
RESERVATIONS

Situated in the heart of all the action on the Strip, Caesars Palace will be home to Seminar 32. Our upgraded deluxe rooms are located in the Palace Tower. See them at www.caesarspalace.com/casinos/caesars-palace/hotel-casino/property-home2.shtml and make your reservation by calling (800) 866-5944 referring to MRA and our group number SCMRA0 (zero, not "O"), or online at www.harrah.com/CheckGroupAvailability.do?propCode=CLV&groupCode=SCMRA0. Group rate is \$159 and applies three days pre- and post-meeting (on availability). First nights deposit is required and for refund you must cancel 72 hours prior to arrival.

Deadline for reservations is December 21.

REGISTRATION

Your registration form (both back and front must be completed) is enclosed. **Full fees must be paid with registration.** Cancellations must be in written form. 100% refund until December 21. 50% refund December 22-January 5. **No refunds after January 6.**

Deadline for registering is December 21.

DETAILS

Caesars Palace is just minutes from McCarran International Airport at 3570 Las Vegas Blvd South. Business casual attire is always appropriate at MRA Seminars. Average temps: High 57—Low 37. Program begins January 20 at 6:30pm and concludes January 22 at 3:15pm. Breakfast on January 23 for those staying over!

Double Down!



Improving
Sales
Partnerships
and
Financial
Performance

Seminar 32

January 20-23, 2010

Caesars Palace Las Vegas, NV

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Manufacturers
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Double Down! Improving Sales Partnerships and Financial Performance

It's a sure bet that those who attend MRA's Seminar 32, January 20-23 at Caesars Palace in Las Vegas, will be cashing in on success! Thanks to the work of the Seminar Planning Committee, chaired by Ken Blucker, CPMR, K.J.A., Inc., St. Louis, MO, the program will offer the opportunity for attendees to hear and learn from industry and professional speakers and analysts and leading experts.

A Winning Program!

"We are all facing the challenges of a changing distribution channel," says Blucker, "and our speakers will provide fresh insights on how reps can better integrate ourselves into the chain and help our business partners address their challenges, thereby improving our collective financial performance." Lending their industry insights and perspectives at this year's Seminar will be:

Terry Frank, Jr.,

Senior VP Strategic Business Development,
Bunzl R3

**Market Perspective and Insights for
Manufacturers and Reps**

Larry Shideler, Retired CEO and Founder,
ProTeam

**Reps as an Integral Part of
Any Company's Success**

Doug Coleman, Custodial Coordinator,
Rockwood School District

**Meeting the Challenges of the
Education Market End User**

Bringing their comprehensive expertise based on extensive industry research to our program will be the pros from:

Technomics

Market Trends You Need to Know from the Experts in Data Analysis

They'll be delving into the evolving nature of retail foodservice, which they defined as foodservice offerings within supermarkets (including deli prepared foods/meal solutions, in-store bakery, and in-store restaurants), super-centers, warehouse clubs, retail stores and shops and convenience stores, and in-store bakeries. During the session, analysis of retailer foodservice, including size, growth, buying behavior, menu and concept trends will be presented. Coverage will be given to manufacturer contact requirements with these operators, as well as current and forecasted manufacturer sales/marketing responsibilities. Special emphasis will be placed on understanding the activities of leading-edge foodservice players and an outlook for the sector over the next five years.

Also appearing on the program will be:

Addressing legal, financial and healthcare changes created or anticipated to be instituted by the new administration will be **Steve Sack, MRA's Legal Counsel**, on contract and employment law; **John Vrablic, Financial Advisor, TIPS 4 Reps**, on ensuring your firm's future financial stability and growth; and, **Chuck Mune, Strategic Employee Benefit Services**, on everyone's hot topic, healthcare. You'll have a chance to schedule free, one-on-one meetings with these experts during the Seminar, so bring your questions

and necessary information! Further advice and services will be offered by our **vendor exhibitors!**

Stack the Deck!

We are pleased to offer several opportunities to build and fortify relationships during the Seminar, giving you all the more reason to attend. Mix and mingle at MRA receptions and optional events. And, we're holding rooms at Caesars for Friday night, so stay over, spend more time with your friends and business partners and increase your odds for greater success!

This year marks the first **MRA Poker Tournament**... after all, we're in Vegas! Space is limited, so sign up early. Cash prizes! And, for those without plans for Thursday or Friday nights, let us know and we'll put together a great night with your friends. See the second page of the registration form for these optional, extra-fee events. To participate, you must sign up and pay in advance.

Spouses are welcome and may participate in the educational sessions (please notify MRA staff if an additional meeting notebook is required) or just the social and optional events.

Manufacturers may interview and hold sales meetings with their reps. If you wish to interview, please complete the enclosed form. Interview request forms will be placed in your meeting notebooks to make your contacts. **If you wish to hold your own meeting, it may not be scheduled during the educational sessions.** Please contact the MRA office to make arrangements.