



# ERA's 44th Management & Marketing Conference

October 6 - 8, 2009 • Oak Brook Hills Marriott Resort

*ACTION ITEM for All Registrants ...*

## Sign up by **SEPT. 24th** for the Breakout Seminars of your choice!

Here is the schedule of Breakout Seminars at the upcoming ERA Conference. NOTE: Most sessions are for all attendees (reps and manufacturers) and are offered twice. See the next two pages for capsule descriptions of each session and the presenters ... then make your selections.

**PLEASE REGISTER IN ADVANCE TO ENSURE ADEQUATE SEATING AND HANDOUTS.**

To register for your sessions, print and complete the form below; then **FAX** or **E-MAIL** it back by **SEPT. 24th**.

Many thanks!

*Kathie Cahill, CPMR, Conference Program Chair*

**2009 ERA Conference Breakout Seminars Registration • Fax to 800-372-3227 or 312-527-3783.**

Name \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

*Read the descriptions on the next pages; then **CIRCLE ONE "X"** in each time slot column to select the sessions you wish to attend.*

<b>Seminar Title and Designated Audience</b>	<b>Wed. 9:45 am</b>	<b>Wed. 1:00 pm</b>	<b>Wed. 2:30 pm</b>
The "Feds" and Health Care "Reform:" What It Means to You <i>(All)</i>	X	X	
How to Pay the Least Amount of Taxes at the Latest Possible Time While Protecting Yourself <i>(All)</i>	X	X	
Leverage Technology and Spend More Time on Business <i>(All)</i>	X		X
POS Business and Market Trends for the Balance of 2009 and Beyond <i>(All)</i>	X		X
The Secrets of Coaching to Create a Team of Sales Superstars <i>(All)</i>	X	X	
Successful Theories for Commission Recovery <i>(Reps)</i>	X	X	
Using Pivot Tables to the Max - Novice Level <i>(All)</i>		X	
Using Pivot Tables to the Max - Advanced Level <i>(All)</i>			X
What It Looks Like from the Other Side <i>(All)</i>			X
You're on LinkedIn ... So What? Using Social Media for Business <i>(All)</i>		X	X

*Thanks for making your selections. Your conference packet will include the schedule of your breakout choices.*

**Please FAX this completed form to 800-372-3227 or 312-527-3783 by SEPT. 24th.**

**Or scan and e-mail the form to [info@era.org](mailto:info@era.org).**

## 2009 ERA Conference Breakout Seminars

### TITLES, DESCRIPTIONS AND PRESENTERS

Sessions are listed in alphabetical order by title. All sessions are on Wednesday, OCT. 7th.

Please note the **intended audience** for each seminar, and see the schedule for the time(s) each is offered.

- **The “Feds” and Health Care “Reform:” What It Means to You (All Attendees)**

*Presenter: Pat Brown, Associated Benefit Planners (ABP) and RepCare Insurance Trust*

In this breakout, Pat Brown covers many of the elements in the major proposals coming out of Washington regarding medical insurance and health care. He discusses the objectives and the proposed solutions that will determine the future of medical insurance and health care in the U.S. The presentation includes a review of House Bill 3200 and the implications, as well as, the alternates to HB 3200, specifically looking at the anticipated costs and impact on the premiums you pay, the U.S. budget and deficit. While no final legislation has been decided upon, Pat will look at the elements and composition of the problem, the solutions and the ultimate result based on current information. He will also distribute a summary of the major points and a factual explanation of the issues based on his 35 years of experience in the health care/medical insurance field. Pat’s sessions have been among the highest rated sessions at previous ERA, MANA, NEMRA, IHRA and other association conferences. Don’t miss this one!!

- **How to Pay the Least Amount of Taxes at the Latest Possible Time While Protecting Yourself (All Attendees)**

*Presenter: Scott Brenner, CPA, Dylewsky, Goldberg & Brenner, LLC*

This session is designed for business people and individuals who want to learn more about basic tax planning and how to position themselves in the best possible light in the eyes of the IRS. Businesses and self-employed business people have opportunities to deduct a variety of expenses that employees may not be able to deduct. This session shows attendees how to use certain tax laws to take full advantage of tax savings opportunities. Participants will learn how to defer income, how to accelerate and bunch expenses, why hiring family members could be beneficial from a tax perspective and how to use the safe harbor rules to their advantage to pay taxes at the latest possible time. Participants will also learn about proper record keeping skills so that they can protect themselves from potential dangerous tax positions as well as tax law changes that could affect them both on the personal and business level.

- **Leverage Technology and Spend More Time on Business**

*Presenter: Steve Turner, Turner Time Management*

Have you read the training manuals that came with your Windows-based computer, your software or Blackberry? Most people must answer this question “no,” which is why this seminar is a must-attend. Steve Turner will show you how to be more productive, organized and efficient so you can spend more time on your core business. Topics to be covered include: using your innate “unconscious competence” skill to become more effective using technology; optimizing and supercharging your computer for best performance; time-saving computer shortcuts you can use every day; the most efficient way to process and organize e-mails; quick search tools you can use on your computer to find things faster; and an “Ask the Expert” Q&A session. *NOTE: All attendees will be eligible for a drawing for free training and will receive three months of free support on questions related to the content of this session.*

- **POS Business and Market Trends for the Balance of 2009 and Beyond (All Attendees)**

*Presenter: Mike Budde and Bob Ryan, Budde Marketing*

Budde Marketing Systems, Inc., the industry leader in the collection, processing and reporting of POS data, will discuss trends in 2009 POS activity as reported collectively by more than 60 manufacturers. Company president Mike Budde will be joined by IT manager Donna Goplerud in delivering details about POS market trends that include manufacturers engaged in the production of passive electromechanical products. The presentation will include up-to-date DTAM data geographically and by commodity. The companies represented include commodities such as connectors, switches, resistors, capacitors, electronic hardware, circuit protection and wire and cable. They will also present a look at 2010 based on the latest POS activity.

- **The Secrets of Coaching to Create a Team of Sales Superstars (All Attendees)**

*Presenter: Nicki Weiss, Saleswise*

The most powerful way to create a team of sales superstars is to look for the best in them and create an environment in which they can take risks, make good decisions, solve problems on their own, tackle new challenges and focus on the future. Your behavior has a huge impact on how your sales team performs. In this session, you will learn: the at-

drive serious revenue; how to increase your curiosity so your team members will find the courage to tell you what's important to them so they can get unstuck and get going; the three powerful questions that create accountability and raise the bar on success; how to create a positive and productive work environment that produces extraordinary sales results; and much more.

- **Successful Theories for Commission Recovery (*Reps*)**

*Presenter: Gerald M. Newman, Schoenberg, Finkel, Newman & Rosenberg, Ltd.*

When manufacturers fail or refuse to pay commissions to sales representatives, there are a number of legal theories of recovery, some under the contract and others outside of the contract. This presentation will deal with the benefits of these theories and how they can be used to leverage the rep's recovery, both during pre-trial negotiations or during litigation. A question and answer session will follow the presentation.

- **Using Pivot Tables to the Max - Two Sessions: Novice and Advanced (*All Attendees*)**

*Presenter: Jim Demikis, Sr. Applications Instructor, Directions Training (certified Microsoft Trainer)*

Do you deal with data? Then you should be using pivot tables – an outstanding tool for working with and analyzing data and writing reports. These seminars offer two levels of training in which attendees can learn about the basics and advanced features of using pivot tables. The Novice session covers: what a pivot table is; data considerations; tools for creating pivot tables; working with pivot tables; and modifying and formatting pivot tables. The Advanced session agenda includes: multiple and custom calculations; how to extract specific data; creative ways to filter data; creating pivot charts; and advanced options.

- **What It Looks Like from the Other Side (*All Attendees*)**

*Moderator: Gary Lee Smith, CPMR, G. L. Smith Associates, Inc.; Participants: Bob Groh; Scott Lindberg, CPMR, Microsemi Power Products Group*

In this breakout, the three participants – one rep who is also now a manufacturer and two former reps who have logged many years of experience as manufacturing executives – offer their perspectives on reps and the rep function from their “other side” vantage points. Warning: not all they have to say is highly positive about reps, but they do offer recommended “cures” that can help ensure long and profitable rep-principal relationships. Be prepared to participate, and be ready for plenty of interaction!

- **You're on LinkedIn ... So What? Using Social Media for Business (*All Attendees*)**

*Presenter: Gregg Marshall, CPMR, Rep Connection*

If you think an invitation to join someone's professional network is just another spam message, you are missing out on business opportunities. During this session, you will learn about social networks like LinkedIn, Facebook, Plaxo, etc., where you can build relationships. Gregg Marshall will also discuss blogging, Twitter, and podcasting, ways to share your expertise, and other on-line tools, such as your Web site, YouTube, Flickr, and Delicious, which you can use to connect with people all around the world. Finally, you need to be monitoring what people are saying about you and the companies you represent. Otherwise you might find an unhappy customer has posted a video on YouTube that has been viewed 4.5 MILLION times. Your homework assignment prior to this session is to rent and watch the DVD of Will Smith's “Six Degrees of Separation.”

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