



Power-Motion Technology Representatives Association

FOCUS

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President's Perspective

by Chris Brisbane, PTR A President

Please read Joel Casaubon's report on the PTDA Industry Summit on page 6. Based on Joel's report, it is evident to me that MANA, PTR A and all of our principals have major challenges to overcome when adopting and promoting the use of independent manufacturers' representatives as the preferred sales structure in industry.

It does behoove us to continue to pursue and maintain our professional certification to raise the perceived level of quality among all representatives. I point this out because PTR A is the avenue by which to acquire the initial and continuing education to achieve this goal. My concerns became even more elevated when one manufacturer, who has embraced our structure, expressed a fear of alienating the distribution market segment when asked to display our code of ethics and insignia to our most significant market.

How are we to achieve PTR A's goal of becoming the most prominent sales and marketing organization in our industry if our manufacturers fear a display of PTR A membership because we haven't achieved the necessary professional status?

- How do you intend to outperform your factory employed colleagues?
- What is your business model?
- Have you grown into a business, or do you still operate as a salesperson out of the trunk of a car?
- Where will you acquire the information to make the transition into a professionally managed sales and marketing organization?

I mean only to suggest that our continued growth with professionalism is the only way we are to change the balance of 20 or so industrial partners using representatives versus the 140 or so PTDA manufacturer members who don't.

We'll grow our businesses through this noble pursuit, but only if we are unified. We have to firmly believe in the sales and marketing structures used to pursue our markets.

I hope you will take the opportunity to further the professionalism of your company by joining us at PTR A's annual conference. This coming year we have an exceptional venue, South Seas Resort on Captiva Island, Florida, where you'll have the opportunity to explore the issues facing our industry, acquire some information to move your professional status ahead, as well as potentially receive a scholarship to initiate participation in our professional certification program.

Our goals remain to provide you, our membership, a venue to interface with manufacturers and representatives to mutually help grow our collective businesses while providing an opportunity to enhance operations and the professionalism with which we approach our businesses. ▲



Chris Brisbane

Tips To Help And Hinder Sales



Tom Robertshaw

When Tom Robertshaw took center stage during PTRA's Annual Conference earlier this year he challenged his audience when he posed the joint questions:

- How can the manufacturers' representative fuel sales growth?
- How can the rep work to "kill" sales growth?

Robertshaw, senior vice president, sales and strategic planning for Motion Industries, Inc., led up to his provocative questions by providing an overview of his company's operations and buying requirements.

Motion Industries is North America's largest distributor of industrial maintenance, repair and operation replacement parts. Motion Industries distributes bearing; mechanical, industrial automation, electrical, pneumatic and hydraulic power replacement parts; hose and rubber products and industrial supply products. The company has more than 450 operations including nine distribution centers and serves more than 150,000 customers including automotive, chemical, food, beverage, wood and lumber, iron, oil, pulp and paper, steel and textile industries.

According to the company executive, "We purchase approximately 15% of our products from ethical reps. While the majority of those reps are what I would call very good suppliers, some of the others don't do much to encourage a long-term relationship with us. Unfortunately, that minority often can color how we feel about all reps."

Rep Attributes

He continued that the attributes his company looks for in the reps they work with are the same attributes that they look for in their own employees. "What we're looking for in a supplier can be found in the Code of Ethics of PTRA. It's my belief that you're only as successful as you can be if you have trust between you and your suppliers. Lacking that trust, you'll never be able to solve problems for each other.

"When all things are considered, Motion Industries sells nothing that

somebody else doesn't sell. Given that, we can only make a difference if we say to our customers 'Here's what we've done for you.' If the relationship is one-sided and just about me, it will never last.

"It's the same with manufacturers' reps that work with us. We're constantly asking and answering the question 'How can reps help us do better every year?'"

In coming up with an answer to that question, Robertshaw asked the reps in attendance, how they can "fuel" and/or "kill" sales growth.

Tackling the former, he offered these tips as to how reps can and should assist Motion Industries:

- "When you (the rep) tell us that you're going to do something, make sure that you follow up and do what you say you're going to do."
 - "If there's a problem with any of the factories you represent, fix it."
 - "Be consistent. Always treat Motion Industries just as you would treat any other distributor you deal with."
 - "Always make — and then keep — your appointments."
 - "Ensure that your product literature is kept up to date."
 - "If you have any ideas that can assist us, bring them to the attention of the branch."
 - "Be truthful. Always tell the branch the truth concerning your dealings with others and with customers."
- When it came to how the rep could "kill" sales growth with Motion Industries, Robertshaw offered:
- "Treat us unfairly (e.g., offer a larger discount for the same inquiry to another distributor)."
 - "Take business direct without consulting with us."
 - "Make a call with another distributor on the same customer that you originally visited with Motion Industries."
 - "Make a call with Motion on one line and then go to the same customer in an effort to sell a competitive line to one that we carry."

Robertshaw concluded his presenta-

tion by letting the PTRA reps in attendance know that "If you have a desire to sell to us, you have to talk to a sales or division manager. You have to talk to them because just as everyone

else, we don't want to be surprised. Let them know what's going on — just like you do with a manufacturer. Remember, branches report to division managers." ▲

Captiva Island — 2007 Conference Getaway!

by Linda McKee, PTRA Conference Planner

I have just returned from a visit to our 2007 Conference destination, the South Seas Resort on Captiva Island, Florida, and I must say, it is indeed a "getaway." So folks, even though we will be working hard to bring you a great conference and you will be working hard to get as much out of it as you can, we will all be on a relaxing getaway!

The tropics are in the states. The skies are clear blue, the sun bright, the breeze cooling and the ocean calm, relaxing and warm. Sunsets are spectacular and the nights balmy and lit with millions of stars.

This island has come back shining like a new penny after being devastated by a hurricane two years ago. The hotel rooms and villas were all very attractive and comfortable. There are a multitude of things to do: hiking, bike riding, any number of different types of water sports, boat cruising or just lying by the pool or on the beach. And, there is a kid's club for the younger set.

The resort has a shuttle that runs until 10:00 p.m. that will take you anywhere within the resort as well as to Andy Rossi Lane just outside the resort entrance. Andy Rossi Lane has several restaurants and a few retail shops and is within easy walking distance if you should choose to do so.

There is currently a market/deli open and a Starbucks on the south end of the island. On the north end there are several restaurants and retail shops. The main pool is on the north end of the resort, and there are numerous smaller pools nestled among the villas. And you'll find the staff friendly, hospitable and accommodating.

I am excited about the resort and our conference for this year. It will be the best ever. Whoops! Got to go. I hear that beach chair next to the ocean and a pina colada calling my name. See you in April. ▲



Linda McKee



Welcome New PTRA Members

Active Members:

Electronic Salesmasters, Inc.
Cleveland, OH
Harry J. Abramson
(216) 831-9555

Mountain States Reps & Assocs., Inc.
Denver, CO
Mike Kannawin
(303) 331-6500

Northgate Technologies, Inc.
Simsbury, CT
Gregory J. Werk
(860) 658-1998

Technical Bearing Sales Ltd.
Mississauga, ON, Canada
Will Seguin
(905) 890-2266

Allied Members:

AMEC Industry, Inc.
Ontario, CA
Sue Qu
(909) 923-5118

BDH, Inc.
Conestoga, PA
Barry Hershey
(717) 871-0994

Force Control Industries, Inc.
Fairfield, OH
Jeff Watkins
(513) 868-0900

GAM Gear, LLC./GAM Enterprises
Harwood Heights, IL
Craig Van De Avont
(708) 887-6398

Krylon Products Group
Cleveland, OH
Fred J. Abraham
(216) 566-3386

RAM Industries, LLC.
Leesport, PA
Michael Gaza
(610) 916-3939

Shimpo Drives, Inc.
Itasca, IL
Jim Ness
(630) 924-7138

What's In It For Me?

by Kurt Fisher, Conference Chairman



Kurt Fisher

Many of us find ourselves in a time crunch, balancing demands for work, home-life, recreation, etc. If you're like the majority of us in this business, at some point you'll be faced with a decision on whether or not you should attend the 2007 annual PTRA Conference at Captiva Island, Florida. The question we ask ourselves while weighing all of the demands and responsibilities will inevitable be: "What's in it for me, why should I attend the conference?"

For some of you, the draw of sunshine, a fabulous resort and luxurious facilities might be enough. For perspective on the wonderful accommodations and recreational activities available at the South Seas Island Resort, see Linda McKee's article on the previous page.

Others may find it a stretch to take the time out of an already busy schedule, struggling with the expense, and wondering if the payback will be significant enough. Well then, let's take an honest look at the matter, and see if we can't provide enough information to enable you to feel good about your decision, whatever it may be.

Proven Techniques/Proven Performance "A Thirty-Five Year Path To Professional Grade Results"

This year we'll not only be celebrating 35 years as a successful association, but we'll be looking at some of the things that reps and manufacturers have done over this time period to accomplish their individual level of success. Our plan is to exchange ideas and share enough details to provide you with concrete methods for success and growth. One example of this effort is found on our program for Tuesday during our Town Hall Panel. Imagine yourself able to ask questions in an open forum, and discuss the elements that have brought some of our established reps and manufacturers significant success. What current challenges have you been wanting to discuss with others in your field? Just the exchange of information alone should start you thinking.

Another objective this year is to provide you with relevant speaker content designed to introduce new ideas, new methods, and educate in areas designed to make you more profitable. Our carefully selected industry experts will have you leaving the conference with key take-away ideas and tools targeted at helping you succeed in your daily work life, synergistic with your existing efforts, and usable on the street level. Jason Piatt

will help us understand the opportunities that exist when selling to Six Sigma and Lean Manufacturing customers. Denny Buckler will show us how purchasing executives think, where they place you in their level of importance, and how you can better succeed by implementing sales strategies with this information in mind. And what to do with all this added success? John Vrablic will demonstrate for the reps significant advantages and profit that can result from intelligent and creative cash management and tax planning, while Pat Cleary will speak with the manufacturers on the cost burden imposed by Washington on manufacturers competing in a global market.

And there's more! Our breakout sessions will bring fresh new information on solutions selling by Doug Bower, increasing income with effective rep-principal contracts by legal counsel Mitchell Kramer, Esq., and Gil La Croix will demystify the subject of increasing profit of rep agencies and manufacturers alike while processing commission and sales data electronically.

Yes, it is a big decision. Do I take the time to attend the 2007 PTRA Conference? "What's in it for me?" After considering all of the information

and networking gained at a single conference, we believe this year's conference will be an investment well worth your time. You'll gain new ideas and information, to be sure. You'll leave with key-take away action steps designed to make you more profitable, both reps and manufacturers alike. You'll have the opportunity to meet new friends and connect again with

old ones, and who knows, you might have a bit of fun at the same time.

There's a lot in it for everyone. This year at PTRA, you'll take away the information needed to continue on your own successful path to professional grade results. Plan on attending the annual PTRA Conference this year at Captiva Island.

See you there! ▲

The Manufacturers' Representative As Scrooge

by Mitchell Kramer, PTRA General Counsel

At a PTRA Board of Directors Meeting, sitting and discussing the problems of the world, the problems of reps and issues involving PTRA, the subject of hotel rooms came up. One of the board members said, "Why don't we have two hotels at each management conference — one where the conference will be held and where the members can stay if they wish and another less expensive hotel for those of us who want to economize?"

Before the discussion got very far, I beat my shoe on the table and shouted "Nyet." Now I am as frugal as the next guy, maybe even more frugal, since the next guy usually hires me as his attorney and pays my expenses.

I then told the Board of Directors, in my usual authoritarian voice, that this would not work either for the association or the members. When an association negotiates a hotel contract, it is usually done one to three years in advance of the meeting. The hotel is looking for a commitment for substantial room usage and banquet facilities. Hotels exist on minimum guarantees for a number of hotel rooms used per day and minimum dollars from the association for its functions. If the guarantees are not met, the association must make up the difference.

In exchange, the association gets a guaranteed reduced room rate committed to one to three years in advance, free meeting rooms and facilities and "comped" rooms for the president (who has certainly earned it) and for the association staff.

I know that on rare occasions one could call the hotel the day before a meeting and get a lower rate than the rate that was committed to PTRA three years earlier. I also know that in most cases that rate, the "rack rate," is higher than what the PTRA members are spending. This is a function of hotel usage at the moment that one calls. I am also aware that a member could get a lesser rate at the Motel 6 down the road. But Motel 6 does not have a banquet room, meeting rooms for seminars, and facilities for a cocktail party and closing dinner. When members sign up and stay at the hotel in which the conference is being held, they make the conference possible.

Having given this speech, the Board asked me to write this article so that the members would understand why I do not recommend that they attend a meeting by pitching a tent down the beach.

All of which brings me to the topic of the frugality of manufacturers' representatives in connection with the operations of their business. And I will write that article if some board of directors of one of the associations that I represent asks me to do it. Until then, each member of PTRA can contemplate what would be in the article he would write. ▲



PTDA Industry Summit 2006 — A Rep's Perspective

by Joel Casaubon, Canner Associates, Inc., PTR A First Vice President



Joel Casaubon

In a continuing effort to build the relationship between PTR A and PTDA, both associations regularly invite the executive director and an officer of the other association to attend their annual conference. Mary Sue Lyon, executive vice president of PTDA attended our conference in Tampa Bay earlier this year, and PTR A was invited to attend the PTDA Industry Summit in Boston this October. In an effort to keep our association's costs down, I attended since I live in the Boston area, and Doug Bower of Dow Corning attended as a PTDA member/PTR A Board Member and generously offered to pay his own expenses. (Thanks Doug for your and Dow Corning's continued support.)

This year's summit had a very good turn-out according to PTDA's directors. There were over 800 in attendance of which 160 were manufacturer companies. I was well received by Mary Sue Lyon, PTDA Executive Committee Members, manufacturers who hold dual membership in both PTDA and PTR A, and several of the local distributors who I work with on a daily basis. Beyond that, I would say there was little interest among the attendees that PTR A representatives were there.

On Saturday, manufacturer interview sessions were held where distributors could sign up for 20-minute meetings one-on-one with manufacturers of their choice. It was at this event that I visited with the 22 PTR A manufacturers in attendance and asked them to display a small sign in their booth showing their PTR A membership along with our "Code of Ethics." The idea was well received for the most part. In fact several of our members asked to keep the sign to display in other events they were planning. One of our members, however, expressed a concern that displaying PTR A membership could possibly alienate some of his distributors in attendance.

Outside of our joint PTR A/PTDA manufacturer members, there appears to be little interest on the part of PTDA members to establish a meaningful relationship with PTR A. There is, unfortunately, a lingering feeling among many of the PTDA members that reps are the enemy. The consensus opinion among our joint PTR A/PTDA members, PTR A's officers and board members, and the executive management of both associations, is that this deeply-ingrained attitude stems from the actions of only a few reps in the industry (who likely are not even PTR A members). To build the desired relationship between PTR A and PTDA is not impossible, but in my opinion it will take a concerted effort on all our parts over an extended period of time to do so.

I believe that the key to building a relationship with PTDA is for our manufacturer members to take a leadership role and to make a strong, continuing, concerted effort toward accomplishing this objective. The extent of our potential success is limited by the small number of joint manufacturer members. If we can increase the percentage of dual manufacturer members, it will make for a greater awareness at PTDA which in turn will help our overall goal of strengthening the associations' relationship.

It is my intent to move forward with new ideas and suggestions that will help PTDA members to better understand the value of good representation and to promote PTR A as a source for those good reps. We will be looking for input and support from all of our members, and we hope to provide you with some new tools and ideas that will help this effort over time.

This would seem like a monumental task, but I believe over time we can make small gains and hopefully get to a point where distribution will recognize PTR A members as an added value to the industrial sales channel. ▲

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.

Lines Available

BDH, Inc.

6975A River Road
Conestoga, PA 17516

Contact:

Barry Hershey, President
(717) 871-0994, fax (717) 871-0995
E-mail: durolink@aol.com

Terr. open: ME, NH, MA, VT, MO, MN, VA, MD, GA, FL, TX, LA, MS, TN, KY, OH, PA, NY.

Product: Link V-Belting, Extruded Urethane Round/Vee Belts.

Target markets: Distributors/OEMs (possible large users).

Krylon Products Group

101 Prospect Ave. NW
Cleveland, OH 44115
www.kpg-industrial.com

Contact:

Fred Abraham
Account Manager-PT Sales
(216) 566-3386, fax (216) 830-8322
E-mail: fjabraham@sherwin.com

Terr. open: Western Canada to include British Columbia, Alberta, Saskatchewan, Manitoba, and Thunder Bay, Ontario.

Product: Consumable products to include: Aerosol paints and chemicals, Liquid (bulk) paints and floor coatings, Lubricants, Cleaners, Degreasers, Caulks and Sealants, and Paint Applicators.

Target markets: Power Transmission Distributors.



"Lines Available" Communication To Reps

Allied Members of PTRA may announce their interest in recruiting reps through our Lines Available service. For more information and an application go to www.ptra.org

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.

Members' News

Gary Brown retired from **BC&H Company** after 44 years of service to his customers, his manufacturers and his employees. A party was held in July to celebrate his career with BC&H. His determination, enthusiasm, competitive nature and work ethic added up to a hugely successful career. As a memento for an "all-star" performance the "BC&H-1" license plate was permanently retired and presented to Brown. Under Brown's leadership BC&H became a charter member of PTRA. Brown served PTRA in several positions including president of the association. We all wish Gary and Ann health and happiness as they move on to another phase in their lives. If you wish to contact Gary Brown you may call him at (704) 661-7781.



Gary Brown



Guy Schimenz

Engineered Industrial Systems, Inc. (EIS) is pleased to announce the addition of Guy Schimenz as sales representative. Schimenz is a 25-year veteran of the power transmission industry with a background in sales and management with Nexen Group, Inc. and the Falk Corporation.

EIS (www.engindsystems.com) provides sales coverage for power transmission and motion control products in the Upper Midwest (MANA territory 17, excluding Nebraska), and Schimenz's primary area of responsibility is Iowa, South Dakota, western Wisconsin and southern Minnesota, with selected accounts in the Minneapolis/St. Paul metro area.

Schimenz holds a bachelor degree in both Business and Marketing from the University of Wisconsin, La-Crosse.

Pro-Power Associates, Inc., would like to recognize the retirement of Tony (Anthony P.) Marzucco. Marzucco held managerial positions with various power transmission companies before starting Pro-Power in 1987. His experience and dedication contributed greatly to the success of the agency.

Following Marzucco's departure Jim Carr has been designated president and Don Sutfin, vice president of Pro-Power.

Calendar Of Events

For Manufacturers

Effective Rep Sales Force Management

March 14, 2007
and June 6, 2007
Chicago

www.manaonline.org

Starting from Scratch — An Introduction to Creating an Interdependent Sales Force

June 5, 2007
Chicago

www.manaonline.org

For Representatives

CPMR Certification Program

January 7-11, 2007
Arizona State University
www.mrref.org

Starting a Rep Agency Webinar Program

See www.manaonline.org

Certified Sales Professional Program

see www.mrref.org

Evolution or Extension Part II: Which Way is Your Agency Headed?

March 14, 2007
Chicago

www.manaonline.org

For Both

Successfully Managing Conflicts in the Rep-Principal Relationship

March 15, 2007
Chicago

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.

2006-2007 Board of Directors

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