



FOCUS

A publication of the Power-Motion Technology Representatives Association (PTR A)

June 2009
Volume 8, Issue 1

President's Perspective

by Jay Holder, PTR A President

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Jay Holder

There is no doubt that the past six to eight months have been a difficult time for many reasons, but for those of us who were able to attend the 2009 PTR A Annual Conference in Tucson, Arizona the conference program was one of the best in recent years and

well worth the investment. While attending a principal's sales meeting last week I had the opportunity to talk with a number of our members, and their feedback regarding the conference was very positive. One long-time PTR A member told me he had no expectations going into the conference but that he got more out of this year's program than any other he could remember. It takes many months to put together a conference program, and no one I know has a crystal ball, but this year's program was a perfect fit for the current business climate. If you missed the conference the presentations are now on the PTR A website available for download.

While our conference attendance fell a little short of our goal we still had a good turnout with 168 people in attendance, and I firmly believe the turnout was the result of the great program put together by our Confer-

ence Committee headed up by Chairman Jerry Rhodes, Co-Chairman John D'Amico, and 2009 PTR A President Ron Haynes.

One the biggest benefits of membership in PTR A is our annual conference, and our job is to give you real value while maintaining our fiscal responsibilities. Based on member feedback, PTR A made the commitment to continually improve on our conference and the biggest bang for our buck is in the "speakers budget." Since PTR A is in a strong financial position the Board of Directors agreed to increase the "speakers budget" and the return on our money was worth it. Doug Landgraf and his Conference Committee are already hard at work on next year's conference and our goal is to improve on the success of this year's conference. The 2010 PTR A Conference will be April 11-14 at the Mills House Hotel in the Historic District of Charleston, South Carolina.

In today's economy many trade associations similar to PTR A are seeing dwindling membership numbers. PTR A is very fortunate in that our membership has continued to stay strong. Having a strong membership and a very large volunteer base that runs the organization has allowed PTR A to move forward. If you would like to get involved

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The Power-Motion Technology Representatives Association (PTR A) is an association of manufacturers and independent manufacturers' representatives dedicated to promoting the sales representation function within the power transmission and motion control industries. PTR A strives to offer all members opportunities for education, information exchange, networking with other manufacturers and representatives, plus an array of quality services designed to improve career performance and professional stature.

Parting Shots.....

by Ron Haynes, PTRA Immediate Past President



Ron Haynes

Don't let anyone tell you differently, the hardest part of being on the Board of Directors of PTRA is not the time allocation, but occurs when you are tasked (not to be confused with asked) to write the President's Perspective, or various other articles for our *Focus* newsletter.

If there ever was a poster child for "Writer's Block" it would be yours truly. So it is with a great amount of relief that I am concluding my journalistic obligations and staring down at my last piece of blank paper.

As a means of breaking the block, would like to take a look back, as a means of looking forward, and provide a brief overview as to how we plan some of our organizational goals.

I would suspect most of us, and to some degree PTRA, utilize what can be called a "rear view mirror" approach to planning. We examine what we are good at, where we have been successful, identify what's worked in the past, and then plan on doing more of the same in the future. It's really

not a bad way of planning if you are willing to accept the status quo.

In the case of PTRA, it serves simply as a benchmark, as we continue to recognize that the future can and should be better than the past and the unknown can be as good if not better than the known. Whether or not you subscribe to this theory is unimportant. What is important is that you stay engaged with PTRA, as it is your active involvement and participation that provides us with the future focus of our organization.

Looking ahead to the coming year I am confident that President Jay Holder and the incoming Board of Directors will provide us with a long-term vision that will address our future organizational needs while not losing sight of the need to continually raise the bar.

Finally, I would be remiss in not thanking all of you for the support and guidance you have provided over the past year, as you continue to confirm the fact that the best part about PTRA is its members. ▲

President's Perspective

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please contact any of the committee chairmen or me. There is a leadership chart with committee responsibilities posted on www.PTRA.org. Things change so fast that the old theory of a "five year plan" is not flexible enough; the Executive Committee has made the commitment to continue to work on the "Strategic Plan" of PTRA in order to keep us stable and offer the value that our membership is looking for.

Nobody knows for sure, but based on the information we heard from Alan Beaulieu in Tucson hopefully we will see things improve in the fourth quarter of this year and continue into 2010. If your business is anything like ours we are as busy as we have been in years even though the new order rate doesn't

necessarily reflect the activity level (yet). The good news is that customers are working on projects, but yet have the time to look at new opportunities. There are also many new opportunities available in our respective territories because of the business climate; by staying active in your association and networking with fellow members you can take advantage of these situations and be better positioned when the economy turns the corner.

The coming year is going to be a challenging year for all of us. I want to thank everyone for your support and continued participation in PTRA. Please feel free to give me a call or e-mail if you have any questions or if I can help with anything in regard to PTRA. ▲

PTRA Conference Previews Economic Upturn

by Jack Foster, Editor, *Agency Sales magazine*

There's an economic recovery on the horizon and reps should consider how to change their business models if they are truly going to be able to take advantage of the turn-around.

That was just part of the positive message delivered to attendees at PTRAs 37th Annual Conference in Tucson, Arizona, this year.

Providing some much-anticipated news on the economic front was Alan Beaulieu of the Institute for Trend Research, Concord, New Hampshire. At the outset of his presentation, Beaulieu was quick to warn that "I might be a little depressing for you at the beginning because there are still some hard times in front of us. However, there is reason to look forward. Remember, we are still going through a recession and it's been painful for many of us. Our industrial production has moved to its lowest growth rate since 1947 and this will go down in history books as the 'Great Recession'. There's no reason for us to be happy about that."

As to when the recession will end, he explained we have to consider the fact that "As we look at trends, we've had a recession about every 10 years — this always happens. There are two reasons for that: first, it's normal; and second, given time capitalism will correct the situation."

Citing the value of examining trends, the economist noted that "A lot of people in business today are new to industry and they've only experienced prolonged periods of amazing prosperity. If we use trend figures, we shouldn't have been surprised by this recession. Likewise, our recovery is predictable. It's when rates of industrial production begin to change and improve that we'll know we're recovering. Having said that, there will be no recovery in the middle of this year as some have predicted; rather it will begin at the end of this year and we'll really see it in 2010."

He continued that part of the problem this time is that "The recession is worse than

we thought it was going to be. Added to that is that our government hasn't properly responded to the crisis."

Now for the Good News

When it came to offering his audience some really good news, he emphasized that:

- Thankfully, the elections are over.
- Oil prices shouldn't present a problem for us for at least the next 18 months.
- We'll see the employment situation improving in 2010.
- "Interest rates are probably as low as you'll ever see them in your lifetime."

He added, however, that "debt levels in this country remain a matter of concern. Our current debt level is \$11.3 trillion, making us the 17th highest debtor nation in world as a percentage of Gross Domestic Product (GDP). And that's a problem.

In general terms, Beaulieu maintained that for the short term, we're going to be going through a period of time that Thomas Jefferson would not approve of. To make



Jack Foster



Jay Ownby (Executive Director), left, and Alan Beaulieu (Keynote Speaker) discuss the long-term impact of the economy on the rep profession.

that point he quoted Jefferson: “I sincerely believe that banking establishments are more dangerous than standing armies and the principal of spending money to be paid by posterity under the name of funding is but swindling futurity on a large scale.”

As we move forward and hopefully through the other end of the recession, Beaulieu urged reps to pay close attention to a number of economic indicators including:

- Business-to-business activity
- The imbalance between orders and inventory
- Corporate bond prices
- The purchasing managers’ index which leads the economy by about a year — “We already have an indication of good things ahead with that index.”
- Rate of change of stock prices
- Industrial production
- Retail sales
- Housing starts — “When that changes, six months from there we’re in recovery.”

Embracing Change

In terms of positive steps that independent manufacturers’ representatives can take when we’re in recovery, he said “Each of us must be willing to accept change and determine how we’re going to change to adapt to a new environment. There’s always something we can do. Look for opportunities. Look for companies that are dying and that you can take over. As a rep, continue to point out to principals and customers the competitive advantages of working with you. Find new ways to position yourself because we can’t go back to the way we used to conduct business. Rethink the sales process because it’s simply not the same as it used to be.

“Companies that change and are able to define that change are the ones that will be truly successful in the future. It’s those companies that will be taking business from others. We can no longer rest on our past performance. Practice inspiring leadership with your employees. We need an inspired and energized work force. Remember, you’ll beat the competition in 2010 as a result of the goals you set for yourself in 2009. We

make our own future and we can’t depend on the largesse of the government.”

In conclusion to support his last point the economist quoted Montesquieu, the great French political philosopher of the Enlightenment, who said: “It is always the adventurers who do great things, not the sovereigns of great empires.” He urged his listeners to act as adventurers.

It’s All About Positioning

If Beaulieu let his audience bask in the light of some positive economic news, MANA President Bryan Shirley emphasized that the best way to position yourself to take advantage of the inevitable turnaround is to enthusiastically embrace change.

According to Shirley, “It’s not so much that we are afraid of change or so in love with our old ways, it’s more that change makes us uncomfortable.”

He continued, “Today, more than ever, we have to push ourselves and our salesmen beyond our comfort zones.” He recalled that “some of my greatest successes as a rep occurred when I operated outside of my comfort zone. If you’re calling on the same old people and selling them the same old products, that’s got to stop. To stop, you’ve got to change, but keep in mind that change almost never fails because it comes too early, it almost always fails because it comes too late.”

Inevitably, today’s rep faces a number of challenges as he contemplates the need for him and his agency to embrace change. According to feedback he’s received as he speaks with reps across the country, Shirley maintains high on the list of challenges for reps to overcome are the following:

- First and foremost is the economy.
- Locating new manufacturers to represent.
- Getting face-to-face selling time with customer decision makers.
- Pioneering new lines.
- The increased cost of rep firm operations (e.g., expenses, including health care and travel & entertainment).
- The increased demands and expectations of principals.



Top: Bryan Shirley, MANA President, talks on the possibilities change.

Right: Jay Holder, incoming president, presents a ceremonial gavel to Ron Haynes, outgoing president.

Below: PTRA conference attendees listen as Nicki Weiss of SalesWise gives a presentation on the "Five Worst Mistakes Salespeople Make."



- Decreased commission rates.
- Offshore sourcing and/or customers moving their operations out of the territory or offshore.
- Mergers and acquisitions among customers and principals.
- The pressing need for written agreements (contracts) with principals.

According to Shirley, these challenges weigh heavily on the rep as he considers how to meet them. “How do we address these challenges?” he asked. “You do it through your ability to meet expectations, communications, and your ability to establish a relationship of respect and trust with customers and principals.”

With an emphasis on the need to communicate, Shirley discussed the importance of technology in today’s business world. “When it comes to technology,” he said, “I’ve got two words for you: ‘Do it!’ In addition to being communications’ experts, your principals and customers expect you to become technology experts. Your technology tools and systems have to be great.”

Finally, Shirley provided his list of “My things” that can serve as a rep’s guide to success:

- Make sure you have a mission and a vision and communicate them to others.
- Engage in “for-real” planning and “for-real” follow up with customers and principals.
- You’re communications experts — make sure your technology tools are up to date.
- Ensure that your operations’ systems are top of the line enabling you to accurately track orders and commissions.
- Practice great sales management — “How hard is it to motivate yourself today? It’s even more difficult to motivate your salespeople. Do it.”
- Professionally market and brand your agency.
- “And finally, remember to have fun. We all take ourselves too seriously. Let’s make sure that we have productive fun.”

Breakout Sessions

The PTRA Conference wasn’t all just Alan Beaulieu and Bryan Shirley. A full slate of presentations and breakout sessions complemented what those speakers provided. Among the other presentations were:

- “During tough economic times, the worst thing that a rep can do is to do nothing.” That was the admonition of Jerry Leth, MANA’s director of membership, as he urged PTRA members to consider a variety of growth strategies for their agencies.

Among the steps Leth covered were:

“Be sure you have mission and vision statements for your agency. At the same time it’s important to get together on a regular basis with principals in order to create mutual action plans. When you do that, your principals will consider you as a partner in their business.”

Regularly evaluate principals and conduct line profitability analysis.

When it comes to dealing with principals always negotiate with them. Don’t just sign the contract they offer.

Market your firm and its services to principals.

- Among the many points emphasized by Michael McNamara, Ph.D., McNamara Financial Services, Inc., during one of his breakout sessions was the following: “As you consider your retirement needs remember this very simple concept — check your sources of guaranteed income. Pay your taxes on that and from whatever is left look at your living expenses. If your expenses are less than your income, you’re golden. If there’s a deficit, however, then you’ve got to go to your ‘pot.’”
- Mike Norton, AxiomOne, emphasized the need for reps to establish performance milestones as they evaluate new hires. “It’s important to create benchmarks on performance so you can make early decisions on whether or not to stay with a hire. For instance, determine what has to happen by 30, 60, 180 days and a year. At those benchmarks you should take a look at whether the individual has devel-

oped working relationships with principals and customers, has a knowledge of the products and services, can properly develop and execute an action plan, etc.”

- In “The Secrets of Creating a Team of Sales Superstars,” Nicki Weiss, SalesWise, urged her audience to embrace a coaching mindset with their sales staffs. “Coaching lies at the heart of management, not at the edges. Coaching is everything you do to produce extraordinary results in your business with colleagues amid change, complexity and competition.”
- After providing a detailed profile of his company, Wayne Law, Motion Industries, Inc., Birmingham, Alabama, said that two critical roles reps can fill are to:

- “Develop trusting relationships with us.”
- “Bring ideas and orders to the branch. You’ll never find a more appreciative and loyal group than when you bring them an order.”
- Eric Nystrom, Nucor Steel, Charlotte, North Carolina, provided attendees with an in-depth look at the steel market. A good deal of the information he provided touched on the economy and he noted that the U.S. consumption of steel mill product continues to decline. In general, he offered positive news as he noted “As a nation, we’re still consuming cars and trucks. Our fleets are aging, however, and that is creating demand for some future time.” ▲



Conference attendees network.



Does Your Customer Trust You?

The Acid Test of Selling for Manufacturers' Reps

by Nicki Weiss, SalesWise



Nicki Weiss

Here's a question that might puzzle some of you. Have you ever told a really good customer of yours that he or she should contact one of your competitors? I ask because the topic of this discussion is customer trust, and this is the best question I know to assess whether your customers can trust you to have their best interests at heart.

It is not just a philosophical question. Gaining your customers' trust is the strongest predictor of your sales success, and the most successful route to being trusted is to show that you truly want to help in whatever way you can.

The Acid Test of Trust in Selling

If you have never recommended a competitor to a good customer, then either your product is always better than the competition in every situation (puh-leeze), or — far more likely — you always shade your answers to suit your own advantage.

Which says you always put your interests ahead of your customers'. Which says, frankly, you can't be trusted. However, there are also some conditions under which a "yes" doesn't work as a trust indicator, either:

- a. The customer was trivially important to you
- b. You were going to lose the customer anyway
- c. You don't have a viable service offering in the category your customer needed
- d. You figured the competitor's offering was terrible and you'd give them a black eye by recommending them.

The only fair "yes" answer is one in which you honestly felt that an important customer would be better served by going with a competitor's offering.

If that describes what you did, and it is a fair reflection of how you think about customer relationships in general, then I suspect your customers trust you.

A True Story

My colleague Joanne and I work with an ideal rep firm team. For the past two years, the members of this group have committed themselves to becoming the best team possible. Their efforts are working, and company executives have noticed their power.

The executive team, however, behaves dysfunctionally with each other and this behaviour cascades into the organization. Over the years they've tried to address it, and have been dissatisfied and/or fired every outside consultant they hire. In particular, the executive team (comprised of one brave woman and seven men) can't seem to accept women consultants. In my humble opinion, Joanne and I would be a good choice for this team. And, given their preferences, we recommended other coaches to work with this organization.

At some level, this is risky. The coaches we recommended are at the top of their game and stand to benefit from other work that may arise from the engagement (work that Joanne and I could do). Yet, I believe that our 'competitors' will do an excellent job. They trust us to do right by them and by their company.

Our ideal team thanked us for the recommendation, introduced us to other teams in the organization, and continue to confide in us.

Another story

A rep firm I work with sells electronic components to, among other customers, the U.S. military.

The rep on this account has been trying to help one of the military buyers streamline a particular process, recommending ideas, products and trials. The rep feels that he has figured out a good solution, but it is outside of his customer's price range. So, he sent in numerous competitors to see if they can help.

The upshot? As the military buyer continues to modify his design, he calls this trustwor-

thy rep back. He appreciates that the rep's competitors have helped him get closer to a workable design, and has now decided to expand his budget to include the rep's more expensive components.

We All Know Trust When We Experience It

And many of us have a spidey-sense for untrustworthiness. If we, as salespeople, are perceived by our customers as being "in it for ourselves" to make a profit on every transaction, then trust dies, even if we deliver on all other fronts.

Do customers trust someone who's never willing to invest in the longer term, never

willing to compromise, never willing to gracefully defer in the interest of what is best for the customer?

Passing the acid test suggests you know how to focus on relationships, not transactions; medium and long-term time frames, not just short-term; and collaborative, not competitive, work patterns.

Paradoxically, in the long-run, self-focused behavior is less successful than is customer-helpful behavior. Collaboration beats competition. Trust beats suspicion. Profits flow most not to those who crave them, but to those who accept them gracefully as an outcome of customer service. ▲

Welcome New PTRA Members

Principal Members:

John Cross
ASI TECHNOLOGIES, INC.
Montgomeryville, PA
215-661-1002

Todd Lucich
BISON GEAR & ENGINEERING CORP.
Saint Charles, IL
630-443-5820

Bruce Newmiller
BRAD FOOTE GEAR WORKS
Cicero, IL
708-298-1100

Steve Rubis
CONVEYORS, INC.
Mansfield, TX
817-473-4645

Ron Mistak
NELSON ENGINEERING, INC.
Garden Grove, CA
714-893-7999

Doug Hampton
ORTHMAN CONVEYING SYSTEMS
Lexington, NE
308-324-4654

Jay Mistry
POWER EFFICIENCY CORPORATION
Las Vegas, NV
702-697-0377

Fred Crider
VACON
Chambersburg, PA
877-822-6606

Representative Members:
George Campeau
GM INDUSTRIAL COMPANY
Oxnard, CA
805-382-9900

Amorette Gent
GENT COMPONENTS
Edmonds, WA
425-775-3504

Phillip A. Landman
INDUSTRIAL CONTROL RESOURCES
Florence, KY
859-384-6033

Nicholas J. Larocca
METRO-TECH, INC.
Bergenfield, NJ
201-385-7283

Paul Morphis
PMI - Paul Morphis, Inc.
Franklin, TN
615-390-4662

Jeff Powell
PRECISE MOTION CORPORATION
Gilberts, IL
847-608-8211

David Wilhelm
REP TECH CONTROLS, INC.
Norman, OK
405-447-8113

Jim Arnick
ROCKY MOUNTAIN COMPONENTS
Castle Rock, CO
303-688-6993

Terrence G. Bond
TGB INDUSTRIAL SALES, INC.
Douglassville, PA
610-385-4352

The Manufacturers' Rep Business as a "Green Business"

by Mike Jandeczek, American Industrial Solutions

You hear it everywhere these days: "Going Green" is all the rage in this age of global warming and skyrocketing energy costs. Businesses are doing their best to convince customers that they are the *green alternative*, and many customers have begun to look for "Green" providers to meet their needs. Most people do not realize that the manufacturers' representative business was a "Green" business before "Going Green" was cool.

If you consider the business model, a multi-line manufacturers' representative not only provides his principals with excellent, variable-cost professional sales services, he also helps to minimize the carbon footprint of the sales function.

Using my rep firm as an example, we currently represent eight manufacturers, covering four states. A direct sales business model would demand eight *different* salespeople at a minimum, and each of these salespeople would have their *own* car and office.

Through the synergistic sales model of a manufacturers' representative, seven of those cars would be eliminated, along with the resources consumed and the associated carbon footprint generated by each salesperson.

The green business model of the manufacturers' representative does not end with the carbon reduction of eliminating cars and mileage. Many reps work from a home office, eliminating an additional facility with its HVAC and electrical loading, further reducing the carbon footprint.

Another area where a manufacturers' rep firm can positively impact the environment is through the choices made by the management. My firm, for example, recycles every possible byproduct, from used electronics to office paper products and packaging. In addition, we can choose more energy-efficient cars, better office lighting, recycled paper, and fewer disposable products — all without having to form a committee to make it happen.

The very nature of a manufacturers' rep firm is a green business model. We can further improve our impact on the environment through the choices we make in our daily endeavors of running our already green businesses. ▲

"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 News

Effective Jan 1, 2009 **Pac West** expanded its territory to include all of CA, NV and AZ. We are excited to announce that Andy Alston joined the firm as a partner to cover Southern CA, AZ and Las Vegas. Alston brings over 14 years of experience as a rep in the PT industry.

Lines Available

ASI Technologies, Inc.

209 Progress Drive
Montgomeryville, PA 18936
www.asidrives.com

CONTACT

Bob Banion, VP Sales and Marketing
(215) 661-1002 x24, fax (215) 661-1009
e-mail: RBanion@asidrives.com

TERRITORIES OPEN

Unique opportunities available throughout the U.S.

PRODUCT DESCRIPTION

Custom gearboxes and motor-gearbox drive systems.

TARGET MARKETS

Mobility, material handling, floor care.

Custom Machine & Tool Co., Inc.

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

CONTACT

Bob Banion, VP Sales and Marketing
(781) 331-7770, fax (781) 3356784
e-mail: jsweeney@cmtco.com

TERRITORIES OPEN

Select territories in 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.

PTRA Conference Scorecard



If you didn't attend the PTRA conference in Tucson last month, and if you have talked to anyone who did, you probably got an earful about what you missed. The conference was by far the best in years, and there is no way to adequately describe the value those who attended received from the sessions. However, if you have heard about one or more sessions that sounded particularly interesting to you, you can at least take a look at the speaker's PowerPoint presentation or handout. Go to the PTRA website, www.ptra.org, and click on the link to see the conference photos and presentation downloads.

The votes are in!
Here is how the folks who attended the conference rated it. On a scale of 1-5, 5 being Excellent:

Speakers	4.4
Tucson	4.5
Program	4.6
Overall	4.5

And here is how one Principal Member described the conference to his reps:

“ Dear Team,

I was able to attend my third association meeting last week. The Tucson package was easily the most valuable to date in content for me. The balance between informative presentations, training, and interaction was just right. Certainly PTRA's association with MANA has had a very positive impact on the benefits and value offered. Those of you who are not members or did not attend missed an exceptional opportunity to gain valuable information for your business and network. Some highlights are:

- Wayne Law, head of Procurement for Motion Industries, discussion of doing business with Motion Industries
- Eric Nystrom, Corporate Marketing for Nucor Steel, the current steel market from a supplier's perspective
- Nicki Weiss, SaLeswise, excellent sales conversation, i.e. "Five Worst Mistakes Salespeople Make" and more.
- Mike McNamara, "Retirement Planning 101."
- Bryan Shirley, MANA CEO, "Trends In The Rep Profession."
- Alan Beaulieu, senior analyst at the Institute for Trend Research, "See the Future Before Your Competition Does!"

It was the second time I have personally heard Alan, and the Institute's forecasts have been very accurate. Based on the current scenarios, the recessionary fall may end in the fourth quarter. Along without a lot of other valuable insights, such as the U.S. is still the largest manufacturing country in the world and why China will cool long term and regress again. ”



PTRA Mission Statement

The Power-Motion Technology Representatives Association (PTRA) is an association of manufacturers and independent manufacturers' representatives dedicated to promoting the sales representation function within the power transmission and motion control industries. PTRA strives to offer all members opportunities for education, information exchange, networking with other manufacturers and representatives, plus an array of quality services designed to improve career performance and professional stature.

Calendar Of Events

FOR REPRESENTATIVES

CSP Certification Programs (MRERF)

October 6-9, 2009
Chicago, Illinois

October 27-30, 2009
St. Louis, Missouri

CPMR Certification Program (MRERF)

January 9-14, 2010
Arizona State University
Tempe, Arizona

FOR MANUFACTURERS

Building a Successful Rep Network (MANA)

September 24-25, 2009
Rosemont, Illinois

Earning Your Reps' Mindshare (MANA)

October (TBD), 2009
Rosemont, Illinois

Event for Manufacturers (MRERF)

January 13-14, 2010
Tempe, Arizona

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.

2009-2010 Board of Directors

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The PTRA *FOCUS* is a quarterly publication of the Power-Motion Technology Representatives Association

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