



FOCUS

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President's Perspective

by Ron Haynes, PTR A President

Should you chose to look back at prior *Focus* newsletters (they are posted on our website) you will almost always find the President's Perspective article following our annual conference, thanking all who attended and in particular the conference and committee chairpersons. For all the right reasons, I will stay with tradition and pass along my thanks for your attendance and participation, because without you and the work of a lot of dedicated people the conference would never have happened.

Based on the feedback, comments, and results of the surveys, it was another successful conference, held once again in a great venue. If you missed it, please mark your calendar (April29-May2) to attend next year's, as our goal is to raise the bar once again.

Looking ahead to the coming year there are several areas we will be addressing or already have begun to address. As an organization, I believe we have to recognize that ideas and formats come and go, and what worked yesterday or last year does not always work today, and in many cases will not work tomorrow.

Having said that, I am not advocating wholesale change, and there remains a healthy respect for the old adage, "If it ain't broke, don't fix it." This is especially true as it pertains to the five Organizational Goals we operate under.

For those unfamiliar with the goals, they are:

1. To optimize the value of the independent sales representative.
2. To optimize the value of the rep-principal relationship.



Ron Haynes

3. To safeguard the integrity of the independent representative profession within the power transmission and motion control industry.
4. To enhance the professionalism of the members.
5. To operate a stable organization.

Whether your organization is a one-person start-up agency, a first time member, a new principal, or a long-standing member, the goals fit all of us, and remain the collective strength of PTR A.

As a trade association we are in good shape. We have maintained a positive membership roll in a period where many associations have seen significant declines. Our success is the result of recognizing that membership in PTR A is a value proposition, and in order to grow as an organization we have to continually deliver and create tangible values for our members.

Moving forward I would like to thank all of you ahead of time for your support and participation, along with actively soliciting your input and feedback. If there is anything I or the Board of Directors can do in regard to PTR A, please do not hesitate to call or email me. And who knows, by the end of the year I maybe texting!

Wishing you all continued business and personal success in the coming year. ▲

PTRA 2007-2008: A Year In Review

by Joel Casaubon, Immediate Past President



Joel Casaubon

The time has come when I must sit and reflect on the year that has passed and try to determine if I made an impact on business for PTRA. I will say that it has been a good year and I have thoroughly enjoyed my time at the helm. Thinking back it makes me wish I had started this venture at an earlier age so that I would have more time to reap some of the benefits that I feel will be a direct result of my time on the Executive Committee.

The first order of business was the revisions that we undertook on the Strategic Operating Plan. This is a living document that was created by a group of forward-thinking members a number of years ago. It is a blueprint of how we feel the Association should be run. It outlines philosophy and it puts into place a detailed document that provides us with a direction to follow for maintaining and expanding the Association. With all the changes that have taken place in our businesses, it was time to revisit this plan and make sure that we are keeping it up to date. I would encourage you all to take a moment to read the Strategic Plan and by all means,

if you have questions, concerns, or feedback, we would love to hear about it. This is your roadmap to the future and we appreciate your input.

There was one additional committee that we formed this year. We call it the Strategic Operating Committee, and we have tasked this new committee with coming up with and implementing new ideas for additional revenue streams for PTRA. Looking back, there are currently only two sources for Association revenues, member dues and the conference, and although these two sources have served us well, we would like the ability to expand our member benefits, but to do so usually takes money. In today's day and age, we feel that a group of creative minds should be able to come up with some ideas that we could use to help grow the Association's bottom line and in turn add to the benefits that we offer to members. I would encourage any of you who are not involved to look into this new committee, and check out the other committees as well. Committee work is a great way to get "a little" involved, and to learn more about how the Association functions without really committing a lot of your valuable time. The toughest part of working on a committee is actually getting up for those early morning meetings at the conference, especially if you are one who comes to conference to get away from work. Anyway, I would offer that this is how I got my feet wet and indeed I have found it to be a very rewarding experience that I wouldn't trade for anything.

In closing I would like to say that it has been a bit of a ride serving the Association for the last eight years. I have seen good times and I have seen bad times. I have seen what was done right and what was done wrong. Most important, I have learned that this group of people are some of the best business people that I have ever been associated with and that I in turn strive to be like. ▲



First-timer conference attendees gather at the First-Timers Reception.

Special Recognition For An Outstanding Job

by Walt Brooks, PTRA Membership Committee Chairman

Every fall at membership-renewal time a few of our members fail to send in their next-year dues. This can happen for a variety of reasons – the invoice gets misplaced, two people in the office think the other person sent in the renewal, money is a little tight so payment is delayed a few weeks, or one just simply forgets. Sometimes there are mergers so two memberships become one; sometimes there are retirements; and, rarely, business failures. And then sometimes a member feels they have not received sufficient value for their dues to continue their membership in PTRA (those members usually have not attended an annual conference).

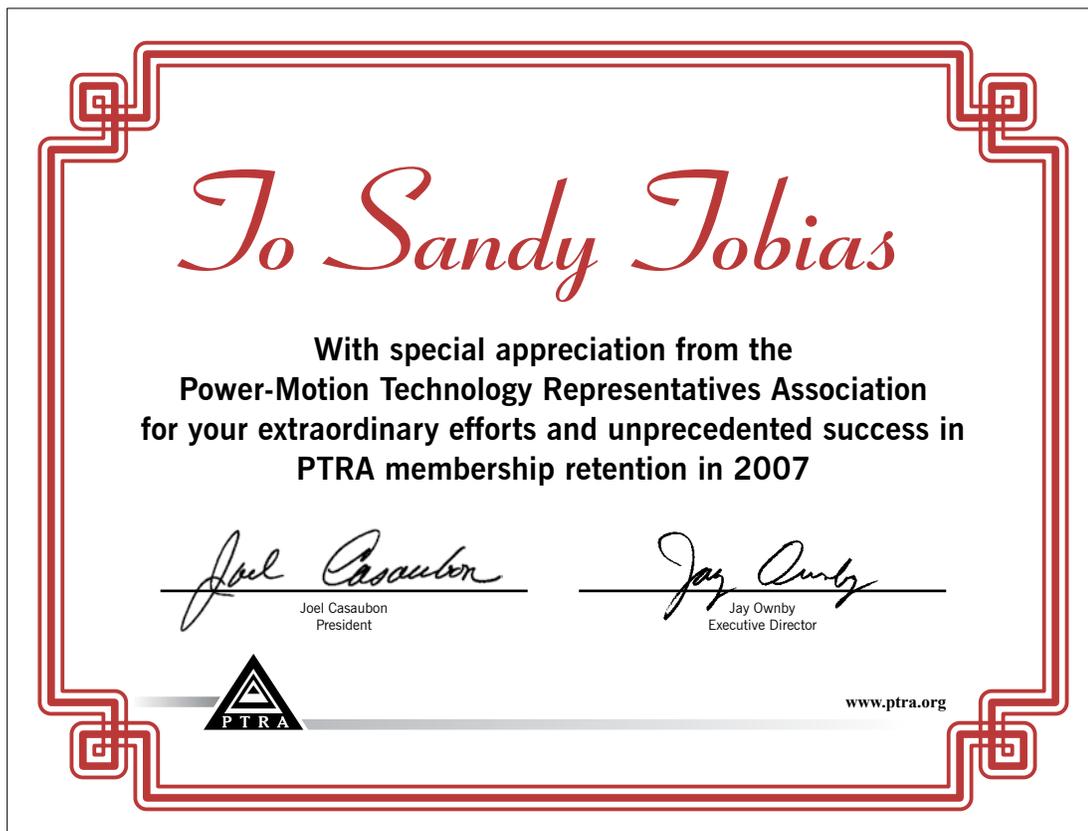
One of the major responsibilities of the PTRA Membership Committee is to contact those members who fail to renew their membership to find out why. Those members who misplaced the dues invoice or just forgot appreciate the reminder. For those members who feel they haven't gotten full value for their membership, we can learn where we fell short as an association and improve our value to our current and future members.

As you might imagine, this can be a time-consuming and somewhat frustrating process, since few of our members are sitting in their office waiting to receive calls from fellow members about their PTRA membership. This past year however, one of our members took it upon herself to tackle this responsibility and to make a difference. Sandy Tobias, Principal Co-Chairman of the Membership Committee, called every representative and principal member that had failed to renew their PTRA membership in a timely fashion, a total of 30 members. As a result of her efforts, nine of those members, a full 30 percent, renewed their PTRA membership!

With great appreciation from PTRA for this outstanding effort, Sandy was presented with the plaque shown below at the 2008 conference. ▲



Sandy Tobias



Welcome New PTRA Members

Principal Members:

Wally Budzielek
AMI Bearings, Inc.
Mount Prospect, IL
847-759-0620

Robert Bennett
Custom Machine & Tool Co., Inc.
Weymouth, MA
781-331-7770

Robert Diez
Dorris Co., SGC Company
Fraser, MI
586-293-5260

Raymond Sierakowski
Electric Enterprise, Inc.
Stratford, CT
800-243-6944

Jay Frasor
FYH Bearing Units USA, Inc.
Wauconda, IL
847-487-9111

John De Fabis
Flexon USA, LLC
Indianapolis, IN
317-821-3539

Howard Schwerdlin
Magnetic Technologies, LTD.
Oxford, MA
508-987-3303

Greg Boyer
Moog Components Group
Blacksburg, VA
540-552-3011

Mark Yerrick
Revolvo Incorporated
New Berlin, WI
877-738-6580

Kathy Johnson
US Drives, Inc.
Niagara Falls, NY
716-731-1606

Richard McKelvey
WPT Power Transmission, Inc.
Wichita Falls, TX
940-761-1971

Representative Members:

Glenn Robertson
Applied Mechatronics
Fairfield, CA
707-372-3059

Dan Arnet
Arnet Clean Power, LLC
Mesa, AZ
480-396-9274

Tom Bares
Bares Industrial Sales, Inc.
West Allis, WI
414-475-9200

Jeff Buckley
The Buckley Group
East Syracuse, NY
315-247-0046

Tony Harris
Controlled Motion
Charlotte, NC
704-545-0569

Mike Jack
Electro Technology Products
Atlanta, GA
404-262-1522

William A. Carroll (Bill)
Empower Sales
Palm Desert, CA
760-485-1051

Roberto Prucha
EPT Industries, Inc.
Toronto, ON, Canada
905-264-3500

Greg Norris
Ganco Industrial, Inc.
Grand Rapids MI
616-249-8430

Devin Ware
Ware Industrial Sales, LLC
Charlotte, NC
704-525-0489



Dues Increase

by Ron Haynes, PTRA President

The rising cost of doing business is something we all share in common, and as a trade association PTRA is no different. When you receive your membership renewal later this year, you will notice a slight increase in dues.

Unlike the federal government, we are tasked annually to operate with a balanced budget. In order for PTRA to remain in compliance and offset the rising operational costs facing the organization, the Board of Directors has approved an increase in Representative Member annual dues from \$350 to \$375, and a corresponding increase in prorated Principal Member dues.

Beyond just maintaining the status quo, the increase in dues allows us to maintain the momentum behind our aggressive and successful membership campaign, continue to provide and expand the professional services available to PTRA members, and maintain a level of high visibility within the power transmission and motion control industry.

Although everything comes with a price, we remain committed to our belief that membership in PTRA is an investment with a positive ROI that far outweighs the actual cost of membership.

PTRA Membership At An All-Time High

by Walt Brooks, PTRA Membership Committee Chairman

MANA's Director of Membership, Jerry Leth, reports that membership is on the decline in representative trade associations like PTRA — almost all of them. Over the past few years a few have even ceased to exist.

PTRA membership on the other hand has varied from month to month, but has peaked each year at exactly 221 members since MANA became our Association Manager three years ago. Compared to our compatriots in other industries our association stands out as providing value to our current members and recognized value to prospective new members.

No one knows the value of PTRA membership better than we who are already members. But in the everyday battles of conducting our company's business it isn't easy to find the time to explain the benefits of PTRA membership to other reps and principals in the power transmission and motion control industry.

So in January of this year we created an incentive program for our members to bring new members into the fold. We offered a year of free membership to any rep member who

sponsored a new PTRA member and that new member attended the 2008 conference in Monterey in April. In that three-month period we signed up 13 new members, and 12 of them attended the conference.

Seven of these new members came in without a sponsor, but six of them were indeed sponsored by current members. As a result of this program, and the outstanding job done by our Membership Committee Co-Chairman Sandy Tobias in following up with non-renewing members last fall, our membership grew 20% from a low of 189 in October 2007 to 206 at conference time in April 2008. The new high of 206 is only 2% over our previous annual highs of 221, but under the circumstances that's a number to be proud of.

Our incentive program to reward our members for bringing in new members worked so well that we're going to continue it this year. It's very simple — pay attention!

Sponsor a new member between now and next year's conference in Tucson, and if that new member attends the conference, your next year's rep dues will be free. ▲



Walt Brooks

Here are the winners of one year of free dues and the new members they sponsored:

Bill Carroll
Empower Sales
Sponsor: Richard Fritts
K.B. Electronics

John DeFabis
Flexon USA
Sponsor: Steve O'Brien
Advantage Sales Network

Greg Norris
Ganco Industrial
Sponsor: Walt Brooks
W.C. Brooks Company

Richard McKelvey
WPT Power Transmission
Sponsor: John Slawinski
J.S. Inc.

Glenn Robertson
Applied Mechatronics
Sponsor: Michael McVeigh
Bishop-Wisecarver

Tom Bares
Bares Industrial Sales
Sponsor: Pat Donnelly
J.F. Gleeson & Associates



The new Board of Directors is sworn in at the PTRA conference.

Lynn Mattis Scholarship Awards: Who Won?

by Bobby Epperson, PTRA Education Committee Chairman



Bobby Epperson

Two Lynn Mattis Scholarship Awards are traditionally presented at the closing banquet at PTRA annual conferences. This year was no exception; the awards – one for a Principal Member firm and one for a Representative Member firm – were announced at the closing banquet at the Monterey Bay Aquarium the evening of the last day of our 2008 conference in April. This year however it turned out that both of the recipients had to leave the conference early and were not present to accept their awards.

Amid the exhilaration of the surroundings, the farewell speeches, acceptance speeches, and other awards, the names of the absent recipients were unfortunately not recorded. Therefore the question: Who Won? Do you remember either of the names of the recipients? If you do, would you please forward that information to Jay Ownby at PTRA headquarters, jay@ptra.org?

Your assistance will be greatly appreciated by the currently-unknown recipients. ▲

Member News

Kelly Perkins purchased L.J. Anderson and Associates from Les Anderson and changed the name to **Perkins Power-Motion Products**. Perkins states that this was a smooth transition for a few reasons: “Les has helped mentor me over the years to prepare for this move. Although you never know all that is required when you buy and then own a business, the CPMR classes helped give me the confidence and knowledge that I needed to ask the right questions and hire the right people. I am excited about this new opportunity and look forward to being an active participant in PTRA.”

QA1 Precision Products has hired JMC to represent QA1 products for the states of Minnesota, Illinois, Wisconsin, North Dakota, South Dakota and Iowa.

QA1 is a global provider of rod end and spherical bearings, custom linkages and assemblies and related products. We manufacturer performance shock absorbers to the automotive, turf care, motor sports and industrial markets.

The PTRA conference's closing banquet was held at the world-renowned Monterey Aquarium.



Lines Available

Custom Machine & Tool Co., Inc.

22 Station Street
E.Weymouth, MA 02189
www.cmtco.com

CONTACT

Jim Sweeney
(781) 331-7770, fax (781) 335-6784, e-mail: jsweeney@cmtco.com

TERRITORIES OPEN

All North America

PRODUCT DESCRIPTION

Timing pulley stock, Made to order timing pulleys, Engineered hub-to-shaft connection systems.

TARGET MARKETS

OEMs in Semiconductor manufacturing robotics; Medical clinical instrumentation; Laboratory automation systems; Mail handling and automation machinery and systems; Linear actuators; X-Y positioning stages and gantries.

Electric Enterprise, Inc.

1410 Stratford Ave.
Stratford, CT 06615
www.electricenterprise.com

CONTACT

Ray Sierakowski, President
1-800-243-6944, fax (203) 378-7311, e-mail: eeic@1msn.com

TERRITORIES OPEN

All

PRODUCT DESCRIPTION

Servo-motor repair, industrial electronic repair

TARGET MARKETS

All manufacturers

U.S. Drives, Inc.

P.O. Box 281, 2221 Niagara Falls Blvd.
Niagara Falls, NY 14304
www.usdrivesinc.com

CONTACT

Kathy Johnson, Inside Sales
(716) 731-1606, fax (716) 731-1524, e-mail: sales@usdrivesinc.com

TERRITORIES OPEN

ND, SD, E. WY, CO, NM, IA, AR, LA, S. IL, IN, KY, OH, WV, SC NC, VA, PA, NY

PRODUCT DESCRIPTION

AC drives

TARGET MARKETS

All industrial

“Lines Available” Communication To Reps

Principal 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

Member Benefit

Online Locator

The Online Locator is a searchable database of all PTRA members on the PTRA website, www.ptra.org.

- Principals can search for Reps by company name, by last name or by MANA Territory.
- Representatives can search for Principal Members by company name or by last name.
- Principals can send an email to all the reps in a MANA territory with one click.

Members should check their own listing in the Online Locator from time to time to insure the information presented there is accurate and up to date. **To update your information just call Sandi Van De Vere at PTRA headquarters, (888) 817-7872, or email her at sandi@ptra.org.** Sandi will update your member information at headquarters and forward your changes to our Webmaster, Donna Frenndt, to update your Online Locator listing.

Calendar Of Events

CSP Certification Programs

September 9-12, 2008
Hartford, Connecticut

September 30-
October 3, 2008
Chicago, Illinois

October 21-24, 2008
Los Angeles, California

—

CPMR Certification Program

January 10-15, 2009
Arizona State University
Tempe, Arizona

—

PTRA Annual Conference

April 29-May 2, 2009
Tucson, Arizona

—

MANAfest Conference

June 1-3, 2009
Las Vegas, Nevada

PTRA Code Of Ethics

The position of Manufacturers' Representative is unique in that the Representative is the liaison between the distributor, the original equipment manufacturer, the consumer, and the company represented.

As a power transmission/motion control advisor, the Representative upholds a high professional responsibility to the distributor and the original equipment manufacturer, and at the same time occupies a position of trust and loyalty to the company represented. Only by observing the highest ethical balance can the Representative avoid conflict between these responsibilities.

As a Manufacturers' Representative, it is my responsibility to:

- Hold my business in high esteem and strive to maintain its prestige.
- Keep the needs of my distributors at the forefront.
- Respect my distributors' confidence and hold in trust personal information.
- 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 their application, if known, while strictly adhering to the highest standards of business and professional conduct concerning these recommendations.
- Present accurately, honestly and completely every fact essential to my distributors' and customers' final decisions.
- Perfect my skills and add to my knowledge through continuous thought and study.
- Conduct my business on such a high plane that others emulating my example may help raise the standards of my profession.
- Keep myself informed with respect to my manufacturers' policies, rules and regulations, and to observe them in both letter and spirit.
- Respect the prerogatives of and cooperate with all others whose services are constructively related to mine in meeting the needs of my distributors and customers.

2008-2009 Board of Directors

Officers

Ron Haynes, CPMR
President
ronhaynes@robcoinc.com

Jay Holder, CPMR
First Vice President
jay@noholder.com

Don Elfstrom, CPMR
Second Vice President
donelf@kaceyinc.com

Mike Richie, CPMR
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