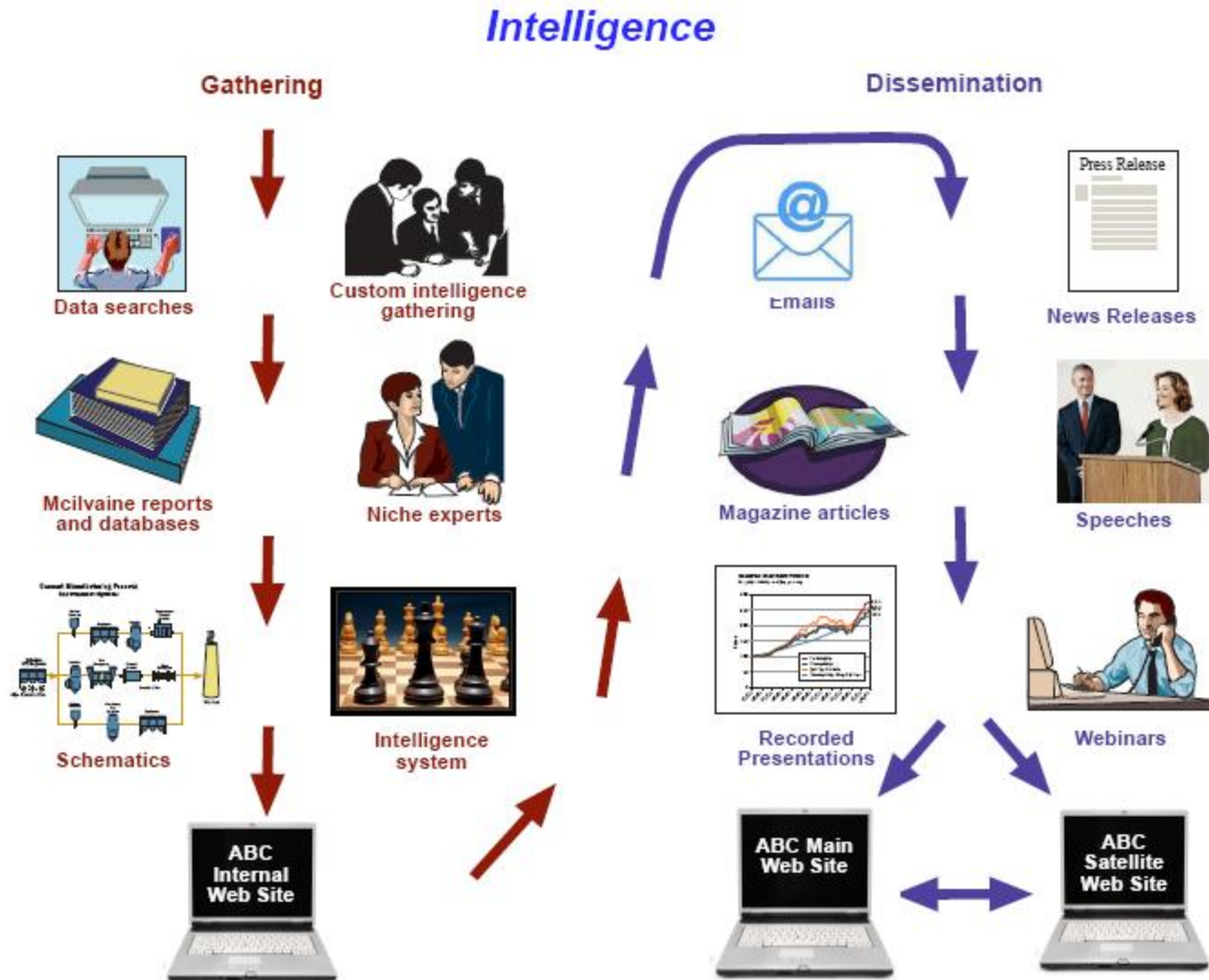
Why Have a Satellite Site?

- No effort by ABC – only requires one link
- Prospect wants fast answer for his problem
- Organizes ABC and Mcilvaine information to provide specific answer
- Application gateway to company's website with product information
- Use of decisive and standard classification enhances ability to provide the answer
- Low cost for Chinese or other language compared to alternatives
- Site is easily and continually updated

Features of the Satellite Site

- Appears to be part of ABC company website with an ABCproductidentifier.com domain name
- Standard classification using NAICS codes makes searches easy
- Schematics supplement text to provide clarity
- Easily and continually populated with text
- Recorded presentations are displayed in streaming media
- Recordings can capture latest power point presentations by ABC salesmen

The Intelligence System



Why Have an Integrated Intelligence System?

- Superior Intelligence System necessary for “Knowledge Based Sales” success
 - Drives general strategy, sales, product development, and training
 - Knowledge based sales should be part of the coordinated corporate program
 - Delivers the 4 Knowledge needs: Alerts, Answers, Analysis, and Advancement
 - Utilizes the resources of a global orchard of synergistically juxtaposed decision trees
 - Basic elements are gathering and dissemination

Data Research

- If we only knew what we know
 - Relevant data collected by Mcilvaine and ABC sales and technical personnel should be coded and stored for future access
 - Access system uses the “decisive classification” terms to maximize search value
 - Access system reflects industry and process classification in the ABC productidentifier.com satellite site
 - Decisive classification should reflect the life cycle cost reduction parameters
 - Mcilvaine can cost effectively provide input and support for the data research



Data searches

D.O. ANALYZER CLASSIFICATION	
PREVIOUS	NEW
Galvanic	Electrochemical
Polarographic	Optical
Optical	MEMS

Custom Intelligence Gathering

- Mcilvaine has contacts and skill sets to economically deliver custom intelligence
 - Consultants have decades of experience in consumables, instrumentation, and equipment in water, air, and energy
 - Consultants are already in constant contact with many thousands of information sources
 - Mcilvaine can leverage the pollination from relevant decision trees in the Global Knowledge Orchard
 - Information gathered for one industry can be equally valuable to the potential suppliers
 - Mcilvaine resources are worldwide with many language capabilities

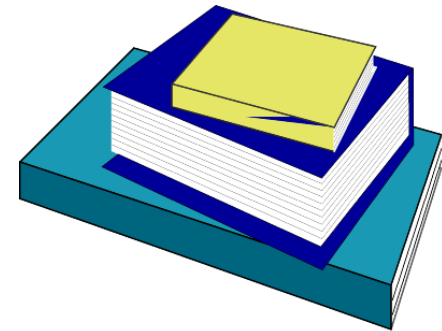


Custom intelligence gathering

Wastewater Treatment Chemicals			
Company Name	Estimated Chemical Sales by Application (2009, Mil \$)		
	Boiler Water	Cooling Water	Water & Wastewater
Arch Chemicals	nil	\$110.2	\$440.9
Ashland/ Hercules	\$154.0	\$309.0	\$479.0
Baker/Petrolite	nil	nil	nil
BASF/Ciba	\$100.0	\$250.0	\$650.0
Buckman	\$50.0	\$100.0	\$100.0

Mcilvaine Reports & Databases

- Reports range from market forecasts to specific project and people identification
 - 50 services with a total of close to 1-million pages online are updated monthly
 - Information can be customized for sales people in specific locales
 - Top management benefits from global perspectives with predictions of GDP, population and specific industry growth in every country
 - Instant forecast software allows easy determination of the market for a specific product in a specific industry in a specific country



**Mcilvaine reports
and databases**

Niche Experts

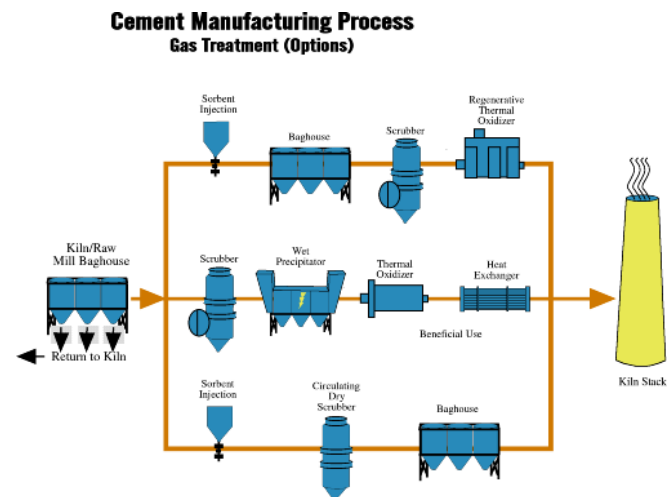
- The world's knowledge is in tiny niches and mostly in the heads of a few people
 - Mcilvaine identifies and continues to coordinate with thousands of these people in the relevant areas
 - ABC can benefit from Mcilvaine knowledge through subcontract or on an hourly basis directly
 - Niche expertise exists for product technology, industry processes, locales, and language
 - With niche expert support an ABC bright newcomer can function as if he were an industry veteran



Niche experts

Schematics

- If the prospect sees a schematic of his industry, process, and product location, he is assured that ABC can provide the product he needs
 - Schematics need to be very specific and reflect the best industry, process and product knowledge and accurately communicate the correct ‘decisive classification’
 - This requires coordination between niche expert and graphic designer
 - Even more complex interaction required with Mcilvaine experts and graphic designers coordinating with several ABC people
 - Tailoring general schematics for specific products is cost effective



Schematics

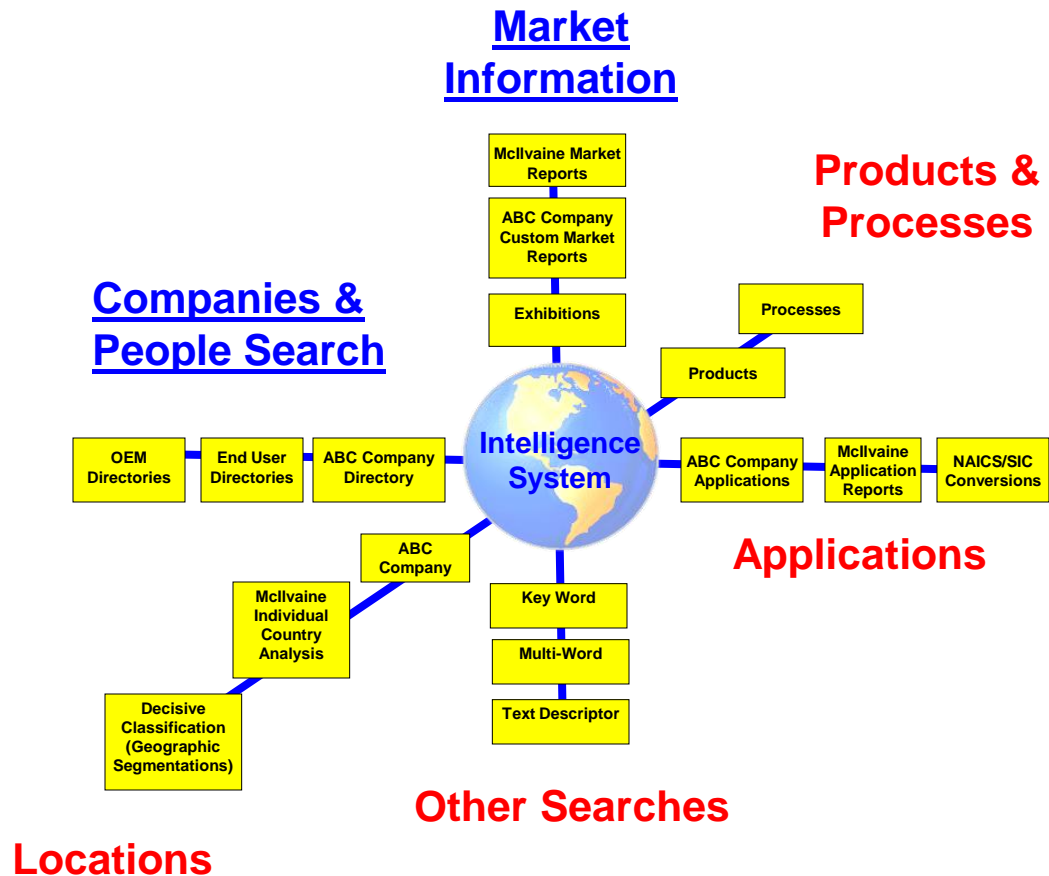
ABC Company

Internal Intelligence System

Click on yellow cells for additional information.

Alerts

Corporate
Participants



*Strategicgraphic® is a registered trademark of Northmoor Consulting, LLC

Market Information

- **Mcilvaine Company**

- Market Reports

- Instantly available online
 - Includes analysis, forecasts, monthly current-events updates and more

- **ABC Company**

- Custom Market Reports

- Prepared precisely to customer specifications
 - Usually completed in 30 to 60 days

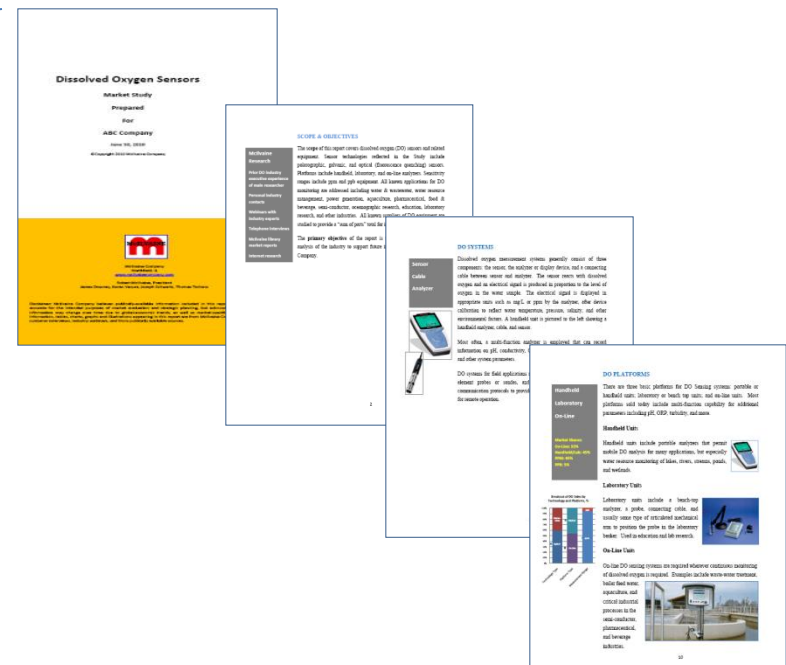
- **Exhibitions**

- On-line lists of all exhibitions

- By industry and by month

Mcilvaine Online Market Reports (examples)

- World Markets For Your Products
- Renewable Energy World Markets
- Power Generation: World Analysis & Forecast
- Cooling Towers: Markets, Plants, and People
- Oil, Gas, Shale, and Refining Markets
- Ultrapure Water Markets
- Cosmetics & Beverages
- Others



Companies & People

• McIlvaine Search Resources

- OEM Directories
- End User Directories
- Search by company name, company service, individual name, plant location, and more

• ABC Company Search Resources

- Custom search database
- Key contacts

McIlvaine Company Networking Directory for all Products & Services

- Search by Company Name
- Search Companies by Services
 - Dissolved Oxygen Sensor Companies
 - Reverse Osmosis Companies
 - Liquid Filtration Companies
 - Site Remediation Companies
 - Others

McIlvaine Company Networking Directory
For all Products and Services

Service: Water/Wastewater

Product Keyword: DISSOLVED OXYGEN SENSORS

Click on a company to view details:
(displayed here is company name, location & number of contacts)

[Amerscan Data Instruments, Inc. - MA, USA, 1](#)
[ABB Instrumentation, Inc. - PA, USA, 4](#)
[ABB Process Automation Division - NV, USA, 1](#)
[ABTECH Scientific, Inc. - VA, USA, 1](#)
[Abihorn Messtechnik GmbH - HQ - GERMANY, 1](#)
[American Water Works Association - CO, USA, 4](#)
[Amishra Group - CANADA, 1](#)
[AMT Oceanographic Ltd. - CANADA, 1](#)
[Analytical Sensors & Instruments, Ltd. - ASI - TX, USA, 1](#)
[Analytical Technology, Inc. - ATI - PA, USA, 4](#)
[Analytic, Inc. - Transducer GmbH - GERMANY, 1](#)
[Analogic Eco-Systems, Inc. - FL, USA, 1](#)
[B&C Electronics Srl - ITALY, 1](#)
[B&C Precision - CA, USA, 1](#)
[Bentley University of Physics Institute - SWITZERLAND, 2](#)
[Bentobell AquaTronics, Inc. - CANADA, 1](#)
[Biosynthetic Systems, Inc. - BASI - NJ, USA, 1](#)
[Brookview-James Corporation - CA, USA, 1](#)
[California University of - Los Angeles - CA, USA, 1](#)
[Campbell Scientific, Inc. - UT, USA, 2](#)
[Cenac Environmental Protection Technology Co., Ltd. - CHINA, 1](#)
[CEP srl - ITALY, 1](#)
[Common Sensing, Inc. - ID, USA, 1](#)
[Conte Ocean Systems, Inc. - CA, USA, 1](#)
[Custom Sensors & Technology - MO, USA, 1](#)
[DCP Microdevelopment Limited - UNITED KINGDOM, 1](#)
[DKE-TOA Corporation - JAPAN, 1](#)

End User Directory

Search By Location

Select a location below to view plants and people.

[AFRICA](#)
[Albania](#)
[Alaska](#)
[ALGERIA](#)
[AMER. SAMOA](#)
[American Samoa](#)
[AP](#)
[ARABIAN GULF](#)
[ARGENTINA](#)
[Armenia](#)
[ARMENIA](#)
[AUSTRALIA](#)
[AUSTRIA](#)
[AZERBAIJAN](#)
[BAHRAIN](#)
[BANGLADESH](#)
[BELGIUM](#)
[BERMUDA](#)
[BOLIVIA](#)
[BRAZIL](#)
[BURUNDI](#)
[CALIFORNIA](#)
[CANADA](#)
[CHINA](#)
[CHINA](#)
[CN](#)
[Colorado](#)
[COLUMBIA](#)
[Congo](#)
[CROATIA](#)
[CYPRUS](#)
[CZECH REPUBLIC](#)

Applications

- **McIlvaine Application Resources**

- Application reports
- Instantly available online, with full market and application details
- Searchable by industry classification, and by product classification

- **ABC Company Application Resources**

- Custom search database
- Key applications

McIlvaine Application Resources

- Search by major industry or application
 - Electronics
 - Energy
 - Life Sciences
 - Manufacturing
 - Other

McIlvaine Applications Table of Contents

- I. Electronics
 - [Disk Drive](#)
 - [Flat Panels](#)
 - [Other Electronics](#)
 - [Semiconductor](#)
 - [Cleanroom World Projects](#)
- II. Energy
 - [Biofuels](#)
 - [Biofuels Updates and Projects](#)
 - [Incinerators](#)
 - [LNG](#)
 - [Oil & Gas](#)
 - [Oil Sands & Oil Shale](#)
 - [Power](#)
 - [Utility Environmental Upgrade Tracking System](#)
 - [Chinese Utility Plans](#)
 - [World Power Generation Projects](#)
 - [Renewable Fuels Update and Projects](#)
 - [Refineries](#)
- III. General
 - [GDP](#)
 - [Population](#)
 - [Residential & Commercial](#)
- IV. Life Science
 - [Foods](#)
 - [Hospitals](#)
 - [Medical Devices](#)
 - [Pharmaceutical](#)
- V. Manufacturing
 - [Aerospace](#)
 - [Cement & Stone](#)
 - [Chemicals](#)
 - [Iron & Steel](#)
 - [Metalworking](#)
 - [Mining](#)
 - [Pulp Mills](#)
 - [Transportation](#)

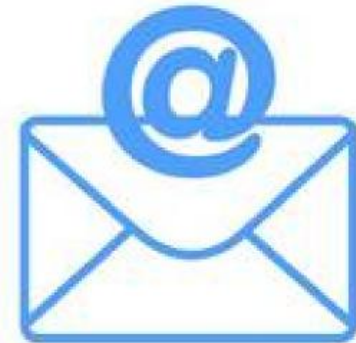
ABC Internal Website

- ABC pass-protected internal website is populated and updated by Mcilvaine
 - Provides instant queries for the Intelligence System
 - Serves to coordinate activities of disparate divisions and locales
 - Provides for package discounts and coordination of Mcilvaine subscriptions
 - Alerts sent to specific ABC personnel provide news and entice them to access the site



E-mails

- Mcilvaine has a comprehensive database of e-mails for decision makers
 - List is updated daily with registrations to free site plus search and phone calls
 - E-mails can be sent out under ABCproductidentifier.com domain name
 - E-mails can include the supplier promo material and also some Mcilvaine news to ensure readership
 - E-mails can promote recorded presentations and webinars featuring ABC Company



Emails

News Releases, Articles, Speeches

- Mcilvaine can assist ABC Company with news releases, magazine articles, and speeches
 - White papers with third party validation can show the lower life cycle cost
 - Schematics and other Mcilvaine resources can add value
 - In addition to ABC authored articles, information on ABC can be included in general articles Mcilvaine is writing for many magazines around the world in English and Chinese
 - Mcilvaine can cover ABC products in its own newsletters and Report Updates



News Releases



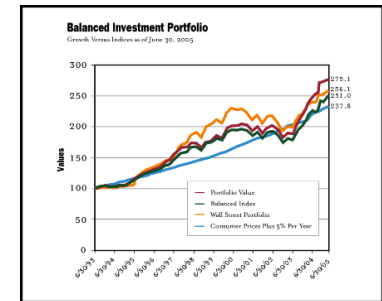
Magazine articles



Speeches

Recorded Presentations

- The most comprehensive and valuable ABC sales promotional data is on the lap tops of ABC personnel
 - Hundreds of power point presentations can be recorded by Mcilvaine and made available for sales purposes
 - Mcilvaine hosts and records a presentation while the presenter sits at his own computer
 - Can be conducted solely for recording or for a limited audience
 - Access to recordings can be posted on the ABC satellite website (abcproductidentifier.com) and/or coverage of ABC products in Mcilvaine Newsletters and Report Updates



**Recorded
Presentations**

Webinars

- The difference between recorded presentations and webinars is the audience participation
 - Mcilvaine can e-mail and register attendees
 - E-mail sample on the next slide was sent to 14,000 people; Over 200 people registered
 - Mcilvaine can also add to ABC presentations with guest speakers to draw bigger audiences and support claims made by ABC
 - Mcilvaine hosts and asks questions to encourage audience participation
 - Webinars can be conducted and recorded in Chinese as well as English



Webinars

Webinar E-mail Example

GE
Energy

Finding *Solutions*

This message may be considered an advertisement or solicitation under U.S. law

Attend a complimentary webinar
featuring GE Energy's innovative
low-cost mercury control technology

April 18, at 10:30AM Central Standard Time

Within the next few years, a number of states will have enacted regulations requiring high levels of mercury emissions control. The concern within the industry has been the lack of availability of cost effective and reliable mercury control. This webinar will outline the results of recent performance testing and explain important technology features and benefits and how they can impact your bottom line.

Presented by **Vitali Lissianski**, GE Energy expert on mercury emissions control, featuring recognized combustion industry expert **Randy Seeker** and ESP expert **Bob Taylor**. Facilitated by Bob McIlvane from the McIlvane Company.

Learn more about GE Energy's mercury control technology that minimizes emissions and optimizes performance. This 60-minute session will include ample time for questions and discussion.

There is no charge for this session. Because this webinar is by invitation only, you must register for web and phone access instructions.

Be sure to register ASAP, there are only a limited number of slots available.

To register and for details click [HERE](#).

For questions about Mercury control technology, call Frank Van Dijk at (816) 356-8400 ext. 494, or for registration questions, call Dina Michalek at (847) 784-0012 ext. 123.

Please join us!



Mark Hachenski
General Manager, Emissions & Optimization Performance

Click [REPLY](#) to this email to opt out of future GE Energy emailings from the McIlvane Company.



imagination at work



Webinars

ABC Satellite Website

ABC Company Website

- Articles, recorded presentations, webinars, schematics and other data are posted to the ABC Satellite website
 - Link from each data set to the product information on the ABC Company website
 - Satellite site with domain name abcproductidentifier.com could be completely free or restricted to those who register
 - Fruits of the intelligence effort continually updated on both the ABC Company website and the ABC satellite site

