

POWER-MOTION TECHNOLOGY  
REPRESENTATIVES ASSOCIATION

# FOCUS

## The President's Perspective

by Bob Newman, CPMR, Industri-Motion, Inc., Downers Grove, IL, PTR A President

The two most readily mentioned benefits of being a PTR A member, as reported by our membership surveys in both 1999 and 2004, are educational programs and networking. The FOCUS newsletter, online member directory, Lines Available, and the website, all have excellent response from our member feedback, while others, such as long distance discounts,

have minimal, though measurable positive feedback. As the Executive Committee and Board become aware of opportunities to enhance the value of PTR A membership, we'll continue to assess and 'roll into' the membership package those that offer appeal to our member base. My thoughts in this issue of FOCUS are on those two most highly rated benefits – educa-

tional programs and networking.

Networking takes all sorts of forms within PTR A. Although I had been a member for a number of years and had never attended, I finally attended a PTR A Conference, in the early 1990's. At that Conference, I was welcomed by, and fortunate to meet, many members, both rep and

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### Reserve Your Room Now!

It's time to make your room reservation for the Conference! You're going to love the hotel, located on miles of pristine sandy beach. Rooms are spacious and all face the ocean! Call 800-822-SURF and refer to the PTR A to get our great group rate of \$170! Cut off date for the block is April 11!

## Practice, Practice, Practice...

by Mike Simpson CPMR, SKA Simpson & Associates, Birmingham, AL, Education Committee Chairman

Vince Lombardi often said that "luck is what happens when the right level of preparation meets an opportunity". Being prepared and practicing are not always the easiest thing to do. We are busy, we have time and money demands that sometimes obscure our vision of the goal of being fully practiced and prepared.

Don't let these distractions keep you from attending *your* PTR A Conference this year. Jim Mabrey has put together a program that will most certainly give you some valued "practice" in playing the game at a more

professional level.

Please invite your Principals to attend if you have not already done so.

On another note, the Lynn Mattis Scholarship Fund is at 62% of goal and a BIG *Thank you!!* for your support on this worthy project. You can read additional information on the fund and make contributions via the PTR A website at [www.pta.org](http://www.pta.org) and click on Lynn Mattis Scholarship Fund. Who knows, you or someone from your organization might be the recipient this year.

Your Education Committee asks again that

you continue to support of our industries' continued education program through the good people at Institute for Professional Advancement. We all win and add value to our vocation when we elevate the status quo in our ranks with additional professional training and benchmarks.

If there are things that you feel would benefit you or your organization from this committee, please send me a note at [mike@skadrives.com](mailto:mike@skadrives.com).

Thanks and see you in Cali-

## President's Perspective . . . *Continued from page 1*

allied, that I previously hadn't known. In the ensuing years, I've had the pleasure of having many and varied discussions with quite a few of them. Many of these individuals are ones that my company does not represent and, in a number of instances, we may represent a competitive product or sell in overlapping territories. I have had the opportunity to network with them on a continuing basis, at PTRA, trade shows, and by phone or email. In some cases, we've gotten together in each other's homes, or had a casual dinner while traveling near each other's home. We once held a networking session at a member's home and four rep firms got together for a day and half review of rep software packages. Of course, the free time, social events, golf tournament, and other PTRA Conference activities are all prime candidates for networking and for developing a new level of business, as well as personal relationships. Having the common thread of PTRA has been a wonderful platform to seek out advice, counsel, or just an encouraging word through the network of folks I've come to know through this association.

Networking can be encouraged not only by the Conference activities, but also by getting involved. PTRA is definitely an association where the more you become involved, the more you benefit. I personally have been involved with committees, heading commit-

tees, serving on the Board and, most recently, as a PTRA officer. I can vouch, as can those who have before me served before as President of PTRA, that getting involved with PTRA has been a value in the representative business.

If you're planning on attending the upcoming Conference (April 28 to May 1) in Huntington Beach, CA, expand your network while there. Make a point of meeting as many members as possible, especially the First Timers. If you're attending a Conference for the first time, or are a new member, don't wait to get involved. The relationships, the networks that you involve yourself in while attending the Conference will carry forth throughout the coming year and serve to enhance and grow your business for years to come.

Jim Mabrey, our 2004 Conference Chair, has been hard at work on the Conference program for Huntington Beach. One piece of feedback we got from our members surveys was that members would overwhelmingly prefer topical speakers to motivational speakers. Well, Jim has lined up an 'A' list of presenters focused on educational subjects. We've specifically sought out speakers and topics that will be of interest to not only our rep members but to our allied members also. The main speakers were detailed in the Conference packet you received last month and their topics are of

key interest to our entire membership.

Jim and I met a week or so ago and reviewed his plans for roundtable discussions as well as the Rep/Allied/Distributor Forum scheduled for Saturday. Roundtables, available to both rep and allied members, will include accounting and tax updates, business planning skills, software package evaluations, presentation selling skills, employee benefit options, legal issues facing small businesses and more.

The Rep/Allied/Distributor Forum, which is a new format for us, will involve a panel including representatives, manufacturers as well as two guest distributor principals. With Past President Duncan MacDonald serving as moderator, the Forum will be an open-ended discussion and interchange of the 'hot topics' in the manufacturer/rep/distributor relationship. Although I do not know myself who the panel members will be, I am assured by both Duncan and Jim that the panel will offer us a spirited, thought provoking and candid discussion.

The program and site for this year's Conference is outstanding. We'll have great speakers, an excellent facility, a world-class beach and sunny weather. Most of all, it's a chance to enhance your business skills, see old friends and make some new ones too. Don't miss out. I'm looking forward to seeing you there!



### 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! Intent to Interview forms were sent in the Conference registration packet and must be returned by April 14!**

## Prepare to Play at the Professional Level! Here's the Game Plan!

### Tuesday, April 27

2-5pm

Executive Committee Meeting

7-7:30pm

Board of Directors Reception

7:30-9:30pm

Board of Directors Dinner

### Wednesday, April 28

8-8:30am

Board of Directors Breakfast

8am-12pm

10am Coffee Break  
Hospitality Gift Assembly & Breakfast

8:30am-12:30pm

Board of Directors Meeting

2-5pm

Registration

4-5pm

2004 Conference Committee Meeting & Walk-Through

4-5pm

2003-2004 Committee Chairmen Meeting

5:30-6:30pm

New Member/First Timer Reception

6:30-9pm

Welcome Reception

### Thursday, April 29

6am

PTRA Info Desk & Vendors Tables

6:30-7:30am

Optional Activity:  
PTRA Fun Run

6:30-8:30am

Continental Breakfast

7-8am

Committee Meetings:  
Conference Membership  
Rep/Principal Relations  
Education  
Communications

8-8:15am

Conference Welcome  
Jim Mabrey, CPMR, 2004  
Conference Chairman

8:15-9:15am

21<sup>st</sup> Century Trends in the  
Rep Industry and Their  
Impact on Reps &  
Manufacturers

Joe Miller, President/CEO,  
Manufacturers' Agents  
National Association

9-10am

Spouse/Companion & Kids  
Buffet Breakfast

10am-3pm

Optional Activity:  
Colorful Coast Tour of New-  
port Beach,  
Balboa Island & Laguna  
Beach

9:15-10:15am

The State of Manufacturing  
in the U.S. Today  
Patrick J. Cleary, Sr. VP  
Public and External Affairs,  
National Association of  
Manufacturers

10:30-11:30am

Workshops:

- Business Planning
- Accounting Issues for the Rep
- Software Solutions
- Outsourcing HR

12pm

Transportation to Golf  
Tournament

1pm

Optional Activity: PTRA  
Golf Tournament  
Scott Davis, EDT Corp.,  
Vancouver, WA, Chairman  
Strawberry Farms Golf  
Club, Irvine

6:30-7:30pm

Cocktail Reception

### Friday, April 30

6am

PTRA Info Desk &  
Vendors Tables

6:30-7:30am

Pick-up Fun Run

6:30-8:30am

Continental Breakfast

7-8am

Past Presidents' Breakfast  
President Bob Newman,  
CPMR, Presiding  
For PTRA Past Presidents

8-8:30am

Rep Annual Business  
Meeting

8:00-8:30am

Allied Annual Business  
Meeting

8-9:30am

Spouse/Companion & Kids  
Buffet Breakfast

10-11am

Optional Activity:  
Cooking Demo & Tasting  
with Hilton Waterfront's  
Chef

8:45-9:30am

The Perception of Manufac-  
turers Representatives in  
Support of Distribution  
Stephen R. Cloud, Chairman/  
CEO, IBT, Inc.

9:30-10:30am

Growing Your Market  
Share  
Jim Niekamp &  
Scott Fanning.  
95% Share Marketing

10:45-11:45am

Workshops:  
• Accounting Issues for  
the Rep  
• Presentation & Syner-  
gistic Selling  
• Legal Issues  
• 95% Share Marketing

1-3pm

Interview Sessions

### Saturday, May 1

6am

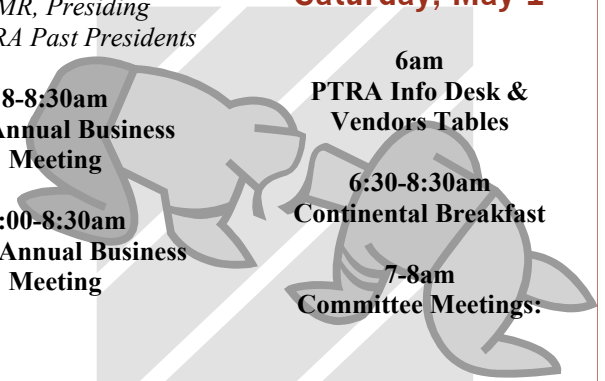
PTRA Info Desk &  
Vendors Tables

6:30-8:30am

Continental Breakfast

7-8am

Committee Meetings:



## Conference Program . . . *Continued from page 3*

*Conference Membership  
Rep/Principal Relations  
Education  
Communication*

**8-9am**

**Workshops:**

- *Business Planning*
- *Presentation & Synergistic Selling*
- *Legal Issues*
- *Software Solutions*

**8:30-10am**  
*Spouse/Companion & Kids  
Buffet Breakfast*

**10am-2:30pm**  
*Optional Activity:*

*Long Beach Fantasea  
Driving Tour of  
Long Beach & the Queen  
Mary*

**9:15-9:30am**

**2004-2005 Board Transition  
and Induction of Officers**

**9:30-11:30am**

**Reps, Distributors and  
Manufacturers: An Open  
Forum Discussion**

*A panel of two reps, two distributors and two manufacturers addressing today's issues!*

Duncan MacDonald, CPMR,  
Moderator

**6:30-7:30pm**

**Reception**

**7:30-10pm**  
**California Beach Bash  
Dinner**

*Awards and Prizes  
Casual Dress—Shorts &  
Sandals Are Cool, Dude!*

**Sunday, April 6**

**8-10am**

**2004-2005 Board Breakfast  
and Meeting**

**EARLY BIRD REGISTRATION PERIOD ENDS MARCH 15  
REGISTRATION DEADLINE IS APRIL 15 (APRIL 12 FOR OPTIONAL TOURS)**

**PTRA is looking for volunteers! If you're interested in taking part in the decision making that drives your association, sign up for a committee position at the Conference! Sign up sheets with committee descriptions will be posted at the PTR A desk throughout the Conference. Get involved—you'll be glad you did!**

## *2004-2005 Board of Directors Nominations*

At the Annual Business Meeting to be held during the Conference in Huntington Beach, one Officer—the Secretary—and two Board members must be elected, along with the existing Officers, who will be moving up the Chairs.

Immediate Past President and Chairman of the Nominating Committee, Duncan MacDonald, CPMR, has presented the following slate of nominees for the open positions:

**President**

**Gregg Smith, CPMR**  
Smith Power Systems, Inc.,

Dallas, TX

**First Vice President**

**Mark Tsatsos, CPMR**  
House of Motors, Inc., Golden  
Valley, MN

**Second Vice President**

**Chris Brisbane, CPMR**  
Brisbane Industrial Drive Co.,  
Jim Thorpe, PA

**Treasurer**

**Joel Casaubon, CPMR**  
Canner Associates,  
Sturbridge, MA

**Secretary**

**Bob Lennon, CPMR**  
T.P. Lennon Co., Inc.,  
Elburn, IL

**Bob Newman,**

CPMR, Industri-Motion, Inc.,  
Downers Grove, IL, automatically becomes the **Immediate Past President**, serving a one-year term on the Board of Directors.

The nominees for **Director** for a three-year term each ending in 2007 are:

**Mike Richie, CPMR**

J.T. Chapman Co.,  
Houston, TX

**Jim Mabrey, CPMR**

PTS, LLC,  
Kearney, MO

The Allied members will elect a new **Allied Chairman** who will serve a one-year term. The nominee is:

**Ted Blaszak**

Peerless-Winsmith, Inc.,  
Springville, NY

The Allied nominee for **Allied Director** to serve a three-year term ending in the year 2007 is:

**Doug Bower**

Dow-Corning Corp.,  
Irvine, CA

## Member News

**Larry Johnson** of **Motion Products Inc., Overland Park, KS**, is pleased to announce the addition of **Linda Heberling**, Inside Customer Service, and **Michael Lohman**, Field Sales Engineer. Michael is a graduate of Central Missouri State University with BSBA in marketing. He has approximately ten years of industrial field sales experience.

**Integrated Drives & Controls, Inc. of Ann Arbor, MI**, is proud to an-

nounce the addition of **Nicholas Sulfaro** to its outside sales staff. Nicholas, the firm's new vice president, brings degrees in electrical and mechanical engineering as well as many years of outside sales experience. His technical skills and experience is welcomed by the organization, says **Tom Sulfaro**.

**Power-Motion Components Inc., Toronto, Ontario**, is pleased to announce the addition of OCM Roller Chain to their line of

power transmission products. OCM is now stocked in Power-Motion Components' warehouse. OCM is a Japanese manufacturer of precision roller chain founded in 1947, offering a full range of precision roller chains, plastic chain and conveyor chain. Power-Motion Components is a manufacturers' agent located in Toronto, Ontario and covers all of Canada.

## Congratulations CPMRs!

Congratulations to the most recent PTRA graduates of the Certified Professional Manufacturers Representative program! The three-year course of study concluded for these candidates with the successful completion of their final exam in January at Arizona State University. For information in enrolling for the next class, contact the IPA at 630/ 208-1466.

**Matt Farrell**  
**Hilco Inc.**  
**Duluth, GA**

**Gord Jopling**  
**Mechanical Sales Co.**  
**Mississauga, ON**

**Andy Karhu**  
**Sharp Concepts, Inc.**

**Solon, OH**  
**Doug Landgraf**  
**Landgraf-**  
**McAbee, Inc.**  
**Charlotte, NC**

**Steve McAbee**  
**Landgraf-**  
**McAbee, Inc.**  
**Charlotte, NC**

**Robin Tetrault**  
**Summit Agencies Ltd.**

## 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.

### In Memory

**Bob Dacey**, founder and President of **Applied Motion Solutions**, a successful Power Transmission and Motion Control Representative Organization covering the New England and Metro New York markets, passed away suddenly on December 21, 2003. Bob had spent his entire career in the PT and motor industry. He will be missed by his family, his company, the principals AMS represents and his many customers. Surviving members of the agency will continue to operate as Applied Motion Solutions and will continue to conduct business as they have for the past 12 years.



**And You'll  
Have  
Fun, Fun, Fun!**

Coming into the Conference early or staying after and looking for something to do? Consider the following and contact the concierge at the Hilton Waterfront Beach Resort at 714/960-7873 for more information!

Huntington Beach Surf Museum

Mission San Juan Capistrano  
*Built in 1776, best known for the return of the swallows every April.*

Richard Nixon Presidential Library and Birthplace

Newport Beach Nautical Museum

Old Towne Orange  
*Listed in the National Register of Historic Places. A great place for afternoon tea and antiques.*

Discovery Museum of Orange County

Crystal Cathedral

Bolsa Chica and Upper Newport Bay Ecological Reserves

Art Galleries

Catalina Island Day Trips

Bowers Museum and Kidseum

Television Tapings:  
*Audiences Unlimited, 818-753-3470. Free tickets are available to be part of the studio audience.*

**AND, DON'T FORGET TO SIGN UP FOR PTR A'S GREAT OPTIONAL ACTIVITIES WHEN YOU REGISTER FOR THE CONFERENCE!**

**WELCOME  
NEW  
MEMBERS**

**REPS**

**Pacific Northwest Regional Group**  
**Bob Napier**  
**Fairview, OR**

**Three Rivers Industrial Products**  
**Al Miller**  
**Pittsburgh, PA**

**ALLIEDS**

**Hitachi America, Ltd.**  
**Kevin Tory**  
**Tarrytown, NY**

**Toolmex/Elektrim Motors**  
**Gary Queen**  
**Schaumburg, IL**

**Xsell Products, Inc.**  
**Dan Rahfaldt**  
**Watertown, WI**

**CALENDAR OF  
UPCOMING  
EVENTS**

**2004**

*April 28-May 1*  
**PTRA Conference**  
Hilton Waterfront Beach Resort  
Huntington Beach, CA

*October 14-16*  
**PTDA Annual Convention**  
Disney's Contemporary Resort  
Orlando, FL

*The PTR A FOCUS  
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**POWER-MOTION  
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**FAX 817-561-7275**  
**info@ptr a.org**

**WE'RE ON THE  
WEB!**  
**WWW.PTRA.ORG**

**2003-2004  
BOARD OF  
DIRECTORS**

**Robert Newman, CPMR,**  
*President*  
bnewman@  
industri-motion.com

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gcsmith@smithpower.com

**Mark Tsatsos, CPMR,**  
*2nd Vice President*  
satch@houseofmotors.com

**Chris Brisbane, CPMR,**  
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**Joel Casaubon, CPMR,**  
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**Duncan MacDonald, CPMR**  
*Immediate Past President*  
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