



Power-Motion Technology Representatives Association

# FOCUS

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## President’s Perspective

by Mark S. Tsatsos, House of Motors, Inc., Golden Valley, MN, PTR A President

### What the Heck (Globalization) Is Going On??????????

Have you recently had a company you represent change ownership or be acquired by another company (perhaps overseas) that tries to change everything they can to improve the bottom line, regardless of how it affects the sales department? Have you been terminated based on these changes, even when you are a top performer? It’s happening more and more. It seems that our active Allied members don’t fall into this category, thank goodness.

Change, change, everywhere there’s change. Even songs are written about it. Sometimes I wish I were in the sign painting business instead of being a rep.

Globalization has greatly influenced not only our industries, but all of business. If you are not planning for the worst, and working towards the best, you better get rolling, **now!** If you are strictly selling commodity items I know you feel the pain.

You need to pursue both customers and manufacturers that understand the value of what we offer. This may mean changing the way you do things on a daily basis. We must all sell our function and value on a daily basis, and give extra support to the manufacturers that continue to support the rep function.

Some thoughts are: “If you can’t beat ‘em join ‘em,” thus entertaining relationships with offshore companies

has become a reality, even though it’s against our “nature” or learned behavior, as I like to call it. How are your lines adjusting to this globalization?

How can we make a difference? Be proactive; get your manufacturers to join with us to continue the crusade. We are offering a new venue this year for one-on-one conversation with the manufacturers.

Manufacturers, get your reps to join PTR A. Suggest they improve themselves by joining and perhaps getting into the CPMR program, or other opportunities.

I challenge you to find a better investment in yourself and business for success. Help us help you! If we don’t take care of ourselves no one else will. See the web site at [www.ptra.org](http://www.ptra.org).

At PTR A we offer many ways to keep up with what’s going on. I recommend that if you have not been to a conference recently you get yourself to the next one and get networking to see what everyone is doing about this and many other issues.

This year we have speakers address-



Mark Tsatsos

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## “The Times Are Changing”

**2006 PTRA Annual Conference — April 26-29 — Cancun, Mexico**

by Jay Holder, N.O. Holder & Associates, Inc., Greenville, SC, PTRA Conference Chairman

It's time to mark your calendars for the 2006 PTRA Annual Conference in Cancun, Mexico. Next year's conference is being held April 26-29 at the CasaMagna Cancun Resort. This beautiful oceanfront resort offers activities for the entire family and we are looking forward to seeing you in Cancun!

Just like the old saying, “The only thing that is for certain is change,” our industry continues to see change! Whether it is from competition, mergers and acquisitions, increased costs, or other outside factors we must continually make changes in our business just to stay competitive. We've put together a program that will help both the rep and allied members stay on top of the game.

Bob Trinkle and co-author Dr. Erin Anderson have completed a book titled, *Outsourcing the Sales Function: The Real Costs of Field Sales*. Trinkle spent many years as a manufacturers' representative in the electronic components industry as well as eight years as a national officer in the Electronics Representatives Association Interna-

tional (ERA). He will be presenting their findings from the book as well as the *Cost Calculator*, a CD included with the book that breaks out 14 categories of expenses, plus many of the “soft costs” seldom considered in the decision-making process. The information Trinkle will share with us is invaluable in the strategic planning process. Trinkle will also be conducting the breakout session for the rep members.

Joe Miller, president/CEO of MANA will be addressing the allied members during their breakout session. Miller has many years experience as a manufacturers' representative and has worked with hundreds of manufacturers on going to market through manufacturers' representatives. Miller's insight will be used to address communication issues between the rep and allied members.

The conference surveys that we push to have completed each year are very important in helping PTRA put together a conference that addresses the topics our members want to know more about. Last year we had the most participation in the survey responses ever! The number one topic that the members want to address is: “Industrial Distributors, Our Most Important Customers.” In Cancun we will have Tom Robertshaw, senior vice president, sales and strategic planning, of Motion Industries, Inc. Robertshaw will be addressing Motion Industries views on working with manufacturers' representatives, followed by a question and answer session.

On Saturday morning we are putting together a new format based on input from our allied members. We have had many requests to try and figure out a way to allow the rep and allied members to spend more time together in a business format. **See new opportunity for Allied members on page 4 of this newsletter.** Plan now to be in Cancun! ▲



# Conference Schedule

April 26-29, 2006 — Cancun, Mexico

## Wednesday, April 26

- 2:00 p.m. – 5:00 p.m. Conference Registration  
 5:30 p.m. – 6:30 p.m. First Timers/New Members Reception and Orientation  
 6:30 p.m. – 9:00 p.m. Welcome Reception

## Thursday, April 27

- 6:30 a.m. – 7:30 a.m. Fun Run  
 6:30 a.m. – 8:00 a.m. Continental Breakfast  
 7:00 a.m. – 8:00 a.m. Committee Meetings  
 8:00 a.m. – 8:15 a.m. Conference Welcome — Mark Tsatsos, PTRA President  
 8:15 a.m. – 9:45 a.m. Annual Business Session — Active Members  
 8:15 a.m. – 9:45 a.m. Annual Business Session — Allied Members  
 9:00 a.m. – 10:00 a.m. Continental Breakfast and Welcome — Spouses, Guests, Children  
 9:45 a.m. – 10:00 a.m. Break  
 10:00 a.m. – 12:00 p.m. Outsourcing The Sales Function: The Real Costs of Field Sales — Bob Trinkle, former rep, author and consultant  
 1:00 p.m. – ??? p.m. PTRA Golf  
 6:30 p.m. – 8:30 p.m. Dinner Round Robin

## Friday, April 28

- 6:30 a.m. – 7:30 a.m. Fun Run  
 6:30 a.m. – 8:00 a.m. Continental Breakfast  
 7:00 a.m. – 8:00 a.m. Committee Meetings  
 8:00 a.m. – 9:00 a.m. Past Presidents' Breakfast  
 8:00 a.m. – 9:30 a.m. Mutual Marketing/Action Plan vs. "Sales Quota" — Joe Miller, President/CEO, Manufacturers' Agents National Association — Allied Members  
 8:00 a.m. – 9:30 a.m. Expectations of the Professionally-Managed Principal — Bob Trinkle — Active Members  
 9:30 a.m. – 9:45 a.m. Break  
 9:45 a.m. – 10:30 a.m. What the Allied Members Think — Joe Miller  
 10:30 a.m. – 12:00 p.m. Working with National Distribution — Tom Robertshaw, Senior Vice President, Sales and Strategic Planning, Motion Industries, Inc.  
 12:00 p.m. – 12:30 p.m. Induction of New Officers and Board Members — Mark Tsatsos, Outgoing President

## Saturday, April 29

- 6:30 a.m. – 8:00 a.m. Continental Breakfast  
 8:00 a.m. – 12:00 p.m. Line Interviews — Allied/Active Members  
 8:00 a.m. – 12:00 p.m. Rep/Principal Meetings — Allied/Active Members  
 8:00 a.m. – 12:00 p.m. Legal Consultation — Mitchell Kramer, PTRA Legal Counsel  
 7:00 p.m. – 11:00 p.m. Closing Banquet

## Welcome New PTRA Members

### Active Members:

**Applied Process Systems, Inc.**  
 Fremont, CA  
 Robert F. Hansen  
 (510) 794-8161

**M. Jandacek, LLC.**  
 Batavia, IL  
 Mike Jandacek  
 (630) 309-0730

**Omni Technical Services, LLC.**  
 Ft. Worth, TX  
 Chad Michaelis  
 (817) 882-9934

### Allied Members:

**Advanced Control Systems Corp.**  
 Pembroke, MA  
 Charles W. Marshall  
 (781) 829-9228

**Orttech**  
 Solon, OH  
 William Granchi, Jr.  
 (440) 498-7458

**Osborn International, Loadrunners**  
 Cleveland, OH  
 Brian Hill  
 (216) 361-1900

**Performance Controls, Inc.**  
 Montgomeryville, PA  
 M. Perry Walraven  
 (215) 619-4927

**T&C Asia**  
 Valencia, CA  
 Tom Franck  
 (661) 702-8565



## New Opportunity For Allied Members At The 2006 National Conference

Allied members who attend PTRA National Conferences traditionally want to find time to meet with their representatives who are in attendance at the Conference. They usually manage to do so, but only by pre-empting some social function or evening activity.

Well, things will be dramatically different for our Allied members at the 2006 Conference next April. We have scheduled a full half-day for planned, interactive meetings between manufacturers and reps.

Allied members will be given the opportunity to reserve a private 8' x 10' booth, furnished with a small conference table and chairs, for only \$125 for the full half-day. The morning will be divided into eight half-hour segments beginning at 8:00 a.m. and finishing at 12:00 p.m. Allied members can schedule up to eight 25-minute sessions, or four 55-minute sessions, or any combination totaling four hours, minus five-minute changeover times.

- 25-minute sessions will begin on the hour and half-hour, and will conclude at 25 and 55 minutes past the hour.
- 55-minute sessions will begin on the hour or on the half-hour, and will conclude at 25 or 55 minutes past the hour.
- 15-minute sessions can also be planned if needed, but formal

meeting changeovers will be every half-hour.

Schedules will be strictly adhered to, so you can expect your meetings to come off as planned.

**These meeting times can be used by Allied members to:**

- Meet with your representatives who are in attendance.
- Meet with prospective representatives for open territories.
- Meet with other Allied members to discuss mutual issues.
- Meet with PTRA's legal counsel.

**Meetings can be used by Active members to:**

- Meet with your principals who are in attendance.
- Interview with principals looking for representation.
- Meet with other reps to discuss mutual issues.
- Meet with PTRA's legal counsel.

**Allied members** — Look for booth reservation information and scheduling opportunities on the PTRA web site, [www.ptra.org](http://www.ptra.org).

**Active members** — Look for meeting and interview invitations from Allied members on the PTRA web site. (And remember, you don't want to be the only rep for your favorite principal who is not at the conference. The majority of our Allied members will be there!) ▲

## Lines Available

### **Diversified Plastics, Inc.**

3721 Grant Creek Rd.  
Missoula, MT 59808  
www.diversifiedplastics.net

#### **Contact:**

Rick Hogan, National Sales Manager  
(406) 543-6653, fax (406) 728-4074  
E-mail: sales@diversifiedplastics.net

**Terr. open:** OH, KY, IN, North IL, West PA, WV, VA.

**Product:** Standard & custom engineered plastic power transmission & industry specific components.

**Target markets:** Power Transmission distribution & OEM.

### **ORTTECH**

32425 Aurora Rd.  
Solon, OH 44139-2821  
www.orttech.com

#### **Contact:**

Bill Granchi, Marketing Manager  
(440) 498-7458, fax (440) 498-8268  
E-mail: wgranchi@orttech.com

**Terr. open:** All except OH, WI, IL, NC, SC, Ontario.

**Product:** Industrial clutches, brakes, plates.

**Target markets:** OEM.



### "Lines Available" Communication To Reps

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Allied Members of PTRA may announce their interest in recruiting reps through our Lines Available service. For more information and an application on to [www.ptra.org](http://www.ptra.org)

## Members' News

**Hilco, Inc.** has hired Rich Horton as the second application engineer within our territory. Horton is located in Charlotte, North Carolina. Horton comes to Hilco with experience in selling automation controls in various industries with his expertise being machine vision and sensor related products. Horton is the second application engineer hired by Hilco in recent months to increase the application support we can offer our own sales force, distributors and customers.

Hilco has moved to 12725 Century Drive, Alpharetta, GA 30004. For more information about the company visit their web site at [www.hilco-inc.com](http://www.hilco-inc.com).

**Daido Corporation of America** announced the appointment of Mr. Masanobu "Mike" Kato to corporate president. Kato replaces Mr. Toshie Horie who will be returning to Japan after establishing Daido Corporation headquarters in Portland, Tennessee in October 2002.

Let PTRA 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, send us an e-mail: [info@ptra.org](mailto:info@ptra.org).

## President's Perspective

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ing the real costs of field sales; we have a person of great influence from one of the major distributors. We are offering a one-on-one session for manufacturers to meet with salespeople or prospective ones. Jay Holder and the conference committee have done an outstanding job putting together the upcoming conference. Plus it's in Cancun; my kids still talk about the time we went there to a PTRA conference.

"The times, they are a changing." It's time to stop complaining and get moving forward. The only guarantee we have anymore is that if we don't change with the trends, we'll be left behind.

I still think that this is a great way to make a living, and we will not only thrive, but continue to grow in importance. We have to fine tune our way of doing things to make sure we do. Are you moving in the right direction? ▲

## Calendar Of Events

### January 8-12, 2006

MRERF CPMR  
Certification Program  
(for Active Members)  
Phoenix, AZ  
www.mrerf.org

### March 22, 2006

MANA Starting From  
Scratch Seminar  
(for Allied Members)  
Chicago area  
www.manaonline.org

### March 23, 2006

MANA Effective Rep Sales  
Force Management Seminar  
(for Allied Members)  
Chicago area  
www.manaonline.org

### June 1, 2006

MANA Effective Rep Sales  
Force Management Seminar  
(for Allied Members)  
Dallas area  
www.manaonline.org

## 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.

## 2005-2006 Board of Directors

Mark Tsatsos, CPMR  
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