

THE Energy Dispatch

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GE ENERGY SALES LEADERSHIP

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The Energy Dispatch will be issued quarterly to inform you of activities in your region and around the world. Please help us make it a useful tool for you. Send feedback to:
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Sales Channels University Offers Online Training



Kevin Siwik – Global Sales Channel Leader

Energy Services is launching Sales Channels University (SCU) in the Fourth Quarter of 2004. The online tool is designed to quickly increase our Sales Channels' product knowledge and sales skills, as well as deliver consistent and effective integrity compliance training.

Two video e-mail presentations, to be sent to all Sales Channel companies, will introduce the online program by providing an overview of its benefits and by describing the features and functionality of the online university. Users will be requested to pre-register for the program through the e-mails.

"SCU is designed to give our Sales Channels the tools needed to facilitate growth, ensuring that you have up-to-date information on our products and services as well as consistent and effective integrity compliance training," says Kevin Siwik, Global Sales Channel Leader who is featured in the video presentation. "The program's scope ranges from integrity compliance training to product knowledge to sales skills training. And the curriculum is designed to be interactive and help you better understand GE Energy and increase the effectiveness of your sales force."

The interactive training allows you to get involved in the course. Knowledge checks and scored assessments to evaluate your mastery are included, and you will receive a certificate upon completion.

In addition to the online training, SCU will be used as a communications tool, including moderated chats and executive messages.

"We provide the information you need right at your fingertips – anytime, anywhere," Siwik says. "It all goes along with our growth principles of creating win-win relationships and a common culture striving for mutual success."

Be on the lookout for this exciting new Sales Channel tool, and complete your pre-registration during the early part of November.

Continued



GE Guidelines Available for Monogram Use

GE has developed a program that establishes the use of the GE brand by third parties, including Sales Channel companies. Third parties do not automatically have the right to use the GE monogram, and guidelines have been put in place to establish how to use the GE monogram while recognizing GE's relationship with the third party.

A training program on the branding guidelines will soon be available on Sales Channels University. For immediate assistance, contact your Sales Channel manager, who can refer to the guidelines and, if necessary, discuss the matter further with his or her Marketing Communications representative.

Our brand is the symbol of our heritage, and of the quality and trust we have delivered for more than 126 years. To our

customers, it embodies our commitment to anticipate and meet their changing needs. To our organization, it represents the imagination we use to address those needs in a manner that reflects our values. The guidelines were created to ensure that we always remain true to our brand, and the people, products and services it represents.

The guidelines were designed for the Sales Channel managers to use when working with Sales Channel companies, communicating the appropriate GE brand endorsement and portraying the relationship between GE and our Sales Channels with the correct verbal and visual emphasis. Our number one priority is to protect the GE brand and to ensure that the visual presentations of the GE brand and the third party relationship are correct and consistent.

Welcome New GE Energy Services Acquisitions

Welcome five new acquisitions to the GE Energy Services business. These additions bring even more product and service offerings to GE Energy's ever-expanding capabilities as we continue to grow our business. Here's a look at each:

BHA Group Holdings, Inc.

Signaling the latest expansion of its environmental services capabilities, GE Energy has completed its acquisition of BHA Group Holdings, Inc., a leading global provider of high-quality parts, services and performance upgrades for particulate matter control systems. The acquisition was approved Aug. 27 at a BHA shareholders meeting. BHA is headquartered in Kansas City, Mo., and GE plans to move the head office of its environmental services team to the Kansas City facility.

With operations in 11 countries, BHA supplies parts, services and engineered upgrades to reduce particulate matter

emissions for a broad range of power generation and industrial applications, as well as ePTFE membrane products for use in a variety of industrial and consumer products.

"This acquisition allows us to significantly expand our range of environmental services, adding particulate matter control capabilities to our existing combustion optimization, performance enhancement and air quality monitoring technologies," says Ricardo Artigas, President, Energy Services. "It creates an exciting and unique capability to incorporate multiple technologies in end-to-end environmental solutions with the goal of reducing emissions, improving plant performance and increasing a customer's overall profitability."

In addition to the environmental applications, GE sees potential opportunities for BHA membrane technology in other GE industrial businesses.

■ ***Welcome New GE Energy Services Acquisitions (Continued)***

BHA also adds a strong team of sales, customer service and technology professionals to the GE Energy team. BHA's experience in the industry is complemented by the strength and diversity of GE and creates a world-class network of environmental professionals that can help our customers achieve their air quality objectives.

BHA is the latest in a series of acquisitions and product announcements designed to broaden GE Energy's offerings in renewable and cleaner energy production. GE's environmental services organization is expected to grow at least 50% this year, and is positioned to achieve double-digit growth over the next three years.

S.D. Myers, Inc.

GE Energy has completed its acquisition of the assets of three business units of S.D. Myers, Inc. of Tallmadge, Ohio, a global leader in transformer and substation maintenance services.

The three business units acquired by GE are Ohio Transformer, an industry leader in repair, rewind and re-manufacturing services for transformers; S.D. Myers Substation Services, a leading supplier of field services for substation maintenance; and S.D. Myers Engineered Transformer Products, which provides oil reclamation systems, dry-out solutions and oil cooling systems for transformers.

"This transaction further expands our capabilities in the transmission and distribution services industry," Artigas says. "It allows us to offer an integrated platform of substation services and is a significant step in our quest to better serve our global customers.

"The three business units being acquired each have been driven by customer-focused, quality-conscious, growth-oriented business strategies. GE Energy anticipates tremendous synergies with these businesses due to these complementary business approaches."

All three business units will be integrated into GE Energy's existing services business, which provides customers with support across all aspects of the global power industry, including power generation and energy delivery.

Fluidex Engineering

As part of the S.D. Myers acquisition, GE Energy has acquired substantially all of the assets of Fluidex Engineering of Johannesburg, South Africa, a developer of advanced technology in transformer oil processing and one of the world's largest manufacturers of transformer oil regeneration plants.

Since it was established in 1981, Fluidex has developed a unique range of transformer oil processing equipment capable of on-site as well as energized treatment of transformer oil. Today, many companies have adopted this process as the only environmentally acceptable method for oil regeneration.

The assets acquired from Fluidex will be integrated into GE Energy's existing services business, which provides customers with support across all aspects of the global power industry, including power generation and energy delivery – further expanding GE's offerings in transmission and distribution services.

■ **Region Updates**

AIM – Neeraj Kaul



*AIM ES General Manager
Isam Moursy addresses
participants in Dubai.*

As an on-going process to help customers and Sales Channels realize the benefits of GE's latest products and solutions, the Network Reliability Products and Services business completed in September a highly successful Transformer Monitoring & Diagnostics state-of-the-art seminar. Four highlights:

– **Dhaka, Bangladesh, Sept. 15** – Despite torrential rainfall, the highest in the last 50 years, about 30 customers from Power Grid Corporation of Bangladesh attended the seminar, including the company chairman and directors. Transformer M&D is considered important by operators and planners alike in the overstressed and fast-expanding Bangladesh power grid.

– **Delhi, India, Sept. 17** – With a grid of installed capacity of 100 GW+, transformer models such as Hydran and M2 are not new to India. This year, the seminar was organized in GE's Pit at the AIFACS building in New Delhi, with as many as 67 customers attending. A special feature of this year's engagement was a field demonstration of GE's unique product, IDA200. The demo was conducted live in PowerGrid's 400 kV substation in Ballabghar, and the results shared in the afternoon with the rest of the participants. Representatives from across the country included Reliance Energy, New Delhi Power Limited, PowerGrid, National Thermal Power Corporation, Central Power Research Institute and National Hydro Power Corporation. It was a very satisfying session for GE as well as for the customers.

– **Dubai, UAE, Sept. 19 and 20** – This session was truly remarkable in attendance and interest from customers, as well as in energy by the GE team. Seventy-six-plus customers attended the session, representing such companies as Dubai Electricity and Water Authority, Federal Electricity and Water Authority, Sharja Electricity and Water Authority, Saudi Electric Company and Ministry of Health, Electricity and Water Oman, with participants from UAE, Oman, Bahrain, Nigeria, South Africa and Saudi Arabia. A separate session for Abu-Dhabi Water and Electricity Authority was conducted in Abu-Dhabi and for Al-Ain Distribution Company in Al-Ain. Isam Moursy, the AIM ES General Manager, addressed the session, updating customers on our wide range of products and services and our strong region presence.

Thanks to all who contributed to the seminar's success, especially Sujoy Ghosh and Juliet Peris. Special thanks also are due to Andre Bourgault, Robert Neimanis, Brian Sparling and Rickard Jonsson from GE and all of the Sales Channel companies, PCI, Centaur, JAL and Abdul Aziz and Brothers.

Asia – Sandro Desideri

The third-quarter sales performance was the best ever recorded for GE Energy Services in Asia.

This is a phenomenal accomplishment, and our Sales Channels were an essential part in achieving unimaginable results. All of you deserve our thanks and recognition for supporting our business with professionalism and integrity.

Here are some key third-quarter highlights:

– A \$27 million Emergency Parts Supply Agreement from Shenzhen Nanguang Power for Shenzhen Nanshan Power Co Ltd. Finalized in the last days of the quarter, it represents a great achievement in positioning GE for growth in the supply of F9E gas turbines and relevant services in China.

■ **Region Updates (Continued)**

- The Korea Team, supported by Taihan Computer Eng. Co., led the quarter with the historic signing of the Korean Western Power Co., involving a \$190 million uprate of seven Fr7FA Gas Turbine units, inclusive of a \$63 million Long Term Parts Agreement.

Excellent performances were observed by:

- Zhongneng Power Technology Development Co.: \$1 million in orders of the Hydran 201Ti in China.
- PT Guna Elektro: The first-ever TMCS project in Indonesia for PLN for \$267,000.
- Isometric Industrial Corporation: A breakthrough in Philippines Transco/NPS with the Hydran M2 for \$246,000.
- Wardson: Secured 100% share from MTR and HKE for \$227,000 in Hong Kong.
- Lumax International Co: Demonstrated its consistent talent for growth with \$700,000 in third-quarter orders in Taiwan.

Finally, we would like to welcome two new partners to the team:

- Digital China entered the GIS market in China with an \$800,000 order.
- Beijing CHD – GYEE is driving the growth of the EX2100 with \$2 million in orders in China.

Europe – Sunita Bhagat

The Olympic and Paralympic games returned to their ancient birthplace, Greece, this summer. Representatives of 202 countries participated and more than 4 billion viewers worldwide watched the games.

The scope for GE Energy was to supply prime and backup power for technology, broadcast and 50% of all sports lighting



EXPO General Sales Manager Alexander Stamatiadis and his wife, with Olympic Park in the background

to 34 competition venues, as well as back-up power to 13 non-competition venues, including the International Broadcast Center (28 MW) and the Main Press Center.

In all, GE Energy provided 284 generators with the capacity to power 140,000 homes for the Athens Organizing Committee (ATHOC) and additional services for the NBC Olympics Broadcast project, supplying prime power to NBC broadcast compounds at 16 competition venues and the International Broadcast Center.

EXPO, a GE Energy Rental Sales Channel company in Greece, played a critical role in the project's success. Acting as a liaison between GE and the organizing committee, EXPO also supported subcontract relations for the games. The hard work



EXPO Sales Engineer Paris Moysiadis

began in 2002, when EXPO received an agreement from Rentals to work together on the Olympic games. EXPO played a central part in preparation of tender documentation, sourcing of local subcontractors, translation and compliance of technical specifications, supporting contract execution and payment assurance. Key to the project's smooth running were permission signoffs for installation and operations on site, for which EXPO provided local engineering support and process expertise.



EXPO Sales Engineer Thanassis Sakkas, in the Olympic spirit

This highly visible, long-term project required a great deal of organization and hard work. The fantastic working

■ **Region Updates (Continued)**

relationship and the sheer persistence of both the GE Energy Rentals and EXPO teams were contributors to the project's success – a success recognized by John Rice and Jeff Immelt. In addition to recognition of EXPO, special thanks to EXPO General Sales Manager Alexander Stamatiadis and EXPO Sales Engineers Paris Moysiadis and Thanassis Sakkas.

Latin America – Florencia Perez

With assistance from Sales Channel Guiehr, S.A., GE successfully negotiated and signed a nine-year Multi-Year Parts Agreement with Bahía Las Minas Corporation (BLM) in Panama. Valued at \$4.85 million, the deal will provide capital turbine components for BLM's three MS6001B gas turbines in Colón, Panamá.

Francisco Guinard, president of Guiehr, S.A., served as liaison between BLM's management and GE, and both his experience and knowledge of the region provided valuable insight. Upon the contract signing, Guiehr, S.A. also assisted BLM with the delivery and payment of the first set of turbine parts under the agreement. Congratulations on a great effort, Francisco!



Power Plant, Bahia Las Minas

■ **North American Sales Channels**

Distributor Named for Programma Test Product Line

Brett Sargent — NRPS Global Products Sales Leader

GE Energy has announced that Interfax Systems Inc. is the Sales Channel for the Programma Test Product line in North America for the Network Reliability Products and Services business.

Interfax was established in 1979 as a distributor in the "Power" test and measurement field. Based in Canada, Interfax has four office locations and a staff of about 20. Not only is Interfax capable of providing sales representation, but it also has an established technical department that is capable of product repairs and calibrations. With 26 years of experience in the Canadian market and more than 15 years of direct experience with the Programma Test Products, Interfax is well positioned to bring that technical knowledge and expertise across the border into the United States.

To serve the U.S. market, Interfax has established a representative network that it coordinates and manages. This team of representatives was recently signed by Interfax and is proceeding through a rigorous and comprehensive training program on the Test Product offerings to allow quick and accurate responsiveness to our customers. Below is a list of representatives with state locations that are now part of Interfax's team:

- McLaren Inc. (WA, OR, AL, UT, WY, ID, MT)
- The Utility Lines Company (PA, DE, MD, DC, VA)
- I&E Central (Upstate NY)
- Nuclear Logistics, Inc. (All US Nuclear Facilities)
- Hotline Electrical Sales (CO, NM, AZ)
- Atlantic Coast Test Equipment Inc. (NC, SC)
- EV Smith Sales Co., Inc. (TX, OK)

■ **North American Sales Channels (Continued)**

- Byram Laboratories Inc. (Downstate NY, NJ)
- Three-C Electrical Company Inc. (MA, RI, VT, NH, ME, CT)
- M.F. Sales Inc. (LA, MS, AR)
- Carter, McCormic, & Pierce (MI, OH, WV, KY)
- Berndt Associates, Inc. (IL, IN, WI, MN, ND, SD, IA)
- Spader and Associates Inc. (AL, GA, TN and NW Florida)
- Amasco Inc. (Southern CA and Southern NV)
- Test Solutions West (Northern CA)
- Datarep Inc. (Peninsular FL)
- Interfax Systems Inc. (MO, KS, NE)

■ **Dates to Remember**

■ **Nov. 1 – Nov. 8**

Transformer Monitoring & Diagnostics State-of-the-Art Seminars, Asia -- Representatives from the factory holding the seminars are Andre Bourgault and Jacques Aubin. The Sales representative coordinating the seminars for GE is Henry Yeo. The seminars are:

- Nov. 1, Beijing – coordinated by Sales Channel company ZNPT.
- Nov. 3, Shanghai – Coordinated by GE.
- Nov. 5, Nanjing – Coordinated by GE.
- Nov. 7 and 8, Hanoi -- Coordinated by Sales Channel company Sytec.

■ **Nov. 22 – Nov. 26:**

Calgary VAR Conference, Calgary, Canada – Calgary IED Product Leader Brent Strader is sponsoring a VAR conference at the manufacturing location in Calgary. The conference will focus on the Calgary product line – a focus not always possible at larger regional sales events.

The VARs were given the opportunity to have input into the agenda and location, and as a result the agenda addresses most of their common interests. The agenda combines product and application presentations with an opportunity for the VARs to network and set up one-on-one meetings with the Calgary staff. In addition, presentations by some of the VARs will take place.

There has been a good response to date, and all regions will be represented. For more information, contact Andrew Marsh at andrew.marsh@ge.com

■ **Nov. 30 – Dec. 2:**

Power Gen International, Orlando, Fla., U.S. – The world's largest power generation event will attract more than 18,000 power professionals from 75 countries. GE Energy will showcase our entire product line at Booth 4400. In addition, we will participate in the main conference program with 18 technical papers/panel discussions. For more information, contact Diane Hill at diane.hill@ge.com



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