



POWER-MOTION TECHNOLOGY
REPRESENTATIVES ASSOCIATION

FOCUS

President's Perspective

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

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We have an exciting PTRA conference coming up at the beautiful Hyatt Hill Country Resort in San Antonio, Texas on Sunday, April 24th – Wednesday, April 27th 2005. Conference chairmen Tom Daddario and Cliff Bannon are organizing a meaningful conference agenda with excellent speakers that hit on issues important in our industry.

This year we took im-

portant feedback from your conference surveys and tried very hard to address the needs of the members of our association. We have negotiated below market rates at this Four Star resort by simply moving the conference schedule from Wednesday through Sunday to Sunday through Wednesday. This allowed us to save an additional \$25.00 per night on the already group discounted room rates.

Tom and Cliff have addressed the members' survey feedback to utilize more productive meeting and networking time during the conference. Our conference theme is **"Joining Forces for Increased Profits"**. We are increasing meeting time to adequately cover these subjects with our excellent speaker lineup.

The San Antonio area
Continued on page 2

Putting the 2004 Lynn Mattis Scholarship to Work

by Ron Haynes, CPMR, Robco Inc., Carrollton, TX

In 2004, the Lynn Mattis Scholarship was awarded for the first time to both a PTRA member and an Allied recipient. Prior to this, the award was limited to only PTRA members and was a \$800 scholarship dedicated for use to help offset the cost of tuition and expenses associated with the CPMR program.

The Board of Directors and Education Committee recognized the need to expand and grow the scholarship fund by broadening it's scope beyond just the CPMR program.

Today the scholarship is a self directed award that is transferable within the recipients organization within a 12 month time frame following the award date. It is to be used to either

pay for or help offset the costs of an approved continuing education program.

In 2004 the recipients were Allan Soldswich, International Seal and Packing, and Ron Haynes, Robco Incorporated.

International Seal, has gifted the award to one of their representatives, Scott Olmstead, Driven Sales Associates, to be used for tuition and expenses associated with his enrollment in the CPMR program.

In September, Robco utilized their scholarship award to help offset the travel and registration costs associated with sending Joey Moor, CPMR to Phoenix to attend the 41st National Management and Marketing Conference, "Thinking Glob-

ally, Thriving Locally", sponsored by ERA.

According to Joey Moor, "the benefits of attending the conference were twofold, as it provided our organization with some fresh ideas and insights from a different industry, allowing us to perhaps look forward (3-5 years) on changes now taking place among ERA reps, and at the same time stay current with my CEU credits".

Currently the Lynn Mattis Scholarship Fund has a balance of \$11,227.19. With your continued generous support, we will continue to grow the fund. *No contribution is insignificant!*

Get your first glimpse of PTRA's 2005 Conference program content inside! And, make sure you've marked the dates, April 24-27 (*Sunday through Wednesday*), on your calendar!

Happy Holidays to everyone from PTRA!

How to Qualify for the Lynn Mattis Scholarship

by Bob Lennon, CPMR, Communication Committee Co-Chairman

You may recall that the PTRA Executive Committee and Board recently voted to make some exciting changes to the structure of the Lynn Mattis Scholarship program. These changes were put in place to allow the scholarship award to be used by both Active and Allied Membership in furthering their professional educations.

During future conferences, you will all be given the opportunity to make a voluntary \$10 contribution to the fund along with payment of your registration fees to attend the conference. Your scholarship award participation with this \$10 con-

tribution is voluntary, the decision is yours. A drawing will then be held during the conference from the pool of Active and Allied members who made the fund contribution during registration. One award will be drawn for the Active members, and one award will be drawn for the Allied members.

Each award drawn will be for an \$400 scholarship award to be used toward tuition at any of the continuing education programs offered thru PTRA, IPA, and MRERF. Programs like CPMR, Back on Campus, and Managing Your Manufacturers Representative Network are

but a few of your choices.

We hope all members will understand the importance of continuing professional education programs. It is through such programs that we all become better at what we do. Help keep Lynn's spirit and commitment to PTRA alive by making contributions to the fund at any opportunity you can through the online link at www.ptra.org. Then make sure you attend the next Annual Conference, make another small contribution, and who knows—you may join the growing list of PTRA members to benefit from the Lynn Mattis Scholarship program!



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

Continued from page 1

is a fantastic tourist destination. The Hyatt Hill Country Resort is located on 200 acres in a beautiful Texas Hill Country setting with amenities that include:

- A championship 18 hole golf course designed by Arthur Hills
- World class spa
- Health club and fitness center
- 4-acre water playground including three swimming pools, whirlpool and a 950-foot rambling river with a gentle current to have a relaxing float.
- Tennis courts
- Hiking trails
- They also have three restaurants and fun

bars to dine and relax. You can access their website at www.hillcountry.hyatt.com for more information and photo tour.

Off premise but close by attractions are:

- The famous downtown Riverwalk
- The Alamo
- Mexican Market
- Dude Ranches (scenic horseback riding in the hill country near Bandera, Texas)
- Golf (La Cantera and The Quarry)
- Sea World
- Six Flags Fiesta Texas Theme Park
- Fredericksburg, Texas (a quaint little German town noted for good food and

antique shopping with a Texas flair) and many wonderful restaurants with great atmosphere (some with outdoor gardens).

You may want to schedule a little extra time to enjoy all the activities this area has to offer. The PTRA headquarters has negotiated conference room rates at the Hyatt for three days before and after the meeting in order for you to take advantage of the rate savings.

Please mark your calendar and plan on attending this next PTRA conference, which will address important industry business issues and valuable networking time in a relaxing Texas Hill Country setting.

I'm looking forward to seeing you in Texas!

PTRA 2005 Conference Preview:

Joining Forces for Increased Profits

Better Ways for Manufacturers and Reps to Work Together to Enhance the Bottom Line

2005 PTR A Conference planning is well under way! Many changes are being made to the traditional schedule, driven by the opportunity to stay at a **top notch resort** and the results of the **conference surveys**. The goals of the Conference Committee Chairmen Tom Daddario (Rep – Poklar Power Motion) and Cliff Bannon (Allied – Dichtomatik):

- Tangible **marketing & sales tools** that will put additional dollars in your pocket
- Programs designed specifically for **allied members**
- **3 business day** schedule to maximize productivity
- Additional **networking** and meeting time

Set aside **April 24 – 27, 2005** and watch your email for speaker information, meeting highlights and conference updates! We'll try to spare you too many Western euphemisms!



Fast Facts About the Conference

- The Hyatt Regency Hill Country is undergoing a multi-million facelift, including sleeping rooms and another nine holes of spectacular golf!
- PTR A's room rate will be \$160, amazing for a property of this caliber!
- The resort is located on the 200-acre former Rogers-Wiseman ranch!
- The program will open on Sunday evening, April 24, and conclude Wednesday afternoon, April 27 and we're planning an exciting optional activity for after the Conference adjournment that you won't want to miss, y'all!
- We'll have plenty of time for socializing and networking—including the always anticipated golf tournament and fun run—and we're reinstating a tennis tournament!
- Bring your kids—they'll love tubing the Ramblin' River winding through the property!
- Bring your spouse—the onsite spa is a world of relaxation, and we'll have some great optional activities for them to enjoy as well!
- Manufacturers are encouraged to interview for open territories—the best reps in the industry will be at the Conference!
- Registration packets will be mailed next month—watch your mail and save by registering as an Earlybird!

PTRA
2005 CONFERENCE
APRIL 24-27
SUNDAY—WEDNESDAY
HYATT REGENCY
HILL COUNTRY
RESORT & SPA
SAN ANTONIO, TX

A Few Words from Our 2005 Conference Chairmen...

Cactus Cliff...

Want to realize greater Profit? Then let's *saddle up* and "Join Forces for Increased Profit"!

That may seem like a rhetorical question, but sometimes we need to better define exactly what we are working towards. We all enjoy our jobs, putting in long hours as we plan out our days, weeks, months and years. But as manufacturers, we need to ask ourselves if we are utilizing our reps time to maximize total profit. Is your business plan filed in My Documents, never to be opened again? Have you created a business plan with your Reps so everyone has a common goal, and if so, has it been updated to reflect the changing economic times? Do you know how to implement a joint marketing plan? Are you communicating the right information?

To answer these questions, the upcoming PTR A conference has been designed with the Manufacturer in mind. We are all competing for our Reps time. This conference will feature seminars specifically designed for the Manufacturer showing us how we can best utilize our Manufacturer Reps.

- Review methods for supplying sales information and other vital reports to the sales rep allowing them to become more efficient time managers.
- Attend workshop on developing marketing and business plans for manufacturers.
- Engage in discussions with yours reps to ensure

the implementation of a joint marketing plan when you leave the conference.

- Network to build strong business relationships

You can be confident that if you take full advantage of the upcoming 2005 PTR A workshops and discussions, Manufacturers and Reps will become "Partners in Increased Profits". More importantly, you will have answered the question "Do you want to make more Profit?" with a resounding YES!

***Cliff Bannon,
Allied Chairman
Dichtomatik-TCM,
Burnsville, MN***

Tumbleweed Tom...

Giddy-up!! I am excited about the conference we are putting together, building on last years success, with increased attendance by allied (30%)! As a rep, you will walk away with tools you can start using immediately to increase sales and profits.

'Dr. Revenue', John Haskell, will work with the reps and allied on sales & marketing strategies. He is a strong proponent of reps, creating plans to effectively coordinate the efforts of both the manufacturer and the rep!

Learn the latest information on Health Savings Accounts and ways to save your company \$.

MANA's Joe Miller will further discuss the rep/allied partnerships and their changing roles, as well as facilitate a discussion on the requirements of successful inside sales.

And more....!

Round-up all of your best and brightest, and plan to come early, play hard & work hard! I look forward to learning new profit-earning and cost-saving techniques. We are expecting a large turnout, and Cactus Cliff and Tumbleweed Tom can't wait to visit with old friends and welcome new ones in San Antonio! *Yee Haw!*

***Tom Daddario, CPMR,
Rep Chairman
Poklar Power Motion
Wickliffe, OH***

**Joining Forces for
Increased Profits
Better Ways for
Manufacturers and Reps
to Work Together to
Enhance the Bottom Line**
**April 24-27, 2005
Hyatt Regency Hill
Country Resort
San Antonio, TX**



Members' News

Jeff McCard has joined **Specialty Products Div. (SPD)**, Morrisville, PA, as a sales representative covering northern New Jersey and New York. Jeff is a 1999 graduate of the University of Delaware and spent the last five years working in sales for Turner Broadcasting in New York City.

Specialty Products and **Neptco** have joined forces in New England. **Dave McPherson** is representing SPD, FYH, Isostatic Industries, MBL (USA), and CEG Motors in the six New

England states.

The **Dichtomatik North America** division of International Seal Company, Inc.—a wholly-owned subsidiary of Freudenberg-NOK General Partnership—announced that it has acquired the assets of American Seal Inc. of Houston. Terms of the agreement were not disclosed. The new acquisition will substantially increase Dichtomatik's O-ring product line with more than 12,000 sizes and materials. The company will also utilize American Seal's Houston

facility to enhance regional distribution to the south central market with its full range of products. "Dichtomatik's goal is to be the only sealing supplier our customers need by offering the best quality, highest value and largest selection of products in the industry," said **John E. Rice**, CEO of Dichtomatik Americas. "The strategic acquisition of American Seal further expands our vast product portfolio and ensures that we can satisfy all of our OEM and aftermarket customers' needs."

Let PTR A call attention to your successes, growth, and changes! Send in the enclosed Quick Report Form at anytime and we'll include your news in the next edition of FOCUS. Or, drop us an email at info@ptr a.org.

Case Study: The Disappearing Inventory

by PTR A Legal Counsel Mitchell Kramer, Kramer & Kramer LLP, Rydal, PA

Bender and Williams were agents for Biomet, a manufacturer of orthopedic products, mostly total knees and hips. They had a long term written contract with Biomet which Biomet terminated prematurely, claiming, improperly as the Judge found, that my clients had breached their contract by not meeting quota.

For strategic reasons and because the facts favored us (the termination wiped out my clients' business) we moved to enjoin (stop) the termination rather than sue for damages. Injunction cases come to trial in weeks rather than the years it usually takes to get a damage case heard. There are no juries in injunction actions. We tried the case in Federal Court in Indianapolis, Indiana. After a one day trial, the Judge ordered our client reinstated. Biomet immediately started negotiating a settlement which involved dollars, not reinstatement. My clients preferred a money settlement rather than representing a company they no longer trusted.

As an aside, my clients had kept good records, including

notes of meeting and correspondence between them and Biomet, which were invaluable in winning the injunction case.

When we started discussing settlement, Biomet, which had consigned a huge inventory of implants for warehousing at my clients' facility, claimed that over \$300,000.00 in inventory was missing. In any settlement, Biomet wanted credit for missing inventory.

Since I had handled matters involving Biomet for years, I knew that its computerized inventory records seemed to be in a shambles. Sales, credits and returned items were often not removed from inventory records and what was shipped was also inaccurate.

We agreed to a settlement in dollars, less what we could establish as the real inventory shortage. Again, my clients' excellent records paid off. After two weeks of reconciliation, the \$300,000.00 short fall was reduced to \$3,000.00. It was not worth the time necessary to find that small a discrepancy so the case settled. My clients pocketed the settlement and

found competing lines to sell.

Moral:

Keep excellent records throughout your relationship with each of your principals. Be particularly careful if you are warehousing a consigned inventory.

Suggestions:

- If you maintain inventory that is owned by a principal, inventory it s if it was your own.
- If any portion of the inventory is with sales people, customers, or anyone else, have them sign a receipt for what they have and maintain those receipts.
- If a principal does an inventory of products you hold, get a copy of that inventory and keep it. Also, check it to make sure it is accurate. Write a letter to the principal pointing out any discrepancy in its inventory records and keep a copy of your letter.

PTR A MEMBERS MAY CONTACT MITCHELL AT (215) 887-9030 or (800) 451-7466

PTR A 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.

PTRA CODE OF ETHICS

The position of the representative is unique as the liaison between the distributor, the customer, and the manufacturer represented. Therefore, I believe it to be my responsibility:

- To hold my business in high esteem and strive to maintain its prestige.
- To keep the needs of my distributors always uppermost.
- To respect my distributors' confidence and hold in trust personal information.
- To 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 the application, if known, but to rigidly adhere to the highest standards of business and professional conduct concerning these recommendations.
- To present accurately, honestly, and completely every fact essential to my distributors' and customers' final decisions.
- To perfect my skills and add to my knowledge through continuous thought and study.
- To conduct my business on such a high plane that others emulating my example may help raise the standards of our vocation.
- To keep myself informed with respect to my manufacturers' policies, rules, and regulations and observe them in both letter and spirit.
- To respect the prerogatives of and cooperate with all others whose services are constructively related to ours in meeting the needs of our distributors and customers.

CALENDAR OF UPCOMING EVENTS

2005

January 9-13
IPA CPMR Coursework
Tempe, AZ

March 8-9
MRERF Managing Your
Manufacturers Representative
Network Program
Sheraton Gateway Hotel
Atlanta Airport

March 8-11
MRERF Skills for Sales
Success Program
Sheraton Gateway Hotel
Atlanta Airport

April 11-16
Hannover Fair
Hannover, Germany

April 24-27
PTRA Conference
Hyatt Hill Country Resort
San Antonio, TX

September 13-14
MRERF Managing Your
Manufacturers Representative
Network Program
Embassy Suites O'Hare-
Rosemont
Rosemont, IL

September 13-16
MRERF Skills for Sales Success
Program
Embassy Suites O'Hare-
Rosemont
Rosemont, IL

October 18-20
PTDA 2005 Industry Summit
Bally's Las Vegas
Las Vegas, NV

WELCOME NEW MEMBERS

REPS

Arnet Clean Power
Dan Arnet
Mesa, AZ

ISOTECH
Joseph Casillo
Horsham, PA

ProMotion Industrial Sales
Doug Davies
Mequon, WI

ALLIEDS

Carter Manufacturing Co.
Kevin Rich
Grand Haven, MI

Tatung Electric
Steve Williams
Tustin, CA

Torque Transfer Technologies
Daniel Hoden
Russell, PA

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