



FOCUS

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

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President's Perspective

by Jerry Rhodes, CPMR, PTR A President

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Jerry Rhodes

For those of you who attended the PTR A Annual Conference, I told you at the closing banquet on the Midway Aircraft Carrier that I would keep my incoming speech short, which I did by the way, and I will also keep my President's Perspective short too. Save your

cheers for later!!!

Attending the PTR A Annual Conference is a large investment in capital resources and time out of your territory, but if you didn't invest in the conference this year, I wish you would have. I have had a chance to talk with various members who attended the conference, and overall the conference seems to have been a great hit.

As a Director, one of the responsibilities is to create value to the membership while maintaining our fiscal responsibilities and goals. The largest goal we have is to put on a successful annual conference. With that being said, the conference agenda, location, and market conditions were such that we broke the attendance record of 335 that was set in 1996. I would like to thank you for your attendance and all who participated

and helped plan, because without you, the conference is *not* a hit. Great job to all!!!

If you missed this conference, please don't plan on missing the next conference which is going to be in the beautiful climate of Puerto Rico. **Save the dates** — April 17-20, 2013. PTR A has made a commitment to continually improve our annual conference and Walt Brooks is already hard at work planning for next year. His goal is to make it the best conference we have ever had. Hope to see you there.

One of the most valuable assets of our association is the ability to network with a wide variety of personnel throughout our industry. With that networking come some great ideas and suggestions we use to better our association and businesses. Some of the items we will be working on this year include an updated website, membership drives to grow our association, increased presence on Facebook and LinkedIn, just to name a few. For all of you who are on a task force, I would like to thank you for your hard work in making these items come to fruition.

As a trade association, we are in very good shape financially and also have a healthy membership. Over the past few years, many

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trade associations have dwindled in their numbers, but PTRA has been able to maintain our membership numbers and we are poised to grow as the good times continue.

In this upcoming year I would like to thank all of you ahead of time for all your dedication and involvement in our association. If you have any input or would like to

get involved in any way, please contact a member of the Board of Directors and share your input with them. E-mail addresses for the Board of Directors can be found on the last page of this newsletter and on the PTRA website, www.ptra.org.

I would like to close by wishing you all success in the upcoming year!!! ▲

Welcome New PTRA Members

Principal Members

Darin Vogt
BERLISS BEARING CO.
Livingston, NJ
(973) 992-4242

Carl Strom
**C-SERT
MANUFACTURING, LLC**
Topanga, CA
(310) 455-0028

Jeff Carlisle
DOUGLAS MANUFACTURING
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Sharon Louwersheimer
EASY FLEX COUPLINGS, LLC
Lakeland, TX
(352) 223-9314

Dirk Kreunen
FENNER DRIVES
Manheim, PA
(717) 665-2421

David Graham
LUBRI-LOY
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(314) 583-3528

Kai Xu
SCENERY HYDRAULIC, INC.
Ontario, CA
(909) 930-9586

Carl Fenstermacher
SIT INDEVA, INC.
Charlotte, NC
(704) 357-8811

Maynard Wood
THE CARLSON COMPANY, INC.
Wichita, KS
(316) 744-0481

Clint Conrad
WJB BEARINGS, INC.
City of Industry, CA
(909) 598-6238

Associate Members

Dan Massri
GRUPO MEUSNIER, S.A. de C.V.
Naucalpan, MX

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TELENOTES
Sandy, UT
(801) 523-6300

Representative Members

Alex Frieling
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(720) 670-8901

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Palm Desert, CA
(760) 485-1051

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G.E. MATTERN ASSOC., LLC
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(585) 637-6845

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Louis Pecsí
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Mike Killiany
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TECHNICAL SALES**
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Thomas Land
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SALES CO, INC.**
Nashville, TN
(615) 269-4050

William Quillen
WALKER SALES, INC.
Farmington Hills, MI
(248) 661-6336

Past President's Perspective

by Mike Richie, CPMR, Immediate Past PTRA President

After presiding over one of our largest attended conferences in recent history, I have the honor of writing one of my final articles for the *Focus* newsletter. We had well over 300 attendees in Coronado at "The Del" for our 40th Conference, and I am extremely grateful to everyone for making it a great success!

Our Conference Chairman, Bill Taylor, interviewed and culled the best speakers we could gather, with the most up-to-date subject matter pertinent to today's business. As if he didn't have enough to do, he was also our Golf Chairman and pulled off another successful golf tournament.

Our Executive Director, Doug Bower, and Conference Planner, Linda McKee, worked tirelessly with the Del Coronado to make one of the finest hotels in the world the perfect conference venue for PTRA. The Conference is our biggest event of the year, and it takes the work of many people to make it come together. Each one takes three years to put together. That's right, the 2013 conference is coming together and 2014 is already in the works!

As I look back over my years as a member of the Executive Committee and Board of Directors, I am very proud of our Association — our membership and financial status

are both strong, and it's because of the hard work, commitment and dedication of our membership. The various task forces that help with education, communication, rep-principal relations and membership are all integral pieces working together that make our association great. I have a new respect for the men and women who came before me; the work and planning that took place in the past to keep us going into the future — it is truly humbling to be part of that group.

On a personal note, when I enrolled on the membership committee some 18 years ago, I wasn't even contemplating being President of PTRA — it was the yearning of being involved in my industry's association. Working on various committees, I made friends across North America and learned a tremendous amount from other members, both reps and principals. What a wealth of knowledge!

Finally, I will always cherish the 10 years I spent on the Board and ExCom to reach this pinnacle, and I want to thank all of you for allowing me this wonderful opportunity. Our new President, Jerry Rhodes, will do a great job this year and we look forward to seeing all of you at our 41st conference next April in Puerto Rico!

Best wishes for a strong finish to 2012 and a stronger 2013. ▲



Mike Richie

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.



Bill Taylor

2012 Conference Wrap-up

by Bill Taylor, PTRA Coronado Conference Chairman

Wow! We knocked one out of the park! We had 347 attendees, which blew away our initial estimates, at the PTRA Convention at The Hotel del Coronado, in California. We received accolades from everyone for the location, organization and content of the meeting. The Walk for Charity, Golf Tournament and conference banquet on the USS Midway were huge successes. I heard it said many times in Coronado that “the PTRA Convention is now a must-do for me, and I will be attending future conferences.” Hats off to Mike and Debbie Richie for making such a great selection of location and venues, and to Doug and Linda for their excellent planning.

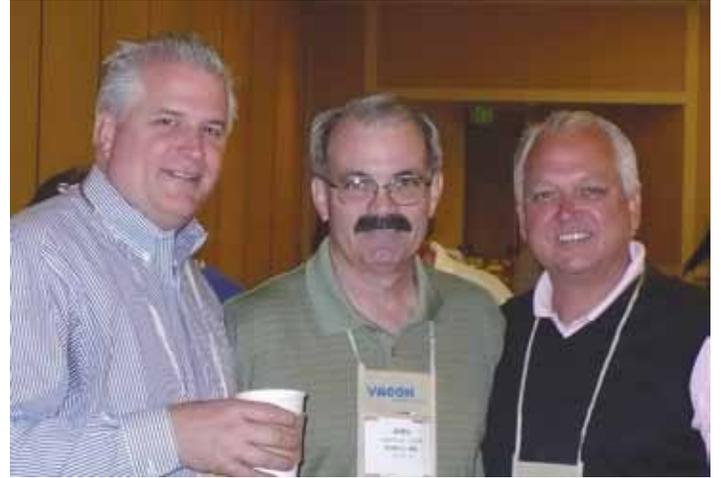
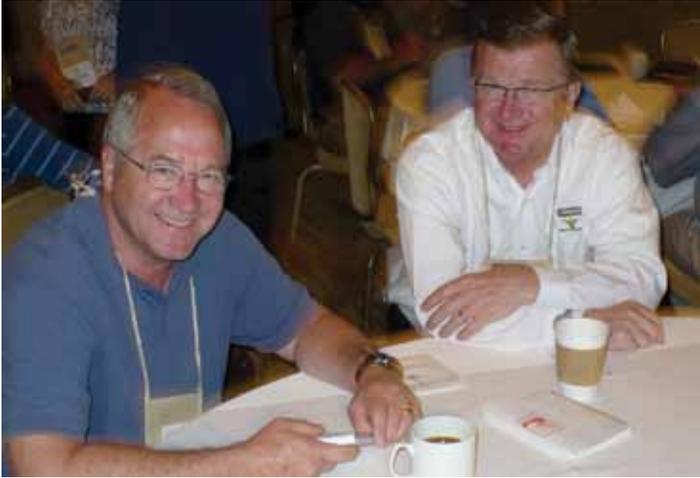
Our conference theme of “Catch the Tech Wave” was well-received as our membership found the CRM, Power Point and tablet presentations to be valuable and pertinent to their businesses. Our members gave us high marks for topics and presenters and even asked that we continue to provide tech-related presentations at future confer-

ences. Many thanks to Steve Turner, David Innis and John Hoeltz for their professional (and entertaining) presentations. And lest I forget, Alan Beaulieu proved once again why he is so popular with our membership by speaking to a full house who insisted that he be invited to future conferences. We just can’t seem to get enough of Alan’s economic analysis and insight.

On to Rio Mar in Puerto Rico! Walt Brooks (your conference chairman) and the board of PTRA are already planning another excellent conference to be held April 17-20, 2013. I can assure you that the combination of venue and conference content will make the 2013 conference a must-do and worth your time and money. Look for information relative to the conference in the coming months and block out the dates of the conference — you don’t want to miss this opportunity to learn, network and relax!

iNos veremos pronto! ▲





Puerto Rico 2013



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Fusing Power and People

April 17-20, 2013

Wyndham Rio Mar Beach Resort, Rio Grande, Puerto Rico



We are the Technology and Application Professionals

www.PTRA.org

“Fusing Power And People” PTRA Conference 2013

by Walt Brooks, CPMR, 2013 Conference Chairman

Mark the dates on your calendar and please join us for next year’s PTRA Conference to be held April 17-20, 2013 at the Rio Mar Beach Resort and Spa in Puerto Rico. This is a fabulous, 500-acre facility nestled between the Atlantic Ocean and the El Yunque Caribbean National Rain Forest. If your room isn’t beachside, don’t worry. The backside of the resort faces the rainforest! The uniqueness of this facility is the island flair without the hassle of international travel. No passports are required for U.S. citizens. You can pay with U.S. Currency. Use the U.S. Post Office and call stateside with **no** roaming. Travel into San Juan includes over 700 flights per week, reasonably priced if booked in advance.

Things to do include touring the Old San Juan Historical District, the aforementioned rainforest, Bioluminescent Bay, tennis, two award-winning championship golf courses, Bacardi Rum Plant Tours, sailing, snorkeling, deep sea fishing, zip-lining, or dropping some commissions at the on-site casino!

The conference theme for next year is “Fusing Power and People,” and will continue the technology focus from this year’s successful and extremely informative conference. We plan to not only expand on these discussions but also provide some optional “hands-on training” for attendees.

Our Chief Prognosticator, Alan Beaulieu will give us his annual state of the economy presentation. With all of the uncertainty in today’s marketplace, Alan’s insights, evaluations, and predictions have become an invaluable planning resource tool for many PTRA members.

We will be finalizing over the next few weeks the final roster of speakers, topics, and potential areas of tech training. Drop me an email at wbrooks@wcbrooksco.com if you have a specific topic you would like to have covered, and we will try and accommodate.

Stay tuned! More details and a pre-registration in our next *Focus* newsletter! ▲



Walt Brooks





Seth Lieberman

Facebook and Your Business: The Anatomy of an Effective Facebook Post

By Seth Lieberman

An effective Facebook strategy for your business — one that achieves your goals of education, engagement, lead generation or feedback, requires thoughtful planning. Cover and profile photos, tabs and favorite apps, milestones and more must all be considered in order to maximize all that Facebook's new Timeline layout offers.

Below are seven things to think about when crafting that perfect "post."

Audience

I'll state the obvious here: your company Facebook page is not your personal page! Depending on your personal Facebook usage this can mean a lot of things: post with more restraint, post more frequently, keep in mind a more general audience, etc. Who is your business' Facebook audience? More important, who do you want that audience to be? Remember to speak to them when you are posting for your company Facebook page.

Voice and Tone

Related to the above, the "voice" of your Facebook page should reflect the image you are trying to project. Unlike your personal network, your Facebook fans may not "know" you (e.g., your business personality) very well. Therefore, as they "meet" you via Facebook, and get to know you, how do you want them to characterize you/ your business? Humorous? Quirky? Serious? All of the above? Keep in mind that the Facebook culture leans toward the more "casual," so make sure you are not coming across as too stiff.

Content

Your posts shouldn't solely be promotional material about your company and products. Everything you put out should offer engaging value to your fans. News, humor, entertainment and insider insights grab your audience's attention and motivate them to return for more. Simply pouring out post after post of advertising copy will mean losing fans and readership — people want to be engaged with the material, not spammed.

Content that leads people to interact on your page is particularly powerful. You can use your posts to drive fans to quizzes like personality tests, surveys, and Facebook sweepstakes that are in your Favorite Apps/ tabs slots. This type of content is also an important way to get "Likes," "Shares," and more.

Also, be positive — don't trash talk your competitors — no one likes a negative Nellie.

Figment is using Tabs/Favorite Apps slots to add in content: contests, quizzes, photos and more. Its "Could you Catch a Killer?" quiz is one of dozens of quizzes that Figment creates and publishes to its page on a regular basis in order to drive interaction and give visitors a reason to explore the site and come back regularly.

Context

Post as part of a series, or to announce an offline event, or in response to customer feedback. That greater context gives people a reason to keep coming back to your page looking for the next piece of information and means you can catch them up on what you have been doing in the interim.

Timing

The best time to "post" to Facebook is a matter of much debate; in general, however, think about who you are trying to reach and when they are most likely to be spending time catching up on their Facebook activity. The best posts go "live" when your fans have time to read and digest them and — you hope — react. Chances are this is not when they are hard at work, but rather during lunch time, evenings, weekends.



© Chanpipat | Dreamstime.com

Experiment and see what makes the most sense for your page.

Interaction

Drive interaction with your Facebook posts by asking for advice, opinions or related stories. Each time a customer responds to your post, he signs up to get a “bump” from you every time somebody else responds. That kind of conversation gets real results in social media. Personality tests and surveys, where people can share their opinions and “results” are effective ways to get interaction and information that you can really use! To get things started, don’t be afraid to “prime the pump” by having a friend, employee or loyal customer be the first to comment.

Responsiveness

Once people have responded to your initial post, make your own comment to keep the conversation going. Now that individuals can private message your company, there is a huge opportunity to really engage in a dialogue. Make sure that you are not letting your Facebook page go unattended. For better or for worse, most of us have come to expect immediate results online. ▲

Seth Lieberman is the CEO of Pangea Media/ SnapApp. Under his leadership Pangea Media’s platforms have facilitated 300+ million customer engagements. Lieberman has 15 years of experience in online advertising, customer acquisition, lead generation and customer engagement.

Member News

Dorris Gear Drives is pleased to announce the following:

- Richard Deering of Industrial Sales Associates, Inc., 317-546-1900, will represent Indiana.
- R.J. Hughes Sales, Inc., 630-325-2334, will represent Wisconsin and Illinois.
- Paul Morphis of Tennessee Industrial Representative, 615-390-4662, for Kentucky and Tennessee.
- Wally Kielb, WA Kielb Associates, 413-549-3678, representing the New England states.
- Jim Amick of Rocky Mountain Components, 303-688-6993, representing Utah, New Mexico and Colorado.

Dorris now manufactures the entire product line in our state-of-the-art facilities in Fraser, Michigan. Its products, known for their premium high-quality and durability, are still available in the standard base mount, shaft mount, and screw conveyor gear drives.

For more information visit their website at www.DorrisCo.com.

Long-time PTRA member, **House of Motors, Inc.**, of the Minneapolis, Minnesota market, has merged with **Kacey Enterprises, Inc.** of Glen Ellyn, Illinois, also a long-time member of PTRA. This merger maximizes territory coverage in the Midwest, and allows deeper customer service with office locations in the Minneapolis and Chicago areas.

"Both companies have a wealth of experience and come together very well," says former House of Motors principal, Mark Tsatsos. Tsatsos will remain on staff as a valued Territory Sales Rep in the Minneapolis and North Dakota markets.

Also added to the Kacey Enterprises sales team is Daren Cowan of Minneapolis. Cowan arrives with a very strong electric motor, and power transmission background.

Kacey Enterprises is led by President Don Elfstrom, CPMR, CSP, and Mark Lutz, CSP, Sales Manager. On staff at Kacey is a total of six CSP educated outside salespeople, and three customer service professionals.

For additional information visit Kacey's website at www.kaceyinc.com.

Educational Opportunities

CPMR Certification Program (MRERF) www.mrerf.org

January 7-11, 2013
University of Texas at Austin

CSP Certification Programs (MRERF) www.mrerf.org

March 5-8, 2013
Phoenix, Arizona
April 30-May 3, 2013
Philadelphia, Pennsylvania
September 10-13, 2013
Chicago, Illinois
October 22-25, 2013
Dallas, Texas
November 4-7, 2013
Guadalajara, Mexico

MANA/Sandler Training www.manoonline.org

Sandler Training Boot Camp

February 7-8, 2013
Irvine, California
June 6-7, 2013
Newark, New Jersey

Free eBook on Rep-Principal Relationships courtesy of MANA at www.bootstrapping101.com/guide-sign-up-mana

Sales/Reps/Manufacturers: Adversarial or Cooperative? Tips for Each for Mutual Gain by Bob Reiss, author of the *Entrepreneur* magazine article about the benefits of working with reps, "Outsourcing Turns Fixed Costs into Variable Costs."

MANA/PTRA Teleforums www.manoonline.org

FOR REPS

House Accounts Split Commissions and Other Territory Management Issues November 16, 2012

FOR MANUFACTURERS

Understanding the Rep-Principal Relationship November 16, 2012



Lines Available

Coupling Corporation of America

250 N. Main Street
Jacobus, PA 17407-1011
(717) 428-0570, fax (717) 428-2865
e-mail: brooks@couplingcorp.com
www.couplingcorp.com

CONTACT:

Brooks Cutright,
New Business Development

TERRITORIES OPEN:

AK, AL, MS, LA, TX, OK, NY, NJ, DE,
VA, WV, NC, SC, GA, FL, CA

PRODUCT DESCRIPTION:

High-Performance Flexible Shaft
Couplings, Rigid Vertical Pump Couplings,
Keyless Anderson Clamp Hubs

TARGET MARKETS:

Refineries, Power Plants, OEMs

Diversified Plastics, Inc.

3721 Grant Creek Rd.
Missoula, MT 59808
(800) 321-0084, fax (406) 728-4074
e-mail: sales@diversifiedplastics.net
www.diversifiedplastics.net

CONTACT:

Rick Hogan, Sales Manager

TERRITORIES OPEN:

MA, ME, VT, NH, CT, RI

PRODUCT DESCRIPTION:

Manufacturer of engineered plastic parts.
Catalogued standard products, such
as gears, sprockets, bearings, as well
as customer driven custom items. Our
processes include Fabrication, Injection
Molding and Cast Urethane

TARGET MARKETS:

Power Transmission Distribution, OEMs,
Wood Products, Food Processing,
Wastewater Treatment, General
Industrial

Dorris Gear Drives

17430 Malyn Blvd.
Fraser, MI 48026
(586) 293-5260, fax (586) 293-5290
e-mail: jdiez@dorrisco.com
www.dorrisco.com

CONTACT:

Jim Diez, Vice President

TERRITORIES OPEN:

TX, OK, CA, NV, WA, OR, GA, AL, FL

PRODUCT DESCRIPTION:

Gear Box Reducers

Ogura Industrial Corp.

100 Randolph Rd.
Somerset, NJ 08904
(732) 271-7361, fax (732) 271-7580
e-mail: fcacace@ogura-clutch.com
www.ogura-clutch.net

CONTACT:

Fred Cacace, Product manager

TERRITORIES OPEN:

Mexico, Ontario, Quebec, New
Brunswick

PRODUCT DESCRIPTION:

Electric Clutches, Brakes, Superchargers

TARGET MARKETS:

Industrial, Automotive, Medical

S.I.T. Indeva, Inc.

3630 Green Park Cir.
Charlotte, NC 28217
(704) 357-8811, fax (704) 357-8866
e-mail: c.fenstermacher@sit-indeva.com
www.sit-indeva.com

CONTACT:

Carl Fenstermacher, PT Product Manager

TERRITORIES OPEN:

Various

PRODUCT DESCRIPTION:

Couplings, Locking Devices, Timing
Belts/Pulleys

TARGET MARKETS:

Power Transmission

Got News to Share?

**Let PTRA call attention
to your successes,
growth & changes!**

E-mail your industry news and
information or updates about
your company to us at any time
and we'll include your news in
the next edition of *FOCUS*.

**Send your news to: info@ptra.org
Attention: News for Focus NL**

or fax to: 949-855-2973

or mail to: PTRA Member News
16-A Journey, Suite 200
Aliso Viejo, CA 92656

"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

2012-2013 Board of Directors

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summit.p.liston@shaw.ca

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
Associate Benefit Planners, Inc.
abppbrown@aol.com
(800) 854-4636



WEBMASTER

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



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