



FOCUS

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

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President's Perspective

by Don Elfstrom, PTR A President

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Get It While the Getting Is Good



Don Elfstrom

I am excited about my business and our industry. I feel confident that our agency will have sustainability for the coming years, and that the industry will also have the same sustainability. I have been saying for the last 10 years that the PT rep has had, and will have,

an opportunity for a strong future due to a large industry trend to outsource whatever is possible. So much in business today is outsourced – IT management, administrative services, engineering services, component assembly and manufacturing, human resources, outside sales representation ...shall I go on? The list is practically endless.

Corporation XYZ is having a board meeting at their headquarters where the highest executive management convenes to cover many agenda items. One of those items is to discuss the hiring of salespeople, which is badly needed now that business has picked up and inventories have increased to accommodate the increased demand or now that inventory is higher than demand requires and the timing is right to strategize about selling those inventoried products in the marketplace. During that conversation,

we know the following observation will be made: "We can hire more salespeople, yet if the economy becomes unsustainable we are at risk of having to let these people go if we have to cash up again."

This is our opportunity! It is vital at this time as individual agencies that we do all that we can to be very effective at providing the value that we claim to have. Sometimes that involves an investment in time and money that we are frankly afraid to spend. It may involve making a hard decision about the value or lack thereof of someone on our team. Principal members, it may be an opportunity for you to know the agencies better ... to give valuable input or guidance to them that could improve their performance for your company and strengthen the agency which makes us all better. Whatever those investments may be, NOW is the time.

It is also timely to strengthen our industry and the association. As we've all been taught, we are ambassadors to our cause. We collectively tell our story as being a better, lower cost, more effective, more sustainable channel to our marketplace than a direct outside sales force. We serve PTR A by bringing in more members to further our industry. We are not afraid of other reps

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Jay Holder

Past President's Perspective

by Jay Holder, Immediate Past President

As my time in office for PTRA is coming to end I have "mixed emotions" about my term finishing up. I will enjoy not having to endure the time spent putting an article together for this newsletter, but I will also miss being involved in the meetings and strategic planning sessions of the Executive Committee and Board of Directors.

The last two years have been the most difficult period many of us have experienced in our professional careers, but it looks as if the economy is slowly turning around and we are beginning to see our business coming around. PTRA got caught by the downturn last year and attendance was reflective of the economic situation for our 2009 Conference in Tucson. The 2010 Conference Committee led by Doug Landgraf and Fred Crider worked extremely hard putting together a great lineup of speakers and breakout sessions for our 2010 conference in Charleston, South Carolina. The good news is that our members showed how much they value the benefit of our Annual Conference as our attendance was back up to over 200 people.

The dust is still settling on all of our expenses, but the bottom line is that we made a profit on the conference, offsetting much of the loss from last year's conference. One

thing I have learned during my time involved on the Board of Directors is that the biggest asset PTRA has is its members and their willingness to get involved in running the Association. The Conference Committee, as directed by the membership through surveys and other feedback, has been directed by the Board to continue "raising the bar" for future conferences. Other trade associations have suffered greatly over the last two years in both membership numbers and conference attendance. PTRA can stand proud in that our membership is just six companies shy of our all-time high two years ago, our conference attendance was up more than 20 percent over last year, and our financial situation continues to be very strong.

I am confident President Don Elfstrom and the Board of Directors will continue leading PTRA into the future by working closely with all of the PTRA committees and implementing our Strategic Plan. Please get involved on one of the committees, you may find the Committee Chairmen and members listed at www.ptra.org. President Don Elfstrom and Conference Committee Chairman Curt Benson are already hard at work planning next year's Conference in Sandestin, Florida.

See ya'll there! ▲

President's Perspective

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competing for our lines and that kind of thing because we know the industry for us is GROWING! In all territories, if the outsource trend is true there is enough business for everyone. Since we believe in our cause, we strongly encourage our Principals to become PTRA Members because we know they will benefit from their membership and their

attendance at the annual conference.

Let's all be strong and confident as we make investments in the future of our industry. We have enough indicators to show it is well worth it and a financial return can be made. I wish you all well, and that you have a fantastic summer. ▲

Member News

Industrial Motor & Controls has hired two new inside sales team members. Don Moore started in our Cincinnati office in December. Don comes to us with over 10 years of inside sales experience. Robert Lowe joined our Cleveland office after two years with Rexel. Please join us in welcoming these two new associates to our team.

Reliable Power Transmission (RPT, LLC) would like to announce the addition of Ryan Broders to our sales staff. Ryan is a recent graduate of Texas A&M and will be in a training program until June 2010. He will then be calling on west and south Texas in support of our growing customer base. Ryan's addition will increase our sales force to six people covering Texas and the surrounding states.

"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

Welcome New PTRA Members

Principal Members:

Bob Svacina
CONTREX, INC.
Maple Grove, MN
763-424-7800

Dave DeWitt
CROWN CONTROLS, LLC
Middletown, OH
513-360-4762

Barb Ross
DRIVES, LLC
Fulton, IL
815-589-2211

Mark Ward
**ECLIPSE TOOLS
NORTH AMERICA**
Stoney Creek, ON, Canada
905-664-5585

Robert Hopkins
**EMPIRE DIE CASTING
CO., INC.**
Macedonia, OH
330-467-0750

James Prevatt
**GRIZZLY
MANUFACTURING, INC.**
Lake City, FL
386-755-0220

Marc Milgrim
HANSEN TRANSMISSIONS
Verona, AZ
540-213-2442

Connie Veale
MASTERDRIVE, INC.
Fort Atkinson, WI
920-563-5838

Pat Bernie
NMBTC
San Ramon, CA
408-930-6794

Mike Nisenbaum
PEER CHAIN COMPANY
Waukegan, IL
847-775-4684

Dave Vieira
SEPAC, INC.
Elmira, NY
607-732-2030

Robert Stowell
SLIDEWAYS, INC.
Worcester, MA
508-854-0799

Representative Members:

Dale Jackson
DJ REPS
Upland, CA
909-946-5578

Michael Swanson
**FLORIDA PROFESSIONAL
SALES, LLC**
Cape Coral, FL
239-357-5129

Kevin Hagerty
**HAGERTY INDUSTRIAL
SALES**
Whitman, MA
781-738-2773

Kenny Nobis
**NOBIS INDUSTRIAL SALES &
MARKETING**
Columbus, OH
614-208-4714

Robert Furneaux
PTM INDUSTRIES, INC.
Toronto, ON, Canada
416-736-4972

Rick McDaniel
POWER COMPONENTS
Charlotte, NC
704-321-9481

Paul Winget
**SERVOMOTION SOLUTIONS,
LLC**
Berkeley Heights, NJ
908-219-4440

Tom Carlson
**TECHNICAL PARTNERS
GROUP**
Minneapolis, MN
612-822-2508

Boyd Barnwell
**TECHNOLOGY SERVICE &
SOLUTIONS, INC.**
Cincinnati, OH
513-729-6380

Reps Looking Toward the Future at this Year's PTRA Conference



Clockwise from top right:

Keynote Speaker Alan Beaulieu.
PTRA's 2010-2011 Board of Directors.
Having a good time at the Conference.
PTRA's 2010-2011 Executive Committee.



Lines Available

Custom Machine & Tool Co., Inc.

P.O. Box 890040
22 Station St.
Weymouth, MA 02189
www.cmtco.com

CONTACT

Jim Sweeney
Robert Bennett
(781) 331-7770
e-mail: info@cmtco.com

TERRITORIES OPEN

All states *except* the following: MA, OH, NC, SC, IL, IN, MN, IA, ND, SD, NE

PRODUCT DESCRIPTION

Custom timing pulleys, pulley stock, concentric maxi torque keyless tapered bushing system.

TARGET MARKETS

Automated mail sorting, automated paper handling, medical devices, semiconductor robotics.

DieQua Corporation

180 Covington Drive
Bloomington, IL 60108
www.diequa.com

CONTACT

Mary Delafeld,
Outside Sales Manager
(630) 622-2128
e-mail:
mdelafeld@diequa.com

TERRITORIES OPEN

MT, WY, CO, UT, NE, KS, MO

PRODUCT DESCRIPTION

Speed reducers, gear motors, servo gearheads.

TARGET MARKETS

Industrial/motion control, OEMs, distributors, integrators.

Donghua USA, Inc.

530 Tower Blvd.
Carol Stream, IL 60188
www.dhchain.us

CONTACT

Michael Barrett
Business Development
(630) 682-3058 x 224
e-mail:
mbarrett@dhchain.us

TERRITORIES OPEN

All U.S. states except for Texas

PRODUCT DESCRIPTION

High quality roller chain, conveying chain, engineering class chain, leaf chain and sprockets.

TARGET MARKETS

Channel: general industrial OEM accounts, independent distributors and machine tool. Industries: agricultural, mining, forestry/building products and unit/bulk material handling.

Kinetic Technologies, LLC

2660 Auburn Rd.
Auburn Hills, MI 48326
www.kinetictech.net

CONTACT

Gil Cyrulnik
(248) 299-9300
e-mail: gilkti@gmail.com

TERRITORIES OPEN

Michigan

PRODUCT DESCRIPTION

Motor control and power transmission products.

TARGET MARKETS

OEM, automotive and industrial users, distributors, integrators.

Louis Allis

645 Lester Doss Rd.
Warrior, AL 35180
www.louisallis.com

CONTACT

Tyler Vinyard
(205) 590-2986
e-mail:
tvinyard@louisallis.com

TERRITORIES OPEN

Call to discuss

PRODUCT DESCRIPTION

Electric motors Nema and above Nema, field service capabilities as well as any type of specialty motors.

TARGET MARKETS

OEMs, end users and distribution.

Rossi Gearmotors

805 Satellite Blvd.
Suwanee, GA 30024

CONTACT

George Rizza, President
(678) 288-3600
Fax (678) 288-3658
e-mail: george.rizza@us.habasit.com

TERRITORIES OPEN

ME, VT, NH, NY, RI, CT, NJ, DE, MD, FL, AL, MS, LA, AK, TN, MI, IN, IL, MO, OK, TX, KS, NE, WY, CO, NM, UT, AZ, NE, CA, NV.

PRODUCT DESCRIPTION

Gear reducers, gear motors, servos, electric motors.

SEPAC, Inc.

2000 Lake Rd.
Elmira, NY 14903
www.sepac.com

CONTACT

Dave Vieira, Sales Manager
(607) 732-2030
e-mail:
dave.vieira@sepac.com

TERRITORIES OPEN

AL, DE, FL, GA, KY, MD, MI, MN, NC, NJ, OH, OR, PA, SC, TN, VA, WA, WV

PRODUCT DESCRIPTION

Electromagnetic, hydraulic and pneumatic clutches and brakes.

TARGET MARKETS

OEMs in defense, aerospace, medical, energy, packaging and some commercial/industrial.

Slideways, Inc.

705 Plantation St.
Worcester, MA 01605
www.slideways.com

CONTACT

Bob Stowell, Sales & Marketing Manager
(508) 854-0799
e-mail:
rstowell@slideways.com

TERRITORIES OPEN

Pacific Northwest, all of Canada

PRODUCT DESCRIPTION

Machined plastic components for conveyors, packaging, and process equipment.

TARGET MARKETS

OEM, industrial distribution.

"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




Research:

Fly on the Wall — Interviewing Sales Candidates

- ▲ Do you interview salespeople?
- ▲ Have you ever made a hiring mistake?
- ▲ Do you ever wonder how other sales managers interview and hire?

If you answered yes to any of the above, please consider participating in a new research study on hiring sales candidates.

 **axiomone**, a company specializing in employee selection strategies, is currently conducting a study on the interviewing and hiring practices used for salespeople. In this “Fly on the Wall” project, our hiring experts will be invisible observers during sales candidate interviews.

In exchange for allowing us to be a “fly on the wall,” we will:

- (a) Provide feedback immediately after the interview that includes some “quick wins” your organization can implement immediately for better hiring results.
- (b) Provide participants with a full copy of the study upon its completion.

For more information or to participate in the study, contact:

Mike Norton
AxiomOne, LLC
602-490-0380
mnorton@axiomone.com

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.

Consulting Services for Manufacturers and Reps



LINSTER CONSULTING, LLC
P.O. Box 14179 · Baton Rouge, LA 70898
Tel.: 225-921-7702
linster@bellsouth.net
www.linsterconsults.com

For Manufacturers' Representatives:

- Attracting and keeping good lines
- Staffing properly and profitably for superior results
- Selling your factories products, programs and policies
- Communication skills revisited
- Marketing your company to the industry
- Operating a factory warehouse
- Buying and selling too — be careful
- Know the numbers — financials and sales
- Owning your own office-warehouse property
- Succession and exit strategies

For the Manufacturer Using Manufacturers' Representatives:

- Using a representative instead of a direct sales force for elements in selecting the right representative firm
- The CONTRACT
- Encouraging proper time for your line
- Managing the representative — too much, too little
- Sales call reports — can be dangerous
- National or regional sales meetings—where and when
- Measuring the representative's performance
- Compensation and bonuses
- A working representative counsel
- Industry shows and opportunity
- Terminations done right



Gale F. Linster
Principal

I am pleased to announce LINSTER CONSULTING, LLC offering services to PTRAs Representative Members, Principal Members, and Industrial Products Reps, to mentor the business model and business plan.

For more information visit www.linsterconsulting.com.

Strengthening the business model

Lynn Mattis Scholarship Awards

PRINCIPAL MEMBER

Sandy Tobias
Royersford Foundry & Machine

REPRESENTATIVE MEMBER

Mike Jack
Electro Technology Products

Upcoming Educational Opportunities

FOR PRINCIPALS

Building a Successful Rep Network (MANA)

September 21-21, 2010
Chicago, Illinois

Successful Rep Channel Management (MANA)

September 23-24, 2010
Chicago, Illinois

Manufacturers' Best Practices (MRERF)

January 13-14, 2011
Arizona State University
Tempe, Arizona

FOR REPRESENTATIVES

CSP Certification Programs (MRERF)

September 14-17, 2010
Minneapolis, Minnesota

October 12-15, 2010
Phoenix, Arizona

CPMR Certification Program (MRERF)

January 8-13, 2011
Arizona State University
Tempe, Arizona

2010-2011 Board of Directors

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First Vice President
mrichie@jtchapman.com

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Second Vice President
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Executive Director

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jay@ptra.org

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.

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 — 888-817-7872.

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

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