

## **Encon Grand Opening/Table Top Event**

Friday, August 25<sup>th</sup>, leading access control distributor Encon Electronics held an event to honor the opening of their second branch and warehouse. The Grand Opening was held at their new office at 2651 Del Monte Street, West Sacramento, Calif. and consisted of a table top show and complimentary luncheon for all attendees.

The event was originally scheduled as a small BBQ. Encon organizers decided to change the format one week before the event when they found out how many representatives were planning to attend. Encon VP of Sales and Operations Jeff Harris was overwhelmed by the number of vendors who traveled to Sacramento with such short notice. "After 33 years in the industry, expanding to a second location is a big deal for Encon. We wanted to do something special to honor this milestone. We contacted the manufacturers three weeks before the date of the Opening, and we immediately started receiving positive responses. The event evolved from there, and we couldn't be more grateful for the support and enthusiasm we received all the manufacturers about our expansion."

A total of 15 representatives from 13 different companies attended, and several additional manufacturers supported the event by donating products for their new demo area or raffle prizes for the Opening. A complimentary taco bar lunch was provided for all the attendees courtesy of the manufacturers who collectively covered the catering cost. Encon's Tim Nordstrom pointed out, "Once we heard how many of our customers were coming, we had to cater the event. Thanks to all the manufacturers that generously offered to sponsor the lunch. With this level of support from our vendors, we know the Sacramento office will be a success," Nordstrom added.

"We announced the opening of the Sacramento office just weeks before and not only did the vendors show up, over 30 Encon dealers attended," Nordstrom said. These folks were able to see the Sacramento office and Encon's second fully stocked warehouse. They had an opportunity to visit with Encon and manufacturer representatives and see the latest products available in our industry. Some received one-on-one training on our new website from IT guru Jeffrey Harris and others placed their first online orders. "Overall, we couldn't be more pleased with the event or more excited about the Sacramento office and its potential," Nordstrom added.

For more information about perimeter wholesale supplier Encon Electronics and their extensive product line, training opportunities visit [www.enconelectronics.com](http://www.enconelectronics.com) or call 800-782-5598 . To learn more about their Sacramento office call 916-526-1227.