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## PRESIDENT'S PERSPECTIVE

By Mike Mattis, CPMR, CSPC

To start, I want to shout out to Andy & Jessica Simpson, Hilton Head was a great venue and with the help of Dan & Dawn Bendell, it made it all work. Excellent Job! It was the first time we have offered a GSR program (Growing with Sales Reps) before the conference, this was run by MRERF and in the past had been called Manufacturers Best Practices. We will see this program again in 2026.

“Get Your Sales Boots On”

The elections are over, and the voters have spoken! The good news is, no more text messages, anonymous calls, and most of all no more constant commercials about which party is better than the other! So now it's time to get to work, and “Get Your Sales Boots On”!

I have been doing this for 24+ years, and never have I experienced an epidemic like Covid in 2020. I can tell you, and I'm sure this is true for others, that no one knew business would be so strong in the years to follow. Unfortunately, as you all know, the only thing constant is change. I do believe this change is upon us, sales are starting to look more like pre-Covid times, purchasing agents are shopping us more, and engineers and most office support teams are now returning to the workplace instead of working from home.

So, what is needed now? I truly believe attending the PTRA Conference is a great start. The networking and information provided to our members is invaluable. You know what you know, and I feel education must be ongoing for myself as well as our team. Our customers are losing tenured/experienced inside and outside sales folks,

they are hiring new young individuals to replace them and providing little to no training. Thus, relying on sales representatives to provide their knowledge and expertise to sell products.

We as an organization must continually work to bridge this gap for the upcoming group of sales representatives. We need to be the network for our new sales teams through mentorship, leadership opportunities, task force groups, and education. Our education task force offers webinars on various topics throughout the year, MRERF offers CPMR (Certified Professional Manufactures Representative) and CPSC (Certified Professional Sales Consultant) for professional certifications. In addition, PTRA offers scholarships through the Lynn Mattis fund for those members that attend these programs during that year. Our Conference will continue to offer various learning opportunities, both formal and informal, for all our members and our manufacturer partners.

I am looking forward to the upcoming 2025 conference at the Hyatt Regency Hill Country Resort & Spa April 13 -16, 2025. As conference chair, Bill Taylor III has put together an outstanding lineup of speakers to help us continue to grow and be successful in today's climate.

Until then, good selling.



**Mike Mattis**  
PTRA President  
2024-2025

# GET YOUR SALES BOOTS ON



*Now that the election is in our rear-view mirror it's time to ramp up what we all know and love – SELLING!*

Many experts are predicting a healthy 2025 so it's time to shift to the next gear with a focus on the basics: blocking and tackling. This year's conference will be held at the Hyatt Regency Hill Country Resort & Spa in San Antonio, TX and we have put together an exciting conference format with an emphasis on the basics to help you grow exponentially.

Meet Lisa Walden, our first speaker. One of the most expensive mistakes to make in running a business is hiring the wrong person and we all know that having an HR manager is not in the cards. Lisa will discuss the future of the workforce, what makes different generations tick and how to attract and retain top talent. Acquisitions & mergers of both manufacturers and rep firms are creating an evolution of change including the expansion of rep firm territories and staff. With that evolution comes the task of hiring.

Next up, Darin Davenport with Affiliated Distributors. Darin will be accompanied by 4 member owners to discuss pertinent rep topics when working with Affiliated Distributors including trends, best working practices and a deeper dive into the AD.

Our showstopper and good friend Taylor St. Germaine from ITR economics will be giving us our yearly pulse of the economy. With the election now over and, based on previous discussions of trends in our industry, we should see opportunities for growth present themselves in the coming months and I trust Taylor will have positive news.

Lastly, we have breakouts from our key supporters including John Mitchell from RepFabric, Barbara Kramer from Kramer & Kramer, Steve Turner from Turner Time Management and Darin Davenport from AD. PTR A 2025 is set to be BANGER, so **Get Your Sales Boots On** and let's make some money in the coming year!

See you in San Antonio!



**Bill Taylor III**

2025 Conference Chair



# REPFABRIC PRESENTING

## at the PTRA Annual Meeting

We are excited to be attending the upcoming PTRA Annual Meeting!

Repfabric is excited to have the opportunity to present and hold training courses on Sunday, April 13th from 2:00-5:00. All presentations will be focused on the latest features of Repfabric's software and how they can help sales representatives increase their productivity and efficiency. We will be presenting new modules like our Expenses Modules and new features like our New Analytics Dashboard.

There will be 3 different tracks and 3 separate topics covered in each track, so whether you are a current Repfabric customer or want to learn more, there will be something for everyone.

Be on the lookout for more details, but a quick summary is below.

The first track is for Manufacturers and Reps who want to learn how people use Repfabric, how you can

raise your CRM adoption regardless of the system and how manufacturers can better work with reps through technology.

The second track is for Owners, Managers and Marketers who want to learn how to better use Repfabric to establish company goals, track commissions and market to their customers.

The third track is for Repfabric Users who want to Level Up their Repfabric knowledge and includes Intermediate to Advance training.

Repfabric will also be a part of the Tuesday breakout sessions in which we will discuss Artificial Intelligence and its implications for the manufacturing world and the manufacturer's representative's world.

If you would like to learn more about Repfabric or our other platforms for Distributors and Manufacturers, please visit us at [www.repfabric.com](http://www.repfabric.com), [www.distifabric.com](http://www.distifabric.com), [www.manufabric.com](http://www.manufabric.com).

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## PTRA TASK FORCE UPDATES

### **MEMBERSHIP TASK FORCE**

The Membership Task force over the last year has been working on several fronts towards its' responsibilities and initiatives. The following are some highlights of what we have been working on:

#### ***Lapsed Membership Follow Up***

With annual PTRA memberships coming due in the summer, there are always some that haven't renewed their memberships. We follow up on those that haven't renewed, typically the renewal notices have gone to an old email address, or that person doesn't work there anymore, or another person is responsible for submitting payment, etc. So often, it is needed for us contact the lapsed memberships personally to get resolved.

#### ***Spotlight Profile***

We coordinate to provide Member Spotlight Profiles to be included with the PTRA Monthly Bulletin. It gives a general perspective from a new or long-standing member on belonging to PTRA.

#### ***Member Benefits***

The task force is reviewing new benefits for members. We are investigating promotional item vendors, hotel discounts along with other benefits to offer our members.

#### ***Strategic Initiatives***

We are working to create new strategic initiative to help recruit both new representative and principal members along with ways to promote PTRA during our day to day activities.

# KRAMER'S KORNER

BARBARA H. KRAMER, ESQ.  
KRAMER & KRAMER, LLP, PTRA LEGAL COUNSEL  
734-821-1055

**Have a legal question, concern or need some legal advice?** PTRA legal counsel, Barbara Kramer, is looking to YOU for questions to answer! If you have a burning legal question please send them to [ptrahq@ptra.org](mailto:ptrahq@ptra.org).

We will keep a list of these on file for legal counsel to answer in an effort to provide more relevant content in our monthly member communications.

Don't be shy about submitting your questions and they can remain anonymous if requested.

## PTRA TASK FORCE UPDATES

### EDUCATION TASK FORCE

The PTRA Education Taskforce is proud to celebrate the success on the powerful webinar from Bryan Shirley “The Rep Coach” touching on the topic of Succession Planning for Reps. A heartfelt thank you to our dedicated task force members and all attendees for making these sessions a success!

Our dedication to education continues with PTRA partner spotlights and tech tips featured in the monthly PTRA newsletter. A big thank you to one of our longstanding partners, Turner Time, for providing us with beneficial technical tips.

Looking ahead, we are thrilled to collaborate with AD, MERF, MANA, Turner Time and Repfabric to deliver an array of exciting educational opportunities in 2025. As we strive to meet the evolving needs of our members, we're actively exploring innovative e-learning platforms

to enhance the learning experience. Stay tuned for more tailored opportunities designed just for you.

The new year brings exciting possibilities, and the PTRA Education Taskforce is committed to delivering even more valuable webinars, engaging content, and transformative learning experiences for our members.

### MARKETING TASK FORCE

The Marketing Taskforce has been and will continue to work on the following areas to increase PTRA exposure.

Investigating new formats to promote PTRA. Currently, we are looking into promotion through printed material.

- Completed “Why PTRA” promotional video and several short videos for social media posts, trade shows, etc.
- Quarterly social media posts.

# Member

## Get A Member

### Campaign

Don't forget about Member Get A Member program! If you believe your membership in PTRA is worthwhile, then you almost certainly know some fellow reps in our industry that are not members who would benefit just like you from membership. Wouldn't you be doing them a favor by recommending they join, and attend our national conference in April?

Let's take this a step further. Are some of your principals PTRA members? Do they and you not also benefit from their membership?

The bottom line is that your membership could be of even more value to you if we had more reps and more good principals as members. Well, we're going to ask you to help us grow, for your benefit and for the benefit of all PTRA members... and we're going to make it worthwhile!

Here's the deal: For every new principal or rep member you recruit who also attends the upcoming PTRA Annual Conference in San Antonio, TX , **you will receive a year of free dues.**

#### Here's How it Works:

1. Have the new member download a membership application from the PTRA Website or join online through via [www.ptra.org](http://www.ptra.org). They must list you as the sponsor on the application.
2. When you have confirmed that they have joined and registered for the upcoming 53rd Annual Conference, email us at [ptrahq@ptra.org](mailto:ptrahq@ptra.org). We'll send you a thank you and confirm your \$450 credit for your membership dues!

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## PTRA MENTORING PROGRAM

If you are new to the industry or just started a rep business and are simply looking for a little guidance or advise, PTRA has a mentoring program that is here to help you! If you are interested, reach out to the PTRA office at [ptrahq@ptra.org](mailto:ptrahq@ptra.org), and we will work with leadership to pair you with a seasoned veteran outside of your geographic area.

### These mentors can also help with things such as:

- Negotiating commissions
- Employees pay structure
- Contract suggestions and guidance
- CRM and sales software recommendations
- Payroll software recommendations
- Profit line analysis
- And so much more!

# NAVIGATING 2025 AND BEYOND:

## WHAT COMES NEXT IN INDUSTRIAL DISTRIBUTION AND HOW CAN YOU CONTINUE TO THRIVE AND WIN?

By Darin Davenport

Coming out of the COVID era, most industrial businesses experienced record growth In 2021, 2022 and into 2023. During much of that period, we had to work through unprecedented supply chain issues – material shortages, a seemingly endless number of price adjustments, logistics challenges and labor shortages. But over the past two years or so, demand for industrial products has softened significantly, dampened by higher interest rates, global unrest, and a more challenging business climate.

As a result, US manufacturers didn't invest as heavily in their businesses in 2024. Capital projects across many sectors seemed to come to a grinding halt. And as we enter 2025, economic signals are mixed. On the positive side, incomes are continuing to rise, inflation is easing, and employment metrics remain strong. But at the same time, interest rates are still relatively high, so businesses are hesitant to move forward with major expansions due to the higher finance costs. In addition, the world continues to experience significant unrest (middle east and Ukraine) and uncertainty (US relations with China).

So what does this all mean moving forward? The short answer is that most major industrial forecasters (ITR Economics, Oxford Economics, etc.) are expecting moderate growth (low-to-mid single digits). Here are some key factors to keep in mind:

- **Uncertainty** will remain higher than normal given the change in administration, especially related to the **potential implementation of additional tariffs**.
- Continued **interest rate cuts**. Lower rates should provide a boost in demand for durable goods and construction projects.

- **Stock market volatility**. Over the past couple of years, stock prices have far outpaced corporate earnings, a growing risk factor for stock valuations.
- Continued **industry consolidation**. Expect mergers and acquisitions to continue to have a significant impact for both manufacturers and distributors.
- The **impact of AI** is real! Major manufacturing companies are pouring billions into AI, expecting to see improvements in predictive maintenance, quality control, supply chain optimization, price forecasting and more

But in the end, none of us know exactly what the future holds. As we have experienced over the past couple of years, the market will continue to have its “ups and downs”. But we can all continue to succeed and win by providing value to our customers. We can do this by focusing on:

- **Technical Expertise:** Understanding the products and services that we sell and how they benefit our customers
- **Customer Focus:** Prioritizing the needs and concerns of our customers
- **Problem-Solving Abilities:** Quickly identifying potential issues and providing effective solutions
- **Persistence:** Remaining resilient and motivated when faced with challenges and rejections



# KRAMER'S KORNER

*By Barbara H. Kramer, Kramer & Kramer, PLC*

As we look toward the Annual Conference, I encourage PTRA members to look at the role of the association and what it can do for you as an Independent Sales Representative. As the name reflects, the Power Motion-Technology Representative's Association is, first and foremost, an association for sales representatives.

Under the PTRA Bylaws, all voting Members must be **Independent Sales Representatives**: businesses that solicit and promote the sale of products or services for manufacturers and distributors and are paid by commission. Manufacturers that attend the Annual Conference play an important role in your business and at the conference, but they are not voting members of PTRA.

The value of the Association and the Annual Conference includes the chance to connect with other businesses, to gain skills, to strengthen relationships with colleagues in the same industries, to meet and connect with your existing principals, and to potentially identify new principals.

This year, I encourage PTRA's Members – the sales representatives—to also use the Conference and Association to strengthen the foundation of your businesses by thinking about your contracts. Many of you have heard me say that, as a commissioned sales agency, your contracts are your most valuable asset. Your agreements with your principals dictate:

- When you are paid commissions;
- How much commission you are paid;
- When those commissions may be changed;
- The scope of your exclusivity;
- When you may be terminated;
- When and if your sales force may be poached;
- What types of competitive products you may sell while the agreement is in effect and after it is terminated; and
- How much protection you have if you are sued because of an injury caused by one of your manufacturer's products

Those who doubt the importance of these rep agreements need only look to the efforts that manufacturers are taking to tighten them up. Manufacturers are preparing longer, tighter agreements to protect their own interests. These agreements are drafted by lawyers to give the manufacturers as much flexibility as possible to change commissions, reduce territory, add house accounts, and terminate sales reps. These agreements are not written to be fair; they are written to protect the manufacturer from you.

From a business perspective, your interests and those of your manufacturers should be aligned. You both want to sell as much product as possible. One enlightened CFO of a manufacturer said that a commission check is the best check to write—the more they sold the bigger the check. But not every manufacturer thinks that way. Many, looking for quick ways to save money, try to cut commissions, effectively penalizing reps for their successes. While business interests of reps and principals should be the same, their legal interests are not; from a legal perspective, the interests of the manufacturer and the sales representative are adverse to each other.

In order to protect your business, you should always be thinking about how to use your rep agreements to increase the overall value of your business and your long-term interests. Protecting your business against arbitrary commission cuts and termination is good for you and good for your manufacturers. If you have security, you are better positioned to invest in your business and your sales force.

The Annual Conference offers an opportunity for reps to talk about ways in which they can protect and increase the value of their businesses. This year, one breakout session just for reps will be focused on these issues, talking about contracts and business issues entirely from the sales rep perspective. I encourage you to attend and to bring your experience and business savvy to help your own business and all the Members of your organization.

# LINES AVAILABLE

(listed in alphabetical order as of January 10, 2025)

Posting "Lines Available" is an exclusive  
PTRA membership benefit!  
To post yours, visit our website [www.ptra.org](http://www.ptra.org).

## **Nordex, Inc.**

Brookfield, CT 06804 | **Phone:** 203-775-4877  
Lisa.Barrett@nordex.com

**Contact:** Lisa Barrett, Sales & Marketing Manager

**Territories Open:** US: AL, GA, MS, TN

**Product Description:** Precision Custom Made to Print Parts & Assemblies and Standard Components

**Target markets:** ALL - Precision components used in all industries.

## **Peerless-Winsmith, Inc**

Springville, NY 14141 | **Phone:** 716-402-8690 | rvandavelde@winsmith.com

**Contact:** Robert VandeVelde, Sales Manager

**Territories Open:** US: AZ, CA, NV, OR, WA

**Product Description:** Worm Gear Speed Reducers; Custom Gearing

**Target markets:** Material Handling; Packaging; Food Processing; General Industrial.

## **Reliable Bronze & Manufacturing, Inc.**

Stanchfield, MN 55080 | **Phone:** 800.455.4374 | 763.689.2498 | kevin@reliablebronze.com

**Contact:** Kevin L. Herkner, CEO

**Territories Open:** US: AK, CO, DC, DE, HI, MD, MT, PA, UT, WY | Canada: AB, BC, MB, NB, NL, NS, ON, PE, QC, SK

**Product Description:** Industrial bronze bearings, bushings, washers, components, and raw materials.

**Target markets:** Power Transmission, OEM, Industrial, Agriculture, Forestry, Oil & Gas, & Heavy Equipment.

## **SPG USA Inc.**

Roselle, IL 60172 | **Phone:** 847.439.4949 | danielk@spgmotor.net

**Contact:** Daniel Kim, President

**Territories Open:** US: AZ, CA, CO, FL, IL, IN, KY, NV, OK, SC, TN, TX, WA, WI | Canada: BC, ON, QC | Int'l: Mexico, Puerto Rico

**Product Description:** AC/DC/BLDC motors & gear motors, gearheads (robotics, planetary)

**Target Markets:** Automation, conveyors, packaging, medical, food processing, appliance

## **Siti Power Transmission**

Littleton, MA | **Phone:** 978.339.4500 | 978.338.0800

Kent.lyons@sitipowertransmission.com

**Contact:** Kent Lyons, National Sales Manager

**Territories Open:** US: AK, AZ, AK, CA, CO, HI, ID, KS, LA, MO, MT, NV, NM, OK, OR, TX, UT, WA, WY

Int'l: Mexico, Puerto Rico

**Product Description:** Worm Gearboxes, Helical Bevel, Planetary, Mechanical Variable Speed

**Target Markets:** Conveyors, Packaging Equipment, Pumps, General Processing



# NEW MEMBERS

*(New members joined since Winter 2024 Newsletter)*

**Please join us in welcoming the following new PTRA members!**

## **New Principal Members**

### **Fangtooth Inc**

*stearn@fang2th.com  
www.fangtooth-linear.com*

### **Croix Gear**

*mmckernin@croixgear.com  
www.croixgear.com*

### **Reliable Bronze & Manufacturing Inc**

*kevin@reliablebronze.com  
www.reliablebronze.com*

### **Illinois Pulley & Gear**

*rlyle@ipgbiz.com  
www.illinoispulleyand gear.com*

### **Clearwater Enviro Technologies**

*dlawson@clearwaterenviro.com  
https://www.clearwaterenviro.com*

### **Delta Gear LLC**

*jeffrey.r.hubert@deltagearllc.com*

### **Dura Sleeve Inc**

*josh@durasleeve.com  
www.durasleeve.*

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## **New Representative Members**

### **Dex Industries**

*zach@dex-industries.com*

### **The Brady Waters Company**

*brady@bradywaters.com  
www.bradywaters.com*

# 2024 - 2025 **BOARD OF DIRECTORS LISTING**

## **EXECUTIVE COMMITTEE**

### **President**

Mike Mattis  
mmattis@icsreps.com  
Industrial Components Sales, Inc.  
Hudson, WI

### **First Vice President**

Royce Herring  
rherring@royceindustrial.com  
Royce Industrial  
Austell, GA

### **Second Vice President**

Corbin Gunstream  
cgunstream@eip-inc.com  
Engineered Industrial Products  
Fresno, CA

### **Treasurer**

John Mackenroth  
jmack@icsreps.com  
Industrial Component Sales, Inc.  
Bemidji, MN

### **Secretary**

Dan Bendell  
danbendell@divineindustrialsales.com  
Divine Industrial Sales  
Chanhassen, MN

### **Immediate Past President**

Andy Simpson  
andy@skadrives.com  
SKA Simpson & Associates, Inc.  
Acworth, GA

### **Principal Advisory**

Lisa Khoury  
lisak@pobcoplastics.com  
POBCO  
Worcester, MA

## **BOARD OF DIRECTORS**

### **Principal Advisory**

Barb Ross  
barbara.ross@pfannenbergsusa.com  
Pfannenberg USA  
Pell City, AL

### **Principal Director**

Don Markham  
dmarkham@conveyorsinc.net  
Conveyors, Inc.  
Manfield, TX

### **Representative Director**

Adam Creech  
adam.creech@rcturkco.com  
R.C. Turk Company  
Franklin, TN

### **Representative Director**

Tom Thoen  
tomthoen@mtnstatesreps.com  
Mountain States Reps & Associates  
Fort Collins, CO

### **Representative Director**

Blake Coppels  
blake@gotisco.com  
Taylor Industrial Sales Co.  
Daphne, AL

### **Representative Director**

Brian Ankrom  
brian@skadrives.com  
SKA Simpson & Associates  
Maylene, AL

### **Representative Director**

Ryan Van Damme  
ryan@propowerreps.com  
Pro-Power Associates  
Eden, NY

### **Representative Director**

Brent Marbut  
bmarbut@c-pts.com  
CPTS  
Whitney, TX

### **Legal Counsel**

Barbara Kramer  
bkramer@kramerandkramer.com  
Kramer & Kramer, LLP  
Ann Arbor, MI  
(734) 821-1055

## **TASK FORCE LEADERSHIP**

### **2025 Conference Chair**

Billy Taylor  
bill3@gotisco.com  
Taylor Industrial Sales Co.

### **Membership: Chair**

Tim Parris  
tparris@mflinster.com  
Charlotte NC

### **Education: Co-Chair**

Ben Taylor  
ben@gotisco.com  
Taylor Industrial Sales Co  
Tampa, FL

### **Marketing: Co-Chair**

Dave Wittmer  
Dave.Wittmer@midwestconveying.com  
Midwest Conveying Solutions  
Pemberville, OH

### **Rep/Principal: Co-Chair**

Doug Poropat  
doug@smithindustrialgroup.com  
Smith Industrial Group, Inc  
Oxford, MI

53RD ANNUAL



CONFERENCE



GET YOUR SALES BOOTS ON

APRIL 13-16, 2025

HYATT REGENCY HILL COUNTRY RESORT AND SPA



# Get Your Sales Boots On

## Relax at this beautiful resort in Hyatt Regency Hill Country, San Antonio Texas!

Explore the newly renovated San Antonio Texas Hill Country Resort and Spa. Enjoy a memorable experience that feels a world away but is conveniently located next to SeaWorld and 20 minutes to San Antonio's downtown Riverwalk. Our secluded Hill Country resort and spa offers exceptional amenities for families including a water park and golf club. Let our hotel's rich history of authentic Texas hospitality charm you. Enjoy our newly renovated rooms and suites at our San Antonio resort featuring an upscale, ranch-inspired aesthetic, 65-inch high-definition smart televisions and conversion of double-double rooms to two queen beds. Book a golf lesson with one of our PGA professionals at our on-site, 27-hole championship golf course at Hyatt Regency Hill Country.



### Hotel Information

Discounted hotel room rates have been negotiated exclusively for conference attendees and their guests, at the rate of \$303 per night for single and double occupancy with daily fees being waived. This rate is available 3 days prior and 3 days after the conference, based on availability. To take advantage of this special rate, please visit the following booking link <https://www.hyatt.com/en-US/group-booking/SANHC/G-AR14> and indicate you are with the Power-Motion Technology Representatives group.

The waived daily resort fee includes:

- Seasonal resort activities including nightly s'mores, nature walk, wildlife feeding, family arts and crafts, yard games, movies on the lawn and more
- Two outdoor swimming pools and hot tubs featuring a lazy river and beach
- Tennis courts/racquets/balls
- Bike use
- Self-service laundry (excluding detergent/softener)
- Admittance to the spa, including use of spa pool, sauna and hot tub, for \$20 per person
- Full use of golf practice facilities and chipping green
- Preferred golf tee times
- Golf bag storage
- Golf bag tag (redeemable at the golf pro shop)

Please [click here](#) to view different dining opportunities, spa experiences, and additional information/policies.

We recommend booking your hotel room reservations early as we do expect the room block to sell out quickly!

Reservation deadline: Thursday, March 20, 2025, or until the room block sells out.

### Valet Services

Valet overnight parking is available for \$35. Self-overnight parking is available for \$17, with drop off and pick up – 1 hour of complimentary. Electric car charging stations are also available on site – two Tesla stations and one universal electric car charging stations, complimentary for guests of the resort, golf course, spa, restaurant, and meetings and events venues. The Valet team manages the charging of the cars, so if a guest is wanting to charge their car, but self-park – they would provide the keys to the valet team, but only be charged for self-parking.

### Air Transportation

Delta Air Lines is pleased to offer special discounts for PTRA Annual Conference attendees. Please [click here](#) to book your flights online or you may also call Delta Conferences and Events® at 1-800-328-1111 Monday – Friday, 8:00 a.m. – 6:30 p.m. (EST) and refer to Meeting Event Code **NY3NS**.

### What to Wear

Casual and comfortable clothing is the rule at PTRA Conferences. Ties and jackets are not required for the sessions. You are encouraged to wear business casual to the business sessions. You can expect to enjoy reasonably consistent weather during April, with the average daily high temperature around 81 degrees.

# Guest Events

## Guest Program

We are thrilled to continue to offer a guest program for attendees that want to bring someone to the conference. The guest registration fee includes participation in the organized daytrip to the historic Alamo and River Walk district. In addition, guest registration includes daily breakfasts, the Guest Brunch, Welcome Reception, Closing Banquet, and access to keynote sessions. If this is your first time attending, you are invited to attend the First-Timers Reception on Sunday evening before the Welcome Reception. See below for more details

## Monday, April 14th

### Guest Program: Daytrip to the historic Alamo and River Walk District

9:45 am – 3:00 pm

From [www.thealamo.org](http://www.thealamo.org):

Uncover 300 years of history at the Alamo, an awe-inspiring story that's more intriguing than you might imagine. Established in 1718 as Mission San Antonio de Valero, the former mission now known as the Alamo has been a crossroads of history. Having existed under five flags of independent nations and served as a garrison for five different armies, the Alamo has a rich history and a heritage to inspire. Best known as the site of the 1836 Battle of the Alamo, the rest of the 300-year history is vital to understanding why the Battle happened and its importance.

From [www.visitsanantonio.com](http://www.visitsanantonio.com):

Shops, restaurants, and vibrant surroundings. All at Historic Market Square. A three-block outdoor plaza lined with shops, and restaurants in downtown San Antonio, Historic Market Square is the largest Mexican market in the United States. The "El Mercado" and the "Farmer's Market Plaza" boasts more than 100 locally owned shops and stalls. Enjoy the sights and flavors of old Mexico and find authentic Talavera pottery, exotic curios, and handcrafted works of art. Stay for the gourmet Mexican cuisine at Mi Tierra and La Margarita, or kick back at the Farmers Market Food Court and enjoy the show on the stage. Don't miss this San Antonio gem.

### Daytrip Agenda:

9:45 am	Guests depart from the hotel.	2:30 pm	Guests meet back at central location for departure back to hotel
10:30 am – 11:30 am	Organized group tour of The Alamo and Ralston Family Collections Center	3:00 pm	Guests arrive back at the hotel
11:30 am – 2:15 pm	Group is on their own for lunch. Free time to eat, shop and explore the River Walk District		

## Tuesday, April 15th

### Guest Program: Guest Brunch, Courtyard Deck

10:00am – 12:00 pm

Join the group for brunch. This is a great opportunity to connect with other guests over a complimentary breakfast as we kick off the conference!



# Conference Schedule *as of 12/12/24 - subject to change*

## Sunday, April 13

- 8:00 am – 12:00 pm **Board of Directors Meeting (CLOSED)**
- 2:00 pm – 5:00 pm **Registration Open**
- 1:00 pm – 3:50 pm **Repfabric Training Sessions**
- 5:30 pm – 6:30 pm **First Timer Attendee Reception & Past President Reception**
- 6:30 pm – 8:30 pm **Welcome Reception**

## Monday, April 14

- 7:30 am – 12:00 pm **PTRA Registration**
- 7:30 am – 8:30 am **Task Force Meetings**
- 7:30 am – 9:00 am **Coffee & Breakfast**
- 8:30 am – 9:15 am **Opening Remarks & Announcements**
- 9:00 am – 5:00 pm **Legal Consultations**
- 9:30 am – 10:30 am **Keynote: The Employee of the Future, Lisa Walden**
- 9:45 am – 3:00 pm **Guest Program: Daytrip to the historic Alamo and River Walk District**
- 10:45 am – 11:45 am **Keynote: Affiliated Distributor Best Practices Panel Discussion, Darin Davenport, Ryan Watts, Steve Kalgreen, Chris DuComb and Justin Phelps**
- 1:00 pm – 6:00 pm **Annual Golf Tournament at Hyatt Regency Hill Country Golf Club**  
*1:00 pm shotgun start. Golf club drop starting at 11:30am at Hill Country Club Golf (on-site).*
- 6:00 pm **Dinner on own**

## Tuesday, April 15

- 7:30 am – 5:00 pm **PTRA Registration & Vendors Displays**
- 7:30 am – 8:30 am **Task Force Meetings**
- 7:30 am – 9:00 am **Coffee & Breakfast**
- 8:30 am – 9:00 am **Annual Business Meeting: Representatives**
- 8:30 am – 9:00 am **Annual Business Meeting: Principals**
- 9:00 am – 9:50 am **Concurrent Breakout Sessions**
- 10:00 am – 12:00 pm **Guest Program: Brunch**
- 10:20 am – 10:30 am **Break**
- 10:00 am – 10:50 am **Concurrent Breakout Sessions**
- 11:20 am – 11:30 am **Break**
- 11:00 am – 11:50 pm **Concurrent Breakout Sessions**
- 12:00 pm – 5:00 pm **Legal Consultations**
- 12:20 pm – 1:30 pm **Lunch on own**
- 1:30 pm – 5:30 pm **RepMIX**
- 6:00 pm **Dinner on own**

## Wednesday, April 16

- 7:30 am – 12:00 pm **PTRA Registration & Vendor Displays**
- 7:30 am – 8:30 am **Task Force Meetings**
- 7:30 am – 9:00 am **Coffee & Breakfast**
- 8:30 am – 9:00 am **Induction of New Officers & Daily Announcements**
- 9:00 am – 5:00 pm **Legal Consultations**
- 10:00 am – 11:30 am **Keynote: Challenges and Opportunities in 2025-2026-2027, Taylor St. Germain**
- 11:30 am – 12:00 pm **Closing Remarks**
- 12:00 pm – 6:00 pm **On Own / Optional Activities**
- 5:00 pm – 6:30 pm **President's Reception**
- 6:30 pm – 10:00 pm **Closing Banquet**

# Sunday, April 13

## Repfabric Training Sessions

**1:00 – 3:50 pm**

*More details to come on this!*

Repfabric is partnering with PTRA to offer a training session at the Annual Conference. Repfabric will be offering the following sessions at three different times to allow you the opportunity to attend the sessions of your liking. All breakouts will be presented concurrently, during the following times.

- 1:00 pm – 1:50 pm
- 2:00 pm – 2:50 pm
- 3:00 pm – 3:50 pm

## First Time Attendee Reception

**5:30 – 6:30 pm**

First-time attendees of the PTRA Annual Conference are invited to join leadership with the opportunity to meet new people, learn more about PTRA and the conference and create some new connections!

## Welcome Reception

**6:30 – 8:30 pm**

Join your industry colleagues and friends as we kick off and celebrate the 53rd Annual Conference!



# Monday, April 14

**Welcome & Opening Remarks**

**8:30 – 9:15 am**

**Keynote: The Employee of the Future**

**9:30 – 10:30 am**

**Presented by: Lisa Walden**

Lisa is a speaker, strategist, and consultant dedicated to helping businesses create authentic, empowering workplaces that don't inspire the dreaded Sunday scaries. Her presentations deliver action-oriented insights that help people better connect, collaborate, and communicate.

**Keynote: Affiliated Distributor Best Practices Panel Discussion**

**9:30 – 10:30 am**

**Presented by: Darin Davenport**

**Panelists:** Steve Kalgreen, President, Akron Bearing; Ryan Watts, Owner, Apex Industrial Automation; Chris DuComb, President, W.C. DuComb Company and Justin Phelps, Owner, Power Drive Systems

Panelists will cover the following topics:

- Pros and cons of working with reps compared to direct sales forces.
- Challenges that occur for distributors when reps have multiple lines on their line cards-
  - Your companies may choose to support some of their lines, but not others.
  - Potential conflicts that might arise during joint calls if/when.
- Challenges that occur for reps when they have multiple distributors competing for the same business.
- How to build mutual trust and respect.

**Annual Golf Tournament – Hyatt Hill Country Golf Club**

**1:00 pm – 6:00 pm**

*\*Separate registration required*

**Hyatt Regency Hill Country Golf Club:**

Sprawling over 200 acres, the Hill Country Golf Club offers a scenic, dramatic and balanced 27-hole championship course, featuring four sets of tee placements for every level of golfer. Designed by Arthur Hills and Associates to capture the beauty and landscape of the Texas Hill Country, the Club features diverse terrain, from link-style, rolling-meadows and lush hillsides to tree-shaded plateaus and tranquil lakes and ponds.

Named as Texas' Best Golf Course by World Golf Awards, and Best Golf Resort by Smart Meetings Magazine, our state-of-the-art golf destination features a stocked pro-shop, GPS-equipped golf carts, a full-service clubhouse, and practice area with putting green. Hill Country Golf Club is open to the public, and is located at Hyatt Regency Hill Country Resort, just 20 minutes west of downtown San Antonio.





# Tuesday, April 15

**Annual Business Meeting – Representatives**

**8:30 am – 9:00 am**

**Annual Business Meeting – Principals**

**8:30 am – 9:00 am**

**Concurrent Breakout Sessions**

**9:00 am - 11:50 am**

We are offering the following breakout sessions at three different times to allow you the opportunity to attend the sessions of your liking. All breakouts will be presented concurrently, during the following times.

- 9:00 am – 9:50 am
- 10:00 am – 10:50 am
- 11:00 am – 11:50 am

## **Breakout: Affiliated Distributors: A Deeper Dive**

**Presented by: Darin Davenport**

AD is a member-owned organization, passionate about bringing growth-oriented independent distributors and best-in-class supplier partners together with the purpose to outperform the market and to stay ahead of the competition. We leverage our unique economies of scale, robust financial systems and people-first approach to help our independent distributor members outperform the competition and our supplier partners protect their brands and diversify their channel strategies. For over 40 years, AD's sincere customer-first approach to relationships and our continual investments in innovative support have helped AD members to achieve annual sales of more than \$100 billion across nine industries and three countries.

Please join one of our three interactive breakout sessions to learn how to more effectively work with AD members to drive sales growth and create better partnerships. Some of the topics that we'll discuss include:

- How to ensure that you get preferential support from AD members that will actively promote your products
- Opportunities to successfully engage with AD members
- How to leverage your relationships with the independent distributors to help to increase brand support & protection, and to help with diversification in your channel strategy
- AD eCommerce Solutions – Are you providing your product data to AD so that our members can access it?
- AD Marketplace – Facilitates ease of order entry by AD members
- How to maximize the benefits with the AD Market Planning Program and Conversion Campaign

## **Breakout: Maximize Productivity: Harnessing the Power of Modern Tech**

**Presented by: Steve Turner**

In today's fast-paced world, being productive isn't just about working harder - it's about working smarter. Join Stephen Turner, an expert in productivity and technology from Turner Time Management, as he shares practical, real-world technology and strategies to help you optimize your time, energy, and resources.

This engaging session will provide you with actionable insights into the latest tools, techniques, and best practices to increase personal and business efficiency. Learn how to harness the power of modern technology, including your computer and other everyday tools, to streamline your workflow, eliminate wasted time, and achieve better results.

# Tuesday, April 15

## **Breakout: AI and System Integrations, What's Here... and What's Next... and Implications and Use Cases for Rep Agencies.**

**Presented by: John Mitchell, Repfabric**

In this session we will discuss Artificial Intelligence, Integrating Systems like email marketing and CRMSync® and implications to the manufacturing world and the manufacturer's representative's world.

## **Breakout: Contracts & What Exclusivity Means**

**Presented by: Barbara Kramer**

## **Guest Program: Brunch**

**10:00 am – 12:00 pm**

Join other conference guest attendees for brunch on Tuesday. This is a great opportunity to connect with other guests over a complimentary breakfast as we kick off the conference!

## **RepMIX**

**1:30 pm – 5:30 pm**

Discover the Power of Connection at RepMIX!

Our RepMIX event is a can't-miss experience at PTRA conferences. It's not just an event; it's an opportunity to shape your professional future.

At RepMIX, we've created a dynamic platform that's all about fostering and strengthening your Rep/Principal relationships. For Principals, it's the ultimate chance to forge meaningful connections with top-notch Rep companies from all corners of the country.

What is RepMIX, you ask? It's a dedicated time slot during our Annual Conference, where we set the stage for exclusive private appointments. This unique format enables Principals to engage with both their trusted Rep partners and explore prospects.

So plan to join us for this event and watch your network, influence, and possibilities expand. It's time to make connections that count!

### **Manufacturers**

*Separate registration required for Manufacturer's*

- 300 (previous participants)
- \$600 (1st time participants, includes 2025 & 2026)

Pricing includes a private 8' x 8' draped booth, one 6' table and 4 chairs. Twenty-five-minute appointment slots are available to schedule on your own (8 available during the duration of RepMIX).

More details on this can be found on our website here: [www.ptra.org/repmix](http://www.ptra.org/repmix).

### **Representatives**

Free to attend and included in your registration



# Wednesday, April 16

**Daily Announcements & Induction of New Officers and Directors**

**8:30 am – 9:00 am**

**Keynote: Challenges and Opportunities in 2025-2026-2027**

**10:00 am – 11:30 am**

**Presented by: Taylor St. Germain, ITR Economics**

2025 and beyond will present opportunities and challenges to business leaders. Inflation and interest rates will return on the wings of government spending, a tightening labor market, global demand, and higher-cost production inputs from raw materials to electricity. Navigating the twin challenges of inflation and interest rates will require immediate action. We will discuss the timing and the actions to take to get your company ready for the next few years and the rest of the decade.

Manufacturing and the economy in general are in recovery, but the rate of rise will vary by industry and even geographic region. The information we present on the various domestic and global landscapes will allow decision-makers to position their companies for maximum return through the coming years.

**Closing Remarks**

**11:30 am – 12:00 pm**

**President's Reception**

**5:00 pm - 6:30 pm**

**Closing Banquet**

**6:30 pm – 9:30 pm**

Join your colleagues and friends as we close out the 53rd PTRAs Annual Conference.



# Speakers



## **Sarah Cozzen - Repfabric**

Sarah Cozzens is the Vice President of Operations for Repfabric and has worked for the company for the last three years.

Before joining Repfabric, she spent over 20 years in progressing roles in multiple industries to grow her career. From private industries focusing on Insurance as well as Banking/Accounting, as well as Information Technology Data Analysis makes her background robust to align with the industries that Repfabric services today. To boot, she also is super detail oriented, making her value a specialist in her day-to-day operations. She's proud to be a female leader in the technology industry.



## **Darin Davenport - Affiliated Distributors**

Darin is responsible for developing and executing a member and supplier partner engagement and growth strategy for AD's Bearings & Power Transmission (BPT) Division. In this role, I work closely with AD corporate and divisional staff and other key stakeholders including the BPT Divisional Board, Supplier Advisory Council and Product Committee. He is also responsible for warehousing operations (AD Member Supply) based in Indianapolis, Indiana.



## **Steve Kalgreen - President, Akron Bearing**

Akron Bearing is a 4th generation, family-owned business that was founded in 1940. Steve Kalgreen, their current president, started at the company in 2005. Steve grew up in Akron and graduated from Springfield High School. He then went to Oxford, Ohio where he obtained his bachelors degree in Psychology from Miami University. While there, he met his wife, Kelsey. Steve later earned an MBA from Walsh University in North Canton. Today, he lives in Uniontown with his wife and two children, Lucas and Samuel. He has been with Akron Bearing since 2005 and really enjoys working with his customers and co-workers. My ultimate life goal is to be on (and hopefully win) Jeopardy.



## **Ryan Watts - Owner, Apex Industrial Automation**

Ryan Watts is owner of Apex Industrial Automation, based in Romeoville, IL. Ryan is from Indiana, and he is a 1993 graduate of Purdue University. He started his career with Dodge Industrial in 1994, and also worked for Danaher Industrial Controls before moving into distribution. The company was founded as Apex Power Equipment in 1953. Ryan acquired the business in 2006 and rebranded to Apex Industrial Automation. Since then, the business has continued to grow both organically and through acquisitions. Today, the company has two locations that are ideally situated to serve their valued customers in northern Illinois and the Chicagoland area. In addition to having a full line of bearing and mechanical power transmission products, Apex is also actively involved in services like motor repair, gearbox repair, pump repair, system integration and control panel fabrication.

# Speakers



## **Chris DuComb - President, W.C. DuComb Company**

W.C. DuComb Company is a stocking distributor of Bearings, Power Transmission and Linear Motion Products, Electric Motors and Variable Speed Drives. The business was founded in Detroit in 1915 by William C. DuComb. W. C. DuComb Company is the oldest Bearing and Power Transmission Distributor in the state of Michigan. Chris and his cousin Steven DuComb are great-grandchildren of the founder, and they are the only two remaining family members that still work in the business. Prior to joining the family business in 2015, Chris worked in the financial sector in New York. He later earned a mechanical engineering degree from Lawrence Technical University.



## **Justin Phelps, Owner, Power Drive Systems**

Power Drive Systems is based in Jackson, Michigan. Since 1975, the company has been distributing top-of-the-line bearings, linear motion, material handling and power transmission products to customers all over the U.S. With a strong local inventory and their highly trained sales staff, the company prides itself in selling solutions to meet their customers' needs. Justin attended Michigan State University, and he has worked in the business since 1996. Justin is very active in the industry, and he currently serves as the Chairman of the AD Bearings & Power Transmission Divisional Board.



## **Taylor St. Germain - ITR Economics**

As an experienced economist, Taylor St. Germain provides consulting services for small businesses, trade associations, and Fortune 500 companies across a spectrum of industries. Taylor specializes in forecasting at both the market and company levels and is a key contributor to maintaining ITR Economics' forecast accuracy rating of 94.7%.

His dynamic personality and extensive knowledge of economic trends and their business relevance are highly valued by clients and colleagues alike.

Taylor spent time in the tech industry providing market intelligence to electronics OEMs, semiconductor companies, and component manufacturers. In his five years with ITR Economics, he has worked with various distributors, manufacturers, and producers, helping each client navigate the business cycle and optimize their corporate planning strategy. Taylor has also spent several years in Texas furthering his research in the industrial sector, with a specific focus on oil and gas.

Taylor earned his bachelor's degree in statistics from the University of Vermont and is finishing a master's degree in applied economics at Southern New Hampshire University. He has been featured in OEM Magazine, NALP, Lawn and Landscape, and on the Fab Lab and Wealth Formula podcasts.



## **John Mitchell - Repfabric**

John Mitchell is President and Founder of Repfabric. John's background and resume includes:

- SAP software senior consultant for Accenture
- Integration Product Manager at webmethods (Software AG)
- Manufacturer's rep and owner of APM Associates for 12 years in Florida
- Grew from 4 to 10 person, a top rep firm in Florida in Electrical market

# Speakers



## **Barbara Kramer - Kramer & Kramer, LLP.**

Kramer & Kramer, PLC is a business and commercial law firm that offers general counsel services to clients across the United States. Barbara Kramer, Senior Partner at Kramer & Kramer, PLC. Her clients have come to understand that when searching for a business attorney, there are few with the knowledge and experience of Barbara Kramer. Her in-depth knowledge of business law and transactions has earned the trust of her clients and made her services sought after across the nation. The vast majority of her clients are referred to her by her existing clients, a testament to the excellent work she has done for them and their satisfaction.



## **Scott Stockham - Repfabric**

Scott is the Chief Revenue Officer and Partner for Repfabric. Scott's background and resume includes:

- Outside Sales, Six Sigma Blackbelt and District Sales Manager (direct team ~\$55M)
- Director of Marketing for Pentair Engineered Pumps (\$350M)
- VP of Sales & Marketing, Masco Bath (\$175M). Mixed model of direct/rep
- LIXIL (American Standard, DXV, GROHE)
  - VP of Product Marketing, Faucets
  - 5+ years, VP of US Trade Sales (>\$500M). Mixed GTM, but mostly rep agencies (26 agencies)

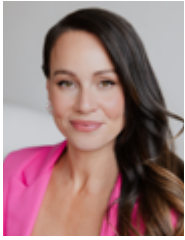


## **Steve Turner - Turner Time Management, LLC**

Steve Turner has a background in technology and over 25 years of business experience, Steve has over the last seventeen years shared technology and time management strategies, tools, techniques and tips with thousands of sales professionals worldwide. He has also worked with over 200 manufacturer representative firms over the past twenty years. His speaking, training, and coaching and proven ability to leverage technology (including desktops, laptops, and mobile devices) is of great value to any professional in need of greater efficiency, management, marketing, sales and/or productivity results.



# Speakers



## Lisa Walden - Co-Founder of Good Company Consulting

Lisa X. Walden is a speaker, strategist, and consultant dedicated to helping businesses create authentic, empowering workplaces that don't inspire the dreaded Sunday scaries. Her presentations deliver action-oriented insights that help people better connect, collaborate, and communicate.

As co-founder of Good Company Consulting, her work is centered on the (strangely revolutionary) concept that people and strategy don't have to be mutually exclusive. She takes a holistic approach to workplace strategy, keeping human beings - arguably the most valuable resources - at front and center. Lisa Walden's speeches focus on how to maintain thriving cultures, best-practices for mindful communication practices, and tactics for nurturing the single most important component of a healthy work environment—trust.

Walden has worked with a broad range of clients and organizations, ranging from architects, to finance, real estate, and hospitality. In her speeches, Lisa strives to inspire mindset shifts by presenting valuable, research-based insights in a way that resonates, engages, and entertains. She weaves in stories, statistics, case studies, and some good old-fashioned self-deprecating humor into each and every one of her presentations.

Lisa Walden is the co-author of *Managing Millennials for Dummies* and has recently released her latest book, *The Future of Work is Human*, which takes a closer look at how the pandemic has forever changed the way we work. She is a voracious consumer of all business-related books, podcasts, magazines, and think pieces.



## 53<sup>rd</sup> Annual PTRA Conference Apparel

You can order your conference apparel during the registration process!

\$50



### PTRA Polo Shirt

Sizes: S, M, L, XL, XXL, XXXL

\$65



### PTRA Performance Long-Sleeved Shirt (UPF 50+)

Sizes: S, M, L, XL, XXL, XXXL

**Deadline to order conference apparel is Monday, March 25, 2024.**

# Conference Registration & Sponsorship

Part 1 of 3

Skip the paperwork and the waiting; secure your registration online NOW. Visit [PTRA.org](http://PTRA.org) and click on the Annual Conference menu on the homepage. You can pay via credit card. To register via mail, please complete the forms below in their entirety.

## Registration Fees

Early bird fees will be available through January 12, 2025. Beginning January 13, 2025, standard registration fees will apply.

**Cancellation policy:** Conference registration cancellations received on or before February 1 will receive a full refund, minus a \$100 administration fee.

Cancellations received between February 2 and March 31 will receive a 50% refund, minus a \$100 administration fee. No refunds will be issued after March 31. Cancellations must be in writing and emailed to [ptrahq@ptra.org](mailto:ptrahq@ptra.org).

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## Attendee Information

Attendee Name \_\_\_\_\_  CPMR  CSP

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov. \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Emergency Contact \_\_\_\_\_ Phone \_\_\_\_\_

### CHECK ALL THAT APPLY

Member  Non-Member  Rep  Manufacturer  Other

Will you be attending the Repfabric Training Sessions Sunday on afternoon?  Yes  No

Will you be attending the First Timers Reception?  Yes  No

Will you attend the Welcome Reception?  Yes  No

Will you be participating in RepMIX?  Yes  No

Will you attend the Closing Banquet?  Yes  No

Will you attend the Golf Tournament?  Yes  No Handicap \_\_\_\_\_

Golf Polo Shirt Sizes  Small  Medium  Large  XL  XXL  XXXL

Performance long-sleeved shirt sizes  Small  Medium  Large  XL  XXL  XXXL

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## Guest Information

Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Will your guest attend the Welcome Reception?  Yes  No

Will your guest attend the Closing Banquet?  Yes  No

Will your guest attend the Welcome Brunch?  Yes  No

Will your guest attend the Golf Tournament?  Yes  No Handicap \_\_\_\_\_



# Conference Registration & Sponsorship

Part 2 of 3

Skip the paperwork and the waiting; secure your registration online NOW. Visit [PTRA.org](http://PTRA.org) and click on the Annual Conference menu on the homepage. You can pay via credit card. To register via mail, please complete the forms below in their entirety.

## Registration Fees

Early bird fees will be available through January 12, 2025. Beginning January 13, 2025, standard registration fees will apply.

**Cancellation policy:** Conference registration cancellations received on or before February 1 will receive a full refund, minus a \$100 administration fee. Cancellations received between February 2 and March 31 will receive a 50% refund, minus a \$100 administration fee. No refunds will be issued after March 31. Cancellations must be in writing and emailed to [ptrahq@ptra.org](mailto:ptrahq@ptra.org).

Prices listed below are per person/item/activity

Conference Registration Selections	Early Bird (through 1/12/25)	Standard (beginning 1/13/25)	Late/Onsite (beginning 4/15/25)	Total
<b>PTRA Member</b> (includes closing banquet registration)	\$850	\$1,000	\$1,500	
<b>Non-Member</b> (includes closing banquet registration)	\$1,300	\$1,400	\$2,000	
<b>Guest</b> (includes meals, social events, charity walk, guest daytrip, keynote sessions, closing banquet registration)	\$750	\$850	\$850	
<b>Child</b> (Ages 5-18, under 5 is free. Access to social events and meals/no access to sessions.) Childs name(s): _____	\$100	\$150	\$150	
<b>RepMIX Interviewing Booth</b>	\$300 (previous participants) \$600 (1 <sup>st</sup> time participants, includes 2025 & 2026)	\$300 (previous participants) \$600 (1 <sup>st</sup> time participants, includes 2025 & 2026)		
<b>Golf</b> (price includes golf, golf cart, tournament fees, boxed lunch, golf games) Additional details regarding the golf tournament can be found on the conference webpage at <a href="http://www.ptra.org">www.ptra.org</a> .	\$225	\$225	NA	
<b>PTRA Golf Polo Shirts</b> (indicate size on previous page) <i>Deadline date to order 3/25</i>	\$50	\$50	NA	
<b>PTRA Long Sleeved Shirt</b> (indicate size on previous page) <i>Deadline date to order 3/25</i>	\$65	\$65	NA	
<b>Donate to the Lynn Mattis Education Fund</b> Additional options available in online form.	Starting at \$25	Starting at \$25	Starting at \$25	
<b>Total of all Fees</b>				

## Payment Information

Register & pay online via credit card at [PTRA.org](http://PTRA.org), or mail a check with completed registration form to the address listed below. If paying by check, make checks payable to PTRA in U.S. dollars drawn on a U.S. bank, or by international money order payable in U.S. dollars. \$25 fee for all returned checks. ACH payment details available by request to [ptrahq@ptra.org](mailto:ptrahq@ptra.org).

**Register by phone:** 952-564-3062

**Register by mail:** PTRA, 10700 W Highway 55, Suite 275, Plymouth, MN 55441

Visa  MasterCard  American Express

Cardholder's Name (as it appears on card)

Amt. to be charged

Credit Card Number

Exp. Date

Security Code (3 or 4 digits)

Authorized Signature

# Conference Registration & Sponsorship

Part 3 of 3

PTRA has established a variety of sponsorship opportunities for our 53<sup>rd</sup> Annual Conference! Our sponsorship program helps ensure the quality of our Annual Conference remains high so that we can continue to provide an incredible experience for all. In addition to our thanks, Annual Conference sponsors receive an array of unique benefits and promotional opportunities.

## Reasons to Sponsor

1. Sponsorship *maximizes your exposure* to some of the best representatives and manufacturers the industry has to offer.
2. Increase your *brand visibility* by being a sponsor. Let them know who you are!
3. It *shows your support* of the industry, PTRA and the conference.

## All Sponsors will also Receive the Following Recognition

- Logo recognition on signage at conference registration
- Logo recognition on conference related emails
- Logo and company link on conference website
- Verbal recognition during opening remarks.

Benefit	Benefit Description	2025 Sponsorship
<b>Hotel Keycard Sponsor</b> (1 available)	• Logo recognition on hotel key cards distributed to PTRA attendees	\$3,000
<b>Name Badge</b> (1 available)	• Logo recognition on all PTRA attendee name badges	\$2,500
<b>Breakout Session</b> (1 available)	• Verbal recognition at opening session • Logo recognition on signage of breakout session sign • Ability to display materials at breakout session	\$1,000
<b>Exhibitor Table</b> (5 available) (non-Associate members)	• Draped 6' table • 2 chairs • Tabletop company ID sign • Complimentary attendee email list for Associate members (sent approx. 30 days prior to the conference)	\$1,000
<b>Exhibitor Table</b> (5 available) (Associate members)	• same as above	FREE
<b>Closing Banquet</b> (5 available)	• Recognition during President welcome / promotion at the closing banquet & signage	\$500
<b>Welcome Reception</b> (5 available)	• Verbal recognition at Reception • Logo recognition on signage at Reception • Ability to display material on tables at Reception • Logo recognition at each dining table	\$500
<b>Breakfast Sponsor</b> (5 available)	• Verbal recognition at opening session • Logo recognition on signage at breakfast each day • Ability to display materials at breakfast	\$400
<b>First Timers Reception</b> (5 available)	• Verbal recognition at Reception • Logo recognition on signage at Reception • Ability to display materials at Reception	\$300
<b>RepMIX Sponsor</b> (5 available)	• Logo recognition at opening session & signage at event	\$300
<b>President Suite Beverages</b> (5 available)	• Logo recognition outside suite	\$250
<b>Guest Brunch Sponsorship</b> (5 available)	• Verbal recognition at brunch • Logo recognition on signage at brunch • Ability to display materials at brunch	\$250
Benefit	Golf Sponsorship Opportunities	Cost
<b>Golf Boxed Lunch</b> (1 available)	• Company logo included on lunch napkins or with sticker on boxed lunch	\$750
<b>Golf Cart</b> (4 available)	• Company logo displayed on each golf cart • Opportunity to leave a promotional item in each golf cart for players. (Sponsor is responsible for purchasing promotional item(s) and sending to course prior to tournament)	\$600
<b>Golf Cart Scorecard</b> (1 available)	• Company logo watermarked in each cart scorecard	\$500
<b>Golf Beverage Cart</b> (1 available)	• Company logo displayed on beverage carts	\$500
<b>Golf Putting Green / Long Putt Competition</b> (1 available)	• Company logo signage near putting green	\$350
<b>Golf Hole Sponsor</b> (18 available)	• Company logo sign at hole • Custom flag at golf hole with company logo	\$300

\*sponsorship deadline is Monday, March 15

\*no refunds honored on any sponsorship opportunities

# PTRA FOCUS

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



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