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## 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](http://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](http://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.*

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## 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.*

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## 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 Representatives  
of America, Inc.

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Manufacturers  
Representatives  
of America, Inc.

# 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.

**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

# MRA Seminar 32 Registration Form

January 20-23, 2010 Caesars Palace Las Vegas, NV  
Registration Deadline is December 18

COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ST/PROVINCE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
PLEASE INDICATE:  Member  Nonmember PLEASE INDICATE:  Rep  Manufacturer  Vendor

## REGISTRANTS

Print as You Wish Badges to Read Attach Extra Sheet if Needed  
Registration Fee Must Be Paid for All Listed No Partial Tickets

1) NAME \_\_\_\_\_ CITY/ST \_\_\_\_\_  
*First MRA meeting?*  *CPMR?*  *Check if staying for Saturday breakfast:*  E-MAIL \_\_\_\_\_  
SPOUSE/GUEST \_\_\_\_\_ CITY/ST \_\_\_\_\_  
*First MRA meeting?*  *CPMR?*  *Check if staying for Saturday breakfast:*  E-MAIL \_\_\_\_\_  
CHILDREN \_\_\_\_\_ (Age \_\_\_\_\_) \_\_\_\_\_ (Age \_\_\_\_\_) \_\_\_\_\_ (Age \_\_\_\_\_)

2) NAME \_\_\_\_\_ CITY/ST \_\_\_\_\_  
*First MRA meeting?*  *CPMR?*  *Check if staying for Saturday breakfast:*  E-MAIL \_\_\_\_\_  
SPOUSE/GUEST \_\_\_\_\_ CITY/ST \_\_\_\_\_  
*First MRA meeting?*  *CPMR?*  *Check if staying for Saturday breakfast:*  E-MAIL \_\_\_\_\_  
CHILDREN \_\_\_\_\_ (Age \_\_\_\_\_) \_\_\_\_\_ (Age \_\_\_\_\_) \_\_\_\_\_ (Age \_\_\_\_\_)

3) NAME \_\_\_\_\_ CITY/ST \_\_\_\_\_  
*First MRA meeting?*  *CPMR?*  *Check if staying for Saturday breakfast:*  E-MAIL \_\_\_\_\_  
SPOUSE/GUEST \_\_\_\_\_ CITY/ST \_\_\_\_\_  
*First MRA meeting?*  *CPMR?*  *Check if staying for Saturday breakfast:*  E-MAIL \_\_\_\_\_  
CHILDREN \_\_\_\_\_ (Age \_\_\_\_\_) \_\_\_\_\_ (Age \_\_\_\_\_) \_\_\_\_\_ (Age \_\_\_\_\_)

4) NAME \_\_\_\_\_ CITY/ST \_\_\_\_\_  
*First MRA meeting?*  *CPMR?*  *Check if staying for Saturday breakfast:*  E-MAIL \_\_\_\_\_  
SPOUSE/GUEST \_\_\_\_\_ CITY/ST \_\_\_\_\_  
*First MRA meeting?*  *CPMR?*  *Check if staying for Saturday breakfast:*  E-MAIL \_\_\_\_\_  
CHILDREN \_\_\_\_\_ (Age \_\_\_\_\_) \_\_\_\_\_ (Age \_\_\_\_\_) \_\_\_\_\_ (Age \_\_\_\_\_)

Second Page of Form Must Be Completed and Returned

# Seminar 32 Optional Activities

## Thursday, January 21, Poker Tournament

Texas Hold 'Em. Cash Bar. Registration Fee: \$30 Initial Buy-In: \$25

NAME \_\_\_\_\_

NAME \_\_\_\_\_

NAME \_\_\_\_\_

NAME \_\_\_\_\_

### Thursday, January 21 Night on the Town

*No plans for that night? Let us know! We'll put something together and get back to you for final sign-up. Be sure to include your spouse's name, if applicable.*

NAME \_\_\_\_\_

Email \_\_\_\_\_

NAME \_\_\_\_\_

Email \_\_\_\_\_

NAME \_\_\_\_\_

Email \_\_\_\_\_

### Friday, January 22 Night on the Town

*No plans for that night? Let us know! We'll put something together and get back to you for final sign-up. Be sure to include your spouse's name, if applicable.*

NAME \_\_\_\_\_

Email \_\_\_\_\_

NAME \_\_\_\_\_

Email \_\_\_\_\_

NAME \_\_\_\_\_

Email \_\_\_\_\_

### Raffle Tickets, \$10 each

*Cash prize! Drawing at last session on Friday afternoon. Must be present to win.*

NAME \_\_\_\_\_ # \_\_\_\_\_

NAME \_\_\_\_\_ # \_\_\_\_\_

NAME \_\_\_\_\_ # \_\_\_\_\_

NAME \_\_\_\_\_ # \_\_\_\_\_

## Computation of Registration Fees

**Total Fees Must Accompany This Form. No Partial Tickets. Indicate Number of Registrants, Multiply Across, Then Add Down.**

**REPS, MANUFACTURERS & VENDORS:**

First from firm	_____ x \$679 =	\$ _____
Second from firm	_____ x \$499 =	\$ _____
Third through fifth from firm	_____ x \$399 =	\$ _____
Sixth and all others	_____ x \$299 =	\$ _____
Nonmember	_____ x \$870 =	\$ _____

**SPOUSES:** \_\_\_\_\_ x \$215 = \$ \_\_\_\_\_

**CHILDREN (12 and under):** \_\_\_\_\_ x \$ 50 = \$ \_\_\_\_\_

**OPTIONAL ACTIVITIES:**

Thursday Poker Tournament \_\_\_\_\_ x \$ 55 (includes initial buy-in of \$25) = \$ \_\_\_\_\_

**POKER TOURNAMENT SPONSORSHIP (THANK YOU!):** \_\_\_\_\_ x \$150 = \$ \_\_\_\_\_

**RAFFLE TICKETS:** \_\_\_\_\_ x \$ 10 = \$ \_\_\_\_\_

**TOTAL OF ALL FEES: (3% will be added to fees charged to AmEx)** \$ \_\_\_\_\_

**TOTAL ALL ACROSS**

**Complete Then Mail to MRA at P.O. Box 150229, Arlington, TX 76015 or Fax to 682.518.6476**

PLEASE INDICATE:  Check enclosed payable to MRA *OR*  Charge fees to AmEx: 3% will be added to total fees if payment is made by AmEx (*no other cards accepted*)

Card Number \_\_\_\_\_ Exp. \_\_\_\_\_

# MRA Seminar 32 Intent to Interview

## Manufacturer Attendees . . .

The Seminar is a venue for MRA manufacturer members can meet with the best reps in the country. The exact timing **(you may not interview during educational sessions)** and location of the interviews are to be determined by you. Forms to contact reps at the Seminar will be provided in your meeting notebook. If you'd like to display product brochures at the MRA desk at the Seminar, please plan on bringing those along. **So that we can notify attendees of your intent to interview, please complete and fax this form by no later than December 18. Participation limited to registered Seminar attendees.**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Person(s) attending Seminar (must be registered):

Title:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company's products:

\_\_\_\_\_  
\_\_\_\_\_

Open territories:

\_\_\_\_\_  
\_\_\_\_\_

Target markets:

\_\_\_\_\_  
\_\_\_\_\_

**FAX THIS FORM TO MRA AT 682-518-6476  
BEFORE DECEMBER 18!**