

# OBICcon is OBIC's annual event for its installer partners

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And that's a wrap! A successful OBICcon24 took place on March 12 and 13 at OBIC headquarters, with 66 men and women in attendance from our installer partner companies, representing 33 U.S. states and Canada.

What is OBICcon? Each year, the OBIC family comes together for in-depth education, hands-on training and fellowship, complete with a wide variety of sessions on sales, marketing, product and company updates, as well as special guest speakers and nightly networking events.



“We are grateful to all of the installer partners that have invested time and resources to be here with us during OBICcon,” said Dustin Schlachter, Chief Visionary Officer of OBIC. “Thank you for investing in your team and your company. We are honored to provide guidance and education that will help us all grow, improve, and succeed.”

With the OBIC product line continuing to evolve, this annual event equips our certified installers with the knowledge and skills necessary to excel in an increasingly competitive market and to ensure they remain at the forefront of industry standards and innovations. In particular, it facilitates the release of new content, processes, ideas and products, and allows for a review of the system to maintain the integrity of the certified applicator network.



Reflecting on the event, Schlachter said that it was a pivotal moment for building valuable professional relationships and committing to getting better as a network. “The whole family shows up to sit down and break bread, and to learn and grow,” he said.

His favorite part of the event is seeing the year-over-year growth and excitement in the certified installer network. “I look forward to seeing the network bloom and grow nationally and internationally,” said Schlachter. “We’re fulfilling the vision of growing a brand that is equally committed to growing people both personally and professionally.”



Kristi Kimpel, Chief Financial Officer, said “I don’t think you can put that many like-minded people working towards the same mission in a room together and not become friends. My favorite part was the good conversations that happened as a product of the investment into personal development. The goal of this event is to overlap education and growth trajectory as individuals and in business and we were able to witness that.”



When asked why OBIC hosts this event every year, Mike Hoffmaster, VP of Business Development, said, “To quote Nelson Mandela – *“Education is the most powerful weapon which you can use to change the world.”* OBICcon provides a platform to not only educate but form a tighter bond among our network of certified installers. OBICcon is critical to the continued success of the company! It is an opportunity for our network of certified installers to come together and connect with other installers. It’s rewarding to hear and see their reactions about what is happening with OBIC across the globe. The networking opportunity is crucial to maintaining and expanding OBIC’s reputation and brand as a leader in the protective coating world. Secondly, it’s a chance to review proper installation procedures are being adhered to so we can maintain the excellent reputation of OBIC. It offers something for everyone from the field crew installing the product, to sales and marketing, as well as management and owners. Finally, it provides a window into the large picture outside the installer’s own territory to discover other possibilities and opportunities.”



Bob Klopfenstein, Director of Technology, said his favorite part of OBICcon is “the manifestation of the execution of Dustin’s business plan. Communication is key to the success of any company and I enjoy watching the applicators’ involvement, questions, and comments around equipment, procedures, field operations (leak stopping, surface preparation, adhesion, and testing), and chemistry.”



Thank you for making this our largest and most successful OBICcon to date! We look forward to the 2025 event!

If you are interested in learning more about the qualifications of becoming an OBIC installer, please [Contact Us](#) or give us a call at 866-636-4854. An OBIC recruiter will contact you to discuss the advantages of joining the OBIC team.