



# FOCUS

A publication of the Power-Motion Technology Representatives Association (PTRA)

September 2014  
Volume 9, Issue 1

## President's Perspective

By Kurt Fisher, CPMR, PTRA President

### Inside This Issue:

Past President's Perspective . . . . .	2
PTRA Educational Opportunity . . . . .	3
Welcome New PTRA Members . . . . .	3
The New PTRA Website . . . . .	4
Are you Missing Some of the Benefits of Membership . . . . .	4
PTRA Conference Wrap-Up . . . . .	5
PTRA Code of Ethics . . . . .	8

On the heels of another successful annual conference held this year at the Hyatt Regency Tamaya Resort outside Santa Fe, New Mexico, it seems appropriate to reflect for just a moment on a few of the highlights that made this such a success:

First, recognition is due to our Immediate Past President Gord Jopling for his significant time and focus during the search for our new Executive Management Team – IntrinXec Management, Inc. Gord applied a great deal of effort and leadership, along with the support of the entire Board of Directors, bringing us to our current decision to secure IntrinXec as our Association Management Team. We've already seen what the staff at IntrinXec can do, and look forward to their continued oversight and direction as we pursue our association goals together.

With Santa Fe behind us, we set our sights on Austin Texas for our upcoming 2015 conference at the beautiful Hyatt Regency Lost Pines Resort. In October the Executive Board will meet for three days with a full agenda of decisions to be made regarding our Strategic Plan, annual budget, our conference budget, conference speaker content, networking and educational

opportunities, facilities planning, entertainment....and the list goes on. In the next year we're focused on many new goals targeted at bringing you, our association membership added value. Some of these goals include:

- Increased membership participation and association growth
- Continuous improvement on the new PTRA website at [www.ptra.org](http://www.ptra.org) (Please visit it if you haven't already!)
- High caliber speakers with relevant content aimed at helping you grow your business
- Increased opportunity for networking between manufacturers and reps
- Even more exclusive, exciting, yet affordable conference venues for our members and their families
- Greater opportunities for reps and manufacturers to interview during our RepMix program



Kurt Fisher

President's Perspective continues on page 2 →

The Power-Motion Technology Representatives Association (PTRA) is an association of manufacturers and independent manufacturers' representatives dedicated to promoting the sales representation function within the power transmission and motion control industries. PTRA strives to offer all members opportunities for education, information exchange, networking with other manufacturers and representatives, plus an array of quality services designed to improve career performance and professional stature.

**President's Perspective**  
continued from page 1

- Increased spouse involvement and activity programs building on our past success
- Education and exposure aimed at greater acceptance and understanding of the advantages of the rep business model within our industry



Gord Jopling

There is much to do. Fortunately, we have many individuals providing talent and energy towards the accomplishment of our goals. The entire PTR A Board and

### Past President's Perspective

by Gord Jopling, CPMR, Immediate Past PTR A President

REWIND.....(approximately 18 months ago)

We had all just come home from a super conference in Puerto Rico. If you were like me, you were thinking about the amazing conference that was presented and some of the relationships forged while attending the conference. Not to mention the fantastic opportunities for professional development.

Behind the scenes, the Executive Committee and the Board of Directors was stunned by the announcement that MANA would no longer help manage PTR A and we were tasked with finding a new Association Management Company (please see the last FOCUS for details on the selection process). Worried but not panicked, we ventured forward.

FAST FORWARD.....it is now the end of the conference in New Mexico.

Once again, we marvel at the things we accomplished at the conference. The networking and learning environment was great, but a major feat had been also been accomplished rolling into it. In January, we selected IntrinXec Management as our Association Management Company, and boy did we strike it rich! Without going into the gory details and minutia of the transition, the conference in New Mexico was as big of a success as PTR A has ever had. The venue and the content were outstanding. My goodness, we even had an astronaut!!!

IntrinXec had major influences on changing

Association Management Team continue to be focused, working diligently to make PTR A the value packed "Go To" place where professionals within our industry come to meet, network, educate, motivate, and capitalize on opportunities developed through participation in our association. We have accomplished much, and will accomplish much more..... as Ambition Never Rests! ▲

some of our fundamentals and streamlining our processes. We quickly understood that they meant business and that they knew what they were doing. Changes in accounting practices and Board Meeting agendas were some of the very noticeable changes, but there really are too many to list. I look forward to seeing and hearing what else they accomplish with future PTR A conferences.

With the backing of our current leadership team, our very strong membership and IntrinXec, I truly believe that our association is in a great place. That being said, there is always room for improvement. I would like to challenge each of you to help make it better. It cannot be done by one person or left simply to the Board of Directors. It takes all of you to get involved to really take the association to new heights. We need your help. We are always looking for new people to help in areas of need. If you have talents that we could benefit from (accounting, web design, graphic arts, writing skills etc.) we can use them all. Just stick your neck out and volunteer – that is what makes PTR A the association it is today and the association it will be in the future.

In closing, it has been an honour (that's how we spell it in Canada) to serve as your president and work with all of the wonderful people within the association. I thank you all for the opportunity and it is truly an experience that I am happy to have volunteered for! ▲

### PTR A Educational Opportunity

PTR A has joined IDC University to provide education training to PTR A members, like yourself!

IDC University is offering a Power Transmission Principles Course (PTP) to their Fall curriculum. This course is scheduled for September 15-18. This course is a four-day intensive study into the world of power transmission. PTP provides students with confidence in themselves, their company and the power transmission products they represent. This course is designed for inside and outside sales people from beginners to seasoned employees. Throughout the course, major power transmission products are displayed, discussed, and selected until each student knows how and why specific products help their customers. The course offers hands-on training exercises, group homework, and customized classroom lectures.

[Click here](#) to enroll in this course today! As a benefit of PTR A membership, these educational courses and trainings offered by IDC University will be at a reduced rate.

#### Association of Manufacturers Representatives Association (AMRA)

September 17 – 18, 2014  
Chicago, IL

#### CSP – Certified Sales Professional (MRERF)

www.mrerf.org  
September 9-12, 2014  
St. Louis, MO  
November 4-7, 2014  
Tampa, FL  
November 11-14, 2014  
Denver, CO

#### CPMR – Certified Professional Manufacturers Representative (MRERF)

www.mrerf.org  
January 5-9, 2015  
Austin, TX  
AT&T Conference Center at University of Texas

#### MBP – Manufacturers Best Practices for working with Reps (MRERF)

www.mrerf.org  
January 6-7, 2015  
Austin, TX ▲

### Welcome New PTR A Members

#### Principal Members

Jack Bailey  
**VACUFORCE, LLC**  
Indianapolis, IN  
866-280-3766

Jason Tong  
**J&G BEARING COMPANY**  
Naperville, IL  
630-352-1265

Rick Wilson  
**BREWTON IRON WORKS, INC.**  
Brewton, AL  
251-867-3603

Jeffrey Berger  
**DINGS COMPANY**  
Milwaukee, WI  
414-672-7830

Rustin Mikel  
**FOREST CITY GEAR**  
Roscoe, IL  
815-623-2168

Mike Carter  
**PT TECH, INC.**  
Sharon Center, OH  
330-239-4933

Thomas Ma  
**DONGHUA USA, INC.**  
Glendale Heights, IL  
630-632-8988

Michael Moonan  
**P.T. INTERNATIONAL CORP.**  
Charlotte, NC  
704-588-1091

Jim Marsh  
**MOOG INDUSTRIAL GROUP**  
East Aurora, NY  
716-687-7764

Paul Humphreys  
**MAGNADRIVE CORPORATION**  
Woodinville, WA  
425-463-4792

Theodore Greene  
**QUALITY INDUSTRIAL ELECTRONICS**  
Greensboro, NC  
336-665-1999

Tony Coats  
**RENAISSANCE POWER SYSTEMS, LLC**  
Milwaukee, WI  
414-732-2400

Tom Mulligan  
**HIGH TEMP BEARINGS**  
Erlanger, KY  
859-647-3500

Edward Brindza  
**ALL-STAR PRODUCTS**  
Memphis, TN  
901-755-8613

Hui Hao  
**HI-SUN (USA) MECHANICAL & ELECTRIC CO., LTD.**  
Mercer Island, WA  
425-209-9674

Dan Stetler  
**T-T ELECTRIC USA, LLC**  
Delafield, WI  
262-244-0581

Arnie Redsicker  
**ROSTA USA CORP.**  
South Haven, MI  
269-841-5448

Collin Mills  
**C-B GEAR & MACHINE, INC.**  
Houston, TX  
281-449-0777

Christopher Smith  
**SAFARI BELTING SYSTEMS, INC.**  
Olathe, KS  
913-254-7582

#### Representative Members

Paul Marchinetti  
**PARMACO TECHNICAL SALES (PTS)**  
Glastonbury, CT  
860-573-7118

John Bonk  
**TECHNICAL SOLUTIONS**  
West Simsbury, CT  
860-305-4949

Ray Redgate  
**APPLIED SERVICES**  
Madera, CA  
559-994-5906

Bill Kellogg  
**WH KELLOGG SALES, LLC**  
St. Paul, MN  
651-675-4949

# Got News TO Share?

Let PTR A call attention to your successes, growth & changes!

E-mail your industry news and information or updates about your company to us at any time and we'll include your news in the next edition of FOCUS.

E-mail your news to: [ptrahq@ptr a.org](mailto:ptrahq@ptr a.org)  
Attention: News for Focus NL

## The New PTRA Website

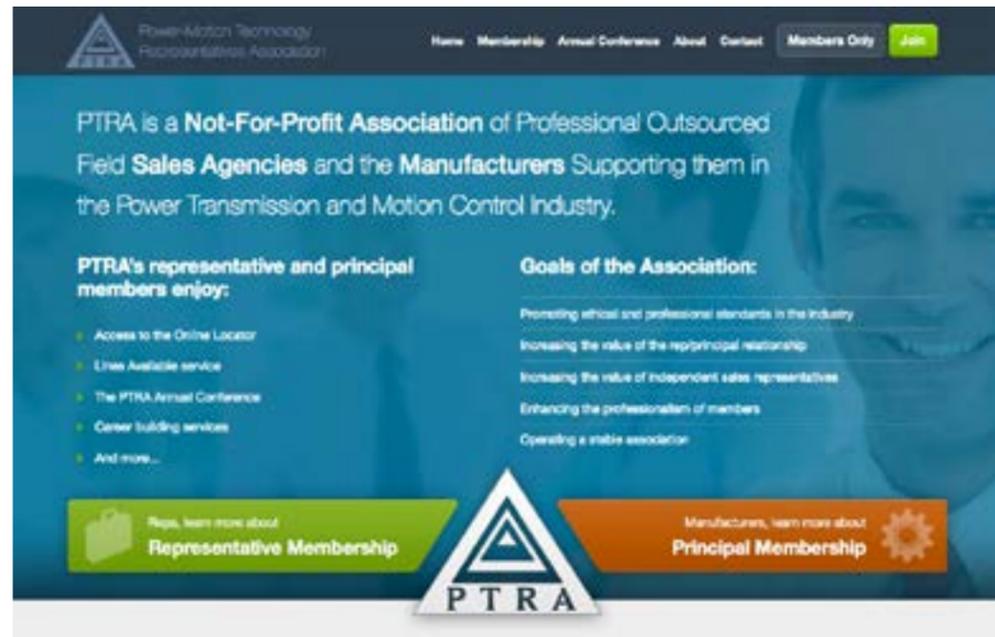
PTRA has gone modern and has developed a new website that will help keep our members connected!

The new website features include:

- Social networking support to help stay in touch
- Gateway for all PTRA benefits and resources
- Find lines available
- Online payment of PTRA membership dues and conference registration
- And much more!

Since the launch of the new PTRA website this summer, login credentials have been changed and an email with this information was sent to you. If you did not receive it, please be sure to contact the PTRA Office at (888) 817-PTRA or email [ptraHQ@ptra.org](mailto:ptraHQ@ptra.org).

Please be sure to log into your account and update your profile. Within your profile, you can update your territories covered or products manufactured. The Member Directory is searchable to help people find you! Be sure your profile information is accurate! ▲



## Are you Missing Some of the Benefits of Membership?

PTRA is the manufacturer's vehicle to a strong, motivated sales force for their product...and more. Like all voluntary organizations, one's level of participation and interaction with the group whether broadly or one-on-one is proportional to your actions.

One valuable tool available to principals like us is the "Focus" Newsletter and the PTRA website! Have you taken time to look at the new site? Both vehicles can assist you in finding new representation for your product line(s). Why not let the membership know through both channels your product line is available, the geography needing coverage (quite often tied to the MANA typical marketing areas), and possibly existing PTRA members already teamed with your firm? Certainly a lot of value is received in the one-time per year conferences. The networking, the recruiting, educational session and the RepMix are all important values provided by your membership. However, why not get the full value of membership, look for possible new reps for territory holes "year around" through the PTRA website and the "Focus" Newsletter. Get all of the benefits of membership by using these tools.

Long time manufacturers should consider these tools. Do not let yourself be trapped by looking for reps with the same methodology year after year. Maybe a fantastic sales team has not taken advantage of the conference for a couple of years, yet the only time you look to fill those vacancies are at the annual conference. Why wait to fill that opening until the next conference? Take action today! ▲

Randolph Block, Vice President Sales and Marketing, Screw Conveyor Corporation

## 2014 PTRA Conference Wrap-Up

by Scott Olmsted, 2014 PTRA Conference Chairman

This past April the PTRA once again held a very successful conference. 302 attendees including 51 first timers had the pleasure of visiting the beautiful Hyatt Regency Tamaya Resort and Spa in New Mexico.

For the second year in a row the PTRA was able to provide a computer training session for members on Wed. afternoon. This year we offered a Microsoft Office training lab. This program was free to members and generously paid for by the Lynn Mattis scholarship fund. This is a great service we were happy to be able to provide again this year.

We started the program off with a fantastic presentation from Colonel Mike Mullane. Mike brought an energy and ideas to the conference that were thought provoking as well as entertaining. We ended with a full house to hear Alan Beaulieu from ITR Economics. Alan's insightful presentation is one that I know we all look forward to hearing each year. In between we had the opportunity to hear about organization, legal issues, finances, hiring practices, manufacturers' best practices and more.

We also had a very successful guest program this year including the annual charity walk/brunch as well as a lovely trip to Santa Fe.

Thanks to those of you who took the time to complete the conference surveys and speaker evaluations. We take all of your input seriously and use it to shape future conferences.

I would personally like to thank all who attended this conference and those who worked so hard to make it a success. Hope to see you all in Austin!

See what one PTRA member had to say about the 2014 Conference:

"This was my first PTRA and to be honest I was not sure what to expect. I was not convinced we needed to attend simply because we were not looking to hire new Reps. It didn't take long to realize that there was far more real value here than just a place to identify, meet with and hire new Reps. Networking works. Of course I enjoyed meeting and talking with our existing Reps, but others as well, asking them all about their business, the market, approaches they take to current challenges we all face, best practices. I got a lot out of several of the educational sessions too. Have made several new contacts and have, for example, incorporated Rembrandt Advantage's psychological profiling into my hiring practices. All thanks to PTRA. We will be back!" ▲

Mark C. Johnson  
VP Sales and Marketing, North America  
Osborn



## Conference 2015

by Adam Cooler, PTRA 2015 Conference Chairman

We are excited to share that our 2015 PTRA Conference will be held in Austin, TX.

We are already getting high caliber speakers for break out events and keynotes set up as well as quality events for our membership on the books.

This is so that you, your significant other, and your employees have a meaningful learning experience as well as a top notch networking facility in order to grow your relationships with manufacturers and manufacturer's agents.

We will be at residing at the Hyatt Lost Pines Resort just outside of the Austin-Bergstrom International Airport (25 minutes) in Cedar Creek, TX. This resort is first class with many amenities including:

- Eight (8) on-site restaurants for casual or upscale dining
- Award winning Wolf dancer Golf Course
- Spa Django with full salon, full spa, and fitness center
- Water park with lazy river and slides for all of your family

- Camp Hyatt for children
- Skeet/Trap shooting
- Located, literally, next to the Colorado River with many water activities from kayaking to fishing
- Hiking, biking, and horseback riding
- And there are many more

The downtown Austin area is full of sights including the capital of Texas, the Congress Ave Bridge for viewing the area's famous bat colony, 6th street entertainment, the University of Texas, and the whole area is full of arts and entertainment. The downtown area is also a cultural explosion for all type of restaurants. Austin is famous for BBQ and especially the food truck scene where you can get everything from BBQ to seafood to desserts.

We are really excited for everyone to get involved in next year's event. This entire event is designed to grow your business by getting involved. We will be sampling some of Austin's best restaurants and sites during the dine-around events. At these events, you will have the opportunity to sit with agents

and manufacturers in a very casual setting. This is completely voluntary, but highly encouraged so that you can get more involved with PTRA. We are also offering the Rep Mix as a way to meet new agents/manufacturers for the possibility of partnering together.

One of the best ways to get involved and really find out what is going on is to get involved with a Task Force. These Task Force groups help to mold how we further PTRA into the future and is a gateway for leadership within PTRA. It is a great networking opportunity and a way to get involved with the happenings of PTRA.

There are many other reasons for joining us in Austin in 2015, but you have to come to Austin to find out the reason why so many manufacturers and agents keep returning every year. PTRA welcomes you to visit us in Austin in April 2015. For more information, please contact PTRA via phone, email, or through the website. Where else can you find the country's leading agents/manufacturers all under one roof? ▲

# Save the Date!

# 2015 Conference

**April 22-25**  
**Hyatt Lost Pines Resort**  
**Austin, Texas**



# PTRA Code Of Ethics

The position of Manufacturers' Representative is unique in that the Representative is the liaison between the distributor, the original equipment manufacturer, the consumer, and the company represented.

As a power transmission/motion control advisor, the Representative upholds a high professional responsibility to the distributor and the original equipment manufacturer, and at the same time occupies a position of trust and loyalty to the company represented. Only by observing the highest ethical balance can the Representative avoid conflict between these responsibilities.

### As a Manufacturers' Representative, it is my responsibility to:

- Hold my business in high esteem and strive to maintain its prestige.
- Keep the needs of my distributors at the forefront.
- Respect my distributors' confidence and hold in trust personal information.
- Render continuous service to my distributors, customers and manufacturers.
- To employ every proper and legitimate means to persuade my customers to use the proper equipment for their application, if known, while strictly adhering to the highest standards of business and professional conduct concerning these recommendations.
- Present accurately, honestly and completely every fact essential to my distributors' and customers' final decisions.
- Perfect my skills and add to my knowledge through continuous thought and study.
- Conduct my business on such a high plane that others emulating my example may help raise the standards of my profession.
- Keep myself informed with respect to my manufacturers' policies, rules and regulations, and to observe them in both letter and spirit.
- Respect the prerogatives of and cooperate with all others whose services are constructively related to mine in meeting the needs of my distributors and customers.

### Professional Resources



**INSURANCE ADVISOR**  
Pat Brown  
Associated Benefit Planners, Inc.  
abppbrown@aol.com  
(800) 854-4636



**LEGAL COUNSEL**  
Mitchell Kramer  
Kramer & Kramer, LLP  
mkramer@kramerandkramer.com  
(800) 451-7466



**EXECUTIVE DIRECTOR**  
Susan Crolla  
PTRA  
scrolla@ptrahq.org

### 2014-2015 Board of Directors

#### OFFICERS

Kurt Fisher, CPMR  
President  
kfisher@eip-inc.com

Doug Landgraf, CPMR  
First Vice President  
dlandgraf@landgraf-mcabee.com

Bill Taylor  
Second Vice President  
bill@tiscotampa.com

Curt Benson, CPMR  
Treasurer  
curt.benson@bensonengineering.com

Walt Brooks  
Secretary  
wbrooks@wcbrooksco.com

Mike Catania  
Chairman, Principle Advisory Board  
mike.catania@leeson.com

Gordon Jopling, CPMR  
Immediate Past President  
gordj@mesaco.com

#### DIRECTORS

Randy Block  
Principal Director

Jim Collins  
Principal Director

Ron Haynes  
Representative Director

Peter Kennedy  
Representative Director

Peter Liston  
Representative Director

Darlene Morton  
Representative Director

Andy Simpson  
Representative Director

Don Sutfin  
Representative Director

The PTRA *FOCUS*  
is a publication of the Power-Motion Technology Representatives Association

Phone: (888) 817-PTRA (7872) | E-mail: ptrahq@ptrahq.org  
5353 Wayzata Blvd, Ste. 350, Minneapolis, MN 55416

Visit us on the web @ [www.ptra.org](http://www.ptra.org)