



# FOCUS

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

September 2009  
Volume 8, Issue 2

## President's Perspective

by Jay Holder, PTRA President

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Jay Holder

### Dues Renewal

Here we are in the middle of the third quarter of 2009 and rapidly approaching the fourth quarter. It's hard to believe this year has gone by so quickly. It seems as if we just returned from our Annual Management

Conference in Tucson where we had the pleasure of hearing Alan Beaulieu's presentation "The Future is Your Decision." Based on some of the news released this week it looks as if Alan was right on track with his feelings that the economy would start to turn around during the third and fourth quarters of 2009 and things will improve into 2010. I'm sure it will be a slow recovery but it is some of the brightest news we've had in the last 10-12 months.

All of our members should have received the annual dues notice in July and a second notice was mailed in August. I would like to take this opportunity to remind our members of some of the benefits you receive as a member of PTRA.

Our official website is [www.ptra.org](http://www.ptra.org). It allows access to a number of tools for both

our rep members and principal members. By logging into the Member Area of the website both rep and principal members have access to the "Online Locator" and "Lines Available" listings; these are exclusively for members' use. In addition there are many useful items available for download:

- Sample Contracts
  - Sales Representation Agreement
  - Employment Agreement
  - Sub-Representative Agreement
- Electrical & Mechanical Reference Data Sheet
- Electronic Commission Reporting
  - Sample Spreadsheet
- CPMR PowerPoint Presentation
- CSP PowerPoint Presentation
- Congressional Profiles from the National Association of Manufacturers
- Online Conversion
- Inertia Calculator
- World Clock
- Palm Software
- Allmeasures.com
- PTRA logos for your business cards or letterheads
- Links to educational materials available from PTDA, MANA, and MRERF
- Plus, if you missed the conference in April all of the presentations are available for download at [www.ptra.org](http://www.ptra.org).

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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.

## PTRA Principal Members

**Representative Members, take a look, do you have good principals who are not on this list, and should be?**

**Principal Members, do you know other manufacturers in the power transmission and motion control industry that could benefit from PTRA membership as you do?**

### Welcome New PTRA Principal Members

Scott Walsh  
**DONGHUA USA, INC.**  
Carol Stream, Illinois  
(630) 682-3058  
swalsh4@dhchain.us

**SPONSOR:**  
Steve Obrien  
**Advantage Sales Network**

Carl Strom  
**C-SERT  
MANUFACTURING, LLC.**  
Topanga, California  
(310) 455-0028  
cjstrom@c-sert.com

**SPONSOR:**  
Terry Bond  
**TGB Industrial**

A & L BEARINGS & COMPONENTS, INC.  
ADVANTAGE BEARING TECHNOLOGIES  
ALINABAL, INC.  
ALLIED-LOCKE INDUSTRIES  
AMI BEARINGS, INC.  
AMTECH DRIVES, INC.  
ASI TECHNOLOGIES, INC.  
BISON GEAR & ENGINEERING CORP.  
BRAD FOOTE GEAR WORKS  
CARTER MANUFACTURING CO., INC.  
CENTA CORPORATION  
CLIMAX METAL PRODUCTS COMPANY  
CONTROL TECHNIQUES AMERICAS, LLC  
CONVEYORS, INC.  
C-SERT MANUFACTURING, LLC.  
CUSTOM MACHINE & TOOL CO., INC.  
DAIDO CORPORATION OF AMERICA  
DICHTOMATIK - AMERICAS  
DIEQUA CORPORATION  
DIVERSIFIED PLASTICS INC.  
DONGHUA USA, INC.  
DORRIS CO., SGC COMPANY  
DOW CORNING CORPORATION  
FENNER DRIVES  
FORCE CONTROL INDUSTRIES, INC.  
FYH BEARING UNITS USA, INC.  
GAM GEAR, LLC / GAM ENTERPRISES  
GENERAL BEARING CORP.  
HAL E. VERBLE & SON, INC./  
DUNLP BELTING  
HITACHI MAXCO  
INTERNATIONAL SEAL & PACKING  
CO., INC.  
IWIS DRIVE SYSTEMS, LLC  
JOINT WAY INTERNATIONAL, INC.  
KB ELECTRONICS, INC.  
KML BEARING USA  
KRYLON PRODUCTS GROUP  
KWS MANUFACTURING COMPANY LTD  
LEESON ELECTRIC

MAGNETIC TECHNOLOGIES, LTD.  
MARATHON ELECTRIC  
MASKA, INC.  
MAUREY MANUFACTURING  
CORPORATION  
MOLINE BEARING COMPANY  
MOOG COMPONENTS GROUP  
MOTION SPECIALISTS INTERNATIONAL  
NELSON ENGINEERING, INC.  
NEXEN GROUP INC  
OGURA INDUSTRIAL CORPORATION  
OILES AMERICA CORPORATION  
ONVIO, LLC  
ORTHMAN CONVEYING SYSTEMS  
ORTTECH, INC.  
OVERLY HAUTZ MOTOR BASE CO  
P.T. INTERNATIONAL  
PACIFIC BEARING CO.  
PEER BEARING COMPANY  
PEERLESS-WINSMITH INC.  
POWER DRIVE  
POWER EFFICIENCY CORPORATION  
PRAESTAR TECHNOLOGY CORPORATION  
REVOLVO INCORPORATED  
RINGFEDER CORPORATION  
ROSSI GEARMOTORS DIVISION OF  
HABASIT BELTING, LLC.  
ROYERSFORD FOUNDRY & MACHINE  
CO, INC.  
SCREW CONVEYOR CORPORATION  
SPYRAFLO INCORPORATED  
STEARNS DIVISION/REXNORD CORP.  
STOBER DRIVES, INC.  
TOOLMEX/ELEKTRIM MOTORS  
TORQUE TRANSMISSION  
U.S. TSUBAKI, INC.  
VACON  
VIKING / VC CHAINS, INC.  
WEBSTER INDUSTRIES INC  
WPT POWER TRANSMISSION, INC.

## Member-Get-A-Member Program

You may recall this program that was promoted during the first quarter of this year. The rule was that if a PTRA member sponsored a new member who attended the 2009 conference, the sponsoring member got a \$375 reduction in his 2009-2010 membership dues.

The following members did in fact get that \$375 dues reduction in the invoices that went out this summer:

- ★ **Brian Bicknell**  
Bick Products
- ★ **Alan Chapman**  
J.T. Chapman
- ★ **Bobby Epperson**  
Southwest Drives
- ★ **Fred Louwersheimer**  
Drive Solutions
- ★ **Dan Rahfaldt**  
X-Sell Products

Members of the Board of Directors have declared themselves ineligible for this prize, but nonetheless these Board Members also sponsored new members who attended the 2009 conference:

- ★ **Cliff Bannon**  
Climax Metal
- ★ **Ron Haynes**  
Robco
- ★ **Bob Lennon**  
CENTA Corporation

Stay tuned, this offer applies to any member that sponsors a new member following the 2009 conference who attends the 2010 conference. ▲

### "Member News"

Let PTRA call attention to your successes, growth & changes! Send in the enclosed **Quick Report Form** at any time 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)

**Editor's Note:** The last three Member News items were submitted for the June issue of the Focus newsletter, but were somehow left out of that issue. Our apologies to these member companies.

## Member News

The **TP Lennon Company** is pleased to announce the addition of Jim Becker as a Sales Associate. Jim's background includes over 25 years in the PT sales, conveyor and materials handling equipment businesses. He will be covering the PT and NEMA distribution locations and large food and beverage producers west of the Twin Cities.

**Industrial Motor & Controls (IMC)** is pleased to announce the addition of the states of Indiana and Kentucky to our sales coverage. IMC covers MANA territories 10, 11, 12, 13; which include the states of Ohio, Indiana, Kentucky, West Virginia and western Pennsylvania.

IMC has added two new outside sales engineers to cover Indiana and western Kentucky. Scott Wade will be covering northern Indiana. Scott has over 15 years experience in the power transmission, motion controls and electrical industry. Joe Borad will be covering southern Indiana and western Kentucky. Joe has 17 years of experience in the industry.

IMC has nine outside sales engineers, seven inside sales associates and two stocking warehouses to service our territory.

Effective January 1, 2009, **Pac West Marketing, Inc.**, expanded it's territory to include all of CA, NV, AZ. They are excited to announce that Anoy Alston joined the firm as a partner to cover Southern California, Arizona and Las Vegas. Andy brings over 14 years of experience as a rep in the PT industry.

**Premier Products, Inc.**, is pleased to announce the hiring of John Marshall as an outside sales representative working out of St. Louis, Missouri. John brings 20-plus years of sales experience in the power transmission industry working for distribution and manufacturing. For more information on Premier Products visit their web site at [www.premierproductsus.com](http://www.premierproductsus.com).

**Smith Industrial Group, Inc.**, is pleased to announce the appointment of John Thomson and Tom Smith to their sales team. John has an extensive sales background in the industry recently with Great Lakes Power. John resides in the Cincinnati area and will handle territory responsibilities in KY, southern IN and the Cincinnati area. Tom Smith resides in Stow, Ohio and will cover central Ohio. Both bring sales experience and professional approach to territory management that Smith Industrial Group principals have come to expect.



## Meet Pat Brown

**Pat Brown has been a well-kept secret for 15 years.** Pat has been PTRAs Insurance Advisor since 1994, but probably few PTRAs members are aware of the availability of his services. He has a wide range of experience in the field of employee benefits and group insurance. He started his own business in the mid 80s after having worked for the William Mercer Company, a division of Marsh McLennan, the world's largest insurance broker/consultant. At Mercer he was vice president of sales & marketing for the Midwest. Prior to that he was vice president of association sales for the western U.S. for Bankers Life and Casualty Company. Pat has also established himself as an expert in the employee benefits field, having written several "white papers" for members of the Illinois house and senate, and having published numerous articles on this subject for national publications and trade journals. He continues to keep informed on local, state, and national issues and problems in the group insurance marketplace and the impact of federal and state legislation on small businesses. He sits on many private insurance companies' advisory panels, writes articles on health insurance for more than 12 small business publications (including Focus), and continues to serve over 300 small business clients nationwide.

Pat is available for consultation with all PTRAs members on health insurance issues.

He can be reached at:

Associated Benefit Planners, Inc.  
P.O. Box 2545, Northbrook, Ill 60065-2545  
(800) 854-4636  
abppbrown@aol.com

### Editor's Note:

*I have known Pat Brown for over 20 years. I have found him to be extremely knowledgeable about health insurance issues, very helpful, and honest to a fault. I highly recommend you contact Pat for any health insurance needs, business or personal. If there is anyone who can find you the best bang for the buck, it's Pat.*

*Jay Ownby*



## President's Perspective

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If you haven't visited the website in a while I encourage you to spend a few minutes looking around; we have a lot of good information available for your use.

The biggest benefit of PTRAs membership is attending our Annual Management Conference. The staff at PTRAs in conjunction with all of our committee members who organize the conference work extremely hard to put together a program that offers our members insight and real business tools to help us all be more successful. From networking with fellow reps, meeting new principals and current principals, attending speaker sessions or breakout educational sessions, to consultations with PTRAs's Legal Counsel,

we try to cover all avenues. Last year's program was the highest rated in years and I know Doug Landgraf and everyone on his committee are already hard at work in organizing next spring's conference in Charleston, South Carolina.

In times like this we are all watching our expenses. Accordingly, looking at the glass half full right now, there are many opportunities available in our respective markets. I believe the cost of membership in PTRAs is greatly outweighed by the benefits and contacts you receive through membership. The Board of Directors thanks you in advance for your continued participation in PTRAs. ▲

## Lines Available

**Keylon Products Group**  
101 West Prospect Avenue  
Cleveland, OH 44115  
www.kpg-industrial.com

### CONTACT

Tom Cornhoff, National  
Accounts Manager  
(216) 515-7799  
e-mail: tom.m.cornhoff@  
sherwin.com

### TERRITORIES OPEN

U.S. & Canada

### PRODUCT DESCRIPTION

Paints, lubricants,  
chemicals, cleaners,  
caulks & applicators.

### TARGET MARKETS

National PT accounts:  
Motion Industries, Applied  
Industrial, Fairmont Supply  
& Kaman Industrial.  
Looking for 4-6 agencies  
to handle U.S. & Canadian  
national accounts. Would  
also like to discuss  
Mexico and the potential  
opportunity there.

## Member Benefit — Education

A variety of educational opportunities are available to PTRA members. Probably you are aware of many of them, but it's very unlikely you are aware of all of them. So let's take a look at what's available.

### —→ *from MRERF*

#### FOR PRINCIPALS

- 2010 Manufacturers Program

#### FOR REPRESENTATIVES

- CPMR Certification Program
- CSP Certification Program

### —→ *from PTRA*

#### FOR BOTH

- PTRA Annual Conference
- Research Bulletin:  
Selecting the Right Representative or Principal Partner
- PTDA Educational Materials
  - PT Interactive Online
  - Power Transmission Product Training DVD Series
  - Fourth Edition Power Transmission Handbook
  - Hands-On Product Training Workshop
- Nicki Weiss Teleforums

### —→ *from MANA*

#### SPECIAL REPORTS

##### FOR PRINCIPALS

- Understanding the Outsourced Sales Professional
- Outsourcing the Sales Function: The Real Costs of Field Sales
- Developing New Markets with Professional Field Sales Reps
- How to Work Successfully with Manufacturers' Agencies
- Open Doors by Building an Effective Rep Council

##### FOR REPRESENTATIVES

- Starting a Rep Agency
- Operations Manual for Manufacturers' Representatives
- Profile of the Manufacturers' Sales Agency
- Rep's Coping Strategies for the 21st Century
- Technology for the Rep
- Valuing the Rep Firm
- The Valuation and Sale of an Entire Manufacturers' Sales Agency
- Selling Part of Your Rep Firm to Your Employees

##### FOR BOTH

- Survey of Sales Commissions
- Reps and the Law
- U.S. and European Rep Law
- A Manufacturers' Sales Agent's Guide to the Use of Independent Contractors

#### SEMINARS

##### FOR PRINCIPALS

- Building A Successful Rep Network
- Earning Your Reps' Mindshare

### Counseling Service

PTRA's association headquarter's staff has experience on both sides of the desk — manufacturing management and sales agency management.

These people are available for counseling on agency-principal issues and agency management issues at no charge.

PTRA's toll-free number is (888) 817-7872.



# *“Impacting the FUTURE”*

**PTRA's 38th Annual Conference**

**April 11-14, 2010**

**The Mills House Hotel  
Charleston, South Carolina**

For more information or to make reservations go to [www.ptra.org](http://www.ptra.org)



## Upcoming Educational Opportunities

### FOR PRINCIPALS

#### Building a Successful Rep Network (MANA)

September 24-25, 2009  
Rosemont, Illinois

#### Earning Your Reps' Mindshare (MANA)

October 22-23, 2009  
Rosemont, Illinois

#### 2010 Manufacturers Program (MRERF)

January 13-14, 2010  
Tempe, Arizona

### 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  
Tempe, Arizona

## Professional Resources

### INSURANCE ADVISOR



Pat Brown  
Associated Benefit Planners, Inc.  
abppbrown@aol.com  
(800) 854-4636

### LEGAL COUNSEL



Mitchell Kramer  
Kramer & Kramer, LLP  
mkramer@kramerandkramer.com  
(800) 451-7466

### WEBMASTER



Donna Frendt  
Creative Cyberservices, LLC  
dfrendt@ccllc.info  
(419) 878-2787

## 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.

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

16 A Journey, Suite 200, Aliso Viejo, CA 92656  
Phone: (888) 817-PTRA (7872)  
(949) 859-2885

Fax: (949) 855-2973 | E-mail: [info@ptra.org](mailto:info@ptra.org)

Visit us on the web @ [www.ptra.org](http://www.ptra.org)

## 2009-2010 Board of Directors

### OFFICERS

Jay Holder  
President  
[jay@noholder.com](mailto:jay@noholder.com)

Don Elfstrom  
First Vice President  
[donelf@kaceyinc.com](mailto:donelf@kaceyinc.com)

Mike Richie  
Second Vice President  
[mrichie@jtchapman.com](mailto:mrichie@jtchapman.com)

Jerry Rhodes  
Treasurer  
[jrhodes@midwestptsales.com](mailto:jrhodes@midwestptsales.com)

Gordon Jopling  
Secretary  
[gordj@mesaco.com](mailto:gordj@mesaco.com)

Ron Haynes  
Immediate Past President  
[ronhaynes@robcoinc.com](mailto:ronhaynes@robcoinc.com)

Cliff Bannon  
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[cbannon@climaxmetal.com](mailto:cbannon@climaxmetal.com)

### DIRECTORS

Curt Benson  
[curt.benson@bensonengineering.com](mailto:curt.benson@bensonengineering.com)

Walt Brooks  
[wbrooks@wcbrooksco.com](mailto:wbrooks@wcbrooksco.com)

Fred Crider  
[fred.crider@vacon.com](mailto:fred.crider@vacon.com)

Mike Dietz  
[mdietz1030@aol.com](mailto:mdietz1030@aol.com)

Kurt Fisher  
[kfisher@eip-inc.com](mailto:kfisher@eip-inc.com)

Doug Landgraf  
[dlandgraf@landgraf-mcabee.com](mailto:dlandgraf@landgraf-mcabee.com)

Bill Taylor  
[bill@tiscotampa.com](mailto:bill@tiscotampa.com)

Ray Williams  
[rlw@stoher.com](mailto:rlw@stoher.com)

### Executive Director

Jay Ownby  
[jay@ptra.org](mailto:jay@ptra.org)