Major League Baseball Manager Sparky Anderson was once asked if he could have any major leaguers, past, or present, who would he choose for his starters. His response: “Give me any nine players on the last year of their contracts, and I will give you a World Series Championship.” A few years later, at an introductory news conference in Detroit, he was asked “How long before we see a World Series Winner?” His response: “I have a five year plan”. The reporter asked: “why five years?” Sparky quipped “cause that’s the length of my contract!” Sparky won his third World Series in that 5th year and was eventually enshrined into the MLB Hall of Fame.

The takeaway is that regardless of the timeframe, we all set strategic plans and invest accordingly (usually long term) in an environment where a termination usually only pays out for a few months. Let’s think about that. If we applied our model to professional baseball, the owners would line up to sign up. What better scenario than to have a performance-based payroll. If hitters strike out or pitchers walk batters, they don’t get paid!

The bottom line is this: If you are a manufacturer debating whether or not to use manufacturers reps, the idea of transitioning the fixed cost of sales to a variable cost structure should be proof positive that the rep model is for you!

As I sit to pen this article, I can’t believe how quickly this year has gone. As the year began, we all had an optimistic view of where the US economy was headed. We all knew things would be better but no one predicted 4.2%+ GDP growth that was recently reported. No doubt in my mind that the industrial commerce contributed by members of PTRA (reps and manufactures alike) will continue to add positively to this expansion.

In May, we had our first successful PTRA Conference at an all-inclusive style resort in Los Cabos, Mexico. Though our attendance #’s were down slightly due to a few logistical/security issues beyond our control, the combination of great content at a great location made it one of the best in my opinion. Hats off to Curt Benson from Benson Engineering, Andy Simpson from SKA, and Shelby Laramy from IntrinXec for a job well done!

Next year, we will return to a more traditional style event at the Sawgrass, Marriott Golf Resort and Spa in Ponte Vedra, FL. TPC Sawgrass is the home of the PGA Players Championship which is considered the fifth major in golf circles. It is also a cab drive away from the PGA Hall of Fame which is a bucket lister for most golfers. Also close by is St Augustine which is the oldest city in America. Mike Mattis from Industrial Component Sales has stepped up to be our conference chair at this event which is scheduled for May 1-5, 2019. Mike and his conference team are hard at work with logistics, content, and booking our speakers.

Continued on Page 2
PRESIDENT’S PERSPECTIVE

We are pleased to announce that the PTRA board has approved a membership structure inclusive of dues, rights, etc for vendors who wish to be members of PTRA. This new “Associate” level of membership is now available for those interested in joining. Additionally, we are expanding the “member get a member” program for anyone sponsoring a new “Associate” member. All sponsors of new members will be recognized at next year’s conference.

On the education front, I encourage our members to take full advantage of our new Thors Educational resources, as well the CPMR, CSP, and Industrial Distribution programs which are also available. All of these programs have received excellent reviews and the costs are worth the investment.

In summary, we are excited about where we’ve been, where we are, and where we are headed. Our association is very strong financially and our membership numbers continue to climb. A special thank you to all of our members past and present who volunteer their time to make PTRA an invaluable resource for all.

We hope to see everyone in Ponte Vedra!
Onward and Upward,
Walt, WC Brooks Company, Inc.

EDUCATION TASK FORCE UPDATE

The Task force is working on multiple ways to bring education to our members. For instance, we’re offering Turner Time Management Webinars. We should all love them as we do not have to travel to a training class for a day, right? But, during the last Turner Webinar we only had two participants on the call. Was it the content? Or was everyone busy? This is a great resource for members, but if it seems that members are not going to use it, then it ends up being a wasted resource. At the conference, his sessions are jam packed, so it seems odd that his webinars are not well attended. As always, we are open for suggestions … let us know.

Did you know that the PTRA app is a year-round resource? Statistics show we all utilize it during our conference, but a day or two after the conference, the numbers dwindle dramatically. We pay for this tool year-round and the Education Communications manages it. Let us know what you would like to see on the app. With the help of Shelby, Education/Communication will manage the app moving forward.

Lastly, don’t forget IDC and the PTRA discount. For all you old timers, this is the old “Ideas Training” with current day curriculum from industry pros teaching the courses. As a rep principle, I say “we can train our own employees and we are going to get this done by X time frame.” The time never arrives as we are busy running the rep agency. Why not outsource it! We have sent our own employees and are seeing immediate results.

REP-PRINCIPAL TASK FORCE UPDATE

The Rep-Principle Task Force is moving along nicely in our trek to bring uniformity and clarity to the all-too-often ambiguous expectations of both Principles and Representatives concerning their formal relationships and contractual obligations. Through an exhaustive mapping of the complex marketing and sales process, we’ve begun to identify multiple universal metrics and sub-metrics pertinent to a prosperous relationship.

In the spirit of simplicity we will be polling ourselves and our peers in the coming months to distill these various metrics in order to create a set of Power Metrics: universal indicators of market position, customer acquisition efforts, direct/indirect sales, and continuous improvement. Through these Power Metrics we hope to aid the overall dynamic of our organizations, by providing both easily assimilated mutual goals and helping both manufacturers and their sales representatives foster and grow a culture of transparency and accountability amongst the teams they operate within.
The PTRA marketing committee has worked on four tasks in this calendar year, a number of have already been completed.  First off, we broke up into smaller task force groups to allow us to take on numerous tasks simultaneously. The largest project was to video interview four Rep and Principal members at the annual conference to find out ways they benefit from attending. Our plan is to utilize their testimonials as a recruiting tool to attract new members. Next, we identified three High Tech industries who fit with the PTRA members businesses. We are in the process of identifying individual businesses in these industries who we will pursue as new members. Then; we initiated contact with universities around the country who offer Industrial Distribution/Automation programs. Our goal is to introduce them to our industry in hopes of attracting students from those programs into our industry as a career. Finally, we sent thank you cards to all of our valued sponsors from the annual conference thanking them for their incredible support.

We appreciate the efforts from the other committees and the board for their support of our activities.

The Membership Committee Outreach is in the process of contacting these companies whose membership has lapsed this year and encourage them to renew. In doing so it gives us the insight to why or why not members are renewing or attending. In addition to membership responsibilities, we evaluate ways to enhance the membership experience.

The membership task force meets several times during the conference to discuss old business and find additional ways to improve the PTRA member experience and ways increase those levels and maintain the current members at hand. If you are interested in being a part of the Membership Task Force, please contact Oscar Castillo at 817-781-3040.

**SAVE THE DATE**

47TH ANNUAL PTRA CONFERENCE

Marriott Golf Resort & Spa at the TPC Sawgrass in Ponte Vedra, FL

May 1-5, 2019

Marriott Golf Resort & Spa is home to the Sawgrass PGA Players Championship. Located in Ponte Vedra Beach, midway between St. Augustine and Jacksonville, Florida. In addition to the spectacular golf, come and enjoy the pristine and private beach, multiple pools, surf stream wave pool, spa, fitness center, and six restaurants and lounges ... this resort offers something for everyone.

The conference team is working hard to provide you and your organization with a fun and educational conference for continued success. Wes Shaeffer and the return of Dr. Alan Beaulieu are just a couple of our keynote speakers. Stay tuned, there will be more information to come in the Winter Focus.
GETTING IN BED TOGETHER

One of our clients, Bob Bummed, had a very crummy year. After months of hard work, Bob reeled in a giant sale for one of his biggest manufacturers, only to have that manufacturer respond by telling him that it was taking the new account direct, but that they still wanted Bob to rep for them.

Bob called me to help, but after reviewing his contract, I had to tell him that while the situation seemed very unfair, given the language of his agreement and the law of the state in which he was located, he probably had no recourse. His best option was to go out and find a replacement line.

Bob was very upset – he called me every week, urging me to consider suing the manufacturer on his behalf, and every week I sent him back to pounding the pavement, looking for a new line. We knew that finding a replacement line would not be a cakewalk. The product line he was giving up was unique and didn’t have much competition. But after looking for a couple of months, Bob finally found a prospect – Nailed It, Inc. - a new screw line with shiny marketing materials telling reps how much value Nailed It would bring to the customer and the rep. The only problem was that the proposed rep contract was worse than the paper it was written on: 30-day termination, post-termination non-compete, and no commission protection on sales procured by Bob.

Every year I talk to hundreds of sales reps and I stand on a bully pulpit and say the same thing: “they won’t buy the cow when they are getting the milk for free!” In other words, don’t jump into bed before you have ironed out the terms of the relationship. The only time you can effectively negotiate a sales rep agreement is before you make the first sale.

I was reminded of this when talking to Bob about what he was going to do about this new contract. Bob was still fuming from the commission he lost on the big sale he had worked so very hard to procure. “I should never have gotten into bed with them without knowing if I would ever get paid for my work,” he repeated several times. And his disappointment and resentment over not getting paid were at the forefront of his mind as he approached this potential new line. Even though he was excited about the new line, he decided he was not going to enter into a new contract without assurances that he would be paid for his work. He was willing to compromise on many fronts, but he wasn’t willing to risk forfeiting another big commission. He had a new approach to his business — an approach that many successful rep agencies have adopted: when pioneering a new line, he requires require security: security that he will get paid for his work; security that he cannot be terminated by a manufacturer in a way that lets the manufacturer avoid paying commissions, and assurances that he cannot be terminated, not paid, and prevented from competing due to contractual non-competes. If he cannot negotiate those limited guarantees, he does not take on the line.

So far, Bob’s new approach to his business is working out. He had given up some potential lines, but has taken on two new lines (including Nailed It, Inc.) after negotiating contracts that give him security that he will be paid for his work. He just doesn’t date manufacturers who aren’t ready to make a real commitment.
The calls are flooding into the airwaves of 1480AM, WHBC in Canton, Ohio. Hosts Kenny “The Roadman” Roda and Jeff “J.T.” Turk are getting an earful from frustrated and angry fans. The Cleveland Browns are in the basement again of the AFC North and the overwhelming call is to fire the coach.

The team definitely needs to shake things up and send a message, but does firing the manager or coach really have any significant effect on a team’s overall performance? The answer is a decisive, not really.

John Charles Bradbury of Kennesaw State University published a research paper in 2015 entitled, “Hired to Be Fired: The Publicity Value of Managers,” which takes a deep dive into the performance impact of coaching changes. These reports included in the paper measured data from 1982 through 2013 in a variety of sports including soccer, baseball, basketball, hockey, and football. The results showed that, while firing a manager or coach may be an advisable public relations move, the effect on real team performance is pretty trivial.

Another study conducted by Purdue University’s Sandra Maximiano showed that, in the short term, firing soccer coaches had a positive effect. Yet looking at results of similarly struggling teams who did not fire their coach, the two sets of data were comparable, which suggested that reversion to the mean may explain any performance bump seen by coaching changes.

So why do fans constantly call for a coach’s head when performance is poor? One of the more trivial answers is, as the old saying goes, “Because you can’t fire the whole team.” We like to believe that we have control over events that are, for the most part random, like the outcome of a few football games or, in the investment world, short-term market performance.

If a football team going through a rough patch wins a game or two after the coach is fired, it’s deemed a wise decision. If the same team continues struggling, it’s called bad luck. If short-term investment performance improves after a strategy change, we investment professionals are considered geniuses. If it doesn’t, then we were simply unlucky. The illusion of control allows us to believe that we’re in charge of things that we’re really not in charge of at all.

So why are fans calling these two radio hosts demanding a coaching change? I think it’s just an overt display of frustration. The Cleveland Browns have had the first pick in the draft for two years in a row and the fans just want someone to blame for the team’s dismally poor performance. Most coaches who get fired mid-season are leading teams that have underperformed perceived high expectations. However according to the data, it seems foolish to think firing the coach will have any substantial effect on the team’s remaining schedule.

But the grass always seems greener on the other side, doesn’t it? If you aren’t going to resist this crazy urge as devout sports fans, you should at least make a better effort when investing.

I believe investors think much like the typical angry sports fan when their investment strategy underperforms. Truth be told, there is no real perfect investment strategy, as everything has periods of underperformance, and the worst thing an investor can do is strategy-hop every time things start to get murky. Using a stock’s short-term underperformance as a reason to justify a decision to pick at the investment strategy scab is choosing the easy way out.

As an investor, if you want to succeed, you must choose an investment strategy that you truly understand and believe in. If your investment strategy is based upon strong evidence (and I hope it is!), you need to stay loyal to that strategy. That time when you start questioning your strategy is ironically probably one of the worst times to desert it. The grass may look greener, but you’re better off sticking with your original investment plan and resisting that “fire the coach” urge.

Roger S. Balser is the Managing Partner and Chief Investment Officer of Balser Wealth Management, LLC with 30 years of experience. He works one-on-one with individuals to reduce risk in their investment and retirement portfolios to insure they will not run out of income in retirement. Balser Wealth Management, LLC, 36873 Harriman Trail Avon, OH 44011, 440-934-3114, roger@balserwealth.com, www.balserwealth.com.
Orthman acquires new technology for the manufacture of sectional screw flights that will allow us to cut lead times in half while delivering tighter than industry standard tolerances which means a better product for our customers. Orthman Conveying Systems is in a significant growth pattern today due to the separation of its AG division. “Today we have a 110K square foot manufacturing facility that we need to feed”. We have gone through many changes recently from adding outside sales professionals to adding an inside sales team in Lexington at the plant, Hiring new independent reps, Hiring a new Engineering Manager, Adding designers just to name a few. The changes are starting to pay off OCS has doubled in sales YOY from 2017 to 2018 with lofty growth goals for 2019 and beyond.

Regards,
Jimmy Rios
VP Sales and Marketing
Cell (817) 542-8859
Website: www.orthman.com

Bob Jones e-mail address will remain the same. He will not be making the migration to Office 365.

We have tried to prepare for every possible scenario. If we have missed something or if you have any questions or concerns, please let us know.

Sincerely,
Steve Martin

The W.C. Brooks Company is pleased to announce we are expanding again by adding Gene Shoun to our outside sales team.

Gene and his family have relocated to TN and will have responsibility for the Eastern TN Territory. Royce Herring, W.C. Brooks Company’s Vice President advises “His years of industry experience make him the ideal candidate for this newly created position. We are pleased to have him join our team”.

We are pleased to announce that Clifford Sales and Marketing will be doing business as Innovative Industrial Motion (IIM) starting August 20, 2018. We made this decision after considerable input from customers and principals to change the name to better reflect the industry that we serve.

Clifford Sales and Marketing will still be the primary company with the dba of Innovative Industrial Motion. This will allow us to use the same tax id number and not change any existing agreements or contracts. We plan to keep the domain name of Cliffordsales.net as well as the email addresses associated with them. We will have these e-mails forwarded to our new addresses. We will do a slow migration to the new domain name of useiim.com. We have set up new email addresses that we will begin using. The new e-mail addresses will be:
taylor@useiim.com / kael@useiim.com / ed@useiim.com
steve@useiim.com / wayne@useiim.com / julie@useiim.com
warehouse@useiim.com

Representative member company, Industrial Component Sales Inc., recently had their entire team (Ernie Walters, Brian Rauner, John Mackenroth, and Mike Mattis) complete and pass the CSP certification! Congratulations guys!

Obituaries:
Over the years, all of us here at PTRA have grown into a family. We want to issue our sincerest condolences to those who have lost somebody near and dear:
Perry Maxwell, Koelling and Associates – 1940 - 2018
I imagine that your days look something like this:

- Watch the sun as it rises from your office as you drink a cup of coffee while finalizing project specifications with a client in an earlier time zone.
- Hop in your car, drive two hours to see a potential client, on the phone the entire time ensuring other clients garner the sterling service you want them to receive.
- Arrive at the potential client’s location with 10 minutes to spare, delicious Starbucks in their favorite mocha flavor in hand (thanks to your assistant who heard them mention this during a call), ready to finalize a robust deal for your business and their needs, only to realize that the manufacturer you represent has erroneously made a mistake in pricing competitively to meet the buyer persona of the client’s small-town Alabama community.
- The client meeting last 90 minutes longer than necessary due to the manufacturer’s mistakes, but thanks to your long-standing allegiance to the manufacturer’s business lines, you successfully negotiate the deal (YAY!).
- Back in your car, and starving, you call into the office on the way to Chick-Fil-A only to hear that a shipment to your largest client is late. What can you do to help your largest revenue source?
- You slip into a parking slot at the restaurant and chuckle as you realize its only 11:00 a.m.

Is this your day? Have I made you chuckle? I imagine I caught a glimpse of your perspective. What’s not conveyed here is the monumental responsibility you carry – employee benefits, motivating them to do more, associates’ families making decisions for mortgages, automobiles, college or university programs … all on your back. It’s heavy. It’s real. It’s you.

At the end of the day, all you have is your BRAND. Your brand is your promise. It’s the promise to the new client. It’s the proof that you do what you say you are going to do – 24 hours a day, 7 days a week. It’s the showcase that your offline experience (when you walk into their office with their favorite coffee) is the same as their online experience (when they order from your website or see a posting of you with colleagues in a social media channel). It’s the stories you tell about building your business and caring for your employees over and over, and over again, ahead of your personal desires. If, in any of these scenarios, the brand promise is broken, you lose the deal. It’s that simple and that complicated. Imagine a 50-member orchestra playing Tchaikovsky’s Nutcracker. The bass, cellos, flutes, drums, sax, piano – all in one accord to ensure you have the memorable holiday experience. If the sax falls flat in the crescendo, so does your experience. The same is true when your brand is broken. You broke your promise. Your reputation is now diminished.

In your hands lies the key to your success. It’s your brand. Your opportunity. Your hard work. Your new day. Share stories with your clients that help them connect the heart of what you do to the head-smarts of what you supply through the manufacturers you represent. Tell them stories of promises made and promises kept, or promises broken that forever changed how you managed your team going forward. It’s your day, your opportunity, your potential. Deliver your brand promise, and I promise that over time, you will win … all the way to the bank.

Elyse Hammett, APR
Vice president of marketing and communications for the Community Foundation for Greater Atlanta, Georgia’s second largest foundation.
President, Public Relations Society of America.
Connect with me on LinkedIn, Facebook, Instagram or Twitter, where my online brand is delivered.
HEALTHCARE CORNER

by Walt Brooks CPMR

PTRA GROUP HEALTHCARE OPTION UNDER EVALUATION

For today’s agents, operational cost containment is becoming as important (and challenging) as making commission dollars.

Most PTRA members will tell you that one of the most unpredictable, and growing cost centers relative to running their businesses, is healthcare.

For the past few years, government regulations like the Affordable Care Act (Obamacare), and fewer legitimate quality healthcare options have forced many small businesses to settle for lesser plans at higher premiums.

Additionally, today’s higher deductibles, co-pays, and a projected 130,000 shortage in practicing physicians by 2030, have created a groundswell of concern for where we are headed. Changes are on the horizon.

A few positive highlights to date:

UPDATE #1: President Trump recently signed an Executive Order which will start the process of eliminating the ban on crossing state lines to get quotes on health insurance.

UPDATE #2: On June 19, 2018, the U.S. Department of Labor (DOL) released their final ruling, which essentially reduces red tape and expands the ease of implementing Association Healthcare Plans (AHPs). These changes will make it much easier for an association such as PTRA to have the freedom to join together as a single group to purchase health insurance at a large group rate. There will still be basic guidelines as well as state and federal regulation.

MANA is also evaluating a similar offering for their members. Their latest advice stated that the final regulations will not be available until the first quarter of 2019.

Our PTRA action plan at this point will be to come back to our members in Q-1 (or sooner) when these regulations/changes on AHPs are finalized. We need to gage member interest first, then determine what the plan will include in terms of deductibles, benefits, etc.

Stay Tuned …

This article is about Succession Planning. But it’s not the kind of Succession Planning you’ve seen discussed in MANA’s Agency Sales magazine.

Let me explain. MANA gives lots of attention to Succession Planning that helps representative firm owners think about retirement plans to sell their firms and transition to new owners.

That’s the kind of Succession Planning for when a relationship is ending.

But there is another kind of Succession Planning to consider before a relationship even starts. And it is that beginning-of-the-relationship Succession Planning that I discuss in this article.

This beginning-of-the-relationship Succession Planning happens before a representative firm and a new principal launch a new relationship. That’s when the representative firm has to think not only about launching this relationship, but also about what will happen in the distant future when this new relationship eventually ends.

Succession Planning, in this case, is a representative’s plan to protect his or her rights when there is a succession of the principal to a new path to market.

AND NOW FOR SOMETHING COMPLETELY DIFFERENT

This aspect of Succession Planning asks the “what if” questions now about what that separation in the far future will look like if the principal switches to a successor: another representative firm, a direct salesperson, or even “we don’t need a salesperson, we can handle this from headquarters.” Those “what if” questions include:

- What if the representative is tremendously successful and commissions payments spike beyond anything the principal expected to pay?
- What if the sales manager who gave me verbal promises not written into the agreement moves on to a new company?
- What if a venture capital firm buys the principal to quickly flip it?
- What if the principal sells off all its assets, leaving only an empty shell with no resources to honor its commission obligations?

A representative-savvy attorney can craft agreement language that answers these “what if” questions so that, years or decades later when the relationship eventually ends, the representative and principal already know what that separation will look like.

The representative firm’s only chance to shape what that far-away separation will look like is usually before the agreement is signed. And when it comes to most of the signed agreements representatives have shared with me, that would be something completely different.
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New PTRA Offering: Associate Membership!

Your PTRA leadership is always hard at work to help bring you more value with your membership and prosperity to your business. We have found great partnerships with our conference vendors, and have heard about many member successes from these relationships, so we decided it was time to give you better access to these lucrative resources. This summer, PTRA has officially opened its doors to an entirely new set of potential members – vendors! This new “Associate Membership” will be available to companies that provide good and services that benefit the business of our Representatives and Manufacturers. We truly believe this will improve the business of our members, bring a broader variety of content to our offerings, and help further our financial standings. We feel invigorated by this recent change and hope to see a very positive impact on our association over the coming years!

Don’t Forget PTRA’s Member Get a Member Campaign

Now for Recruiting Associate Members, Too!

If you believe your membership in PTRA is worthwhile, then you almost certainly know some fellow reps, manufacturers, and NEW in 2018 vendors! 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 May?

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 of this pitch is that your membership could be of even more value to you if we had more reps, principals, and associates 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, rep, or associate member you recruit who also attends the conference, you will receive a $415 credit on your next membership invoice (potentially a full year of dues!)

Here’s How It Works:

- Potential member applies for membership listing YOU as their firm’s sponsor
- New member registers for the Annual Conference
- You notify PTRA headquarters, ptrahq@ptra.org, once you’ve confirmed that your new member has registered **
- We’ll send you a thank you and what we won’t send you is $415 in dues!

**please note: you are responsible for notifying PTRA of your eligibility, the credit does not just get automatically applied.
ASSOCIATE MEMBERSHIP APPLICATION

Qualifications for Associate Membership in PTRA:

• All applicants must meet the qualifications of the Association’s Bylaws. See www.ptra.org or call PTRA headquarters for a copy.

• The applicant must be in the business of providing goods or services to manufacturers or manufacturers’ representatives in the power transmission and motion control industry.

• The applicant must maintain a registered office in North America.

• The applicant must be sponsored by at least one member firm.

Send completed application along with dues payment to:

PTRA
5353 Wayzata Blvd. Suite 350
Minneapolis, MN 55416

Phone: (888) 817-7872
Fax: (952) 252-8096
E-mail: info@ptra.org
Web site: www.ptra.org

Company Name: _____________________________________________________________

Address: __________________________________________________________________

City: ____________________________ State/Province: _______ ZIP+4/Postal Code: _______

Country: _______________________ Phone: ______________________ Fax: ______________________

E-mail: _________________________ Web Site: ________________________
(for renewal and invoicing purposes)

Year Company was Founded: _________________

☐ Sole Proprietorship ☐ Partnership ☐ LLC ☐ Corporation

Name: _______________________________________________________________________

Title: _____________________________________________________________________

Email: ____________________________________________________________________
Please provide a description of your business, the services you provide, and the value you can bring to the power transmission and motion control industry.

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SPONSOR. Please list your firm’s PTRA member sponsor: ________________________________

Name: __________________________________________________________________________

Firm: ___________________________________________________________________________
ASSOCIATE MEMBERSHIP APPLICATION

Membership dues are $1,200 annually and cover all employees of your organization. Dues cycle is 6/1-5/31.

Applicable Dues Amounts: $1,200

What’s included with the annual dues?

1. All regular PTRA Member Benefits
   • Access to the entire PTRA membership directory
   • Sponsorship opportunities at our annual conference
   • Exposure in our quarterly FOCUS newsletter
   • Ability to network with other members at the annual conference
   • AND MORE (visit www.ptra.org for more information)

2. A complimentary registration and vendor booth at our annual conference

3. PTRA asks that as an associate member you will provide one piece of content for the membership per year. Examples of potential content you could provide include:
   • Webinar
   • Article in the quarterly FOCUS newsletter
   • Workshop at the annual conference
   • Etc...

Payment method: Check #: ____________________________ (payable to PTRA) enclosed.

Or, the following credit cards are accepted: □ Visa □ MasterCard □ American Express

Credit Card Account #: ____________________________ Security Code: ________

Expiration Date: _____ Signature required for Credit Card: ____________________________

STATEMENT: Contributions or gifts to the Power-Motion Technology Representatives Association are not deductible as charitable contributions for federal income tax purposes. Dues payments are deductible by members as an ordinary and necessary expense.

See 10701 of the Revenue Act of 1987. PTRA’s Federal ID Number is 23-7267570

Signature of firm’s representative: ____________________________ Date: ___________