

Oase Continues Seminar Series

Wednesday, March 11, 2009, 8 a.m., EDT

As part of its Oase Advanced Sales Education series, Oase hosted two two-day seminars in Corona, Calif., in February. (Courtesy of Kathleen Buckner/BowTie Inc.) Oase hosted two, two-day seminars at its North American facilities in Corona, Calif., in February as part of its Oase Advanced Sales Education series. The sequence attracted more than 400 attendees since its inception two years ago, the company reported.

Taught in a classroom setting with hands-on product opportunities, 82 attendees gathered in a two-week timeframe to participate in the training. The seminars are not by invitation; each applicant requires Oase approval.

“We want to make sure our space and resources are being maximized as much as possible,” said Rob MacKay, Oase’s category manager for water gardening. MacKay and Frayne McAtee, category manager for commercial products and system solutions, lead the seminars, which are designed to educate attendees about water gardening, how pumps and filters operate and UV.

Oase plans to host four more seminars in the spring. It will begin the second year of training seminars in the fall.