



# FOCUS

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

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According to the "Manufacturing ISM report on Business" the manufacturing sector grew for the third straight month in October and was the largest jump since April of 2006. News we can all get excited about!

## President's Perspective

by Jay Holder, PTR A President

I'm sure we can all agree that 2009 has been a tough year for all of us in many ways. The good news is that 2009 is almost over! Every day the newspapers and industry trade journals are pointing out signs that the recession seems to be over and 2010 hopefully will see the economy continuing its move in a positive direction. According to the "Manufacturing ISM report on Business" the manufacturing sector grew for the third straight month in October and was the largest jump since April of 2006. News we can all get excited about!

As you know we have been in the middle of our annual dues renewal process for the last two months, and while our membership numbers are down a little from last year our Membership Committee has worked extremely hard to renew members and recruit new members. Thank you to everyone who has renewed and welcome to our new members. The single largest benefit of membership in PTR A is our **Annual Management Conference** held each spring. The Executive Committee held the annual Mid-Year meeting the first weekend in October with the primary focus being finalizing details and speakers for our Annual Management Conference coming up in Charleston, South Carolina April 11-14th, 2010. Please see 2010 Conference Chairman Doug Landgraf's article in this issue outlining the exciting speakers and breakout sessions his committee has lined up. At the request



Jay Holder, CPMR  
PTR A PRESIDENT

of our membership, PTR A has worked extremely hard to provide speakers and breakout sessions that deal directly with our industry and the day-to-day operations of our respective companies. Doug and his Principal Co-Chairman, Fred Crider, have put together another outstanding group of speakers.

As I mentioned earlier the past year has been difficult for everyone and it has forced us all to do business a little bit differently in order to remain competitive. Time management is the single most important objective of a manufacturer's representative. We all want to make the most of our time in front of our customers as well as be more efficient in our office time so we can spend even more time face to face. I am personally looking forward to Steve Turner's session on using Microsoft Outlook more efficiently in my business. There is no doubt electronic and wireless technology has made our jobs easier but if you are like me you are only touching on the capabilities we have at our fingertips. Keep a lookout for the conference package that will be arriving in the next couple of weeks, or visit [www.ptra.org](http://www.ptra.org) to review the schedule and to register online.

If anyone is interested in getting involved in a committee please see the leadership chart at [www.ptra.org](http://www.ptra.org) and feel free to contact any of the Officers, Board Members, or Committee Chairmen to ask questions or sign up to help! ▲

SAVE THE DATE  
MARK YOUR CALENDARS TODAY.



**38<sup>TH</sup> Annual PTR A Conference**  
IMPACTING THE FUTURE APRIL 11-14, 2010  
THE MILLS HOUSE HOTEL - CHARLESTON, SC



**Cliff Bannon**  
CHAIRMAN, PTRA PRINCIPAL  
ADVISORY BOARD

## Principals' Corner

by Cliff Bannon, Chairman, PTRA Principal Advisory Board

With the current recession we all share a common bond — we have faced adversity and we are stronger for it.

With the current recession we all share a common bond — we have faced adversity and we are stronger for it. In fact, one positive outcome of the current economic situation is that business has changed forever. Our customers, competitors, sales reps, as well as ourselves, have had to become leaner, smarter, and more efficient. We have learned the importance of reacting to market fluctuations faster, we understand the importance of having more online interface with customers, and shorter lead times are a necessity.

Customers will be leaning on us for more technical assistance, inventory, and field support. At the **PTDA Industry Summit** last month, both distributors and manufacturers agreed that if you do not adapt to the new market you will fall behind. We need to deliver, and to do this, communication is the key. This is the one area of business everyone agrees suffers in this type of market environment and it needs to be addressed.

Those of us associated with PTRA are indeed fortunate. We can feel confident that face-to-face meetings cultivate positive relationships with our customers which are so important for companies to compete in this environment. We also need to leverage our outsourced sales reps' expertise to develop new applications/opportunities and generate interest in our product in the Industrial market. The PTRA conference is an especially effective resource to meet with your sales reps, communicate company strategy, and also become acquainted with other reps. It is true that you get out of PTRA what you put into it. Sign up for the PTRA conference in April. Have all your PTRA sales reps attend the spring conference. Save money and time and plan a meeting with your sales reps at the conference.

*PTRA is a great resource for all of us... we just need to take advantage of it. ▲*

**At the PTDA Industry Summit last month, both distributors and manufacturers agreed that if you do not adapt to the new market you will fall behind. We need to deliver, and to do this, communication is the key.**





## Educational Opportunities from PTDA at the PTRA 2010 Conference

Our friends at **PTDA** will be offering their extensive library of educational materials to attendees at the PTRA National Conference in April at PTDA member prices – **that's a 40% discount from non-member prices.** These educational materials are available in two formats, online and printed/DVD materials, as follows:

### PT Interactive Online

14 independent courses based on the Power Transmission Handbook

- Adjustable-Speed Drives
- Bearings
- Belt Drives
- Chain Drives
- Clutches & Brakes
- Controls & Sensors
- Conveyors & Components
- Couplings & U-Joins
- Fundamentals
- Gears
- Hydraulics & Pneumatics
- Linear Motion
- Motors
- Power Transmission Accessories

### PTDA Product Training Tools

- Power Transmission Handbook
- PowerPoint Slides to accompany the Power Transmission Handbook
- Power Transmission Workbook
- Power Transmission Handbook/Workbook Set
- Power Transmission Answer Guide
- Product Training DVDs



**PTDA** *PTDA Product Training Tools*

Product and industry knowledge are your company's competitive edge. Share the knowledge among your entire team with these resources available only from PTDA!

**Special discount for PTRA members!**

At the PTRA National Conference in April, you can purchase any of PTDA's well-respected product training tools at the **PTDA member price—discounts well over 40 percent!** Samples of the materials and a PTDA representative will be available at the conference. Stop by and see how PTDA can help you with your product training needs!

**Power Transmission Handbook, Workbook and Answer Guide**  
Fourth Edition

The *Power Transmission Handbook* is the definitive reference guide and training resource for power transmission/motion control (PT/MC) fundamentals. Pair it with the *Power Transmission Workbook and Answer Guide* to educate new and current employees on PT/MC products, technologies and criteria. **Now available as an eBook.**

Read an excerpt and view the table of contents at [www.ptda.org/ProductTraining](http://www.ptda.org/ProductTraining).

**NEW! PowerPoint™ Slides to Accompany the Power Transmission Handbook**

Add a new visual element to your training program with PowerPoint™ slides to accompany 14 chapters from the *Power Transmission Handbook*. **BONUS!** Purchase the complete set of slides and receive an exam bank to help you assess your employee's comprehension of the materials presented in the *Power Transmission Handbook*.

**Product Training DVDs**

Increase comprehension of power transmission/motion control products with the *PTDA Product Training DVDs*. Each DVD shows actual application footage and computer-generated graphics to visually reinforce the important points in each chapter of the *Handbook*. Note: The DVDs are not intended to be used as a stand-alone training tool but in conjunction with the *Handbook*.

View excerpts from the DVDs at [www.ptda.org/ProductTraining](http://www.ptda.org/ProductTraining).

**PT Interactive Online**

*PT Interactive Online* combines the knowledge of the *Power Transmission Handbook* and the video and graphics of the DVDs to deliver a multi-media, interactive product training experience.

View a course demo and review course outlines at [www.ptda.org/PTInteractiveOnline](http://www.ptda.org/PTInteractiveOnline).

Examples of these materials will be available at the conference, and **Mary Sue Lyon**, PTDA Executive Vice President, will be available throughout the conference to answer questions. ▲



**Doug Landgraf**  
PTR CONFERENCE  
CHAIRMAN (2010)

## 2010 PTR Annual Conference: Impacting the Future

By Doug Landgraf, 2010 Conference Chairman

Mark your calendars today for the **2010 Annual PTR Conference** — April 11th through the 14th. This year's conference will be held in the city of Charleston in the Palmetto State of South Carolina.

Our hotel venue will be **The Mills House Hotel**, located in the heart of Charleston. The Mills House is the only hotel included in the city's prestigious Museum Mile, and there's no shortage of lively Charleston attractions nearby:

- ✦ Dock Street Theatre (0.0 mile)
- ✦ King Street Antique District (0.0 mile)
- ✦ The Market Place (0.0 mile)
- ✦ Waterfront Park (0.0 mile)
- ✦ College of Charleston (0.5 mile)
- ✦ South Carolina Aquarium (0.5 mile)
- ✦ The Battery/Historic District (0.5 mile)

This year's conference will have a fantastic line up of speakers and Industry professionals, including:

- **Alan Beaulieu**, Institute for Trend Research
- **Bryan Shirley**, MANA
- **David Mayer**, Kaman Industrial Technologies
- **John Haskell**, Dr. Revenue
- **Nicki Weiss**, Sa1esWise
- **Steve Turner**, Turner Time Management
- **Dave Huether**, National Association of Manufacturers (NAM)

We look forward to seeing you all at the 2010 38th annual PTR conference. ▲



THE MILLS HOUSE HOTEL — CHARLESTON, SOUTH CAROLINA

[www.millshouse.com](http://www.millshouse.com)

## 2009 CPMR GRADUATES

PTR MEMBERS WHO HAVE COMPLETED THE CPMR CERTIFICATION PROGRAM

**Philip Highduchek, CPMR**  
Sierra Industrial Engineering

**Ivan Michel, CPMR**  
Sierra Industrial Engineering

The **CPMR** program requires a one-week-per-year commitment over a three-year period. The curriculum, which is provided in conjunction with Arizona State University, incorporates the "base body of knowledge" required to successfully operate a manufacturers' representative firm. The **CPMR** faculty includes instructors from both the business and academic communities, all of whom are selected for their understanding of the representative function and its critical role in global marketing. The classes address a wide range of topics, including sales, marketing, productivity and strategic planning.



For CPMR program dates, locations and details, visit [cpmr-csp.biz](http://cpmr-csp.biz) or call **303-463-1801**



## 2010 Conference · At a Glance

# IMPACTING THE FUTURE

## 38th Annual Management Conference

THE MILLS HOUSE HOTEL · CHARLESTON, SOUTH CAROLINA

April 11-14, 2010

### SUNDAY, APRIL 11

Registration  
First Timers Reception  
Welcome Reception

### MONDAY, APRIL 12

“Walk for the Cure”  
General Sessions  
· **The Recovery, How Long and How Fast** – Alan Beaulieu, Institute for Trend Research  
· **Sales Tools that Win** – Bryan Shirley, MANA  
Spouse Brunch  
Annual Golf Tournament

### TUESDAY, APRIL 13

Breakout Sessions  
· **Build Solid Relationships by Backselling to your Principals** – John Haskell, Dr. Revenue  
· **Improve Your Microsoft Office Efficiencies** – Steve Turner, Turner Time Management  
· **Actionable Tools to Take Your Rep/Principal Relationships to New Heights** – Nicki Weiss, Sa1esWise  
RepMIX – Representative/Principal Information Exchange

### WEDNESDAY, APRIL 14

General Session  
· **A Manufacturing Resurrection: Prospects for Growth in American Industry for 2010 and Beyond** – Dave Heuther, National Association of Manufacturers  
· **Maximizing Your Potential and Providing Value with Kaman Industrial Technologies** – David Mayer, Kaman Industrial Technologies  
· **Annual Business Meetings**  
Closing Banquet

Register online or by phone, fax or mail.

 | 1-888-817-7872 or PTR A.org

## NAICS (IRS) CODES | FOR REPS

The 6-digit **NAICS (North American Industry Classification System)** business code system replaced the former U.S. Standard Industrial Classification (SIC) system in 1997. The NAICS system has undergone two revisions since 1997, one in 2002 and the most recent one in 2007. The 2007 revision was essentially unchanged from the 2002 revision for manufacturers' representatives and distributors.

For “pure reps” that don't buy and resell, the following applies:

### 425120 Wholesale Trade Agents and Brokers

This industry comprises wholesale trade agents and brokers acting on behalf of buyers or sellers in the wholesale distribution of goods. Agents and brokers do not take title to the goods being sold but rather receive a commission or fee for their service. Agents and brokers for all durable and nondurable goods are included in this industry.

### Illustrative Examples:

- Independent sales representatives
- Manufacturers' sales representatives

For distributors, the correct code must be selected from the sub-sectors of:

- **423 Merchant Wholesalers, Durable Goods** or
- **424 Merchant Wholesalers, Non-Durable Goods**

If you are a manufacturers' representative that also buys and resells, and therefore takes title to some of the products you sell, you will need to choose the code that most closely fits your business when filing your tax return. Remember, the IRS will compare your tax return to the population of filers that use the same code you choose for the purpose of selecting your return for further review.

Visit the following websites for more information:

[www.naicscod.com](http://www.naicscod.com)

[www.naics.com](http://www.naics.com)

[www.census.gov/epcd/www/naics.html](http://www.census.gov/epcd/www/naics.html)



## "Member News" ANNOUNCEMENTS

We are proud to announce that our son, **Michael "Chad" Eno** has joined **Eno Industrial Sales** as an outside salesman. Chad has just completed five years in the Marine Corps, having achieved the rank of Sergeant as an NDI (Non Destructive Inspection) Specialist, inspecting critical aircraft parts through the use of magnetic particle, x-ray and ultrasonic methods. He has been stationed in Hawaii for the past four years, having also deployed to Iraq in 2008. Just prior to his discharge he was awarded the Navy Achievement Medal. He also attended St. Bonaventure University and Cazenovia College.

He will be training with me for several months and then will relocate to the Cazenovia, NY area with his wife, Mandy and their baby Ava, where he will be covering New York State and parts of northeast PA. Please join us in welcoming Chad to the industry!

Let PTRAs call attention  
to your successes, growth  
and changes!

Send in the enclosed **Quick Report Form** at any time and we'll include your news in the next issue of **FOCUS**.

Or send an email to  
[info@ptra.org](mailto:info@ptra.org)

The global AC drives manufacturer **Vacon** will build new office and factory premises in Chambersburg, Pennsylvania, in the United States. The new premises will be complete by the end of 2009, allowing Vacon to meet its goal of continuous and profitable growth.

The construction work of the facilities will be completed by the end of 2009, and the site allows extension parts to be constructed when necessary. The premises will be made to Vacon's specifications with a flexible layout and a strong Vacon brand image.

Vacon, Inc., a wholly-owned subsidiary of **Vacon Plc**, was founded in December 2007. On January 1, 2008 Vacon acquired the AC drives business of the US-based TB Wood's. Vacon has sales on all continents, and R&D and production on three continents.

## "Lines Available" COMMUNICATION TO REPS

Principal Members of PTRAs may announce their interest in recruiting reps through our **Lines Available** service. For more information and an application go to

[www.ptra.org](http://www.ptra.org)

### **Krylon Products Group**

101 Prospect Ave. 500 Midland  
Cleveland, OH 44115  
[www.kpg-industrial.com](http://www.kpg-industrial.com)

#### CONTACT

Tom Cornhoff  
National Sales Manager  
216-515-7799 phone  
216-830-8322 fax  
[tom.m.cornhoff@sherwin.com](mailto:tom.m.cornhoff@sherwin.com)

#### TERRITORIES OPEN

U.S. and Canada;  
possibly Mexico

#### PRODUCT DESCRIPTION

Paints, Lubricants, Chemicals,  
Cleaners, Caulks, and Applicators

#### TARGET MARKETS

National PT Accounts: Motion,  
Applied, Bearing, Distributor,  
Fairmont Supply, & Kaman

#### NOTES

Looking for 4-6 agencies to  
handle US and Canadian PT  
National accounts. Would also  
like to discuss Mexico and the  
potential opportunity there.

### **Webster Industries, Inc.**

325 Hall Street  
Tiffin, OH 44883  
[www.websterchain.com](http://www.websterchain.com)

#### CONTACT

Dean Bogner  
National Sales Manager  
419-447-8232 phone  
419-448-1618 fax  
[sales@websterchain.com](mailto:sales@websterchain.com)

#### TERRITORIES OPEN

New Mexico, Arizona,  
Colorado and Montana

#### PRODUCT DESCRIPTION

Engineered Class Chains  
and Vibrating Conveyors

#### TARGET MARKETS

Cement, asphalt, forest,  
aggregate and mining

### **Worldwide Electric Corporation**

1 Grove Street, Suite 201B  
Pittsford, NY 14534  
[www.worldwideelectric.net](http://www.worldwideelectric.net)

#### CONTACT

Greg Harper  
National Sales and Marketing  
Manager  
770-403-1673 phone  
[gharper@worldwideelectric.net](mailto:gharper@worldwideelectric.net)

#### TERRITORIES OPEN

North East U.S., Midwest U.S.,  
West Coast U.S. South East U.S.

#### PRODUCT DESCRIPTION

ANEMA Electric Induction Motors,  
300-25,000 HP

#### TARGET MARKETS

Power Generation, Driven  
equipment OEMs, Industrial  
users, Municipal Water/waste  
water. Must have experience in  
selling large electric motors to  
these target segments.

## Welcome New PTRAs Members

### REPRESENTATIVE MEMBERS

Dave Fetterolf  
**APPALACHIAN AUTOMATION**  
Charlotte, NC  
704-910-5887

Jarrold Jahnke  
**ENGINEERED INDUSTRIAL  
PRODUCTS OF CANADA**  
Calgary, AB CANADA

Mark Your  
Calendars  
-----  
April 11-14  
2010



# 38<sup>TH</sup> Annual PTR A Conference

IMPACTING THE FUTURE **APRIL 11-14, 2010**  
THE MILLS HOUSE HOTEL — CHARLESTON, SC

## CONFERENCE TOPICS INCLUDE:

- FORECASTING THE ECONOMY
- MANUFACTURING IN AMERICA
- EFFECTIVE SALES TOOLS
- PROFIT FROM BACKSELLING
- REP/PRINCIPAL/DISTRIBUTOR RELATIONSHIPS
- MICROSOFT OFFICE EFFICIENCIES

**REGISTER TODAY. 1-888-817-7872 OR VISIT [ptra.org](http://ptra.org)**

## Calendar of Events

### FOR MANUFACTURERS

#### Manufacturers' Best Practices Working with Reps

January 13-14, 2010  
Arizona State University  
Tempe, Arizona

### FOR REPRESENTATIVES

#### CPMR Certification Program (MRERF)

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

#### CSP Certification Programs (MRERF)

April 20-23, 2010  
Raleigh, North Carolina

May 11-14, 2010  
Denver, Colorado

September 14-17, 2010  
Minneapolis, Minnesota

September 14-17, 2010  
Phoenix, Arizona

#### PTRA Annual Conference

April 11-14, 2010  
The Mills House Hotel  
Charleston, South Carolina

## Professional Resources



#### Insurance Advisor

**Pat Brown**  
Associated Benefit Planners, Inc.  
abppbrown@aol.com  
1-800-854-4636



#### Legal Counsel

**Mitchell Kramer**  
Kramer & Kramer, LLP  
mkramer@kramerandkramer.com  
1-800-451-7466



#### 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.

## 2009-10 Board of Directors

### Officers

**Jay Holder, CPMR**  
PRESIDENT  
jay@noholder.com

**Don Elfstrom, CPMR**  
FIRST VICE PRESIDENT  
donelf@kaceyinc.com

**Mike Richie, CPMR**  
SECOND VICE PRESIDENT  
mrichie@jtchapman.com

**Jerry Rhodes**  
TREASURER  
jrhodes@midwestptsales.com

**Gordon Jopling**  
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gordj@mesaco.com

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**Cliff Bannon**  
CHAIRMAN, PRINCIPAL ADVISORY BOARD  
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**Curt Benson**  
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wbrooks@wcbrooksco.com

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fred.crider@vacon.com

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**Kurt Fisher**  
kfisher@eip-inc.com

**Doug Landgraf**  
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**Bill Taylor**  
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**Ray Williams**  
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**Jay Ownby**  
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The **PTRA FOCUS Newsletter** is a publication of the **Power-Motion Technology Representatives Association**

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