



FOCUS

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It's The ABCs

by Don Elfstrom, PTR A President



Don Elfstrom

We hear it all the time: "That football team is so good — *so sound*. They block, tackle and run so well." Or, "That company is very successful. Their customer service is top notch, their salespeople are good, and they are well managed." One more: "That kid is friendly,

respectful and a pleasure to be around." To that another person may respond with "Well, it goes to show. His family environment is outwardly loving, they communicate, and the parents are consistent with the kids."

In life and it's most important pursuits, it really comes down the ABCs — the basics — the fundamentals. In the examples above, these are the difference-makers. We all know this, yet it is illusive. It is most tempting to pursue the "magic bullet" or quicker fix that is less cumbersome than learning and acting on the basic fundamentals. To me, this is the key to prosperity and long-term sustainability for rep agencies regardless of economic conditions. So, what are the ABCs of a successful rep agency?

Integrity — This *has* to be the most impactful element of business fundamentals for any business. All we have to do here is follow through on what we say we will do.

Or, commit to only what we can actually do. Sometimes the best tactic here is to be brave enough to say "no" when we should. Also, if we fall away from operating with integrity, we can come back by communicating to someone, "I'm sorry, I did not do that for you as I promised. What I will do is...." We are back in integrity at that point. This is **so** simple and basic, yet takes courage and practice to overcome fears associated with being up front with people.

Work Ethic — The bible teaches us to do the best we can with the tools and talents that we have. No less — no more. It is a simple concept to let go and just do your best. The difficulty I see is that doing our best requires that we are intrinsically motivated. If a work ethic is in question, maybe a new source of motivation is needed.

Customers First — This is such a cliché, and yet is so common. We all see it and verbalize it when it is done to us — "their customer service is so bad." How about our customer service? Is the customer really first? It is human nature to put our desires (or the company's desires) first, and the customer is second. For long-term sustainability, if we put the customer first will our needs not automatically fall in to where we want them?

President's Perspective continues on page 2 →

Welcome New PTRA Members

Principal Members:

Jan Schade
**BROOKE CROMPTON
AMERICAS**
Toronto, Ontario, Canada
(416) 675-3844

Garry O'Neill
GEFRAN, INC.
Winchester, MA
(888) 888-4474

Ken Pujats
SIEMENS INDUSTRY, INC.
Elgin, IL
(281) 949-3232

Representative Members:

Jimmy Rios
**ELEVATED CONVEYOR
PRODUCTS**
Burleson, TX
(817) 807-6155

William L. Alt
**INDUSTRIAL DRIVE
COMPONENTS, INC.**
Ridgefield, WA
(503) 539-1958

2011 Conference — At a Glance

Sustainability and Prosperity is the Destin-ation!

39TH ANNUAL MANAGEMENT CONFERENCE

March 30–April 2, 2011 | Sandestin Resort | Destin, Florida

Wednesday, March 30

Registration
First Timers Reception
Welcome Reception

Thursday, March 31

General Session

- Purchasing Needs Through The Eyes of The Customer — A panel of purchasing managers from industry leaders

“Walk for the Cure”
Spouse Brunch
Annual Golf Tournament
Cocktail Reception
Dine-Arounds



Friday, April 1

Breakout Sessions

- Using Technology to Supercharge Your Productivity When On The Road
Steve Turner, Turner Time Management
- Mutual Action Planning — Not a Cookbook Approach
Peter Zafiro, The Pease Group

RepMIX — Representative-Principal Information Exchange
Cocktail Reception
Networking Banquet

Saturday, April 2

Annual Business Meetings
General Sessions

- Orders Fix Everything — A Focus to Succeed In Tough Economies
Paul Pease, The Pease Group
- See the Future First Before Your Competition Does
Alan Beaulieu
Institute for Trend Research

President's Perspective

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Education — This is a difficult fundamental to grasp because we invest in the unseen. Sure, it takes us out of the territory, yet as Stephen Covey points out we must “sharpen our saw.” Sharp tools make our work and processes flow much easier and more effectively. To be successful long term, we must be committed to this fundamental.*

The awesome thing about these fundamentals for a small business, like a rep agency, is that improvements can be made quickly. We can decide to make improvements, make a commitment to the improvements, and

then take action to get them done. We can all do it today. It is that simple. However, there may be a first step before any of this can be done — **we have to admit we are not very good**, or as good as we can be, at these things. **That** is the hard part. It's OK though — we are supposed to not be good at some things. Otherwise, what would we be able to improve then? ▲

* **Go to PTRA Conference 2011 at Sandestin Resort Florida.** There is no better educational opportunity than this. See the program outline above.

PTRA's 39th Annual Conference

March 30–April 2, 2011

SANDESTIN RESORT
Destin, Florida

updates @ www.ptra.org



A Manufacturer's Prospective

by Ray Williams, Chairman, PTRA Principal Advisory Board



Ray Williams

Like most manufacturing companies, 2009 was a slow and frustrating year for us, but it was also a time to do things that you don't have the opportunity to do when you are really busy. Instead of down-sizing employees, we did product training, cross training, and procedure training. We also were able to take an in-depth look at all aspects of the workings of our company and discuss ways to improve methods and be more effective when the economy started to turn around. We have been working at being lean and green—which doesn't mean you let employees go, but means you eliminate waste and find ways to be much more efficient with the personnel that you already have.

When the economy is slow, it is the perfect circumstance for Regional Managers to spend quality time making calls with their representatives. Many companies don't want their RMs to travel extensively when business is down (which in my opinion is wrong). When the economy is slow most customers have more time to see sales personnel and listen to what you have to offer,

especially engineers, who when busy can't give you the time you may need. You may not get an order at the time, but you have sown seeds. When the economy starts to turn around, you have laid the groundwork to get them to try your products.

Many companies slash inventory and personnel at the first sign of an economic slow-down. This can cause major problems when the economy begins to grow again. These companies are playing catch-up because they do not have the product to ship, plus they have to hire and train new people. If they have limited their sales force travel they also have to revisit the customers they neglected. The companies that have worked with their reps making calls during the slow-down are the ones that get the orders, and since they did not slash their inventories, can deliver in a timely fashion.

Every company has to handle a slow economy in a way that works for them. The way we handled the 2009 slow-down has proved to be right for us, since we experienced a record year in 2010. ▲

Educational Opportunities

FOR PRINCIPALS	FOR REPRESENTATIVES	
<p>Manufacturers' Best Practices (MRERF) January 9-11, 2011 Arizona State University Tempe, Arizona</p> <p>Building a Successful Rep Network (MANA) March 8-9, 2011 Chicago, Illinois</p> <p>Successful Rep Channel Management (MANA) March 10-11, 2011 Chicago, Illinois</p>	<p>CPMR Certification Program (MRERF) January 8-13, 2011 Arizona State University Tempe, Arizona</p> <p>CSP Certification Programs (MRERF) March 29-April 1, 2011 Atlanta, Georgia May 10-23, 2011 Denver, Colorado September 13-16, 2011 Minneapolis, Minnesota October 25-28, 2011 Chicago, Illinois</p>	<p>MANA/PTRA Teleforums (12:00 Eastern Time) January 14, 2011</p> <p>Get Out of the Rut — How to Create Real Change that Makes a Difference February 25, 2011</p> <p>Whale Hunting — How to Land Big Sales and Transform Your Company April 15, 2011</p> <p>Top Five Challenges and Ideas for Solving Them May 13, 2011</p> <p>Buy/Sell/Merge Your Rep Firm</p>
	FOR BOTH	<p>Product Application Workshop (PTDA) April 19-20, 2011 Dearborn, Michigan</p>

PTRA Welcomes Doug Bower



Doug Bower

Effective February 1, 2011, Doug Bower will assume the position of PTRAs Executive Director, replacing Jay Ownby who will retire after six years in the position. Doug has been associated with PTRAs for 11 years as Regional Distribution Manager for Dow Corning Corporation,

employing several PTRAs member representatives. Doug served on the PTRAs Board of Directors from 2004 to 2008, including one year on the Executive Committee as Chairman of the Principal Advisory Board. Doug retired from Dow Corning in 2009 and, fortunately for PTRAs, lives less than 10 miles from the MANA/PTRAs office. PTRAs is especially fortunate that Doug is available to fill the position of PTRAs Executive Director upon Jays retirement. ▲



Lines Available

Rossi Gearmotors

805 Satellite Blvd.
Suwanee, GA 30024

CONTACT

George Rizza, President
(678) 288-3600
fax: (678) 288-3653
e-mail: george.rizza@us.habasit.com

TERRITORIES OPEN

ME, VT, NH, NY, MA, CT, E. PA, NJ, FL, MI, IN, MO, KS, NE, WY, CO, UT, NM.

PRODUCT DESCRIPTION

Gear reducers, gear motors, servos, electric motors.

Member News

Industrial Motor & Controls (IMC) has hired two new Inside Sales Associates. Robert Lowe comes to us with a BS in Economics from Bethany College and two-years experience in the Electrical and PT industry. Monica Germovsek graduated from Cleveland State University with a BS in Business Administration and has two-years experience in Customer Service. IMC covers Ohio, Western Pennsylvania, Indiana, Kentucky, and West Virginia with seven Outside Sales Engineers.

R.J. Hughes Sales, Inc., is pleased to announce the addition of our newest sales associate Cameren Sholl. Cameren will be covering the state of Illinois on behalf of R.J. Hughes Sales and our principals. Cameren spent the last four years in the 121st Civil Engineering Squadron of the Ohio Air National Guard as an Electrical Power Production Journeyman. He installed, operated, maintained, repaired and inspected aircraft arresting barriers, electrical power plants and equipment, and uninterruptible power systems. Cameren operated and maintained a MEP 12 power plant (eleven 750KW generators operating in parallel) and standby commercial and military generators (30KW-1000KW) at 100% efficiency for 122 days in a contingency operation in Sather AB, Baghdad, Iraq. His areas of expertise include but are not limited to engineering, troubleshooting, leadership, electrical schematics, AC/DC circuits, motor generators and AC/DC motors. Cameren is a graduate of Airman Leadership School E-5, Community College of the Air Force, and Ohio State University. Please Join R.J. Hughes Sales, Inc., and our principals in welcoming Cameren to our team and industry.

Horsburgh & Scott Company is pleased to announce the appointment of Conveying & Power Transmission Solutions as our new representatives in Texas, Oklahoma, Louisiana, Arkansas, Mississippi, Missouri, Kansas, and Mobil County, Alabama. Our existing agent for much of the above territory, Fred J. Sebesta & Associates, has agreed to assist with the transition over the next several months. This will help assure a seamless transition from Sebesta Associates to C-PTS. We are fortunate to have benefited from the professional representation of Mr. Sebesta and we look forward to the new energy from the C-PTS team.

DJ Reps, LLC, reports they have added Bob Colvin to their sales team. Bob has worked for many years in the power transmission industry and will add knowledge and experience to the sales team. Bob will handling Northern California.

2010-2011 Board of Directors

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Jerry Rhodes
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Legal Counsel

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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.

Professional Resources



INSURANCE ADVISOR

Pat Brown
Associated Benefit Planners, Inc.
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WEBMASTER

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