

FOCUS

President's Perspective

by Gregg Smith, CPMR, Smith Power Systems, Inc., Dallas, TX, PTRA President

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It has been a few months since our PTRA Conference in Huntington Beach, CA. I have taken a little time to reflect back on one of the most informative and beneficial meetings I can remember. In keeping with this year's conference theme, "Preparing to Play at the Professional Level", I made several impressive observations.

Everyone attending the conference I believe is the 'Best of the Best' in our industry. Your commitment to de-

vote towards continuing education, volunteering time to the association, and important networking time with Allied members and Rep companies, sets you apart from everyone else. I am proud of our association and we have a fine reputation within the industry and all of us benefit greatly being associated with PTRA.

One continuing theme I got out of this year's conference was communication. Effective communication between Principals, Reps, Customers, and the

PTRA Association maintains professionalism, ethics, and reputation. These attributes are key to our growth and prosperity.

One request I have is in regards to our current and future membership levels. Growing our membership is imperative to the health of PTRA. Fortunately, our association has maintained its membership numbers over the last several tough years.

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PTRA Website Update

by Bob Lennon, CPMR, T.P. Lennon Company, Inc., Elburn, IL, Communication Committee Chair

www.ptra.org continues to be the primary emphasis of the Communication Committee. Jay Holder, CPMR and I will continue as co-chairmen of the committee, and I want to thank Donna Frendt of Creative Cyberservices, Tom Lennon Jr., Kelly Perkins, Bob Newman, and the others who sat with us at the 2004 Huntington Beach Conference and offered insights and ideas for the future of the PTRA website.

PTRA's website will soon celebrate it's 5th year in existence, and it has been a pleasure to watch it evolve over those years. Our aim is to continue the

growth of the site as a useful tool: a tool not only for our membership, but also for those who want to learn more about our industry and function as reps.

To better serve our members, we will soon be adding several new downloadable sample contracts, courtesy of Mitchell Kramer. An updated Sales Representation Agreement will be uploaded along with sample contracts for employees, and sub-representation. New links are being investigated for the site to allow members easier access to territory research. Sites such as Hoover's Online (www.hoovers.com) and Manufacturer's News

(www.manufacturersnews.com) offer valuable resources for territory research. We have also been granted approval to link to the website of the National Association of Manufacturers (www.nam.org), an incredible resource of pro-manufacturing information and political action opportunity. Remember Pat Cleary's talk about the value of getting involved in their Project Prosperity, and how it can empower you and your employees to make positive changes.

To help those outside PTRA come to know us better, we are investigating PowerPoint Presentations, which would be accessed from our site to educate

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PLEASE NOTE:

2004-2005 dues invoices have been mailed. Please take note of the final due date of August 31. You don't want to miss out on what benefits your membership can bring for the coming year!

Now would be a good time to check your online listing at www.ptra.org. You can update your listing now and throughout the year by emailing changes to info@ptra.org!

Mark your calendar for the 2005 Conference!

April 24-27

Hyatt Hill Country Resort

San Antonio, TX

Our 2005 Conference may be 8 months away, but it's not too soon to start making plans! The meeting will be held April 24-27 at the lovely Hyatt Hill Country Resort in the heart of Texas hill country. Come experience the warm, rough-hewn, casual traditions of a Texas ranch house at this magnificent 200-acre wooded retreat, not far from the exciting San Antonio downtown area. The Hyatt boasts its own 18-hole, Arthur Hills designed championship golf course, the 950-foot "Ramblin' River", a Texas-sized riverpool, a fully equipped health club offering saunas, outdoor spa, massage and salon services, and Camp Hyatt, a special fun retreat just for kids.

While you enjoy your stay, don't forget to experience a little Texas-style food and fun. The Hyatt offers an array of innovative restaurants including the Springhouse Café for Texas-sized buffets and casual fare, Antlers Lodge for spicy Southwestern cuisine, and The General Store, for muffins, coffee, and deli snacks. Charlie's Long Bar, complete with a stamped tin ceiling and 56-foot copper-top bar is there for when you feel like kicking up your heels with some billiards, games, and toe-tapping country music.

When you're ready to roam, San Antonio awaits, offering a myriad of activities to keep you entertained and give you a real Texas experience. The Hyatt sits just minutes from Sea World and Six Flags Fiesta Texas theme parks. Or, experience the San Antonio River Walk, where you can enjoy great dining, riverboat rides, and fun nightlife and entertainment. And no visit to downtown San Antonio would be complete without stopping by the famous Alamo and doing a little shopping at El Mercado.

If you're feeling a little more adventurous, why not head out to Fredericksburg, Texas? Home of quaint bakeries, antique stores, historical buildings, and German traditions, Fredericksburg is sure to please.

It's easy to see why we're so excited about PTRA's 2005 Conference destination! So put on your cowboy boots and hat and mosey on over to join us, April 24-27. See y'all there!

For more information and Conference related links, please visit www.ptra.org now and throughout the coming months!



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! Our rep members look for your listings!

President's Perspective

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Other Associations have seen as much as 30-50% decline in membership. I would like to challenge each one of us to recruit at least one new member to our Association this year. Surely, each one of us could cultivate one new member. It's not hard if we just try. We have the selling tools via the PTRA website and materials from the Association Headquarters ready

to help in your recruiting efforts.

Other than the obvious benefits, these additional members give us a larger potential volunteer pool to help run the committees. We need new members to bring new ideas and energies important to the viability of PTRA. Reps and Allied members, please pull from your contacts and see if we can make this challenge a reality.

Thanks again for your involvement and remember, "Work for your association and your association will work for you!"

I look forward to seeing everyone next year at the Hyatt Regency Hill Country Resort located in San Antonio, TX.

Playing at the Professional Level!



Playing at the Professional Level!

Post-Game Wrap-Up

Last May we completed the 2004 PTRA Conference in Huntington Beach. Combined, we had over 175 Members, Allied Members, Spouses and Guests attending sessions that we feel fit the conference goal of "Playing at the Professional Level."

As business people, we are always striving to improve our productivity and future successes. That is why we have the confer-

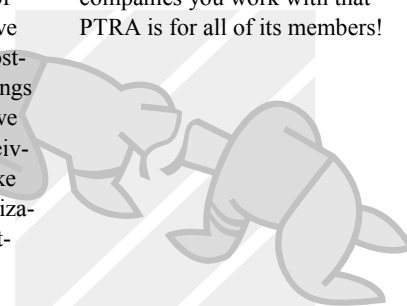
ence in the first place. Continual improvement is the key for increasing those two factors. From the post-conference surveys I have read, we hit those marks.

As you have gone back to the weekly hustle of surviving in today's business climate, we hope you've taken some time to reflect on what you heard and witnessed at this year's conference. If you only implement one

topic discussed and it makes you more successful, let us know. Just like we are trying to improve our businesses, the PTRA Board of Directors is working to improve the future conferences. The post-conference surveys did tell things we did good and some items we might want to change. By receiving your input, PTRA can make your membership in the organization more beneficial and profit-

able to you and your fellow members.

Pass the word on to the companies you work with that PTRA is for all of its members!



CONGRATS TO 2004 LYNN MATTIS SCHOLARSHIP RECIPIENTS!

At a drawing conducted at the PTRA Conference, we pleased to announce awarding of the 2004 Lynn Mattis Schol-

Rep Member

Ron Haynes, CPMR
Robco, Inc.
Carrollton, TX

Allied Member

Allan Soldwisch
International Seal & Packing Co.
Berlin, NJ

PTRA's 2004-2005 Board of Directors Elected

An effective Board of Directors, willing to give of their time and creative vision, is essential to the viability of any association. PTRA is fortunate to have a history of electing members who have directed the focus and growth of the association in a manner that provides real benefit for its members.

Our thanks go out to the following new officers and directors of the PTRA: **Gregg Smith**, CPMR, President; **Mark Tsatsos**, CPMR, 1st Vice President; **Chris Brisbane**, CPMR, 2nd Vice Presi-

dent; **Joel Casaubon**, CPMR, Treasurer; **Robert Lennon**, CPMR, Secretary; **Jim Mabrey**, CPMR, Director; **Mike Richie**, CPMR, Director; **Doug Bower**, Allied Director; and **John Rice**, Allied Director.

Continuing from last year's Board are: **Robert Newman**, CPMR, Immediate Past President; **Tom Calvario**, CPMR, Director; **Jay Holder**, CPMR, Director; **Don Elfstrom**, CPMR, Director; **Dale Hermanson**, Director; and **Ted Blaszak**, Allied Director.

Enclosed with this newsletter is a Contact Info Sheet on your Board of Directors. On the reverse side you'll find the Leadership Flow Chart that details the means by which the association functions. Committees are listed with chairmen indicated.

We'd also like to recognize the work done for PTRA by outgoing Board members: **G. Bryce Manthorne**, CPMR, Director; **Ron Haynes**, CPMR, Director; and **Sandy Tobias**, Allied Director. Thank you for your time and contributions!

Serving your association is rewarding and we encourage your participation! Please volunteer!

Members' News

Dichtomatik has moved into their new corporate office and main distribution center (of 100,000 sq. ft.) in Shakopee, MN. **John Rice** has been appointed as President of Dichtomatik North America.

Butch Cairnes joined **BC&H Co.** in January. Butch lives in Richmond, VA and will cover eastern Virginia and eastern North Carolina. Butch replaces **Dennis Tunes** who retired in January after nine very successful years with B C & H. Butch comes to BC&H Co. having experience with manufacturing and distribution. The entire BC&H organization wishes Dennis good health and happiness in his retirement. We are certain Butch will carry on the good work!

Poklar Power Motion regrets having to inform you of the passing of its founder, **Norman A. Poklar**. Norm founded N.A. Poklar & Associates in 1962 and continued to work at the company through this past December. For 40 years he exemplified relationship selling, with high professional standards and ethics. He was an active member of PTR A for many years. Norman and his wife, Katherine, attended the annual conferences and enjoyed the friendships developed through the years. He will be truly missed.

Advantage Sales Network, Ltd., a nationwide Canadian sales agency and fee warehouse with warehouse locations in Edmonton, Toronto, and Montreal, is pleased to announce the appointment of **Randal Krueplin** to the position of Regional Manager, Southwestern Ontario.

Industrial Motor & Controls (IMC), Willoughby, Ohio is pleased to announce the addition of **Bishop-Wisecarver Corp. (BWC)** to their line of motion control, power transmission, and electrical products. BWC is an

industry leader in linear, rotary, and curved motion control. IMC will be responsible for Ohio, western Pennsylvania, West Virginia, and eastern Kentucky. IMC is also proud to announce the addition of **Kurt Caple** as an Outside Sales Engineer. Kurt will be covering the greater Cincinnati area and eastern Kentucky. Kurt has a BS in electrical engineering and over 20 years of experience in the electrical and motion control industry. IMC has stocking and sales offices in Cleveland and Cincinnati, and a sales office in Pittsburgh. For more information on Industrial Motor & Controls please visit their website at www.imcohoio.com.

Gaku Soto recently joined **Ogura Industrial** as an application engineer and will be involved in assisting reps and customer engineers. He will also interface with the Ogura engineering team in Japan. Gaku was born in Japan and raised in New York. He received his degree in mechanical engineering at Carnegie Mellon University and interned at Ford Motor as a product engineer in system development of a digital interface between the powertrain control module and a computer system for diagnostic purposes during this time. After graduation, he spent a year in the industrial quality department at a Kiehl's manufacturing plant for L'Oreal USA where he was primarily involved in product and component testing, as well as compatibility testing, procedure standardizations, system updates and data management. In his spare time he is usually busy playing or creating music.

Hal E. Verble & Son, Inc. is now operating as **HEV, Inc./ Dunlop U.S.** Effective April 1, 2004, HEV, Inc. will not only continue to offer Dunlop

Belting products, but will be offering Dunlop Hiflex-Hydraulic hose and fittings. Dunlop Hiflex is a complete line of hydraulic hose and fittings known for quality.

Bishop-Wisecarver Corporation, a privately held company, announces the addition of five new manufacturer's representative firms including two PTR A member firms: **The Smythe Company**, Portland, OR and **Industrial Motion & Controls**, Willoughby, OH. According to **Pamela Kan**, Bishop-Wisecarver President, "We are excited about the opportunity to expand our products and services in North America and Canada."

G. Bryce Manthorne, CPMR, Power Component Sales Co. and **J. Stephen DiPietro, CPMR, Gears & Drive Systems, Inc.** have formed a strategic alliance to better cover their territory, customers and principals needs. This alliance gives the company six (6) full time outside salesmen covering Eastern PA, New Jersey, Metro New York, Delaware, Maryland and Virginia.

Between the two companies there is a combined experience level of over fifty (50) years in the Power Transmission Industry. Stephen will primarily be responsible for the OEM marketplace and Bryce will be responsible for distribution. Now that the business marketplace has rebounded this will better position the company to meet the needs of their customers and principals. Bryce will become a full partner in Gears & Drive Systems, Inc. Within six (6) months we will be adding two (2) additional sales persons primarily in the Virginia territory. Their expertise remains in In-Line Helical, Offset Parallel

Shaft, Right Angle Spiral Bevel, Worm Gear, Planetary, Shaft Mount, and Screw Conveyor Drives, Flexible Gear Couplings, Universal Joints, Torque Control Couplings, Clutches & Brakes, Standard and Custom Screw Conveyors, Small & Large Open Gearing, Inch & Metric Bearings, V-Belts, Roller & Engineering Class Chain & Sprockets, Pillow Block Bearings. You are invited to visit the company on their website: WWW.GEARS-DRIVES.COM

PTRA MISSION STATEMENT

The POWER-MOTION TECHNOLOGY REPRESENTATIVES ASSOCIATION (PTR A) 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. PTR A 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.

Web Update. . .*Continued from page 1*

a visitor on our function and purpose as an association.

Donna Frendt has a few other items she will be assisting with as well this year. The Board will soon discuss her proposal to add automated on-line transaction capability to the site for such things as paying your annual dues, registering for upcoming annual conferences, and purchasing promotional items available thru PTR A Headquarters. This would be a secure online "shopping cart" which would then process your credit card transaction directly to our bank account. This will make things simpler on you and PTR A Headquarters both. Donna is also now handling the website for MRERF, so we are looking at closer links between our two sites, including better promotion on ptr a.org of various MRERF activities like continuing education opportunities, lending library materials, book reviews and purchases, etc. If you have not visited in awhile, I encourage you to look at www.mrerf.org for their latest offerings.

I again want to thank Donna for the excellent work her firm continues to do for PTR A. Remember, a professional website can be an excellent tool to present a positive image of your company to the world. If you are considering a site of your own, contact her at www.creativecyberservices.com to discuss. As always, if you have any comments about the website, please contact me at bob@tplennoncompany.com.

**WELCOME
NEW
MEMBERS****REPS****Benchmark Drives, LLC**

*Ron Waltz
Fox River Grove, IL*

Northeast Tech Sales, LLC

*Paul Fisher
Rochester, NY*

Rob Edgar Associates, Inc.

*Robinson Edgar
Franklin Park, IL*

RPT, LLC

*Jeff Badders
Bellville, TX*

Southern Technology Group

*Tony Blankenship.
Nashville, TN*

Southwest Drives & Systems

*Bobby Epperson
Houston, TX*

ALLIEDS**CENTA Corporation**

*Richard Renk
Westmont, IL*

Franklin Electric

*Dan Bacchetti
Santa Fe Springs, CA*

Industrial Valves & Power

*David Janket
Putnam, CT*

**KWS Manufacturing Co.,
Ltd.**

*Jarod Pratt
Burlison, TX*

Lovato Electric, Inc.

*Stephen Baum
Fallbrook, CA*

Rockford Ball Screw Co.

*Greg Harlan
Rockford, IL*

**CALENDAR OF
UPCOMING
EVENTS****2004****September 21-22**

MRERF Managing Your
Manufacturers Rep Network
Seminar

September 21-24

MRERF Skills for Sales
Success Seminar

October 16-18

PTDA Annual Convention
New Orleans, LA

2005**January 9-13**

IPA CPMR Coursework
Tempe, AZ

April 24-27

PTR A Conference
Hyatt Hill Country Resort
San Antonio, TX

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**POWER-MOTION
TECHNOLOGY
REPRESENTATIVES
ASSOCIATION**

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**WE'RE ON THE
WEB!**

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