



www.ptra.org

Inside Winter 2022 Issue:

Conference Highlights	2	Member News	7
Meet Jeff Bloomfield	2	Task Force Updates	8
Meet Weaver Consulting Group	3	Member Get a Member	9
PTRA Academy	3	PTRA Mentor Program	10
Kramer's Korner	4-5	Lines Available	11-14
\$200,000 Down the Drain	6	Board of Directors	15
Sales Training in the New Year	6	Conference Brochure	16-27

PRESIDENT'S PERSPECTIVE

By Peter Liston, PTRA 2021-2022 President

Pandemic, New Normal, Unprecedented times, Essential workers, Boarder closures, Quarantine, Contact tracing, Variant.

All phrases or words we have used these past 18 months in both our personal and professional lives. Words and phrases I hope are removed from my everyday vocabulary sooner then later.

As I think about the year ahead and our upcoming conference; the 50th PTRA conference, another word comes to mind: Resilience.

Resilience has also been a prevalent word the past 18 months. As many around the world, we have adapted to unexpected circumstances, reinvented how we work, interact with family and friends, and go about our everyday lives.

Throughout the last 50 years, our association members have faced many challenges as the world went through the Energy Crisis, the Dot Com Bubble, 9 -11, the Subprime Mortgage Crisis, and most recently Covid-19. Resilience is a characteristic that we as PTRA Members truly exude.

We are constantly having to try new ideas, implement new approaches and explore new ways to bring value to our customers and industry. When COVID-19 emerged, many of us took on new roles and responsibilities. We had to quickly learn new skills and approaches to continue to perform in an efficient, productive, but also safe manner.

No matter what was thrown at our members over the past 50 years, we have made the necessary adjustments and stayed the course. Something we will celebrate when we all come together this spring in Nashville. I look forward to discussing the future and sharing ideas on the adaption's we are making, and the adjustments we can make, to remain resilient and continue the success of the manufacturer's rep model, and our association.

I cannot wait to see you all in the Music City!

- Peter

Peter Liston
PTRA President



PTRA 50TH ANNUAL CONFERENCE Highlights



By Corbin Gunstream, 2022 Conference Chair

We are looking forward to a great conference in just a few short months. Below are a few highlights to look forward to:

- We have Alan Beaulieu from ITR Economics back for another great keynote speech on the economy. One that is sure to be insightful following an epidemic and trillions of dollars being pushed into the economy by the Feds. I can't wait to hear his perspective!
- We are excited to welcome Weaver Consulting! They will lead two breakout sessions on business valuation and succession planning, and another focused on personal retirement planning and income in retirement.
- Steve Turner returns as our resident expert on technology and working efficiently. Steve has been a huge help to PTR A members, and I encourage you all to schedule a time with him to review your processes and use of technology in your business. It's so critical to get it right and there is always room for improvement.

- We are thrilled to announce our keynote speaker, Jeff Bloomfield. He is the founder and CEO of BrainTrust, a bestselling author, ICF Certified Executive coach, and founding member of the John Maxwell Speaker/Coach team. His story is inspiring, and his coaching has helped me in my sales training, and I can't wait to bring him to our group!

On top of a great lineup of content during our conference we get to see each other in Nashville, one of my favorite cities. Be sure to stick around for the Closing Banquet on Saturday night at the Country Music Hall of Fame, we have a great singer songwriter round planned. These writers will share their stories of being on the road, writing hit songs, and play some of their famous work. It will be a great time to meet the players behind your favorite songs.

Don't forget to register early for the conference and get your hotel reservations booked! I look forward to seeing you in Nashville.

MEET JEFF BLOOMFIELD

Founder & CEO of Braintrust, and PTR A Keynote Speaker



As a former sales and marketing executive, farm boy, and cancer survivor, Jeff Bloomfield will use his inspiring style and compelling life story to teach you how to communicate with more purpose, power and impact.

What if you understood the science behind trust? What if you could better understand the biology of change resistance and then tap into your authentic communication super power to be a more influential communicator in any setting, be it personal or professional? Jeff will teach you the latest research in the science behind decision making in a fun and interactive way that will allow you to drive compelling and provocative information into the parts of the brain that allows others to choose to change.

After being the first person in his blue-collar family to graduate from college, Jeff spent his corporate career in Biotechnology where he led several product launches for genetic cancer therapies. One of those therapies was for brain cancer. It was here that Jeff discovered the power of neuroscience and the fact that no one he knew in corporate America really understood how the brain worked, otherwise they wouldn't do sales and marketing and coaching the way it was currently being done.

From there Jeff set out with a new mission, to teach others what he learned about the brain and how they can apply that information as professional communicators, particularly in leadership, sales, and marketing.

Jeff is looking forward to working with you this April at PTR A's 50th Annual Conference!

MEET WEAVER CONSULTING GROUP

PTRA Conference Breakout Speakers

Weaver Consulting Group is a family business led by CRPC-Certified Advisors, Jason and Travis Weaver. Our advisors offer 20 years of experience creating customized solutions for every kind of retirement dream — from early retirement to “unretirement”—and every phase of the market cycle. We individualize every relationship to create a community of confident, informed, and inspired retirees throughout the United States.

Jason Weaver co-founded Weaver Consulting Group based on a realization that advice is everywhere. And what clients need is to work with a consultant that offers unbiased and personalized advice from someone who truly cares about them and their family. He gained success early in his career,



quickly ranking among the top 1% of over 11,000 advisors. He also earned a seat on the Chairman’s Advisory Council. In 2016, he was one of the top 400 financial advisors in the U.S. by Financial Times. From 2019 to present, Jason has been recognized on the Forbes Best-In-State Advisors list.

Andrew Barrier is a result-driven architect of financial strategies, working closely with entrepreneurs, private business owners, retirees, and



pre-retirees. His practice is catered to building solvent financial plans to advance his clients’ financial and personal goals by building viable relationships and truly understanding the visions of his clients.

At the upcoming PTRA Annual Conference in Nashville, Jason and Andrew will be covering fixed income investing strategies in retirement and business exit planning. In the fixed income investing segment we will be discussing how to replace your income in retirement for our clients. You will learn about retirement and income planning strategies focusing on preparing you for a variety of models of retirement, from partial retirement to active lifestyles, to making a new start. We will also speak about different strategies from generating tax advantage income in a low interest rate environment to alternative fixed income investments will be discussed during this session.

During the exit planning session, we will be providing an overview of how an exit plan will help you successfully navigate the single, most critically important financial event of your life—the successful transition out of your business. We will discuss the steps of the exit planning process and how owners can exit their business on their own terms. You will learn how we work with our business owners on goal setting, financial planning, business valuation, 3rd party sale vs succession, and estate planning during this session.

PTRA ACADEMY eLearning that Empowers You!

PTRA continues to offer this member-only exclusive opportunity to access course from THORS e-Learning. PTRA Academy/THORS is a web-based learning opportunity that provides all the great benefits of relevant, easy-to use online courses that are accessible any time and any place; just log in and start learning! The courses are self-paced, self-guided, and interactive with visually engaging graphics. Concepts can be immediately applied in examples and assessments, and every course completed will be added to a transcript, with printable Certificates of Completion.

New courses are added each quarter and subjects range from inject molding, metal forming, industry safety, manufactured products and so many more! In addition, PTRA highlights one course each month at an even greater discount of only \$80! For more information, [click here!](#)



KRAMER'S KORNERS

BY: BARBARA H. KRAMER, ESQ.

KRAMER & KRAMER, PLC, PTBA LEGAL COUNSEL

734-821-1055

Product Liability and Sales Representatives

As a sales representative, you don't design or manufacture the product you sell. In fact, you don't really "sell" it at all. The ownership, or "title" to product passes directly from the manufacturers you represent to the customers in the territory. So, why should you be concerned about product liability?

The overarching reason is because "Anyone Can Sue Anyone for Anything." I do not have that embroidered on a pillow, but it is true. As a company that had any sort of contact with a product that fails or injures someone, you are at risk for being sued if a product that you "sold" fails or injures someone. If you are sued, you probably will ultimately be deemed to have no responsibility or legal liability. But it may take a lot of time and expense to get to that point. Being sued is costly and time consuming and you are almost never permitted to recover that cost from the person that sued you. So even if you ultimately "win," you lose that time and money.

Most product liability lawsuits involve some sort of insurance coverage. The manufacturers you represent should have product liability and other insurance coverage for damages arising from their products. Manufacturers' representatives almost never have this type of coverage since they have no role in the manufacture of the product.

The key to protecting yourself is to ensure that your sales representative agreement requires that your principle protects you in the event of a lawsuit. This protection comes primarily from (1) indemnification, and (2) insurance coverage. Each of these is outlined below:

Indemnification. Indemnification language generally requires that a manufacturer defend you, hold you harmless, and indemnify you if you are sued as a result of something that the manufacturer did or in connection with a product that the manufacturer made or sold. This means that the manufacturer should take over and pay for your litigation defense, and if there is ultimately an award of money against you, the manufacturer must pay it.

If you are provided a rep agreement that doesn't contain broad indemnification language, you should ask for it. If the manufacturer doesn't agree, beware! Also beware of agreements that have language just requiring you to indemnify the manufacturer, and not providing you reciprocal protection. In fact there are rare situations where a representative could be held responsible in a product case. This generally occurs if the rep misrepresents what a product can do or tampers with the product in some way.

KRAMER'S KORN

BY: BARBARA H. KRAMER, ESQ.

KRAMER & KRAMER, PLC, PTRALLEGALCOUNSEL

734-821-1055

Product Liability and Sales Representatives

Insurance. Your rep agreements should also provide that (1) your manufacturers have appropriate insurance, including product liability insurance, and (2) that you be named an additional insured on that policy. This is particularly important if you represent non-U.S. companies or smaller less sophisticated companies. As I write this, I am in discussions with a manufacturer that is refusing to take over the defense of a lawsuit that named its sales representative as a co-defendant with the manufacturer. The insurance company for the manufacturer is not willing to defend the rep, since it was not an additional insured. The rep agreement has a very strong indemnification provision, but the rep may have to sue the manufacturer to get the protection to which it was entitled. This could have been avoided if the rep had been named as an additional insured. Notably, it usually does not cost anything to add this type of additional insured coverage and, in the event of a lawsuit, having the sales representative covered under the manufacturer's policy provides a real benefit for both the rep and the manufacturer, who is in a better position to control the entire defense of the litigation.

Sales representatives are often brought into lawsuits because they are the only party that is located in the same state as the injured party. This allows a lawsuit to remain in state court, which many plaintiffs think is advantageous. And plaintiffs' lawyers, like most people, are unlikely to understand that the rep did not actually purchase and resell the product at issue. Though lawsuits are not frequent, when they happen they are incredibly stressful and disruptive. The effort spent to be proactive with your contracts is invaluable if the process server comes knocking on your door.

\$200,000 DOWN THE DRAIN

By Charles M. Cohon, CEO & President, Manufacturers' Agents National Association

“There are worse things than unsuccessfully trying to find a direct salesperson,” said the manufacturer who called me today.

Let me tell you about the call.

Most of the phone calls I've gotten from manufacturers recently start out like this: “I have been trying to recruit a direct salesperson for quite a while, but none of the applicants that have contacted me are even close to qualified, so I need to talk to you about reps.”

Today's call started out like most calls I've received recently. The manufacturer and I spoke about some of the more common reasons to use reps:

- Existing relationships with important customers.
- Market knowledge in their territory.
- Experience in their market space.

We also spoke about the fact that even in the current tough hiring environment, reps are still abundant for most markets MANA members serve.

I shared with the manufacturer that searching for direct salespeople and not finding qualified candidates was a

common problem. Then stopped the conversation to correct me.

“My problem is not that I have been searching for direct salespeople and didn't find qualified candidates. My problem is that after a long search that didn't turn up qualified candidates, a year ago I got impatient and decided to settle on the least problematic of the candidates who did apply.”

“Between salary, expenses, and medical insurance, I have spent \$200,000 on the salesperson I hired a year ago, and I have absolutely nothing to show for it. \$200,000 down the drain. That's why I am calling you today to talk about reps.”

“So, you see,” he concluded, “There are worse things than unsuccessfully searching for a direct salesperson. Worse than unsuccessfully *searching* for a direct salesperson is unsuccessfully *hiring* a direct salesperson.”

The manufacturer's lesson learned: Take advantage of experienced, expert MANA rep members to take your product to market. And then you won't have to call me about \$200,000 that went down the drain.



SALES TRAINING IN THE NEW YEAR

By Kate Rhoten, CPSC, Executive Director, MRERF



The new Certified Professional Sales Consultant (CPSC) training program dates and locations for the first half of 2022 have been selected.

In-Person Training Programs

February 28 – March 4, 2022

Orlando, FL

May 2 – 6, 2022

Denver, CO

In addition, there will be one virtual program offered this summer! This new program is fully updated from the prior training. Head over here for more details:

ipa-certifications.org/cpsc

Digital Credentials & Certification Renewal Portal

Digital credentials for CPMR and CPSC (CSPs transition to the new CPSC) earners are here. These [digital credentials](#) validate your certification on your LinkedIn profile. Do you currently have one these designations but have not renewed this year? Learn more about these digital credentials and renew. Coming next year is a new way to renew and record your continuing education units in tandem. You will be able to review your renewal progress as well as pay the recertification fee. Stay tuned for this exciting update as we prepare to launch in early 2022.

MEMBER NEWS

Orthman Conveying Systems Announces New President/COO

Orthman Conveying Systems would like to announce that Jimmy Rios has been promoted to President/COO and Steven Bailey has been promoted to National Sales Manager! In addition, Orthman Conveying Systems will be moving from Lexington, NE to Cleburne, TX in April 2022! We are excited about our new 75,000 square foot state of the art facility just south of the Dallas Fort Worth Metroplex.

Orthman Conveying Systems is a design, engineer, and manufacturer of bulk material handling systems serving a broad cross section of industry including cement, oil & Gas, wastewater, animal processing, agriculture, food & beverage, wood forest, and many others.

Solve Industrial Motion Group Acquires Bearings Limited and Tritan Brand

Addition strengthens Solve's portfolio and expands its ability to serve customers across North America.

CHARLOTTE, N.C., December 16, 2021 – Solve Industrial Motion Group ("Solve"), a portfolio company of Audax Private Equity, has acquired Bearings Limited, a leading manufacturer of bearings and power transmission components under the Tritan brand.

Headquartered in Hauppauge, N.Y., Bearings Limited has an extensive offering of more than 25,000 Tritan products and services customers from six regional locations, including Los Angeles; Chicago; Houston; Atlanta; Columbus, Ohio; and Hauppauge, N.Y.

"We are excited to grow our platform of Solve brands," said Lisa Mitchell, Chief Executive Officer of Solve. "Bearings Limited and the Tritan line are a natural fit in terms of manufacturing and commercial operations that also share our focus on providing superior customer service."

"We are proud of the company that our family has built over the years," said Mark Magray, Senior Vice President

at Bearings Limited. "Today is a turning point for us and we are excited to begin our next chapter as a member of the Solve family. We believe the partnership will be a win-win opportunity for our dedicated employees, customers, dealers, and distributors."

In 2020, the Solve brand was established, bringing P.T. International ("PTI") in North Carolina, IPTCI Bearings in Minnesota, and LMS Bearings in Colorado together under one umbrella. Tritan is the fourth brand to join the growing portfolio. Solve is a one-stop resource for both metric and American standard power transmission products, serving multiple verticals, including food and beverage, material handling equipment, agriculture, automotive, textiles, mining, building products, and pharmaceuticals.

About Solve Industrial Motion Group

Solve Industrial Motion Group (Solve) manufactures and sells bearings and power transmission component parts for the food and beverage, agriculture, mining, steel, automotive, textiles, wood products, lawn and garden, and pharmaceuticals, among others. Solve's brand portfolio includes P.T. International, IPTCI Bearings, and LMS Bearings, and represents more than 25,000 products available from five regional stocking locations. Solve Industrial Motion Group is a privately held company based in Charlotte, North Carolina. For more information, please visit solveindustrial.com.

About Bearings Limited

Since 1947, Bearings Limited has been dedicated to providing bearing and power transmission distributors with high-quality products and a level of service unmatched in the industry. Based in Hauppauge, N.Y., Bearings Limited manufactures Tritan Power Transmission Products. Bearings Limited operates out of six regional stocking locations and reaches end users through an expansive distribution partner network with over 3,000 locations. For more information, please visit bearingslimited.com and tritanpt.com.



TASK FORCE UPDATES

PTRA is an organization that is run by its members for members. Taking an active role in volunteering and joining a task force helps our organization thrive and sets the foundation for future leaders of PTRA. If you are interested in exploring any opportunities to join a task force, reach out to the individuals listed below.

REP/PRINCIPALS TASK FORCE

The Rep/Principal Task Force will continue to work on specific initiatives and tasks as outline in the PTRA Strategic Plan. In addition, this Task Force looks for ways to enhance the Rep/Principal relationship and promote best practices. Currently, this group is working to provide topics and pointers to consider when taking on a new line/rep. Stay tuned for more details to come.

If you are interested in joining the Rep/Principal Task Force, reach out to Alex Frieling (alex@af-industrial.com).

MEMBERSHIP TASK FORCE

The Membership Task Force has been busy working on ways to get PTRA's benefits out to our industry and draw in new members. Keep your eyes open at trade shows for the PTRA logo. With the help of the Marketing Task Force, we are putting together a kit for members to use at these shows/events. This kit will have a logo stand to help show the current members participation in the organization including a member's benefits breakdown as well as a brochure for this year's 50th Annual Conference in Nashville, TN.

Don't forget about the "Member Get a Member" program that will pay your PTRA dues for signing up a new member that attends the upcoming 50th Annual Conference! The Membership Task Force is always looking to expand our team so let us know if you'd like to join and help get the word out in to the industry and grow our organization. See you all in Nashville!

If you are interested in joining the Membership Task Force, reach out to Ryan Van Damme (ryan@propowerreps.com).

MARKETING TASK FORCE

The Marketing Task Force has been looking at different ways to promote PTRA, such as:

- Working with the Membership Task Force to create a tradeshow kit that can be used by PTRA members at tradeshow.
- Identifying different social media platforms to help promote PTRA.
- Creating a promotional video to be used at the upcoming Annual Conference to highlight various member benefits (legal counsel, technology consultant, lines available, etc.)

If you are interested in joining the Marketing Task Force, reach out to Scott Tomaszewski (scott.tomaszewski@midwestconveying.com).

EDUCATION TASK FORCE

For the duration of 2021 and into 2022 the Education Task Force has solidified their position with THORS to offer PTRA members industry specific online training. We will continue to offer one class per month at a discounted rate to members alongside the full course offering. Classes include but are not limited to: bearings, gearing, chain and motors. In addition, we have partnered with Steve Turner from TurnerTime Management to offer a webinar every quarter. From uncovering the best Microsoft Teams & Zoom practices to utilizing LinkedIn to generate leads, Steve has worked with several member organizations to grow sales from an information technology standpoint.

Also look for additional information on available Lynn Mattis Scholarship opportunities for MRERF related courses as the conference approaches.

If you are interested in joining the Education Task Force, reach out to Billy Taylor (bill3@gotisco.com).

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 50th Annual Conference in Nashville, TN, *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. They must list you as the sponsor on the application.
2. When you have confirmed that they have joined and registered for the upcoming 50th Annual Conference, email us at ptrahq@ptra.org. We'll send you a thank you and confirm your \$415 credit for your membership dues!

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 created a mentoring program that is here to help you! If you are interested, reach out to the PTRA office at 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
- Employee pay structure
- Contract suggestions and guidance
- CRM and sales software recommendations
- Payroll software recommendations
- Profit line analysis
- And so much more!

NEW MEMBERS

(New members as of Winter 2022 Newsletter)

Please join us in welcoming the following new PTRA members!

New Principal Members

Worldwide Fittings

Cindy Renk

cindy@worldwidefittings.com
www.worldwidefittings.com

ILJIN Corporation

Donald Cooperrider

Dcooperrider@iljin.com
www.iljin.com

Continental Conveyors

David Lynn

dlynn@continentalconveyor.ca
www.continentalconveyor.ca

Dayco Products LLC

Kristian Campbell

Kristian.campbell@dayco.com
www.daycoaftermarket.com

Brelko Conveyor Products, Inc.

Brent Weller

sales@brelko.us

Enertronica Santerno, Inc.

Robert Manasse

bob.manasse@santerno.com
www.enertronica.it

American Roller Screw

Eric Virkler

virkler@rollvis.com
www.about-ars.com

KOBO USA

Harry Rotsch

h.rotsch@kobousa.com
www.kobousa.com

Hilliard Corporation

Robert Doud

rdoud@hilliardcorp.com
www.hilliardcorp.com

New Representative Member

TAP Industrial Sales

Anthony Pruzenski

tonyp@tapindsales.com
www.tapindsales.com

DID YOU KNOW?

PTRA membership comes with a variety of benefits that are only available to current PTRA members. Take a look at the list below of member benefits and reach out to PTRA HQ or Leadership if you'd like more information!

- Access to PTRA Legal Council
- Access to PTRA Technology Consultant *NEW Benefit
- Access to discounted courses through PTRA Academy/THORS eLearning
- Access to PTRA Mentorship Program
- Lines Available postings
- Access to Online Directory listing
- Access to PTRA Conference Recordings
- MANA Membership benefits
(Rep members only)
- MRERF Membership program course discounts
- Member discounts to PTRA webinars
- Member discount for Annual Conference registration fees
- And much more!

LINES AVAILABLE

listed in alphabetical order as of January 1, 2022)

Posting "Lines Available" is an exclusive
PTRA membership benefit!
To post yours, visit our website [here](#).

Company Name: American Vulkan Corporation

Phone: 863-324-2424

Email: eweenen@vulkanusa.com

Contact: Mr. Eric de Leeuw van Weenen, Director of Business Development

Territories Open:

Canada: AB, BC, ON, QC, SK

Product Description: Flexible & rigid couplings, fluid couplings

Target Markets: Mining, bulk material handling, oil & gas, Hydro Power

City / State: Winter Haven, FL

Fax: 863-324-4008

Company Name: Bearings Limited

Phone: 800-325-9696

Contact: Brian Harpur

Territories Open:

US: AK, AZ, CA, CO, ID, MT, NV, NM, OR, UT, WA, WY

Product Description: Bearing and Power Transmission

City / State: Hauppauge, NY

Email: bharpur@bearingslimited.com

Company Name: Brelko Conveyor Products, Inc.

Phone: 303-544-0817

Contact: Brent Weller, President / Oliver Leight, Regional Sales Manager

Territories Open:

US: AL, AZ, CA, MN, NV, OR, TX, WA, WY

International: South America

Product Description: Conveyor Spillage Control Equipment

City / State: Boulder, CO

Email: sales@brelko.com

Company Name: Dayco Products, LLC.

Phone: 204-979-7211

Contact: Tyler Samagalski, Director of Industrial, Fluid Power & Performance Markets - North America

Territories Open:

US: Alaska, Puerto Rico

Product Description: Dayco Industrial Power Transmission Belt Products

Target Markets: Agriculture, Construction, Consumer Equipment, Food and Beverage, Industrial Manufacturing, HVAC, Lawn & Garden, Machine Tools, Mining, Oil and Gas

City / State: Troy, MI 48083

Email: tyler.samagalski@dayco.com

Company Name: Diversified Plastics, Inc.

Phone: 406-543-6653

Email: hpinkston@dpiplastics.com

Contact: Harold Pinkston, Director, Sales and Marketing

Territories Open:

US: AK, CT, DC, ME, MA, NH, NY, RI, VT, WV

Canada: AB, BC, MB, NB, NL, NS, ON, PE, QC, SK

International Territories: Mexico, South America

Product Description: Custom manufacturer of plastic industrial components

Commission: Competitive

Target Markets: mining, lumber, waste water, food processing, conveying, and many others

City / State: Missoula, Montana

Fax: 406-728-4074

LINES AVAILABLE

listed in alphabetical order as of January 1, 2022)

Posting "Lines Available" is an exclusive PTRA membership benefit! To post yours, visit our website [here](#).

Company Name: Force Control Industries, Inc.

Phone: 513-868-0900

Contact: Stan Porter, Marketing/New Business

Territories Open:

US: AK, ID, IL, OR, WA, WI

Canada: AB, BC, MB, SK

International: None

Product Description: Industrial clutches, Clutch Brakes, Brakes, Dynos

Target Markets: Food, Packaging, Mining, Steel, Marine, Lumber

City / State: Fairfield, OH

Email: sporter@forcecontrol.com

Company Name: GearKo

Phone: 888-452-2545

Contact: William Carter, Sales Manager

Territories Open:

US: AL, AK, AZ, AR, CA, CO, CT, DC, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

Canada: AB, BC, MB, NB, NL, NS, ON, PE, QC, SK

International: Mexico, Puerto Rico, Virgin Islands

Product Description: Precision Planetary Gear Reducers for Servo and Stepper Drives-Rack and Pinion

Target Markets: Automation and Industrial

City / State: Knox, Indiana

Email: info@gearkoreducer.com

Company Name: Helix Linear Technologies

Phone: 216-485-2232

Contact: Chris Nook, Chairman/CEO

Territories Open:

US: AL, AK, AZ, AR, CO, FL, GA, HI, ID, OH, OR, SC, TN, TX, UT, WA, WY, LA, MS, MO, MT, NM, NC

Canada: AB, BC, MB, NB, NL, NS, ON, PE, QC, SK

International: Mexico, Puerto Rico, South America, South Korea, Virgin Islands

Product Description: Linear Actuators, Lead Screws

Commission (Optional):

Target Markets: Medical Device, Laboratory Automation, Aerospace, Packaging

City / State: Beachwood, OH

Email: cnook@helixlinear.com

Company Name: Hy-Tech Power Transmission Group

Phone: 610-360-8338

Contact: Brian Berlin, VP Sales and Marketing

Territories Open:

US: AK, AZ, CA, CO, DC, DE, FL, ID, KS, KY, MD, MI, MT, NE, NV, NJ, NM, ND, OR, SC, SD, UT, VA, WA, WY

Canada: AB, BC, MB, NB, NL, NS, ON, PE, QC, SK

International: Mexico

Product Description: Custom Gears & Engineered Solutions

Target Markets: All industrial industries, Gear box repair

City / State: Punxsutawney, PA

Email: bberlin@hy-techinc.com

LINES AVAILABLE

listed in alphabetical order as of January 1, 2022)

Posting "Lines Available" is an exclusive PTRA membership benefit! To post yours, visit our website [here](#).

Company Name: ILJIN USA Corp.

Phone: 734-664-2910

Contact: Dave Priskorn, Sr. Manager of Marketing & Business Development

Territories Open:

US: ALL 50 STATES

CANADA: ALL 10 TERRITORIES

International: Mexico, Puerto Rico, South America, Virgin Islands

Product Description: Strain Wave Gears (Harmonic Drives)

Target Markets: Robotics, Medical, Exoskeletal

City / State: Novi, MI

Email: davepriskorn@iljin.com

Company Name: KOBO-USA, LLC

Phone: 630-464-8447

Contact: Harry Rotsch, Sales & Application Manager

Territories Open:

US: ALL 50 STATES

Canada: ALL 10 PROVINCES

International: Mexico, Puerto Rico, South America

Product Description: Engineered & Specialty Class Chain and Sprockets; Precision Roller Chains

Commission: YES

Target Markets: Automotive, Steel, Bulk Handling, Wood & Saw-Mills, Biomass, Sugar, Reclaimer

City / State: Atlanta, GA 30336

Email: h.rotsch@kobousa.com/info@kobousa.com

Company Name: Kuroda Jenatec, Inc.

Phone: 770-926-6705

Contact: Jim Barletta, COO

Territories Open:

US: DE, FL, ID, IL, IN, IA, KS, KY, MD, MI, MO, MT, NE, NY, NC, OH, OK, OR, PA, SC, SD, VA, WA, WV, WI, WY

Product Description: Ballscrews, Actuators, Linear Rail

Target Markets: Automation, Semiconductor, Medical

City / State: Kennesaw, GA 30144

Email: jim@kurodajenatec.com

Company Name: Kyntronics

Phone: 440-2200-5990

Contact: Rick Christyson

Territories Open:

US: HI, ID, MT, NM, WY

Canada: AB, BC, MB, NB, NL, NS, ON, PE, QC, SK

International: N/A

Product Description: Servo Electro-Hydraulic Linear Activator

Target Markets: Assembly, Packaging, Presses, Material Handling, Automotive, Metal Working, Test Equipment, Forestry, Press

City / State: Solon, OH

Email: sales@kyntronics.com

LINES AVAILABLE

listed in alphabetical order as of January 1, 2022)

Posting "Lines Available" is an exclusive PTRA membership benefit! To post yours, visit our website [here](#).

Company Name: Li Gear
Phone: 630-226-1688
Contact: Michael Hodgson, Operations Manager
Territories Open:
US: CA, CO, FL, GA, IN, KY, LA, MD, MA, MI, MN, MT, NJ, NY, NC, ND, OH, OK, OR, PA, SC, SD, TX, VA, WV, WY
Canada: AB, BC, ON, QC
Product Description: Open Gearing (Spur, Helical, Bevel, Spiral Bevel), Custom Gearboxes
Commission: Negotiable
Target Markets: Oil & Gas, Mining, Steel, Marine, Paper and Pulp, Cement, Industrial Equipment

City / State: Romeoville, IL
Email: mhodgson@ligear.com

Company Name: MAXMOTION
Phone: 905-829-1020
Email: craig.hollis@mep.ca
Contact: Craig Hollis, Vice President
Territories Open:
US: AK, AZ, AR, CA, CO, CT, DC, DE, FL, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TX, UT, VT, VA, WA, WV, WI, WY
Product Description: General Purpose AC & DC Electric Motors, Gear Reducers
Commission: To be discussed
Target Markets: USA

City / State: Oakville, Ontario, Canada
Fax: 905-829-8155

Company Name: Stober Drives, Inc.
Phone: 606-782-1092
Contact: Mark Sticklen, Southeast Regional Sales Manager
Territories Open:
US: Florida
Product Description: Power Transmission Gear Reducers
Target Markets: Food and Beverage Focus, Conveying, Etc.

City / State: Maysville, KY 41056
Email: mark.sticklen@stober.com

Company Name: Senqcia Maxco, Ltd.
Phone: 925-784-1772
Contact: Jeff Welsch, Western Regional Manager
Territories Open:
US: AK, OR, WA
Product Description: Precision Roller Chain, Engineered Class Chain
Commission: 6%
Target Markets: Distributors, O.E.M.'s, Waste Water Treatment Plants

City / State: Portland, OR 97210
Email: jweclsch@senqciamaxco.com

Company Name: Unique Technologies Association
Phone: 347-414-2302 (Cell) / 732-882-0777 (Office)
Email: lawrence@utausa.com
Contact: Lawrence Kverel, Executive Vice President
Territories Open:
US: New England (ME, VT, NH, MA, CT, RI), IA, Southern IL (below State Road 136), Eastern MO (east of State Road 61), CO, UT, WY, CA, NV, AK, AZ
International: Canadian Territories (all except British Columbia) & Mexico
Product Description: Solid Lubricant (thermally cured dry graphite for bearings) – High Temp, Low Temp, & NSF H-1
Commission: 12%
Target Markets: All industries, primary metals (steel), food, automotive, mining, poultry, paper converting, etc.

City / State: Avenel, NJ
Fax: 732-882-1777
Website: www.utausa.com

2021 - 2022 **BOARD OF DIRECTORS LISTING**

EXECUTIVE COMMITTEE

President

Peter Liston
Summit Agencies, Ltd.
Edmonton, AB

First Vice President

Don Sutfin
Pro-Power Associates, Inc.
Rochester, NY

Second Vice President

Andy Simpson
SKA Simpson & Associates, Inc.
Acworth, GA

Treasurer

Mike Mattis
Industrial Component Sales, Inc.
Hudson, WI

Secretary

Royce Herring
W.C. Brooks Company, Inc.
Austell, GA

Immediate Past President

Adam Cooler
J.W. Cooler Company
Austell, GA

BOARD OF DIRECTORS

Principal Director

George Dib
Solve Industrial Motion Group
Charlotte, NC

Principal Director

Mathew Neff
Stober Drives
Maysville, KY

Representative Director

John Mackenroth
Industrial Component Sales, Inc.
Bemidji, MN

Representative Director

RJ Evans
Midwest Conveying Solutions
Pemberville, OH

Representative Director

Oscar Castillo
Conveying & Power Transmission
Solutions
Itaska, TX

Representative Director

Dan Bendell
Divine Industrial Sales, Inc.
Chanhassen, MN

Representative Director

David Murphy
Nobis Industrial Sales
Powell, OH

Representative Director

Billy Taylor
Taylor Industrial Sales Co.
Atlanta, GA

Past President Advisory Council

Curt Benson
Benson Engineering Co.
Rockwall, TX

Legal Counsel

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

COMMITTEE LEADERSHIP

Education Task Force Chair

Bill Taylor
Taylor Industrial Sales Co.

Marketing Task Force Co-Chair

Scott Tomaszewski
Midwest Conveying Solutions

Membership Task Force Chair

Ryan Van Damme
Pro-Power Associates, Inc.

Rep/Principal Relations Task Force Chair

Alex Frieling
AF Industrial

Conference Chair

Corbin Gunstream
Engineered Industrial Products

Hostess Committee / Charity Walk

Janis Liston

Nominating Committee

Adam Cooler
J.W. Cooler Company

Wednesday April 27th - Saturday April 30th
2022



Nashville, Tennessee

“THE ONE YOU WON’T WANT TO MISS!”

This year brings our 50th Anniversary of PTRA! We have selected a fantastic city and a great venue, the Renaissance Hotel and Conference Center in the heart of downtown Nashville.

We use this occasion to celebrate many important things:

- Our partnerships over the years
- The great manufacturers and rep teams that have made PTRA possible
- The friendships that have formed through PTRA
- Persevering together through tough economic times
- Learning from each other during technological change
- Our association’s important role in industry through the past five decades

It’s amazing that what once took months to plan through the U.S. Post (and Canada Post), can now be accomplished in moments through email and text messages. From pay phones on the side of the road to cell phones, fax machines to email, and floppy discs to video conference calls. The speed and quantity demanded of our careers, our production, and our knowledge has increased exponentially.

The past 50 years have afforded many opportunities to improve our industry, yet many problems and continuing concerns remain for PTRA to address. Our membership has proven year over year to provide our community the ability to:

- Lean on each other for advice for the next big challenges
- Celebrate your victories with others that know our business and relate to our struggles
- Increase the professional value for coming generations

PTRA continues to provide for those that contribute to the association through their time and energy. We are all better from our time together, and this is our opportunity to invest in each other. I look forward to seeing you at our 50th anniversary conference.

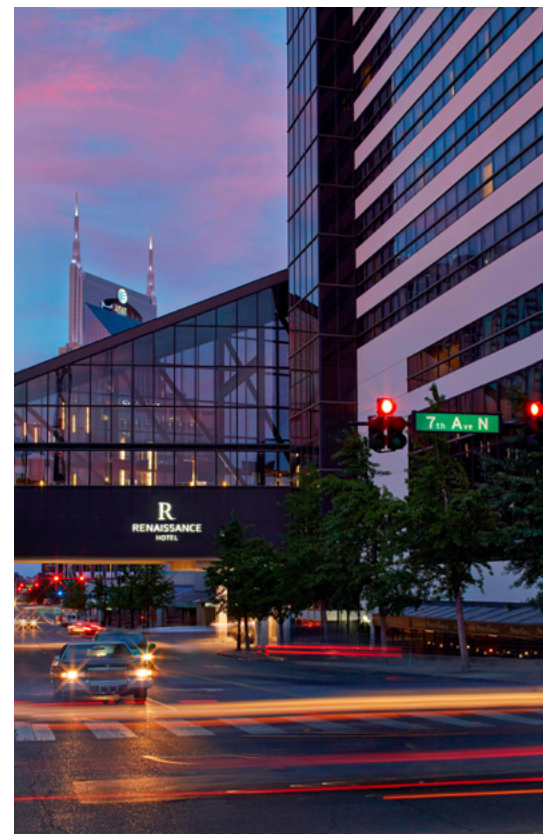
See you in Nashville, Eh!

Corbin Gunstream

PTRA 2022 Conference Chair

Renaissance Nashville Hotel Nashville, TN

Boasting modern and inspiring features, Renaissance Nashville Hotel is a luxury haven in legendary Nashville, Tennessee. Our Music City hotel is situated in the heart of downtown, attached to Fifth + Broad and moments from attractions like Bridgestone Arena and Music Row. Recharge in luxurious hotel rooms and suites with plush bedding, expansive workstations, marble bathrooms and striking views of downtown Nashville. Upgrade your stay in a deluxe suite, which boasts extra space, or book a Club-level hotel room for Lounge access and perks like complimentary breakfast. Organize a meeting or social gathering at our hotel to make use of 38 venues and over 103,000 square feet of space. After an exhilarating day at Bridgestone Arena or visiting celebrated destinations in Nashville, Tennessee, delight your palate with handcrafted Southern fare at Little Fib, our signature restaurant. Designed to reflect the storied history and spirit of the city, Renaissance Nashville Hotel invites you to discover the difference.



HOTEL INFORMATION

Discounted hotel room rates have been negotiated exclusively for conference attendees and their guests, at the rate of \$249 per night for single and double occupancy. This rate is available 3 days prior and 3 days after the conference, based on availability. To take advantage of this special rate, please make your hotel reservations by calling 877-901-6632 and indicate you are with the Power-Motion Technology Representatives group, or book online by visiting bit.ly/3Br8dE0.

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

Reservation deadline: Monday, April 4, 2022, or until rooms sell out

AIR TRANSPORTATION

Delta Air Lines is pleased to offer special discounts for PTRA Annual Conference attendees. Please visit bit.ly/3GuMmOK to book your air travel online or you may also call Delta Meeting Network* at 1.800.328.1111* Monday – Friday, 7:00 a.m. – 7:30 p.m. (CT) and refer to Meeting Event Code NMV79.

GROUND TRANSPORTATION

The resort is located approximately 20 miles from the Nashville International Airport. The hotel does not offer a shuttle to/from the airport. Uber and Lyft are available along with other popular ground transportation methods. For black car service, please feel free to contact Gray Line Tennessee at 615-883-5555 or Signature Transportation Services at 615-244-5466 to arrange for your airport transfer.

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. April is a reliably warm and sunny month to visit Nashville, with comfortable temperatures in the mid-70s during the day and 50s in the evening.

GUEST PROGRAMS

We are thrilled to continue to offer a guest program for attendees that want to bring someone to conference. The guest registration fee includes daily breakfasts, the Guest Brunch, Welcome Reception, and access to keynote sessions. If this is your first time attending, you are invited to attend the First-Timers Reception on Wednesday evening before the Welcome Reception. For an additional fee, Guests are invited to join the Line Dancing for Charity event on Thursday morning, the Guest Getaway on Friday, and the Closing Banquet on Saturday evening. The Closing Banquet will be an unforgettable experience at the Country Music Hall of Fame. The evening will feature a Singer-Songwriter round with four of Nashville's top song writers and a ticket to tour the Country Music Hall of Fame Museum.

Conference Schedule *as of 12/1/2021 - Subject to Change*

WEDNESDAY, APRIL 27

1:00 pm – 5:00 pm **Registration Open**
5:30 pm – 6:30 pm **New Members/First Timers Reception + Past President Reception**
6:30 pm – 8:30 pm **Welcome Reception**

THURSDAY, APRIL 28

7:00 am – 8:30 am **Breakfast**
7:30 am – 8:30 am **Task Force Meetings**
8:00 am – 12:00 pm **Registration**
8:30 am – 10:00 am **Opening Remarks & Announcements**
9:00 am – 10:00 am **Guest Program: Breakfast**
9:00 am – 5:00 pm **Legal Consultations (book appointments on own)**
9:00 am – 5:00 pm **Technology Consultations (book appointments on own)**
10:00 am – 11:30 am **Keynote: Neuroselling, Jeff Bloomfield**
10:30 am – 11:30 am **Guest Program: Line Dancing for Charity**
12:00 pm – 5:00 pm **Annual Golf Tournament – Hermitage Golf Course 1:00 pm shot gun start - buses depart hotel for course at 12:15 pm**
6:00 pm **Dinner on own**

FRIDAY, APRIL 29

7:00 am – 8:30 am **Breakfast**
7:30 am – 8:30 am **Task Force Meetings**
8:00 am – 5:00 pm **Registration**
8:30 am – 9:30 am **Annual Business Meeting: Representatives**

8:30 am – 9:30 am **Annual Business Meeting: Principals**
9:30 am – 10:20 am **Concurrent Breakout Sessions**
10:00 am – 2:00 pm **Guest Getaway: Grand Ole Opry Day Trip Break**
10:20 am – 10:30 am **Break**
10:30 am – 11:20 am **Concurrent Breakout Sessions**
11:20 am – 11:30 am **Break**
11:30 am – 12:20 pm **Concurrent Breakout Sessions**
1:00 pm – 5:00 pm **Legal Consultations (book appointments on own)**
1:00 pm – 5:00 pm **Technology Consultations (book appointments on own)**
1:30 pm – 5:30 pm **RepMIX**
6:00 pm **Dinner on own**

SATURDAY, APRIL 30

7:00 am – 8:30 am **Breakfast**
7:30 am – 8:30 am **Task Force Meetings**
8:00 am – 12:00 pm **Registration**
8:30 am – 9:00 am **Induction of New Officers + Daily Announcements**
9:00 am – 10:00 am **PTRA Past President's Panel**
9:00 am – 5:00 pm **Legal Consultations (book appointments on own)**
9:00 am – 5:00 pm **Technology Consultations (book appointments on own)**
10:00 am – 11:30 am **Keynote: Accurately Preparing for Tomorrow, Alan Beaulieu**
6:00 pm – 9:30 pm **Closing Banquet at Country Music Hall of Fame**

WEDNESDAY April 27

New Members + First Timers Reception

5:30 – 6:30 pm

New members of PTRA and first-time attendees are invited to join PTRA leadership with the opportunity to meet new people, learn more about PTRA and the conference and make some new friends!

Welcome Reception

6:30 – 8:30 pm

Join your industry colleagues and friends as we kick off and celebrate the 50th Annual Conference!

THURSDAY April 28

Welcome + Opening Remarks

8:30 – 10:00 am

Guest Program: Guest Breakfast

9:00 – 10:00 am

Before we kick off the guest program with *Line Dancing for Charity*, gather for breakfast and network with other guests.

Keynote: The Science of Customer Decision Making

10:00 – 11:30 am

Presented by: Jeff Bloomfield (Braintrust)

- Learn how to leverage the two different types of trust
- Learn how to create more urgency in the buying cycle
- Learn the overall science behind why our customers buy and why they don't
- Learn how to use visual storytelling techniques to create better overall engagement in the customer conversion
- Introduction to the NeuroSelling® customer conversation model



Guest Program: Line Dancing for Charity

10:30 – 11:30 am

Separate registration required / \$50pp

Join the guests as we learn line dancing at the Wild Horse Saloon while benefiting this year's charity, Autism Career Training. Cost is \$50pp, with all proceeds going towards ACT!

Autism Career Training is a local Nashville organization that provides vocational and prevocational training to equip young adults with the necessary skills to succeed in the workplace. We are thrilled to be able to highlight their work as part of our charity event! Learn more about the organization here: autismcareertraining.org/about.



Annual Golf Tournament

12:00 – 5:00 pm

Separate registration required / \$150pp (boxed lunch included)

Playing up to 7200 yards, The President's Reserve can offer any golfer as much challenge as one might desire yet be a pleasurable golfing experience for even the occasional golfer. The President's Reserve, designed by architect Denis Griffiths (designer Atlanta's Chateau Élan Resort Courses), trails through 300 acres of natural Tennessee wetlands and along the banks of the beautiful Cumberland River. View additional details about the course and club here: www.hermitagegolf.com.



FRIDAY April 29

Annual Business Meeting – Representatives

8:30 – 9:30 am

Annual Business Meeting – Principals

We are offering the same four breakouts at three different times to allow you the opportunity to attend all the breakout sessions if you choose. All four breakouts will be presented concurrently, during the following times.

9:30 – 10:20 am / 10:30 – 11:20 am / 11:30 am – 12:20 pm

Breakout: NeuroSelling Methodology

Presented by: Jeff Bloomfield (Braintrust)



This breakout is designed to help participants build and deliver specific narratives through the Neuroselling methodology.

Breakout: All About Apps

Presented by: Steve Turner (TurnerTime Management)

In this session, Steve Turner of TurnerTime, will demonstrate how you can effectively leverage the apps/programs on your computer, smartphone and/or tablet to become more efficient and truly work smarter and not harder. He will be covering the following topics during the training:

- Calendar Management Apps and Best Practices
- Task Management Apps and Best Practices
- Cloud Sharing Apps and Best Practices
- Collaboration Working within a team setting, leveraging and sharing via your apps information
- Other Apps to consider
- A few key Email Management Tips

Breakout: Income Planning Strategies in Retirement

Presented by: Jason Weaver (Weaver Consulting)

Retirement and income planning strategies focusing on preparing you for a variety of models of retirement, from partial retirement to active lifestyles, to making a new start. Different strategies from generating tax advantage income in a low interest rate environment to alternative fixed income investments will be discussed during this session.

Breakout: Business Exit Planning

Presented by: Andrew Barrier (Weaver Consulting)

An exit plan will help you successfully navigate the single, most critically important financial event of your life—the successful transition out of your business. We will discuss the steps of the exit planning process and how owners can exit their business on their own terms.



Guest Getaway: Grand Ole Opry Day Trip

Separate registration required / \$125pp

10:00 am – 2:00 pm

10:00 am	Guests depart the hotel
10:30 am	Guests arrive at Grand Ole Opry and enjoy a self-guided tour of the Circle Room
11:00 am – 12:30 pm	Guests enjoy guided backstage tour of the Grand Ole Opry
12:30 – 1:30 pm	Enjoy lunch as a group and shopping at the Opry Mills until departure
2:00 pm	Guests arrive back to hotel

FRIDAY April 29

This year's Guest Getaway will be a trip into one of Music City's most popular venues, The Grand Ole Opry! This backstage tour will provide our guests with an up close and personal look at the people, places and stories behind the show that made country music famous. The tour will start with a state-of-the-art Circle Room theatre experience, hosted by Garth Brooks & Trisha Yearwood. Then, guests will set off on an all-access look at the stars' dressing rooms, backstage areas, and even get the chance to stand in the spotlight on the legendary Opry stage! It's the ultimate country fan experience.

Following the tour, our guests will take a short walk to Opry Mills, where you'll enjoy lunch as a group and have time to do some shopping before rejoining the conference back in downtown Nashville!

Registration for the guest getaway includes a ticket for the Grand Ole Opry backstage tour, lunch at Opry Mills and bus transportation to and from the hotel. *Please note that children age 3 and under are free to attend the Grand Ole Opry day trip. Ages 4 and up will be charged full price for the day trip activities.*

SATURDAY April 30

Daily Announcements & Induction of New Officers and Directors

8:30 – 9:00 am

PTRA Past President Panel

9:00 – 10:00 am

Panelists: Gord Jopling (Mechanical Sales Co)

Duncan MacDonald (EIP)

Bill Taylor (Taylor Industrial Sales)

Moderator: Peter Liston (Summit Agencies)

PTRA is thrilled to offer a Past President's Panel this year. Three of PTRA's Past President's will take the stage to discuss the evolution of the association and our industry, what it looks like to provide consistent value in the years ahead, and what the next generation of PTRA needs to accomplish.

Keynote: Accurately Prepare for Tomorrow

10:00 – 11:30 am

Presented by: Alan Beaulieu (ITR Economics)

Key segments of the US and global economy are experiencing a decelerating rate of rise while others are accelerating. We will assess the input from proven leading indicators and determine the opportunities and risks for the remainder of 2022 and for 2023 in pertinent segments of the economy. Labor, supply chain, and prices are top of mind for today's business leader, and we will explore current and future trends and discuss what decision makers must consider in the face of these crucial factors. A clear understanding of inflation and interest rate trends is key to preparing for the coming years. Knowing what to plan for will place your company well ahead of the competition while increasing profit potential. In addition, we will:

1. Assess business demand for the rest of 2022 and through 2023.
2. Look at ITR's key leading indicators and what they foretell about your markets.
3. Present relevant market outlooks and discuss issues that have an impact on your profitability via resource allocation, budgets, expectations, and strategic planning.
4. Deliberate on the potential impact of the midterm elections later in the year.
5. Determine potential unintended consequences of massive government spending.
6. Assess the health of financial market trends and their impact, if any, on the forecasts.
7. Illustrate what inflation pressures and financial market trends likely mean for interest rates through 2023.

SATURDAY April 30

Closing Remarks

11:30 am – 12:00 pm

Closing Banquet: Country Music Hall of Fame

6:00 – 9:30 pm

Separate registration required / \$25pp

The Country Music Hall of Fame is an incredible venue in downtown Nashville. Join us for a reception on the terrace overlooking the Nashville downtown skyline. Dinner will feature a Singer-Songwriter round with four of Nashville's top songwriters, who became the hit makers and the session players on your favorite records. Listen to the songs they wrote, hear the stories of the tours they travelled, and what they are working on next.

Your registration to the Closing Banquet will include a ticket to tour the Country Music Hall of Fame Museum.



Optional Activities to do in Nashville, TN!

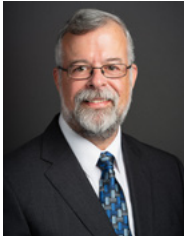
12:00 – 4:00 pm

While you're in Nashville, don't forget to check out one (or both) of these incredible venues! There is so much to see and do in the Music City!

- Ryman Theater Tour: call 615-889-3060 or go to www.ryman.com and click on 'tours' from the main menu.
- Grand Ole Opry Tour: call 1-800-SEE-OPRY or go to www.opry.com and click on 'tours' from the main menu.



SPEAKERS



Dr. Alan Beaulieu

ITR Economics

Alan has been providing workshops and economic analysis seminars to countries and literally thousands of business owners and executives for the last 25 years. He is considered one of the country's most informed economists. As the chief economist for numerous US and European trade associations, it has been remarked that Alan's "insight into our business, a track record of accurate forecasting, and unparalleled knowledge of global markets has earned him the respect and appreciation of key business leaders in our industry." Pronouncements from ITR Economics™ and/or Alan have appeared in/on: the Wall Street Journal, New York Times, USA Today, Knight Ridder News Services, Business Week, Associated Press, The Washington Times, CBS Radio, CNN Radio, Sirius talk radio, KABC, NPR affiliate WLRN and numerous other outlets.



Jeff Bloomfield

Braintrust

As a former sales & marketing executive, farm boy, and cancer survivor, Jeff Bloomfield will use his inspiring style and compelling life story to teach your audience how to communicate with more purpose, power and impact.



After being the first person in his blue-collar family to graduate from college, Jeff spent his corporate career in Biotechnology where he led several product launches for genetic cancer therapies. One of those therapies was for brain cancer. It was here that Jeff discovered the power of neuroscience and the fact that no one he knew in corporate America really understood how the brain worked, otherwise they wouldn't do sales and marketing and coaching the way it was currently being done.

From there Jeff set out with a new mission, to teach others what he learned about the brain and how they can apply that information as professional communicators, particularly in leadership, sales, and marketing.

Jeff now spends the majority of his time speaking to organizations and conferences on the secrets of the buying brain and how to build and deliver compelling messaging that creates instant trust, clear contrast and an urgency to change.



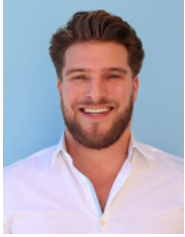
Jason Weaver

Weaver Consulting

Weaver Consulting Group is a family-run business led by CRPC-Certified Advisors. In 2019, 2020 and 2021 Jason Weaver was named on the Forbes, Best-In-State Wealth Advisors list. Jason Weaver co-founded Weaver Consulting Group based on a realization that advice is everywhere. He believes clients want a consultant that offers unbiased and personalized advice from someone who cares about them and their family.



SPEAKERS



Andrew Barrier

Weaver Consulting

Weaver Consulting Group is a family-run business led by CRPC-Certified Advisors. Andrew Barrier joined Weaver Consulting Group to be part of a team that provides impartial and customized advice to their clients. Clients need someone who cares about them, their family, and their business.



Steve Turner

TurnerTime Management

With a background in technology and over 30 business years of experience, Steve has over the last twelve years shared technology and time management tools, techniques, and tips with thousands of professionals across the country. His speaking, training, and coaching has helped many organizations increase the productivity of their employees. Steve was worked with well over 150 rep firms over the past thirteen years. His proven ability to leverage technology (including desktops, laptops and mobile devices) is of great value to anyone in need of greater sales, marketing and/or productivity results. Visit www.TurnerTimeManagement.com for our time saving strategies that leverage the technology you are already using.

50th Annual Conference Shirts

Embroidered Prism Polo Shirt

Cost: \$50

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

Embroidered 1/4 Zip Pullover Shirt

Cost: \$60

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

**Limited quantities and inventory on conference shirts. Order early to secure your PTRA 50th Annual Conference shirt!*



Conference Registration & Sponsorship

Part 1 of 3

Bypass the paper and the wait and secure your registration online NOW! Visit PTRA.org and click on the conference icon 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 discounts are available through Friday, December 31, 2021.

Standard registration fees will be available beginning Saturday, January 1, 2022 - Thursday, March 31, 2022. Beginning Friday, April 1, 2022, full registration fees will apply.

Cancellation policy: Conference registration cancellations received on or before February 1, 2022 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.

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 New Member/
New Attendee Reception? Yes No

Will you be participating in RepMIX? Yes No

Will you attend the Welcome Reception? Yes No

Will you attend the Closing Banquet? Yes No

Please note: registration to the Closing Banquet includes an additional fee of \$25pp

Will you attend the Golf Tournament? Yes No Handicap _____

Golf Polo Shirt Sizes Small Medium Large XL XXL XXXL

1/4 Zip Pullover Shirt Sizes Small Medium Large XL XXL XXXL

Please note: there is limited quantities and inventory on conference shirts

Guest Information

Name _____

Email _____ Phone _____

Are you attending the day trip to Grand Ole Opry Day Trip? Yes No

Are you participating in the Line Dancing for Charity? Yes No

Will you attend the Welcome Reception? Yes No

Will you attend the Closing Banquet? Yes No

Please note: registration to the Closing Banquet includes an additional fee of \$25pp

Will you attend the Welcome Brunch? Yes No

Will you attend the Golf Tournament? Yes No Handicap _____

Golf Polo Shirt Sizes Small Medium Large XL XXL XXXL

1/4 Zip Pullover Shirt Sizes Small Medium Large XL XXL XXXL

Please note: there is limited quantities and inventory on conference shirts

Conference Registration & Sponsorship

Part 2 of 3

PTRA has established a variety of sponsorship opportunities for our 50th 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 on Thursday

Benefit	Unique Sponsorship Opportunities	Cost	Total
Hotel Key Card (1 available)	• Logo recognition on hotel key cards distributed to PTRA attendees	\$2,500	
Name Badge (1 available)	• Logo recognition on all PTRA attendee name badges	\$2,000	
Closing Banquet Entertainment (4 available)	• Recognition from entertainers / promotion at the closing banquet	\$1,500	
Breakout Session (4 available)	<ul style="list-style-type: none"> • Verbal recognition at opening session • Logo recognition on signage of breakout session sign • Ability to display materials at breakout session 	\$1,000	
Exhibitor Table (non-Associate members)	<ul style="list-style-type: none"> • 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	
Exhibitor Table (Associate members)	• (same as above)	FREE	
Welcome Reception (4 available)	<ul style="list-style-type: none"> • 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	
Cocktail Reception at Closing Banquet (4 available)	<ul style="list-style-type: none"> • Verbal recognition at Banquet • Logo recognition on signage at Banquet • Logo recognition at each dining table • Ability to display material on tables at Banquet 	\$500	
Breakfast Sponsor (1 available each day)	<ul style="list-style-type: none"> • Verbal recognition at opening session • Logo recognition on signage at breakfast location on the day of • Ability to display materials at breakfast 	\$400	
New Members/First Timers Reception (4 available)	<ul style="list-style-type: none"> • Verbal recognition at Reception • Logo recognition on signage at Reception • Ability to display materials at Reception 	\$300	
Line Dancing & Brunch Sponsorship (4 available)	<ul style="list-style-type: none"> • Verbal recognition at brunch • Logo recognition on signage at brunch • Ability to display materials at brunch 	\$250	
Benefit	Golf Sponsorship Opportunities	Cost	Total
Golf Boxed Lunch (1 available)	• Company logo included on lunch napkins or with sticker on boxed lunch	\$750	
Golf Cart (4 available)	<ul style="list-style-type: none"> • 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	
Golf Cart Scorecard (1 available)	• Company logo watermarked in each cart scorecard	\$500	
Golf Beverage Cart (2 available)	• Company logo displayed on (2) beverage carts	\$500	
Golf Putting Green/Long Putt Competition (1 available)	• Company logo signage near putting green	\$350	
Golf Hole Sponsor (18 available)	• Company logo sign at hole	\$200	
		Total Cost	

Conference Registration & Sponsorship

Part 3 of 3

Bypass the paper and the wait and secure your registration online NOW! Visit PTRA.org and click on the conference icon 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 discounts are available through Friday, December 31, 2021.

Standard registration fees will be available beginning Saturday, January 1, 2022 - Thursday, March 31, 2022. Beginning Friday, April 1, 2022, full registration fees will apply.

Cancellation policy: Conference registration cancellations received on or before February 1, 2022 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.

Conference Registration Selections	Early Bird (through Dec. 31)	Standard (beginning Jan. 1)	Late/Onsite (beginning Apr. 1)	Total
PTRA Member	\$750	\$800	\$900	
Non-Member	\$1,200	\$1,300	\$1,400	
Guest (access to meals, Welcome Reception and Keynote sessions)	\$450	\$450	\$450	
Closing Banquet at the Country Music Hall of Fame	\$25	\$25	\$25	
Additional Closing Banquet Tickets	\$25/pp	\$25/pp	\$25/pp	
RepMIX Interviewing Booth	\$250 (previous participants) \$500 (1st time participants, includes 2022 & 2023)	\$250 (previous participants) \$500 (1st time participants, includes 2022 & 2023)	\$250 (previous participants) \$500 (1st time participants, includes 2022 & 2023)	
Golf (price includes golf, golf cart, tournament fees, boxed lunch)	\$150	\$150	\$175	
PTRA Golf Polo Shirts (indicate size on previous page)	\$50	\$50	\$50	
PTRA ¼ Zip Pullover (indicate size on previous page)	\$60	\$60	\$60	
Guest Program: Charity Line Dancing Activity All donations accepted and available through online registration form.	\$50	\$50	\$50	
Additional Line Dancing Registration	\$30/pp	\$30/pp	\$30/pp	
Guest Program: Grand Old Opry & Lunch	\$125	\$125	\$125	
Additional Grand Ole Opry & Lunch Day Trip Registration <i>Please note: children under 3 are free to attend the day trip. Ages 4 and up will be charged full price.</i>	\$125/pp	\$125/pp	\$125/pp	
Lynn Mattis Education Fund Additional options available in online form.	Starting at \$25	Starting at \$25	Starting at \$25	
Total of all Fees				

Payment Information

Register & pay online via credit card at 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.

Register by phone: 952-564-3051

Register by fax: 952-252-8096

Register by mail: PTRA, 10700 W Hwy 55, Ste 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			