



# FOCUS

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

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## President's Perspective

By Gord Jopling, CPMR, PTRA President

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If you read the last FOCUS article you will recall that the Executive Committee and Board of Directors were presented with a significant challenge. MANA informed us that they would no longer be offering Association Management under their portfolio and that we would need to find a new group to manage PTRA affairs for us. And so the process began.

I'd like to walk you through the steps we took to ensure the selection of our new partner.

**Step 1:** PTRA submitted a Request for Proposal to the AMC Institute (an association for Association Management Companies). Filled out by the ExCom, the RFP was a detailed document that helped association members determine if PTRA was a correct fit for their company.

**Step 2:** After the deadline passed for the RFPs to be submitted (we received over 50 proposals) the ExCom narrowed the search to 10 finalists. At that point, we turned some responsibility over to our Past Presidents. We asked a group of them to perform a SWAT analysis of the top 10 and submit their recommendations.

**Step 3:** Four finalists were then selected and requested to present their organizations at our annual ExCom Mid-Year meeting.

We were presented with four very viable candidates for the role. Each would have done excellent work therefore, the ExCom had some very difficult decisions to make. In the end, we decided on a group called IntronXec of Minneapolis, MN. IntronXec is a young, motivated and professional group that we believe will help launch PTRA to an entirely new level. We are excited for what they will accomplish as our Association Management Company. Later on in this issue, you will find more information about IntronXec.

With that said, this means we are saying goodbye to some long-time friends, people who are part of the PTRA family and have



Gord Jopling

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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.

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been for many years. MANA as an association has done a tremendous job in keeping PTRA focused and moving in the right direction. As an example, our past 2 conferences have been the most successful ever (a trend we expect to continue for the 2014 conference in New Mexico). We would like to thank Doug Bower, a long time PTRA member as a manufacturer and our current Executive Director for all of the time and effort he has put into PTRA. Linda McKee has been managing our conferences since MANA began as our AMC almost a decade ago and

has always done excellent work. We thank you both for everything you have done.

PTRA is in a transition phase right now and your leadership team is very excited about our future. If for any reason, you have questions or concerns regarding this, please feel free to call anyone on the Board to discuss anything and everything. We are going to do our best to eliminate any bumps through this phase, but undoubtedly there will be some. We ask for your patience and understanding in working through what may arise. ▲

## From Your New Association Management Company

# Got News To Share?

**Let PTRA 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:  
info@ptra.org  
Attention: News for Focus NL**



Susan Crolla

We are thrilled at the opportunity to work with the members, volunteers and leaders of PTRA. We have enjoyed going through the process with your leadership team and current staff members to begin to learn about your association, the rich history and exciting future opportunities.

Your new Executive Director is Susan Crolla, CAE. Susan has worked leadership positions in the association management industry for over 20 years; accordingly she brings a deep understanding of association management and event planning experience to the table. Susan actually started her own association management company in Florida in 1999 and merged her company with IntrinXec just this past year.



Jaime Nolan

Started by Jaime Nolan, CAE in 2004, IntrinXec is an Accredited association management company headquartered in Minneapolis, MN with an office in Tallahassee, FL. Simply stated, our mission is to provide strategic guidance and exceptional customer service, enabling our clients to excel as the recognized leader of their industry. We currently employ 22 full time staff who specialize in everything from meeting & event management, accounting, desktop publishing and association/board governance and best practices. ▲

## Lynn Mattis Fund

By Bill Taylor, PTRA Treasurer

Those who have read the section of the PTRA website pertaining to the Lynn Mattis Scholarship award know that two scholarships are awarded annually by a blind drawing from the names of eligible Representative and Principal PTRA members attending our Annual Conference. Eligibility requires a \$10 Contribution to the Fund (paid along with your Conference Fees) that enables your firm's name to be entered in the Representative or Principal member drawings for that year's scholarship award. The Annual Scholarship awards \$400 tuition certificates to one Principal and one Representative member winner to help offset the cost of any of the Educational Programs detailed on the Lynn Mattis Scholarship section on the main menu of the PTRA website. Through your generous support, the fund has grown over the years and now exceeds the \$30k target established by previous boards.

Prior to the 2013 annual conference in Puerto Rico, your board of directors began to research additional educational options that were within the guidelines established for the Lynn Mattis Scholarship Fund. The board first sought the counsel of Mitchell Kramer, PTRA legal advisor, who determined that Lynn Mattis scholarship money could fund alternate educational programs that benefited the general membership. The board then solicited the opinions of former PTRA presidents who were very supportive of new educational program initiatives.

Upon receiving the legal and past presidents' "thumbs up" opinions, the board

asked Walt Brooks (conference chair) to explore alternative educational programs to be offered at the conference in Puerto Rico — free of charge to conference attendees — and funded by the Lynn Mattis Fund. Walt selected a Microsoft Windows Excel training session with specific focus on the use of pivot tables. Approximately 40 PTRA members took advantage of the training which was a huge success and received accolades from those who attended the training. Moving forward, we hope to continue to offer alternative educational programs at our annual conferences to:

- Add value to being a member of PTRA.
- Add value to attending the conference.

Needless to say, the board is committed to maintaining the financial covenants of the fund as we explore the cost of future alternative educational programs.

Stay tuned for future announcements regarding training to be offered at our annual conferences. And lest I forget, please continue to support the Lynn Mattis Scholarship Fund. Donations can be accepted anytime by check or credit card and you can also donate at the time of your conference registration. On behalf of your board of directors, thank you for your continued support!

See you in Santa Fe! ▲



Walt Brooks



## Welcome New PTRA Members

### Principal Members

Bob Hamilton  
**B & B  
MANUFACTURING, INC.**  
LaPorte, IN  
(219) 324-0247

Matthew G. Roberson  
**BROTHER  
INTERNATIONAL**  
Bridgewater, NJ  
(908) 575-4384

Mariela Martinez  
**REULAND**  
City of Industry, CA  
(626) 854-5170

Tim Lashinger  
**UNITED TECHNOLOGIES  
CORP.**  
Rome, NY  
(315) 838-1418

### Representative Members

Dan Arnet  
**ARNET CLEAN POWER, LLC**  
Mesa, AZ  
(480) 396-9274

Amorette Gent  
**GENT COMPONENTS, INC.**  
Seattle, WA  
(206) 767-2780

Bret Blickenstaff  
**IDEAL INDUSTRIAL  
SALES, LLC**  
Overland Park, KS  
(913) 284-9012

Marshall Maguire  
**MAGUIRE TECHNOLOGIES**  
Salisbury, MA  
(978) 462-0701

Roger "RJ" Evans  
**MIDWEST CONVEYING  
SOLUTIONS**  
Toledo, OH  
(419) 691-7616

Bill Relyea  
**WTR TECHNICAL SALES**  
Bonney Lake, WA  
(253) 891-8907

**Don't forget to report your continuing education hours from the conference in Puerto Rico.  
Go to [www.ptra.org](http://www.ptra.org) for more information.**

## Conference 2014

By Scott Olmsted, Conference Chair 2014

Please mark your calendars for our 2014 conference April 23rd-26th at the Hyatt Regency Tamaya Resort and Spa in beautiful Santa Ana Pueblo, New Mexico. The Tamaya

## Save the Date!

is located between Santa Fe and Albuquerque at the base of the Sandia Mountains where you will experience a remarkable resort combined with the culture and history of the Southwest.

We have been hard at work to ensure a successful conference for our members. As well as the stunning resort, you can look forward to a tremendous lineup of speakers. We are planning sessions that will be informative and educational to both representative and manufacturer members including topics such as teamwork, standards, finances, legal issues, the economy and technology.

I know that the 2014 conference at the Tamaya will be a big success on all fronts, and is not one to be missed.

See you in April! ▲



## Available Lines

### **B&B Manufacturing, Inc.**

1712 Genesis Drive  
LaPorte, IN 46350  
Phone: (219) 324-0247  
Email: bob@bbman.com  
www.bbman.com

**CONTACT:**  
Bob Hamilton, President

**TERRITORIES OPEN:**  
All except TX, OK

**PRODUCT DESCRIPTION:**  
Timing Pulleys, Sprockets, Gears,  
Sheaves, Belting

**TARGET MARKETS:**  
Distribution, ACHE, Material Handling

### **Nanotec Electronic US Inc.**

98 Sheridan Ave.  
Medford, MA 02155  
Phone: (781) 219-3343  
Email: michael.mcshane@us.nanotec.com  
www.us.nanotec.com

**CONTACT:**  
Michael McShane  
North American Sales Manager

**TERRITORIES OPEN:**  
Southeast VA to TX, Northwest, CO, KS,  
NE, & MO

**PRODUCT DESCRIPTION:**  
Integrated Step motors with true servo performance, Step & BLDC motors, linear actuators, BLDC controls & Stepping motor controls with sinusoidal commutation delivering servo performance. In open loop we feature speed adaptive micro step that automatically adjusts the step resolution from 1/4096 to 1/64.

**TARGET MARKETS:**  
Medical Equipment, Lab Instrumentation,  
General Automation

## “Lines Available” Communication To Reps

Principal Members of PTRA may announce their interest in recruiting reps through our Lines Available service.

For more information and an application go to: [www.ptra.org](http://www.ptra.org)

# 2014 Conference

April 23-26

Hyatt Regency Tamaya Resort and Spa  
Santa Ana Pueblo, New Mexico



## 2013-2014 Board of Directors

### OFFICERS

Gord Jopling, CPMR  
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mike@american-industrial-solutions.com

Randy Block  
rblock@screwconveyor.com

## 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



#### WEBMASTER

Donna Frendt  
Creative Cyberservices, LLC  
dfrendt@ccllc.info  
(419) 878-2787



#### LEGAL COUNSEL

Mitchell Kramer  
Kramer & Kramer, LLP  
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#### EXECUTIVE DIRECTOR

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