

Manufacturers Representatives of America, Inc.

Double Down!

Improving Sales Partnerships and Financial Performance

Seminar 32 January 20-23, 2010 Caesars Palace Las Vegas, NV

Final Times May Vary

Wednesday, January 20

4-6pm MRA Board of Directors Meeting

6:30-8:30pm Welcome Reception

Thursday, January 21

8am-12:30pm MRA Desk & Vendor Tables

8-8:45am Breakfast Buffet and Annual Business Meeting

8:45-9:45am **Market Perspective and Insights for Manufacturers and Reps**
Terry Frank, Sr. Vice President Strategic Business Development, Bunzl, St. Louis, MO

9:45-10:45am **Reps as an Integral Part of Any Company's Success**
Larry Shideler, Retired CEO & Founder, ProTeam Vacuum Co., Boise, ID

10:45-11am Coffee/Phone Break

11am-12pm **Healthcare Update**
Chuck Mune, Strategic Employee Benefit Services, Bleakley Insurance Services, San Diego, CA

12-4pm Open Break

4-7pm Optional Activity: Poker Tournament

6-7pm Hospitality Mixer

Time TBD Optional Activity: Night on the Town

Friday, January 22

8am-3:15pm MRA Desk & Vendor Tables

8-8:30am Seminar 33 Planning Committee Meeting

8-8:30am Breakfast Buffet

8:30-9:30am **Reps and End Users: Meeting the Challenges of the Education Market**
End User
Doug Coleman, Custodial Coordinator, Rockwood School District, St. Louis, MO

9:30-10:45am **Increasing Your Odds for Long Term Financial Success**
John Vrablic, TIPS 4 Reps, Avon, OH

10:45-11am Coffee/Phone Break

11am-1pm **Market Trends You Need to Know from the Experts in Data Analysis**
Technomics

1-2:15pm Open Break

2:15-3:15pm **Legal Update**
Steve Sack, MRA Legal Counsel, New York, NY

6-7pm Hospitality Mixer

Time TBD Optional Activity: Night on the Town

Saturday, January 23

8:30-9:30am Breakfast Buffet