



POWER-MOTION TECHNOLOGY
REPRESENTATIVES ASSOCIATION

FOCUS

President's Message

by Duncan MacDonald, CPMR, Engineered Industrial Products, Inc., Santa Fe Springs, CA

**January 2003
Volume II, Issue 2**

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Please Note:

- The Winter 2003 edition of the PTRA Pocket Directory of Members will be mailed shortly after this edition of Focus. Thanks to everyone who checked their listing in the online directory at www.ptra.org, the data source for the pocket directory.

It was my pleasure to represent PTRA at the September PTDA meeting in Palm Springs CA, other than the fact that it was 111 degrees outside. PTDA's Executive Director, Mary Sue Lyon, and those members of the board I had a chance to meet gra-

ciously welcomed Ginna and me. It was an upbeat meeting despite generally hard times and a great opportunity to gain understanding of the issues that distributors are challenged with. I don't think I would trade our challenges for their challenges.

For years PTRA has been seeking a way to work closer with the PTDA to develop within PTDA a better understanding of the rep function as a support to our distribution channel partners. But frankly, there *continued page 5*

Winners Are Driven

by Don Elfstrom, CPMR, Kacey Enterprises Inc., Winfield, IL,
2003 Conference Committee Chairman

Are you driven? Be a winner and attend this year's conference at Hilton Head Island on April 2-5. It's an investment, but winners invest to make money. That is what it's all about. Isn't it?

OK, winning isn't everything. Fun counts too. Hilton Head Island is a special place, and the Crowne Plaza Resort is top notch. The best golfing... Excellent Tours... Killer ocean views... Nice weather (God willing, of course).

I am really excited about our plans for the conference. The topics are cutting edge, and may answer many difficult questions we all wrestle over. How can my agency facilitate a merger with another? What software should I choose to better manage and grow my agency? How can I train my sales people to make them better?

We start the full morning session on Thursday with our keynote speaker, Paul Pease. Paul arrives fresh off completion of his book, "Winners are Driven", co-written with Bobby Unser of motorsport fame. Hence, this is where our conference theme derives from. Paul is an energetic speaker, and a very accomplished author of books and magazine articles. Many of his business articles have appeared in "Agency Sales", which is the MANA periodical sent to all members. We are told that copies of "Winners are Driven" will be available for purchase on the conference registration form and at the conference.

On Thursday, Paul gives our rep attendees a one hour workshop on "Building Strong Principal Relationships". The balance of the Friday morn-



ing session and all of the Saturday morning session will be devoted to small group workshops that deal with the heady topics I mentioned above. Paul, also, will have a workshop for allied attendees on Saturday on "Gaining a Rep's Mind-Share". We'll be busy, but I hope stimulated as well. I look forward to seeing everyone there.

For more detailed information, turn to page 3! Look for your registration packet to arrive shortly and register right away to save on your fees!

LINES AVAILABLE!

Euro-Technologies, Inc.

325 Meadowlands Blvd., Suite 2 Washington, PA 15301-8904
Ph 724/743-2837 Fx 724/743-2838 cgcarter@euro-technologies.com
Calvin Carter, President

Territories Open: All USA, Canada and Mexico

Product Description: TSCHAN flexible shaft couplings (including jaw type, steel disc, gear, flywheel, drum, miniature beam type), STUEWE keyless shaft connections (locking devices) KETTEN WULF engineered conveyor chain and sprockets. Other products include:
Clutches, brakes, torque limiters and mechanical seals.

Target Markets: Mining, metals, material handling/conveyors, wind energy, paper, wood products, machine tools, pumps, compressors, fans, cranes. OEM's, distributors and end users in these industries.

KB Electronics, Inc.

12095 N.W. 39th Street Coral Springs, FL 33065
Ph 954-346-4900 Fx 954/346-3377 info@kbelectronics.com
Richard Fritts, National Sales Manager

Territories Open: AL, AR, CO, FL, GA, IL, IN, MI, MS, NC, OR, SC, TN, WA

Product Description: Genesis Digital Inverters & Automation Products

Target Markets: Manufacturers of Material Handling & Packaging Machines and Automation Distributors who sell to them.

Superior Gearbox Company

803 W. Hwy. 32, P.O. Box 645, Stockton, MO 65785
Ph 417/276-5191 Fx 417/276-3492 sales@superiorgearbox.com
www.superiorgearbox.com
Rick Carr, President

Territories Open: SC, NC, VA, WV, MO, PA, NY, MA, CA, AR, OK, TX, NM

Product Description: Right angle gear drives, worm drives, custom designed gear drives.

Target Markets: OEM, Ag, Turf, Power Transmission Distribution. Would like to enter into new markets (i.e. material handling, food packaging).

Torspec International Inc.

40 Claireville Drive, Toronto, Ontario, Canada, M9W 5T9
Ph 416/213-1026 Fx 416/213-0821 sales@torspec.com
Peter Wohlschutz, Vice President

Territories Open: All States, All Provinces

Product Description: Committed to servicing its current customer base from Richmond, Virginia and Toronto, Ontario, Torspec is focused to grow with their sales partners. Torspec has 35 years of manufacturing excellence in eddy-current variable speed drives ranging from 1-150 hp, brakes and controllers. Torspec is interested in optimizing its niche market success and we are aggressively expanding Torspec's product focus in the short term.

Target Markets: Metal Stamping, Aggregates, Machine Tools and Automation Technologies, Conveyor systems, Fluids, Forestry, Agriculture and Food Processing to both OEMs and Distributors.



Attention Allied Members!

Looking for the best rep for your open territory? Shorten your search time by advertising in the PTRA Focus and on the PTRA website! It's a free service open only to PTRA Allied Members! And, don't forget to use the Interview Session block of time during the Conference! We'll be sending out forms for you to complete closer to the Conference.

2003 Conference . . . *Continued from page 5*

7-8pm
Cocktail Reception

Friday, April 4

6-8:30am
Continental Breakfast
Spouses Invited to Share

6:30-7:30am
Fun Run
Optional Event – No Added Fee

7-8am
CPMR Breakfast
*Dr. Marilyn Friesen, MRERF/
IPA, Geneva, IL*

7-8am
PTR A Past Presidents Breakfast
Duncan MacDonald, Presiding

9:30am-?
Spouses Optional Activity

8-8:50am
Announcements & Prize
Drawing

PTR A Annual Business Meeting
PTR A Rep Members

8:45am-12pm
Allied Member Open Forum
Depending on duration of discussion, Allies may attend Rep Workshops

9-10am
Rep Workshop:
Building a Strong Principal Relationship
Paul Pease

10-10:15am
Coffee Break

10:15-11:15am
Rep Concurrent Workshops

Rep Software
Colleen Daddario, Poklar Power Motion, Inc., Wickliffe, OH

Accounting, Succession & Budgeting (Bonus 2003 Tax Update!)
Tom King, CPA, Thomas King & Company, Overland Park, KS

11:15am-12:15pm
Rep Concurrent Workshops

Buying, Selling and Merging Rep Firms
Bryan Shirley

Sales Professionalism
Terry Ruffel, CPSA

CPMR Program Review
Jim Mabrey, CPMR, Motion Control Systems/MCKC Inc., Kearney, MO

12:15-1:30pm
Open Break

1:30-3:30pm
Interview Sessions

Afternoon - Evening
Optional Activity
For members and spouses

Saturday, April 5

6-8:30
Continental Breakfast

7-8am
Committee Meetings

8-8:30am
General Session:
2002-2003 Board Transition and Induction of Officers

8:30-9:30am
Rep Concurrent Workshops:

Rep Software
Colleen Daddario

Accounting, Succession & Budgeting
Tom King, CPA, Thomas King & Company, Overland Park, KS

8:30-9:45am

Allied Workshop:
Everything You Didn't Know About Reps
Bob Trinkle, Trinkle Enterprises, Cherry Hill, NJ

9:45-10:45am
Rep Concurrent Workshops:

Buying, Selling and Merging Rep Firms
Bryan Shirley

Sales Professionalism
Terry Ruffel, CPSA

CPMR Program Review
Jim Mabrey, CPMR

10-11am
Allied Workshop:
Gaining a Rep's Mind-Share
Paul Pease

Afternoon
Optional Activities
For members and spouses

6:30-10pm
Closing Reception and Dinner
A Ball and Barbeque at Twelve Oaks 2003 with Entertainment and Music—Fun for Everyone! Scarlett would be green with envy!

Sunday, April 6

8-10am
Board of Directors Meeting

Going the extra mile!
Plenty of networking!
Manufacturers interviews!
Free, private appointments with PTR A's legal counsel, Mitchell Kramer, and CPA Tom King! And, PTR A's website designer, Donna Frendt, Creative Cyberservices, will be on hand offering her assistance on your website!

President's Message . . . *Continued from page 1*

has not been a great deal of interest in pursuing that topic by PTDA. There are several reasons for that, but the primary reason is that the PTDA conference is a meeting for distribution ownership and management and manufacturers' management on the national and international level. Reps are viewed as mostly a regional or local issue.

I was surprised, therefore, when a session on mutual planning between distributors and manufacturers digressed into a half hour discussion of the role of independent reps with some energy behind the varied views. There are actually some distributors who don't like reps, and there are some who think reps are the most professional vendors supporting them. If you want to know the details seek me out in Hilton Head and I'd be glad to relay them. Though there was not a single issue I could not have addressed on the spot, I refrained, grateful that we were, at last, "out of the closet."

But the issues must be addressed and we have been offered a great opportunity to do so in the PTDA newsletter. I have my views on the subject, which I will relay here, but I am very interested in your views as well, before I author an article on the subject. After reading my thoughts please feel free to send me yours. My e-mail address is dmacdonald@eip-inc.com. We will also collect a few of the more astute ones for a follow-up article in the PTRA Focus.

First and foremost it must be recognized that our main function is to communicate and carry out the distributor policies of the manufacturers we represent. These will vary from 100% through distribution to "What's a distributor?" I think it is important for reps to choose a range that will define their business to

a significant degree. The dividing line might be at the point where a manufacturer has a proactive distribution policy versus a policy that accommodates distributors. It would be appropriate for a distributor to not make a sales plan or even sales calls with a rep who has the potential to "back door" him with lines that favor direct user or even OEM business. It is therefore incumbent upon the manufacturer to choose a rep that fits with their distributor policy.

Within PTRA there are some reps who proactively support distribution and some who have a hard time finding any value added by distributors. Though we may happily coexist within PTRA, distributors have a hard time distinguishing the difference. As reps, we tend to define our worth by our ability to provide technical support and sales expertise to sell our products to the customer, while our distributor brethren tend to define their worth by their ability to provide logistical support and sales expertise to provide what the customer asks for when they want it. This distinction is huge and must be understood by both reps and distributors. If we represent some manufacturers that don't require logistical support and some who do, we have the potential to confuse our distributors. And if we do that we do a disservice to the reps that rely on the logistical and relational value that distributors provide. It is therefore important to teach distributors that not all reps have the same focus and goals.

I also believe it is important for all reps, especially those who belong to PTRA, to behave with consistency, clarity and integrity towards distributors. I have used the argument with the occasional reticent distributor that reps tend to be more

supportive of the distributor's role and position on any given issue than direct salesmen because we are going to be in the territory for our whole career and we have other lines to sell through them. It is vital to our long-term success to build and keep their trust.

Some distributors take the view that reps are competitors to them. This is supported by the fact that some smaller distributors also act as reps for a couple of lines. But it also comes from the simple misunderstanding of the rep's basic role as outsourced field sales for manufacturers astute enough to want to get the best value for their sales dollar. This issue doesn't come up as often as it used to, but based on some comments I heard at PTDA, we still have some educating to do. It gets down to a fundamental rule of sales – sell yourself first. If you do that then you are also selling the value reps, as a whole, bring to our distributor channel partners.

PTRA Mission Statement

The POWER-MOTION TECHNOLOGY REPRESENTATIVES ASSOCIATION (PTRA) is an Association of independent manufacturers' representatives and manufacturers dedicated to promoting the sales representation (rep) function in the power transmission and motion control industries. PTRA will strive to offer all members opportunities for education, information exchange, networking with other reps and manufacturers, plus an array of quality services designed to improve career performance and professional stature.



Take note of the article and letter from PTRA Legal Counsel enclosed with this Focus. You can contact PTRA Legal Counsel Mitchell Kramer, Kramer & Kramer, LLP, at krameresq@aol.com, or by phone at 215/887-9030. Take advantage of this valuable benefit of PTRA membership! And, you can have a private, free consultation with Mitchell at the 2003 Conference, April 2-5, Crowne Plaza Resort on Hilton Head Island, SC! We'll be taking appointments at conference registration, so be sure to bring any pertinent documents with you!

Bylaws Amendment Passes

The proposed amendments to the PTRA bylaws that were sent to all voting members in the fall have passed the vote of the

membership. The amendments, which concerned membership qualifications, have been incorporated in the bylaws and are being copied to be sent to all

members shortly. Additionally, the document will be posted to the PTRA website, www.ptra.org.

Management Changes

PTRA Executive Director Bill Bess has left the management company PTRA has retained for its day to day operations, Bess Management Services. Pam Bess, part of Bess Management Services and

PTRA's former Administrative Director, has stepped into the executive role for the association. Adding the third generation of Besses to the management company, Liza Bess recently joined the firm and

will be acting as Administrative Director for PTRA. Both Pam and Liza look forward to continuing their work to assist the PTRA Board of Directors and members in attaining their goals for the association.

Members' News

Brisbane Industrial Drives is pleased to announce the celebration of twenty five years of service to the industrial market in E-PA, MD, DE, NJ, NY City, Long Island and Orange, Dutchess, Putnam, Rockland and West Chester counties in South East NY. Thank you Don for your strong convictions, vision and confidence in building this fine company.

Tom Brisbane has completed the requirements necessary to acquire the Certified Professional Manufacturers Representative designation. Tom is third Brisbane to acquire this valuable and prestigious certification. Our quest for excellence and future continuity continues.

Joel Groff, Brisbane's Director of Engineering, has been awarded the prestigious Whitney Award for Sales Excellence by the **Leeson Electric Company**. The award was presented at the 2002 EASA conference held in Cincinnati, OH. Joe is the fourth

Brisbane team member to receive the award and joins a rather elite group of sales executives.

Brisbane Industrial Drives will be celebrating in Hilton Head and hopes to see you there.

Power Motion Components Inc., Tornoto, Onatario has been formed by **Mike Cotton**. After 19 years in the industry, Mike is happy to continue his association with PTRA as owner of his own company. Serving distributors and OEMs in the mechanical power transmission and automation marketplace will be Power-Motion Components' focus. Mike can be contacted at 905-713-9952 or mcotton@power-motion.net.

Effective August 20, 2002 **T.P. Lennon Company, Inc.**, Elburn, IL, will no longer be representing Lovejoy, Inc. The representative agreement

was terminated by Lovejoy, Inc. based on "economic conditions and cost cutting necessities" according to Mike Hennessey, CEO of Lovejoy, Inc. Mike described the decision to end the 28 year relationship as a "difficult decision both personally and professionally".

H & H Sales Inc., Davenport, IA, has promoted **Matt Tellefson** to their Kansas City sales office. Matt will be responsible for customers in Missouri and Kansas. In addition, they have added **Jeff Bush** to their sales staff. Jeff will relocate to Minneapolis and work with **Casey Newell**.

N.O. Holder & Associates, Inc., Greenville, SC, is pleased to announce the addition of **Don Richardson** to the organization. Don brings 30-plus years of experience in the power
continued next page

Members' News . . . *Continued from previous page*

transmission and motion industry. He most recently was Vice President of the Industrial Division of the C. Arthur Weaver Company, a multi-branch distributor covering the state of Virginia. Don will maintain an office in Richmond, VA and will be responsible for the sales effort in eastern Virginia and the Outer Banks.

Perry Elliott of Hampton PT, Portland, OR, announces it has now expanded it's new "Inch Line" worm gear reducers to include hollow output bore style, stock available size 13 (1.33" CD) through 32 (3.25" CD).

Hilco, Inc., Alpharetta, GA is pleased to announce the recent acquisition of Banner Engineering; Turck, Inc.; and interlinkBT representative contracts from Powerlogic for North Carolina and Virginia. Hilco has also added three new sales engineers. **Scott Price** has spent the last 13 years in factory automation sales and is located in Roanoke, VA. He will be responsible for the western Virginia territory. **Scott Rousseau** will be handling the eastern Virginia territory. **Lewis Stotesbury** has spent the last 12 years in factory automation sales and is located in Raleigh, NC. Lewis' responsibility will be for eastern North Carolina. Hilco now has 22 sales office locations cover VA, NC, SC, GA, AL, eastern TN and the Florida panhandle. For additional information, please see the company's website, www.hilco-inc.com.

John E. Rice, president of **Transcom, Inc.**, sent this news: "I am pleased to announce that Transcom has entered into a new alliance designed to help us continue our dominance in the sealing industry. For over two decades our company has strategically placed

itself at the top of our industry through product innovation, technological investment and customer service excellence. Now, in a new partnership with **Dichtomatik USA**, we have enhanced our ability to serve our customers' total sealing needs.

Effective June 18, Transcom has accepted an opportunity to become part of the Dichtomatik organization. Dichtomatik, a wholly owned subsidiary of Freudenburg NOK, is also our factory partner's largest worldwide sealing customer originally of Hamburg, Germany. Working together with Dichtomatik's other divisions supplying full line's of o-rings and customer molded rubber parts, Transcom will become the lip seal specialist in an organization that will truly provide a full market basket of sealing products. Added to the full line of large bore product available through our strategic alliance with Garlock Sealing Technologies, Transcom will offer one of the widest ranges of sealing products available from any supplier in the world.

Dichtomatik has created a world class company with three primary divisions. Joining our TCM lip seal line are the Dichtomatik O Ring Division, formerly International Seals, which provides one of the most diverse ranges of o-ring product lines in the world. Nu Seals, located in San Luis Obispo, CA, is the third division and was recently acquired by Dichtomatik as well. Their operation has an excellent reputation for supplying high quality fluid power products and customer molded shapes.

"I will continue leading our company as I have from founding the company almost 24 years ago. My vision for our company will continue to drive

growth and value for our customers, and to become a dominant force in our industry. Our TCM radial lip seals will continue to come from the ISO certified factory that has provided us with product for over twenty years. You will be receiving more details of our new product lines and capabilities in the near future. In the meantime, please be assured that through our people and products, our company will continue to do everything possible to warrant your trust.

"With this new relationship, TCM products join a worldwide partnership dedication to sealing excellence. All of us at Transcom are extremely excited about the new opportunities this brings."

At their summer sales meeting, **Ogura Industrial Corporation** introduced their new interactive rep website. This site was developed for Ogura's independent sales reps throughout North America and Europe. On the site reps can retrieve and respond to sales lead inquiries, view and submit forecasts, retrieve commission information for their territories, view orders and shipments by customer and part number, view or send announcements and go through any one of the seven on-line training programs.

By having this information available online, it reduces paperwork for the reps, but more, importantly, it reduces response time regarding new inquiries and leads. As an extra incentive to help kick off the site, Ogura is currently running a sales contest. The first two place winners get two tickets each for an all-expense paid trip to Japan for a week.

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PTRA welcomes any opportunity to assist your promotion of your firm! To have your firm's news included in the next Focus, please use the enclosed Quick Report Form. Send it to PTR A before February 14!

Members' News . . .

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Kennedy Industrial Sales, Fairfield, CT, is pleased to announce the addition of Hitachi Maxco and Magnolia Metal corporation to their line of power transmission products. Hitachi Maxco is a leading supplier of industrial chain products and Magnolia Metal Corporation is a well-known manufacturer of bronze bearings and continuous cast bronze. Kennedy Industrial Sales covers the New England states as well as northern New Jersey and Long Island, NY.

Euro-Technologies, Inc. (ETI), Washington, PA, announces the premier of the Stuewe two-piece Keyless Shaft Connections (Locking Devices) to the North American market. These Locking Devices allow items such as couplings, gears, sprockets, sheaves, etc. to be mounted to shafts without keyways.

This particular special Stuewe design does not require the use of special tools (e.g. torque wrench). Installation is accomplished by simply tightening the tensioning bolts until flush alignment of the inner and outer rings is achieved.

For more information, please contact John Hansen at (724) 743-2837 or email to jmhansen@euro-technologies.com.

Mary Beth Niezgocki

Mary Beth passed away September 15 after a long battle with lung cancer. We extend our sympathies to her husband, Gene, House of Motors, Golden Valley, MN, and their son, Ivan.

Welcome New Members

REPS

Allied Components Inc.

*Kevin Arndorfer
Portland, OR*

Industrial Sales & Engineering Company

*Gary Walker
Indianapolis, IN*

Jo-El Industrial Sales

*Bob Johnson
Mequon, WI*

Power-Motion Components Inc.

*Mike Cotton
Aurora, ON*

Rowan Marketing

*Tom Rowan, Jr.
Houston, TX*

Wood H2O

*Ralph Logerwell
Jenison, MI*

ALLIEDS

Peer Bearing Company

*Chuck Banker
Waukegan, IL*

Torspec International Inc.

*Peter Wohlschutz
Toronto, ON*

Webster Industries

*Dean Bogner
Tiffin, OH*

Calendar of Upcoming Events

2003

*April 2-5
PTR A Conference
Crowne Plaza Resort
Hilton Head, SC*

*August 10-14
CPMR Coursework
Indiana University*

*October 16-18
PTDA Annual Convention
New Orleans Marriott
New Orleans, LA*

*The PTR A FOCUS
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publication
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**POWER-MOTION
TECHNOLOGY
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