

IMRA Celebrating over 30 Years of IMRA...1969-2003...and a new millennium with MANA!

Schedule of Events:

November 17 - Hear from Attorneys from Davis & Young on how to handle legal issues when commissions are breached
December - No meeting
January - To Be Determined

**IMRA Meeting Site:
Harry's Steakhouse
Brecksville Road
Independence, OH
216-524-5300**

Industrial Manufacturers' Representative Association
(440) 243-6915 Fax (440) 243-7340
P.O. Box 33
Berea, Ohio 44017

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IMRA Newsletter

November 2003

GENERAL IMRA & MEETING NOTES:

October:

The joint outing - plant tour of American Society of Metals Headquarters with AESF was a hit! Although the turnout was low, those who attended had many good things to say about the organization and the facility.

Our many thanks go to Randall Barnes of ASM for making the tour possible!

November 17 - Don't be unjustly denied commissions from your principals.

The November meeting will be held at Harry's Steakhouse. The speakers will be Attorneys Christopher Ziance and Jan Roller with Davis & Young. They recently successfully represented a manufacturers' representative who was unjustly denied commissions owing from its principal. The case settled for an amount exceeding the commissions owed, after the jury was selected at trial. The case was litigated in Trumbull County.

From their work on this case, they learned that other manufacturers' reps have often found themselves in a similar situation as their client. You never know if/when you may be facing this type of situation.

Be sure to reserve your space early for this informative luncheon. Due to the subject matter, we are anticipating a higher turnout.

To reserve your space early, contact Cheryl Banaszak at either 440-667-3757 or 440-243-6915 or by e-mail at banobridge@gtcinternet.com.

October 2003Release

For more information, contact:

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Troy, MI 48084

Phone: 248.765.0238

Fax: 248.928.5350

E-mail: megtravers@earthlink.net

Canadian Consulate Hosting 1st ever Trade Mission to Ohio

The Canadian Consulate General in Detroit (CCG) is pleased to announce the first **2003 Plastics Trade Mission to Ohio** from November 4-7, 2003. The purpose of the mission is to:

1. Promote new strategic alliances
2. Establish Cross- Border Business Partnerships
3. Cultivate Business relationships

across the U.S.-Canadian border. This mission provides a unique opportunity for American and Canadian companies involved in Plastics, and Tool, Die and Mold industries to meet and discuss mutual business opportunities as well as current industry issues.

*If you would like to explore possible opportunities to expand business for your company, then the **2003 Plastics Trade Mission** is worth your time. **Your company** can gain from this event by meeting with established Canadian industry firms and learn about the benefits of partnering with leading Canadian companies.*

20 Canadian companies will be participating in this event, including some of Canada's premier Moldmakers, Plastics Processors, and Machine Builders. The Canadian Industry hosts will present their capabilities and business interests during an exposition of tabletop displays at several distinct Ohio locations as outlined below.

Trade Mission Agenda

Independence (Greater Cleveland/Akron area)

Date: November 4th, 2003 11:30 a.m. – 1:30 p.m. R.S.V.P. 248.765.0238

Event: Lunch at the Embassy Suites in Independence Ohio. 216-986-9900

*The featured speaker is Mr. Jeff Mengel, Plastics Industry Team Leader, Plante & Moran. His topic will be: **“Competitive Orientation within the Plastics Industry.”***

Bowling Green/Toledo

Date: November 5th, 2003

*Event: The twelfth Annual **Canada-Ohio Business Dinner** on the evening of November 5th, 2003 at Bowling Green State University*

*The Featured speaker is Dr. Tim O'Neill, Executive Vice President and Chief Economist, Bank of Montréal. Dr. O'Neill will be discussing **“The Disappearing Border: North American Economic Integration and the Role of Canadian Banks”**. Further details are available at:*

http://www.cba.bgsu.edu/cast/html/canada-ohio_dinner.html

Additional dates have been added to include Dayton and Cincinnati, Ohio on November 6 and 7, 2003

1. **Dayton**

Date: November 6th, 2003

Event: Dinner at the Ponitz Center, Sinclair Community College

Featured speaker: Michelle Cleveland, Vice President, "The Right Choice", an economic development program in Grand Rapids, Michigan. Ms Cleveland will present her views concerning community support of manufacturing industries, with a focus on her experiences with TDM in Grand Rapids.

2. **Cincinnati**

Date: November 7th, 2003

Featured speaker: Jerry Lirette, former President of DME Company, North America's leading supplier of mold bases, mold components, and other related products for the Plastics Injection Molding Industry. Mr. Lirette will be speaking on Trends in International Trade and the importance of the cultivating business relationships between Canada and Ohio.

Registration is free, but space is limited. Register now for this important cross-border business event!

The following associations support this important North American Trade Mission Event:

- ◆ *Canadian Plastics Industry Association*
- ◆ *Industry Canada*
- ◆ *Economic Development Corporation*
- ◆ *Canadian Association of MoldMakers Inc.*
- ◆ *Ontario Exports Inc.*

For more information, contact:

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BENEFITS OF MEMBERSHIP: These discount offers are available to IMRA members only!

IMRA is very pleased to offer discounts to its members from the following organizations:

- **Harris InfoSource™** (state manufacturers directories & databases)

To be eligible to receive your 20% member discount, you must place your order through IMRA.

NOTE: MANA members are now eligible to receive a 10% discount.

Contact Cheryl Banaszak 1-800-583-4672 for pricing & ordering information.

- **WinRep®** (software for sales agencies) Contact Tim Smith, 1-800-490-0424

or www.winrep.com

- **MANA Offer...** Currently, a 12-month subscription to *Agency Sales Magazine* costs non-members \$49. MANA offers a trial, non-MANA member subscription to IMRA members at the price of \$29.

For more information, please call Cheryl Banaszak at the IMRA office, 800-583-IMRA

INFO FROM MRERF:

MRERF Newsbrief Oct. 15, 2003

1. Inside Sales/Customer Service

Have you given time and training to your inside sales/customer service personnel recently? Have a once a month training lunch for your IS/CS staff using **New Directions in Inside Sales** as a way to boost your staffs performance and expertise. The 5-segment video/print training program can be used as self-study for one person or with the detailed Leaders' Guide in a classroom setting. The package includes: video, leaders guide, participant workbook, and roll play scenarios to practice skills. (Additional workbooks available) For more information or to order just email Susannah@mrerf.org

Principals Who Value Education

Do you have principals who have made a commitment to education? Many have. They are the principals who offer you training on more than just their products. They provide you and your staff with opportunities for sales training and business training. MRERF seeks to remind them that you have made a commitment to education too via CPMR. Send a list of those manufacturers who you think are education minded to Susannah@mrerf.org.

Remember manufacturers are welcome to observe the program during the January session at

Arizona State University. Let us know if there is someone you think we should invite.











Enrollment in 101 for the Jan. 04 ASU session is picking up. dont forget there is a \$150 incentive for new registrants! Go to www.mrurf.org/education/cpmr_application.htm



**Carve a happy face for your best regional manager...
OR
What can I do to put a smile on that Bumpkin from?**

Yes! There are techniques to turn a difficult regional manager into a cooperating partner.

Do you face:

-  **Too much paper work**
-  **Accountability**
-  **Marketing programs**
-  **Rebate and national account groups**
-  **Continuing product education**
-  **Consolidations**
-  **Hiring for the future**
-  **Industry turnover**
-  **Distribution apathy**
-  **Dysfunctional manufacturers**

Whew! And that is just a few of our problems.

WELL, THERE IS LIGHT...A BRIGHT LIGHT BEHIND THAT PUMPKIN'S SMILE.

COME TO CPMR TO LEARN NEW WAYS TO TAME THOSE GOBLINS!

Next Session - January 11-15, 2004 - Arizona State University, Tempe, AZ

For further information and an application go to

www.mrref.org/education/CPMR.htm

MANUFACTURERS SEEKING REPRESENTATION AUGUST 2003

1. **EVERHARD PRODUCTS, INC.

1016 NINTH ST. SW

CANTON, OH 44707

- **LEADING CONTRACT MANUFACTURER OF
PRECISION METAL FABRICATIONS AND
ELECTRO-MECHANICAL ASSEMBLIES
SEEKING REPRESENTATION IN OHIO AREA.**

- **QUALITY CONSCIOUS MANUFACTURER
REGISTERED TO ISO 9002**

- **CONTACT SCOTT ANDERSON AT
330-453-7803**

2. *CHAMPION PLASTICS

220 CLIFTON BLVD.

CLIFTON, NJ 07011

- **POLYETHYLENE FILMS AND BAGS FOR
INDUSTRY**

- **CONTACT RACHEL FISHER AT
1-800-526-1230**

3. *ABBEY PRECISION MACHINING LLC

10800 INDUSTRIAL FIRST

NORTH ROYALTON, OH 44133

- **LOOKING FOR SHORT TO MEDIUM CNC
(4-AXIS) PRODUCTION RUNS.**

- **CONTACT DON STANLEY AT 440-582-5546**

4. DYNATEC SYSTEMS, INC.

909 JACKSONVILLE ROAD

BURLINGTON, NJ 08016

- **MANUFACTURERS MEMBRANE-BASED
WASTEWATER TREATMENT SYSTEMS TO
INDUSTRY.**

- **SEEKING COMPANY FAMILIAR WITH WATER
TREATMENT AND PRACTICES AND WHO CALLS
ON INDUSTRIAL CLIENTS, AND INDUSTRIAL
CONSULTANTS AND ENGINEERS.**

- **CONTACT ARCHIE ROSS AT 609-387-0330**

1. *INDICATES LINE ADVERTISEMENT APPEARED IN PREVIOUS NEWSLETTER. ** INDICATES AD APPEARED IN LAST 2 NEWSLETTERS. AD WILL APPEAR IN 3 PUBLICATIONS.

PLEASE LOOK FOR / INQUIRE ABOUT SPECIFIC COMPANY LITERATURE AT THE NEXT IMRA MEETING.

3. # INDICATES A CANADIAN MANUFACTURERS NAME PROVIDED BY THE CANADIAN CONSULATE GENERAL-DETROIT.

SPECIFIC QUESTIONS SHOULD BE DIRECTED TO RAINER KUNAU AT (313) 446-7015.

PLEASE KEEP YOUR IMRA MEMBERS IN MIND FOR LINES OR APPLICATIONS IN WHICH YOUR AGENCY IS NOT INTERESTED.

MORE LOCAL IMRA NEWS!

GREAT LAKES INDUSTRIAL SHOW - NOVEMBER 11-13 IX CENTER. PLEASE NOTE THAT IMRA WILL NOT BE EXHIBITING THIS YEAR BUT WE STILL ENCOURAGE ALL OF OUR MEMBERS TO TAKE ADVANTAGE OF THE MANY INTERESTING BOOTHS.

WEBSITE:

IMRA IS PLEASED TO ANNOUNCE THAT OUR ASSOCIATION WEBSITE WILL BE UP AND RUNNING WITHIN THE NEXT FEW MONTHS. OUR WEBSITE ADDRESS WILL BE WWW.IMRANEOHIO.COM

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YOU WILL BE ABLE TO LOG ON TO THE SITE TO VIEW UP-TO-DATE MANUFACTURERS SEEKING REPRESENTATION; MEETING TOPICS AND DATES; AND ANY INFORMATION PERTINENT TO THE REP INDUSTRY!

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WE WILL ANNOUNCE WHEN THE SITE IS OFFICIALLY "OPEN FOR BUSINESS!"

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DUES NOTICE:

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THE IMRA BOARD HAS BEEN WORKING VERY HARD TO INCREASE MEETING ATTENDANCE THROUGH VARIOUS MEANS. IT HAS BEEN UNANIMOUSLY DECIDED TO SLIGHTLY INCREASE THE DUES FROM \$85.00 TO \$125.00 FOR THE YEAR. HOWEVER, THE ADDITIONAL \$40.00 WILL INCLUDE THE COST OF TWO LUNCHEON MEETINGS. SO, YOU WILL BE ABLE TO ATTEND TWO MEETINGS AT NO ADDITIONAL CHARGE. FOR THOSE OF YOU WHO ATTEND THE MEETINGS REGULARLY, THIS WILL SAVE YOU THE TROUBLE OF PAYING FOR YOUR MEAL AT THE DOOR AND FOR THOSE OF YOU WHO DON'T ATTEND AS OFTEN, PERHAPS THIS WILL ENTICE YOU TO JOIN US OR TO SEND SOMEONE FROM YOUR COMPANY. CALL CHERYL BANASZAK WITH ANY QUESTIONS OR COMMENTS. (440)243-6915.

GET INVOLVED WITH IMRA –

IF YOU OR SOMEONE YOU KNOW HAS BEEN THINKING OF BECOMING MORE INVOLVED IN **IMRA**, WE WOULD LIKE TO HEAR FROM YOU! THE **IMRA BOARD OF DIRECTORS** IS CURRENTLY LOOKING TO FILL TWO POSITIONS, ONE FOR **MEMBERSHIP CHAIRMAN** AND THE OTHER FOR **PROGRAM PLANNING ASSISTANT**.

MEMBERSHIP CHAIRMAN – THIS POSITION WOULD INCLUDE COMING UP WITH WAYS TO INCREASE AND MAINTAIN MEMBERSHIP; CONTACTING NEW OR POTENTIAL MEMBERS TO ENCOURAGE MEETING ATTENDANCE AND TURNING NEW MEMBER LEADS OVER TO **CHERYL** FOR PROCESSING.

PROGRAM PLANNING ASSISTANT – THIS POSITION WOULD INVOLVE DEVELOPING NEW MEETING PROGRAM IDEAS AND ASSISTING THE **PROGRAM CHAIRMAN** WITH FOLLOW UP.

IF YOU KNOW OF ANYONE WHO MIGHT BE INTERESTED IN BECOMING AN **IMRA** MEMBER OR SOMEONE YOU THINK WOULD BENEFIT, PLEASE CONTACT **CHERYL BANASZAK** AT **440-243-6915**.

I STILL HAVE NOT HEARD FROM SOME OF YOU IN RESPONSE TO THE COMPANY PROFILE. I WOULD LIKE TO GET THESE OUT NEXT MONTH. IF YOU HAVE NOT YET DONE SO, PLEASE SEND IT RIGHT AWAY.

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DON'T FORGET TO RETURN YOUR COMPANY INFORMATION PROFILE! WE NEED THIS INFORMATION FOR THE **IMRA 2004 DIRECTORY!**