

**Manufacturers Representatives
Educational Research Foundation
&
Institute for Professional Advancement**

Annual Report

Jan. 1, 2008 – Dec. 31, 2008

(compiled January 5, 2009)

MRERF Mission

- Enhance public awareness of the value of independent, multiple-line selling organizations.
- Engage the business and academic communities.
- Educate agency owners sales professionals, manufacturers, and customers
- Research new trends affecting reps.
- Provide Professional Development for manufacturers representatives (CPMR) and sales professionals (CSP)

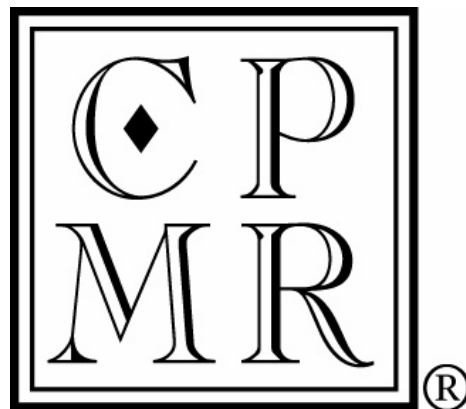


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The Manufacturers Representatives Educational Research Foundation

Board of Trustees Annual Meeting Teleconference January 16, 2009 – 9am, Tempe, AZ

AGENDA

1. Welcome and Call to Order
 - Service Awards
 - Review of 2007 Board of Trustees Report
 - Adopt Agenda

Old Business

- | | | | |
|-----|-----------------------------|---------------------|-------------------------------|
| 2 | Reports | MRERF Annual Report | Executive Committee |
| 2.1 | President's Report | | Tom Wilson, CPMR, CSP |
| 2.2 | Education Report | | Kathleen Cahill, CPMR |
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| 2.5 | Nominating Committee Report | | Gary Brusacoram, CPMR, CSP |
| 2.6 | Treasurer's Report | | Duncan MacDonald, CPMR |

New Business

3. Election of Officers
4. Election and appointment of Nominating Committee
5. Proposed Budget
6. Budget adjustment and approval
7. Other...

EXECUTIVE SUMMARY

Submitted by Susannah Hart, Executive Director

The Manufacturers Representatives Educational Research Foundation (MRERF) and its educational subsidiary the Institute for Professional Advancement (IPA) have had a challenging and exciting 2008.

The Foundation staff has worked hard to make sure activities of the Foundation are efficient, effective and improving. In October, Karen began an educational program that, when completed, will result in a Masters of Non-Profit Management from Regis University. The staff continues to be committed to the Foundation, CPMR and CSP.

In 2008 there were 98 CPMR graduates and 169 individuals who earned the CSP designation. Both programs continue to provide excellent professional development. The value extends beyond those who participate, to include the manufacturers who contract with them and the customers who do business with them.

The MRERF Endowment continues to grow and prosper. As the fund grows, so goes the opportunities to provide grants for activities within MRERF and the academic community.

The new website draws greater numbers of people utilizing the functionality of the site to register for programs and download information. More and more individuals are learning about the CPMR and CSP programs through the site. Ongoing enhancements will improve our web presence. If you have not been to the site recently, do visit!. MRERF.org opens with the MRERF tab; CPMR.biz opens to CPMR; and CSP-USA.org opens to the CSP tab.

The coming year will be a challenge for all of us. However, challenges are opportunities in disguise and the Foundation will use these opportunities to serve members, new and old.

The following annual report will provide greater detail on activities of 2008. Thank you to everyone who has given of their time, talent, and treasure. The success of this organization would not be possible without your efforts, enthusiasm and commitment!

Respectfully Submitted,



PRESIDENT'S REPORT

Submitted by Tom Wilson, CPMR, CSP

Greetings Fellow CPMR and CSP Graduates,

I would like to start by thanking our retiring Chairman, Gary Brusacoram, CPMR CSP for his many years of dedicated service to the Foundation. He led us through a tough period in our history and helped us recover from near bankruptcy. I hope Gary will continue to contribute his voice as a senior statesman for MRERF in the coming years.

Gary is the one who invented the acronym Community of Professional Manufacturers' Representatives from our initials C.P.M.R. One of our biggest challenges is to expand the size of our community. We must find a way to reach beyond the boundaries of our current association members and get our message about the importance of education, third party certification and the value of our professional designations in front of every rep and every manufacturer in every industry. If you have a contact in a non-member group get us the information so we can expand our community.

One CPMR course each January cannot support the Foundation. The overhead that sustains CPMR year round must be funded. Association membership dues are an important symbol of support but do not provide much money. Certification fees from CPMR and CSP graduates mostly cover the administration of CEU programs. Operation of the CSP program provides some Revenue and the balance of our budget depends upon donations. Most of these sources of revenue have been shrinking.

Endowment funds are an important source of funding for many non-profit organizations. Our MRERF Endowment Fund is still very small but it will generate a \$5,000 grant in 2009. Just think how much our endowment fund would help support CPMR if we can grow it by ten-fold.

Many of us are at or past the time in our lives for serious estate planning. The phrase "Do It Now" applies here. A properly structured sale of your firm can allow you to make a major gift to MRERF out of your tax savings. Consider a bequest of 10% or 20% of your estate that was partly built from the knowledge you gained from CPMR. After your passing, your legacy will live on to help future Reps the way other Reps helped you when they established CPMR.

A down cycle in CPMR enrollment is upon us. Last time this happened it was caused by 9/11, this time by the recession of 2008. Last time we learned the hard way; this time we know the consequences. January enrollment in 101 is down from 100 to 65. This will reduce our revenue by \$146,000 over the next three years. Unless there is a drastic improvement in the first quarter, we will need to downsize our operation during 2009.

You can help the Foundation in three ways: time, talent and treasure. For those still working full time, it is easiest to donate money. Those phasing down their activity in their firm can donate some of their newly found time to serve on one of the committees. Those retired can volunteer their talent to be an officer or speaker or CSP Examiner; whatever you like to do, we have a place for you.

I am asking you for the order, now. Please pick up the phone or email me and offer to do your share to help the profession that has earned you a nice living.

Best regards,
Tom Wilson, CPMR, CSP

EDUCATION REPORT

Submitted by Kathleen Cahill, CPMR

Education is one of MRERF's key objectives. The CPMR and CSP programs are very different. CPMR is for the owner/manager, whereas CSP is all about consultative selling, benefiting *anyone* calling on customers. Every owner/manager that is still selling will benefit from the complementary nature of combined CPMR and CSP designations. There are currently 26 double designees, and the number grows every year.

Due to the differences in the programs, a separate CSP committee was formed. The CSP Committee works on marketing, including venue selection, whereas the Education Committee focuses on CPMR curriculum and instructors. The committees are mindful of the varying impact their program has on the revenue and resources of the Foundation. Reports from the chair of each committee are below for your review.

Committee members and staff are continually monitoring both program to insure we maintain the highest level of quality, integrity and customer satisfaction. We strive to provide the best value in professional development for sales and Manufacturers Representative sales management personnel.

CPMR Report

Submitted by Mike Long, CPMR, CSP

I must begin by giving thanks to Susannah Hart and Karen Jefferson CPMR, CSP for the invaluable work they do to make all of our efforts relatively easy. I gleaned much from these ladies as the year progressed, so I want to be careful to give them props. And, my thanks for the faithful service by all committee members.

With the new CSP Committee making the scene this year, it seems we should re-name our education committee to something more specific to CPMR. Perhaps the board will consider this as we move into 2009.

The second half of 2008 presented significant challenges for many manufacturers' representatives, and 2009 may present more and different obstacles as the economy struggles to heal. Many of the reps that I've talked with have scaled back on as many expenses as they can. Some have postponed the decision to begin CPMR in 2009.

Regarding 2008 CPMR, here are the vital statistics:

2008 CPMR Participants

Course 101

- 101 CPMR candidates
- 99 passed exam

Course 201

- 95 CPMR Candidates
- all passed exam

Course 301

- 98 CPMR Candidates
- all passed exam
- 98 new CPMR Graduates

Special course 401

- 39 participants

90% paid renewals on CPMR out of 809

Much hard work has been done by lots of people to make the special anniversary CPMR 401 a success.

During the year, we adjusted the CPMR program curriculum and we are working with certain instructors to improve their classroom offering. In addition, we have added Frank Foster, CSP to our instructional staff. Constant review of both areas remains critical.

Minutes from our meetings are included in Appendix A to supplement this report.

Respectfully submitted by Mike Long CPMR, CSP

CSP Report

Submitted by Gregg Marshall, CPMR, CSP

The Certified Sales Professional program has seen continued growth during 2008. A large part of this growth is the expansion of the program beyond field sales people of rep firms to include a large number of distributor salespeople, especially from the electrical industry where a partnership with NAED has gotten the program a lot of promotion. We have even seen attendance outside the industries covered by MRERF, including financial services and website sales.

This year we had 169 CSP Certifications from 171 participants in the program, virtually everyone who takes the class opts to take the examination. Specific attendance figures were:

- San Jose, CA – 11
- Kansas City, MO – Cancelled
- Philadelphia, PA – 34
- Denver, CO – 30
- Hartford, CT – 12
- Raleigh, NC – 21
- Chicago, IL – 30
- Los Angeles, CA – 16
- Private Session for Omni Cable – 17

With 7 venues, the average attendance was 24 people, sufficient to cover all expenses.
56% paid renewals on CSP.

Venues for 2009 are:

- Philadelphia, PA
- Phoenix, AZ (there in 2007)
- Denver, CO
- Minneapolis, MN (there in 2007)
- Raleigh, NC
- Chicago, IL
- St. Louis, MO (NAED Headquarters)

Staff also:

- revised the CSP Brochure to be a self mailer
- created the CSP tri-fold for graduates to put in their portfolios

Improvements in the MRERF website have made it easier to register so we are already seeing

registrations for 2009 sessions.

We plan on working with additional distributor associations in 2009 to replicate the NAED partnership to expand the potential attendee base. We also plan on optimizing our web presence, including entries on Wikipedia, to draw additional participants outside our traditional customer base.

In 2008, three new instructors were trained to deepen our bench. Robin Altland, Pat Creighton and Mary Repetto round out our CSP pool of talented instructors. Robin and Mary have already taught at least one class and gotten rave reviews. We look forward to their continued participation with us.

MRERF ENDOWMENT

Committee Chair: Tom Wilson, CPMR, CSP

Mid Year 2008 Report

The Endowment mission statement reads: “The fund shall be used to support the charitable, scientific, or educational purposes of MRERF and its affiliated agencies (if any), including the Certified Professional Manufacturers Representatives (CPMR) program, the Certified Sales Professional (CSP) program, educational research about the manufacturers' representative function, promotion of the function and the professional designations and other activities consistent with those specified by Section 501(c)(3) of the Internal Revenue Code.”

The MRERF Endowment is managed by The Seattle Foundation as a perpetual endowment fund. The MRERF Endowment Advisory Council is responsible for making annual grants of a portion of the investment earnings. Members are: Marilyn Friesen, Scott Lindberg, Bob Walsh, Larry Robinson and Tom Wilson.

The Endowment issued its first grant in December 2007 to MRERF for \$2,000.00 to “support expansion of the Certified Sales Professional program by giving grants to prospective students from one or two new distributor organizations to attend CSP classes”. The next grant for this coming year is expected to be \$5,000.00.

The Infanger Society is comprised of people who have made a legacy gift to the Foundation. If you know of anyone who has made a bequest in their will, designated a gift to MRERF from their IRA or set up a planned giving arrangement, please contact Larry Robinson (larryr@cbmrep.com) or Tom Wilson (tomwilson@aol.com) so they can be properly recognized.

MRERF Endowment

January 1, 2008	\$133,293.95
Activity January 1 through June 30:	
Donations Received	\$ 1,505.00
Proceeds from MRERF Golf Tournament	\$ 4,251.00
Dividends, Interest, Investment Gains (Losses)	\$ (6,624.80)
Management & Investment Fees Paid	\$ (775.58)
Grants Paid	\$ -
Net Activity for First Half 2008	<u>\$ (1,644.38)</u>
Financial Statement as of June 30, 2008:	
Total Contributions, Gifts Received:	
General Endowment Fund	\$ 64,606.00
Tim Coakley Memorial Fund	\$ 7,727.00
Lindberg Fund	\$ 21,808.00
Infanger Memorial Fund	\$ 9,337.00
Jack Berman Fund	\$ 2,129.00
Dr. Marilyn Friesen Honorary Fund	<u>\$ 18,600.00</u>
Total Contributions	<u>\$124,207.00</u>
Dividends, Interest, Investment Gains	\$ 12,302.31
Management & Investment Fees Paid	\$ (2,859.74)
Grants Paid	<u>\$ (2,000.00)</u>
	<u>\$ 7,442.57</u>
June 30, 2008	<u><u>\$131,649.57</u></u>
Ending Balance	

SPECIAL PROJECTS AND RESEARCH

Submitted by Charley Cohon, CPMR

The University of Chicago Graduate School of Business (Business Week Ranking: #1 <http://www.businessweek.com/bschools/rankings/>) just launched its first sales course in eight years, and through MRERF's efforts reps got a seat at the table. Professor Craig Wortmann's Entrepreneurial Selling course included a mock selling exercise, and Wortmann tapped MRERF VP Charley Cohon, CPMR to serve as one of the buyers. Cohon contacted MANA, and Bryan Shirley, CPMR graciously donated enough books on outsourced sales forces so that each of Wortmann's 60 students received a copy. Wortmann has already invited Cohon back when the class repeats, and we will be back to Bryan for his support again next year when that happens.

Baylor University's Dr. Jeffrey Tanner's sales textbooks are among the most respected and widely used in undergraduate sales curricula. And one of the reasons Dr. Tanner's books are so popular is that he includes real world examples of salespeople who set the bar for innovation and success. At Tanner's invitation, Cohon wrote an article about reps Tom McCarthy, CPMR of QuadRep and David Rossi, CPMR of Empire Technical Group for his new textbook. Cohon's article *Going Global to Achieve Growth* is part of *Sales Management: Shaping Future Sales Leaders (2008)*. More information about the book at http://www.amazon.com/Sales-Management-Jeff-Tanner/dp/0132324121/ref=sr_1_1?ie=UTF8&s=books&qid=1230581417&sr=1-1 Accessed December 29, 2008.

Pi Sigma Epsilon, The National Undergraduate Fraternity for Marketing and Sales, notes that MRERF and its member associations provide half the coaches and judges it counts on for the success of its Regional and National Pro-Am Sell-A-Thon sales competitions. Cohon served as a coach and judge at the Bloomington, Illinois Sell-A-Thon at Illinois State University and plans to attend the National Sell-A-Thon in March. PSE peppers its website and publications with references to MRERF, which gives us added visibility in the academic community. For example, we appear on PSE's web site along side of companies like 3M, Kodak, GEICO and Hershey (<http://pse.org/sponsors.asp>) without paying the tariff those companies pay to be recognized by PSE. And MRERF gets extra visibility by sponsoring a \$1,000 scholarship that is awarded at PSE's National Convention.

Cohon was a guest speaker at the DeKalb, Illinois chapter of PSE at Northern Illinois University and gave the students an introduction to the topic of outsourced sales forces.

Best regards, Charley Charles M. Cohon, CPMR

COMMUNICATIONS AND MARKETING

Submitted by Karen L. Jefferson, CPMR, CSP

MRERF understands the value of outsourcing. As such, we outsourced mailings in 2008 so staff could focus on what we do best: Selling CPMR and CSP.

There were regional mailings done to promote CSP classes and one for CPMR. We also did a mailing to manufacturers about CPMR and CSP in 2008 after getting our graduates and candidates to give us the names of their principals. More than 5,300 names were submitted. Each received the three-card postcard series (created in 2007) with a follow up letter accompanied by a CPMR brochure.

CPMR and CSP marketing materials are ever-evolving. We revamped the 2009 CSP brochure to be self-mailing, needing only a round sealer and a postage stamp eliminating the need for an envelope. In conjunction with the CSP committee we created a tri-fold brochure for program graduates to distribute.

To promote the 20th Anniversary celebration of CPMR we created a three-card postcard series saying 1) Save the Date 2) Register Online and 3) You ARE Coming To The Party, *Right?* The cards were mailed out several weeks apart and appeared on the website concurrently. Forty-nine CPMR graduates are enrolled for the celebration in January and 54 playing golf Thursday afternoon, including twenty-two CPMR Candidates.

The *CPMR and CSP News You Can Use* was revised to match the branding associated with the website and brochures. Sending the newsletter via the website has cost savings, and the comfort level will be improved with more frequent use.

Website maintenance is ongoing. In 2008 we added the following functionality via flexible forms to:

- [Enroll in a variety of events](#)
- Pay CSP or CPMR tuition and annual certification fees
- Make tax-deductible donations

Also available on the website are:

- [CPMR homework](#)
- [Make-it-your-own policies suggested in CSP](#)
- [Continuing education forms](#) if [online submission](#) isn't used
- [PSE Internship information](#)
- [All Industry Calendar](#) where any member association can list their calendar of activities
- [Rolling CSP Calendar](#) and [Application](#)

The 2009 Annual Certification Fee invoices were mailed out in December using the mail house. In June we sent a second notice of Annual Certification Fees for those that didn't pay the first time around. For the 2008 renewals we had 90% renewal of CPMR graduates because the invoice was succinct and not overshadowed by a letter. CSP renewal rates are not as high, running about 56% due to the transient nature of sales jobs.

This year's end-of-year solicitation for tax-deductible contributions included return address labels that included the designations held by the recipient. To date MRERF has received \$2,150 in donations.

In December, I successfully completed my first of twelve classes for a Masters in Nonprofit Management. The program can be completed in two to three years depending on class scheduling. I am sure each program will provide new insights and tools to be used for many years.

NOMINATING COMMITTEE

Submitted by Gary Brusacoram, CPMR, CSP

A. Nominating Committee

MRERF Nominating Committee Chair
Appointed by Tom Wilson MRERF Pres
Appointed by Tom Wilson MRERF Pres
Elected by MRERF Board of Trustees
Elected by MRERF Board of Trustees

Gary Brusacoram CPMR, CSP
Charlie Cohon CPMR
Duncan MacDonald CPMR
John Ianotte CPMR
Steve Andrew CPMR (replacing Roger Ralston who could not participate)

IPA Nominating Committee Chair
Appointed by Tom Vollmer IPA Pres
Appointed by Tom Vollmer IPA Pres

Kathy Cahill CPMR
Tom Wilson CPMR, CSP
Mike Long CPMR, CSP

Names were submitted and vetting done with over ten CPMR graduates contacted

MRERF Nominations

Tom Wilson CPMR, per By-Laws will be Chairman
Bob Garrett CPMR, Past VP, is nominated as President
Duncan MacDonald CPMR, is nominated to continue as Secretary/Treasurer
Kathy Cahill CPMR will continue as VP of Education
Charlie Cohon CPMR will continue as VP of Special Projects
Kevin Adams CPMR, CSP will continue as VP of Marketing
OPEN VP of Fund Development (open for two years running)

IPA Nominations

Duncan MacDonald CPMR is nominated and continue as Secretary/Treasurer
Mike Long CPMR, CSP is nominated as President of IPA
Steve Goldschmidt CPMR, CSP is nominated to the Board of Governors
OPEN Board of Governors position

Anyone on the nominating committee can submit qualified CPMR graduates up to the time of nomination for any position. The above already vetted were chosen for their passion and commitment to the long-term success of MRERF and the rep community.

TREASURER'S REPORT

Submitted by Duncan MacDonald, CPMR

The following draft financial statement has had an initial review by the CPA. A full compilation will be done following the January meeting. The 2008 financial results show surplus revenue over expenses of **\$31,620**. The financial health of the Foundation continues to be on a solid footing. In this difficult economic climate, financial performance will be closely monitored.

The 2008 audit determined that GAAP rules did not allow for the accrual of general and administrative costs to offset the deferred revenue for CPMR. Therefore, the net asset figure is negative because of an adjustment to meet GAAP standards. In 2009 we should begin to build our net assets and improve liquidity. The total impact of building our net asset base and having an Endowment will mean a much more secure future for the Foundation.

The two primary revenue streams for the organization are tuition for CPMR and CSP programs and the annual certification fees. Donor support and Association dues make up less than 5% of our revenue. That requires our focus to be on sales of the programs and supporting our designees. To that end, additional programs for continuing education will become more important in the future.

Manufacturers Representatives Educational Research Foundation
The Institute for Professional Advancement
Financial Narrative

Year to Date December 31, 2008

Draft

COMBINED BALANCE SHEET

Current Assets

Total Net Assets on December 31 were \$389,095. **Cash and Investments** of \$285,248 are held in money market and checking accounts in US Bank, Arvada CO. A portion of these funds will be moved to a different investment vehicle in 2009 to insure coverage under FDIC limits. **Inventory** of \$31,236 represents CSP text books and other MRERF products. **Pre Paid Expenses** of \$70,578 breaks down as follows: MRERF – prepaid insurance \$3,835 and \$1,924 golf tournament deposit; IPA – \$49,500 CPMR program deposit, \$1,542 CPMR 401 promotion costs, and \$6,264 CPMR and CSP brochures for 2009.

Equipment

Office Equipment value of \$55,067 is primarily computers, LCD projectors and related equipment as well as office furniture and fixtures, purchased over a period of several years. **Accumulated Depreciation** of (\$53,036) is based on a depreciation schedule for each purchase. Therefore, **Total Equipment** is \$2,031.

Total Assets **\$389,095**

Current Liabilities

Accounts Payable of \$7,386 were bills recorded in December, due in January. **Royalties Payable** of \$10,000 represent royalty due on purchase of IPA and the certification program. **Intercompany Exchange** figure is for expenses paid by MRERF and split with IPA which have no net effect. **Due to Endowment** of \$500 are receipts for endowment donation received at the end of December and sent to the Seattle Foundation in January, 2009. **Accrued Retirement** of \$40,067 reflects the contribution for the SEP and deferred income plan that is paid out over time. **Deferred Tuition and Dues Revenue** of \$362,279 is CPMR and CSP tuition, association dues, and certification fees received in 2008 relating to 2009 sessions and fees. All deferred revenue will be transferred to earned revenue in January of 2009.

Net Assets

The funds in the net assets portion of the balance sheet are similar to the retained earnings on a for-profit balance sheet. Because of the one time adjustment mentioned in paragraph two of this treasurer's report, the net assets at the beginning of the year were (\$62,757) and at the end of the year were (\$31,136).

Total Liabilities and Net Assets **\$389,095**

COMBINED STATEMENTS OF ACTIVITIES

MRERF Revenue

Sponsors' Support and Misc. Donations of \$6,896 was 34% below expected donor support. The **MRERF Endowment Grant** was \$2,000. **Endowment Contributions** of \$6,706 were taken in and distributed out to the Seattle Foundation and do not constitute earned revenue for the Foundation. **Membership Dues** of \$26,230 were 21% below budget due to declining membership in some of our association members and the loss of two member associations. **Products** revenue of \$920 was 42% above budget. **IPA Donation** is made from surplus funds and was \$15,000. **Investment and other Revenue** is \$685.

Total MRERF Revenue \$58,437

IPA Revenue

The **2008 Alumni Program** revenue was \$3,125, (most revenue being realized in 2007). **CPMR Tuition and Candidate Fees** was \$391,655 which was 98.88% of budget. **Certification Fees** revenue was \$94,800 which was 99.78% of budget. **CSP Program** of \$239,115 was below budget by 10% because one venue had to be cancelled because of an industry conflict. **Investment and Other Revenue** at \$14,510 includes the commissions from CPMR hotels which offsets transportation costs from the hotels to the classroom. Total IPA Revenue \$743,205

Total Combined Revenue **\$801,642**

MRERF Expenses

Academic Research & Projects expenses of \$1,000 are on target with budget and represents a scholarship for Pi Sigma Epsilon. **Board and Committee** expenses of \$7,438 was 20% below budget. **Fundraising** expenses of \$500 reflected the year end mailing. **Products** expenses of \$149 reflect the product cost. **Promotion and Advertising** of \$500 represented articles written for trade publications. **Operating Expense** of \$65,563 was 7% over budget. Total MRERF Expenses \$75,151

IPA Expenses

CPMR expenses of \$173,628 was over budget by 5% reflecting higher promotional expenses to generate participation. **CSP** expenses of \$192,442 was under budget by 15% due to one cancelled program expense not being incurred. **Alumni Program** expenses of \$8,978 were double for the 2008 program, however the net revenue was sent as a donation to the endowment.(\$4,727 program expenses \$4,251 net to Endowment) **Board and Committee** expenses of \$12,733 are over budget by 97% and reflect more meetings than anticipated and shift of board expense from MRERF. **IPA Donations** of \$15,000 reflect surplus funds given to MRERF. **Membership Services** of \$20,969 were budget by 14% and include fee to CPSA per CSP designee (the exchange rate was favorable this year) **Promotion and Advertising** of \$27,219 was on track with budget. **Operating Expense** of \$243,902 was 5% over budget and reflect increased costs for items such as credit card processing fees (due to a higher percentage paying by charge card), postage, travel, and needed computer repairs. Total IPA expenses \$694,872

Total Combined Expenses **\$ 770,023**

Combined Revenue over Expenses **\$ 31,620**

**MANUFACTURERS' REPRESENTATIVES EDUCATIONAL RESEARCH FOUNDATION
AND
THE INSTITUTE FOR PROFESSIONAL ADVANCEMENT, INC.
COMBINED STATEMENTS OF FINANCIAL POSITION
December 31, 2008
Draft**

	<u>MRERF</u>	<u>IPA</u>	<u>TOTAL</u>
ASSETS			
CURRENT ASSETS			
Cash and equivalents	15,545	169,350	184,895
Investments	-	100,353	100,353
Prepaid expenses	5,759	64,819	70,578
Un-deposited funds	-	-	-
Inventory	<u>2,554</u>	<u>28,683</u>	<u>31,236</u>
TOTAL CURRENT ASSETS	<u>23,858</u>	<u>363,206</u>	<u>387,063</u>
EQUIPMENT, at cost			
Office equipment	34,262	20,805	<u>55,067</u>
Less accumulated depreciation	<u>(33,762)</u>	<u>(19,273)</u>	<u>(53,036)</u>
TOTAL EQUIPMENT	<u>499</u>	<u>1,532</u>	<u>2,031</u>
TOTAL ASSETS	<u>24,357</u>	<u>364,738</u>	<u>389,095</u>
LIABILITIES AND NET ASSETS			
CURRENT LIABILITIES			
Accounts payable	-	7,386	7,386
Royalties payable	-	10,000	10,000
Intercompany Exchange	259,679	(259,680)	(1)
Due to Endowment fund	500	-	500
Accrued retirement	40,067	-	40,067
Deferred tuition and dues revenue	<u>9,725</u>	<u>352,554</u>	<u>362,279</u>
TOTAL CURRENT LIABILITIES	<u>309,971</u>	<u>110,260</u>	<u>420,231</u>
NET ASSETS			
Undesignated	<u>(285,614)</u>	<u>254,478</u>	<u>(31,136)</u>
TOTAL NET ASSETS	<u>(285,614)</u>	<u>254,478</u>	<u>(31,136)</u>
TOTAL LIABILITIES AND NET ASSETS	<u>24,357</u>	<u>364,738</u>	<u>389,095</u>

**MANUFACTURERS' REPRESENTATIVES EDUCATIONAL RESEARCH FOUNDATION
AND THE INSTITUTE FOR PROFESSIONAL ADVANCEMENT, INC.**

COMBINED STATEMENTS OF ACTIVITIES

For the Twelve Months Ending

December 31, 2008

Draft

	Actual	Annual Budget
MRERF REVENUE		
Sponsors' Support:		
Fundraising	\$ 6,620	\$ 10,000
Endowment Grant	\$ 2,000	\$ 2,000
Endowment Fund Contributions	\$ 6,706	
Membership dues	\$ 26,230	\$ 33,000
Products	\$ 920	\$ 650
IPA Donations	\$ 15,000	\$ 30,000
Misc. Donations	\$ 276	\$ 50
Investment and other revenue	<u>\$ 685</u>	<u>\$ 700</u>
TOTAL MRERF REVENUE	\$ 58,437	\$ 76,400
 IPA REVENUE		
Alumni Reunion	\$ 3,125	\$ 20,000
CPMR	\$ 391,655	\$ 396,050
Certification Fee	\$ 94,800	\$ 95,000
CSP Program	\$ 239,115	\$ 265,050
Investment and other revenue	<u>\$ 14,510</u>	<u>\$ 3,500</u>
TOTAL IPA REVENUE	\$ 743,205	\$ 779,600
 MRERF EXPENSE		
Academic research/projects	\$ 1,000	\$ 1,000
Board and Committee	\$ 7,438	\$ 9,300
Fundraising	\$ 500	\$ 500
Products	\$ 149	\$ -
Manufacturers' Education	\$ -	\$ -
Membership services	\$ -	\$ -
Promotion and Advertising	\$ 500	\$ 500
Operating expense	<u>\$ 65,563</u>	<u>\$ 61,098</u>
TOTAL MRERF EXPENSE	\$ 75,151	\$ 72,398
 IPA EXPENSE		
CPMR	\$ 173,628	\$ 164,800
CSP	\$ 192,442	\$ 227,350
Alumni Program expenses	\$ 8,978	\$ 4,567
Board and Committee	\$ 12,733	\$ 6,500
MRERF donation	\$ 15,000	\$ 30,000
Membership Services	\$ 20,969	\$ 24,350
Promotion and Advertising	\$ 27,219	\$ 27,000
Operating expense	<u>\$ 243,902</u>	<u>\$ 232,572</u>
TOTAL IPA EXPENSE	\$ 694,872	\$ 708,789
 COMBINED REVENUE	 \$ 801,642	 \$ 856,000
COMBINED EXPENSES	\$ 770,023	\$ 781,187
 (DECREASE) INCREASE IN UNRESTRICTED NET ASSETS	 <u>\$ 31,620</u>	 <u>\$ 74,813</u>

NARRATIVE ON 2009 COMBINED MRERF & IPA BUDGET

Submitted by Susannah Hart, Executive Director

The budget presented and discussed in this narrative is very conservative because of the current economic climate.

MRERF Revenue

The **Fundraising Support** of the Foundation involves an endowment grant along with the Alumni Event and the Annual Fund. Total anticipated support from those sources is \$17,515. **Association Dues** of \$27,000 are based on the number of members of the sponsoring associations.

Total MRERF Revenue **\$ 44,515**

IPA Revenue

Certification Fees of \$110,000 is based on 730 CPMR and 370 CSP renewing members.. **CPMR Tuition and Candidate Fees** budget of \$338,730 is based on January 2009 anticipated enrollment of 244 total participants and related application and service fees. **CSP tuition and fees \$209,250** is based on current and anticipated enrollment of 150 participants. The **CPMR 401 Alumni Reunion** educational program fees of \$10,355 is based on 47 participants plus additional group participation fees. **Investment and Other Revenue** of \$12,500 is based on commissions from program hotels and fund levels and interest rates (CPMR hotel commissions are used for CPMR transportation costs to the classroom building).

Total IPA Revenue **\$680,835**

Total MRERF and IPA Revenue Budget **\$725,350**

MRERF Expenses

Research/Special Projects expenses of \$1,000 represents a PSE scholarship. **Fund Development** expenses of \$10,030 are to cover mailings or other costs related to annual fund solicitations as well as the CPMR 401 Alumni Reunion expenses for the banquet and golf tournament.

Total MRERF Expenses **\$ 11,030**

IPA Expenses

CPMR expense budget of \$168,424 is based on anticipated enrollment and contracted costs. **CSP** expenses of \$176,140 are based on the CPSA contracted license fees and anticipated number of sessions and participants. **The CPMR 401 Alumni Reunion** expense of \$6,415 is the projected educational costs for the program. **Board and Committee** expenses of \$10,000 cover the education committee meetings as well as the Trustee and Executive teleconferences and meetings. **Promotion and Advertizing** expenses of \$18,000 are for articles to be written for trade publications, on-line exposure and advertizing, and other initiatives to reach manufacturers with the value of CPMR and CSP programs. **Member Service** expenses of \$3,200 cover the maintenance of the database and CEU record keeping along with a number of materials for the CPMR and CSP designees. **Operating Expense** budget of \$295,633 is based on the general and administrative costs

Total IPA Expenses **\$677,812**

Total Combined Revenue **\$725,350**

Total Combined Expenses **\$688,842**

Total Combined Revenue over Expenses **\$ 36,508**

The Executive Committee is proposing a change to the presentation format for financial reporting. We are submitting the same budget in two formats. The first is our standard format, reflecting the change in allocations between MRERF and IPA. The MRERF budget will show revenue from Association dues and fund development activity. The expenses shown in the MRERF portion will only reflect fund development expenses and research/special projects outlays. All other revenue and expenses will flow through IPA rather than allocate general and administrative expenses to each organization. The second format shows revenue and expenses by program. We look forward to your comments on the proposed format change.

MANUFACTURERS' REPRESENTATIVES EDUCATIONAL RESEARCH FOUNDATION
AND THE INSTITUTE FOR PROFESSIONAL ADVANCEMENT, INC.
COMBINED 2009 BUDGET

	2009 Budget
MRERF REVENUE	
Sponsors' Support:	
Fundraising & Reunion	\$ 15,515
Endowment Grant	\$ 2,000
Membership dues	\$ 27,000
TOTAL MRERF REVENUE	\$ 44,515
IPA REVENUE	
CPMR 401 Education	\$ 10,355
CPMR	\$ 338,730
Certification Fee	\$ 110,000
CSP Program	\$ 209,250
Investment and other income	\$ 12,500
TOTAL IPA REVENUE	\$ 680,835
MRERF EXPENSE	
Academic research/Special Projects	\$ 1,000
Fundraising	\$ 10,030
TOTAL MRERF EXPENSE	\$ 11,030
IPA EXPENSE	
CPMR	\$ 168,424
CSP	\$ 176,140
Alumni Program expenses	\$ 6,415
Board and Committee	\$ 10,000
Membership Services	\$ 3,200
Promotion and Advertising	\$ 18,000
Operating expense	\$ 295,633
TOTAL IPA EXPENSE	\$ 677,812
COMBINED REVENUE	\$ 725,350
COMBINED EXPENSES	\$ 688,842
NET REVENUE OVER EXPENSES	\$ 36,508

The following **new budget format** has been designed to aid in understanding the cost structure of the various programs.

MRERF - IPA Combined Budget

2009

January 1 - December 31

Ordinary Revenue/Expense
Revenue

MRERF

Association Dues	27,000.00
Annual Fund Donations	3,700.00
Endowment Grants Rcvd	2,000.00
Special Gifts/Memorials	0
401 Fundraising Activities	
Golf Tournament Revenue	5,965.00
-Golf Tournament Expenses	-4,410.00
Reunion Revenue	5,850.00
-Reunion Expenses	-3,520.00
Total 401 Fundraising Activities	3,885.00
-Fund Development expense	-2,100.00
Special Projects	-1,000.00
Total MRERF	33,485.00

IPA

Certification Fees

CPMR Certification Fees	73,000.00
CSP Certification Fees	37,000.00
-CPSA Share of CSP fees	-12,950.00
Total Certification Fees	97,050.00

CPMR PROGRAM

CPMR Tuition 2009	328,180.00
CPMR Candidate Fees	10,550.00
CPMR Hotel Commissions	10,000.00
-Royalty to MRA	-10,000.00
-ASU Contract	-49,500.00
-ASU Food & Facility	-40,260.00
-ASU Student Transportation	-8,000.00
-CPMR Faculty fees	-37,000.00
-CPMR Faculty travel	-8,500.00
-CPMR Binder printing	-3,000.00
-CPMR Homework Expense	0.00
-CPMR Designation expenses	-3,500.00
-CPMR Brochure printing	-6,264.00
-CPMR Promo Ads	-2,400.00
Total CPMR PROGRAM	180,306.00

CSP PROGRAM

CSP Public Classes

CSP Public Tuition	164,250.00
-CSP Food & Facility	-48,000.00
-CSP Instructor fees	-31,500.00

	-CSP Instructor travel	-8,500.00
	-CSP Brochures	-4,770.00
	-CSP Class Materials	-3,300.00
	-CSP Promo Ads	-2,400.00
	Total CSP Public Classes	65,780.00
	CSP Private Classes	
	CSP Private Class Revenue	0.00
	-CSP Private Class Expenses	0.00
	Total CSP Private Classes	0.00
	CSP Certification	
	CSP Exam Fee Revenue	45,000.00
	-CSP Examiner fees	-16,500.00
	-CSP Examiner travel	-12,000.00
	-CSP Cert expense	-420.00
	Total CSP Certification	16,080.00
	-CPSA Books	-40,500.00
	-CPSA Student fees	-8,250.00
	Total CSP PROGRAM	33,110.00
	CONTINUING ED PROGRAMS	
	401 Education Revenue	10,355.00
	-401 Food & Facility	-900.00
	-401 Faculty fees	-3,500.00
	-401 Materials	-1,015.00
	-401 Promo & Ads	-1,000.00
	Total CONTINUING ED PROGRAMS	3,940.00
	PRODUCT SALES	
	Product Sales Revenue	0.00
	Product shipping fees	0.00
	-Product shipping expense	0.00
	Total PRODUCT SALES	0.00
	Total IPA	314,406.00
	Total Revenue	347,891.00
	Gross Profit	347,891.00
	Expense	
	Board & Committees	
	ExCom Meetings	5,500.00
	Education Committee Meetings	2,500.00
	Trustee Meetings	2,000.00
	Board Awards	500.00
	Total Board & Committees	10,500.00
	OPERATING EXPENSES	
	Facilities	
	Rent	4,800.00
	Utilities	480.00
	Equipment Leasing	8,300.00
	Telephone	4,500.00
	Total Facilities	18,080.00
	Staffing	
	Educational Consulting Fees	24,000.00
	Salaries	137,336.00

Payroll taxes	12,360.00
Health Insurance Benefits	8,568.00
Retirement Benefits	5,376.00
Staff Professional Dues	0.00
Staff Education Benefits	5,200.00
Temporary Employees	0.00
Total Staffing	192,840.00
Office Operations	
Database System	1,890.00
Website	4,520.00
Office Supplies	5,200.00
Postage	5,000.00
Printing	2,600.00
Freight	1,200.00
Total Office Operations	20,410.00
Professional Services	
Accounting fees	6,000.00
Audit Fees	0.00
Bank & CC fees	18,917.00
Insurance - Gen Business	300.00
Insurance - Employee Dishonesty	74.00
Insurance - D&O	3,850.00
Insurance - Event	1,632.00
Legal Fees - General	500.00
Legal Fees - Trademarks	0.00
Total Professional Services	31,273.00
Staff Travel	
Staff Auto mileage	4,000.00
Staff Travel	12,000.00
Staff Meals & Entertainment	2,500.00
Total Staff Travel	18,500.00
Promotion & Advertising	
Designation Ads	3,000.00
Publicity	15,000.00
Member Services	3,200.00
Total Promotion & Advertising	21,200.00
Total OPERATING EXPENSES	302,303.00
Total Expense	312,803.00
Net Ordinary Revenue	35,088.00
Other Revenue/Expense	
Other Revenue	
Interest Revenue	2,500.00
Total Other Revenue	2,500.00
Other Expense	
Depreciation	-1,080.00
Total Other Expense	-1,080.00
Net Other Revenue	1,420.00
Combined Revenue over Expenses	36,508.00

**BOARD MEMBERS, TRUSTEES, ASSOCIATION EXECUTIVES,
COMMITTEES, AND STAFF**

TRUSTEES

AIMRA	Ted Traeder, CPMR	Traeder Enterprises, Inc.
AAIA	Robert White	WT Sales Inc.
AIM/R	Glen Thurman, CPMR	Lewis Marketing Inc.
BMC	Jake Buckner, CPFEB	Rheuark/F.S.I. Sales Inc.
CEMRA	Ted Doherty, CPMR	Intralec Electrical Products
CIPH	Bruce Barclay	Barclay Sales Unlimited
CMA	Carl Mathis, CPMR	Power Sales Co.
ERA	Paul Nielsen, CPMR	Brainard-Nielsen Marketing
ERA	Ted Curtin, CPMR	Repworks, Inc.
FSMA	Sue McArdle, CPFEB	ISA
HIRA	Tom Vollmer, CPMR	Orenstein-Vollmer Assoc. Inc
IAPD	Karen DeBard, CPMR	MMG Inc.
MAFSI	Thomas Krumsee, CPMR	D.L.T. Sales, Inc.
MANA	Dave Ice, CPMR Candidate	Ice & Associates
MANA	Richard Sinclair, CPMR	Applied Process Equipment
MANA	Roger Ralston	Tri-State Components, Inc.
MRA	Chris DeBolt, CPMR	The DeBolt Co.
GHTA	Kim Higgins, CPMR	225 Unlimited, Inc.
NEMRA	Greg Reynolds, CPMR	Flynn & Reynolds Agency, Inc.
NEMRA	Kelly Boyd, CPMR	Electrorep, Inc.
ISA	Teddy Pope, CPMR	Edward H. Pope, Ltd.
OPRA		
PTRA	Duncan MacDonald, CPMR	Engineered Industrial Products
SEMA	John Iannotte, CPMR	Bob Barker Marketing & Sales
STAFDA	Gary Clark, CPMR	Clark & Associates
WAMA	Gary Kavalari, CPMR	G-K Components, Inc.

ASSOCIATION EXECUTIVES

AAIA	Kathleen Schmatz	FSMA	Rick Abraham	MANA	Bryan Shirley, CPMR
AIM/R	Helen Degli-Angeli, CPMR	GHTA		MRA	Pam Bess
AIMRA	Jim Manke	HIRA	Karen Hone	NEMRA	Henry P. Bergson
ALA	Eric Jacobson	IAPD	Susan Avery	NIMS	Ken Reynolds
BMC	Pam Bess	IHRA	William Weiner	NKBA	Jennifer Fish
CEMRA	Rick McCarten	IPRO	Raymond W. Wright	OPRA	
CIPH	Ralph Suppa	ISA	John Buckley	PTRA	Jay Ownby
CMA	Mercy Contreras	ISSA	Anthony Trombetta	SEMA	Staci Bostock
ERA	Thomas Shanahan	IUCAB	J.W.B. baron van Till	STAFDA	Georgia Foley
FSG	Kenneth W. Reynolds	MAFSI	Alison Cody	WAMA	Carole Bluem

MRERF EX-COMM

Chairperson of the Board	Gary Brusacoram, CPMR, CSP - NEMRA
President	Thomas L. Wilson, CPMR, CSP - SEMA, MANA
Secretary/Treasurer	Duncan MacDonald, CPMR - PTRA
VP, Education	Kathleen Cahill, CPMR - ERA
VP, Fund Development	TBA
VP, Special Projects	Charley Cohon, CPMR - NEMRA
VP, Sales & Marketing	Kevin Adams, CPMR, CSP - NEMRA

IPA BOARD OF GOVERNORS

Current office	Name	Assn.
Chair & Ed. Comm. Chair	Kathleen Cahill, CPMR	ERA
President	Tom Vollmer, CPMR	HIRA
Secretary/Treasurer	Duncan MacDonald, CPMR	PTRA
Governor	Carl Mathis, CPMR	CMA
Governor	John O'Brien, CPMR	ERA
Governor	Tom Wilson, CPMR, CSP	SEMA, MANA

CPMR EDUCATION COMMITTEE:
A dynamic committee that makes the necessary changes in curriculum or instructors for CPMR
Manager
Mike Long, CPMR, CSP - MANA
Members
Michael Tobin, CPMR - IUCAB
John O'Brien, CPMR - ERA
Steve Goldschmidt, CPMR CSP - NEMRA, MANA
Mike Elovitz, CPMR - ERA
Billy Quinton, Jr, CPMR - MANA
Cathleen Hughes, CPMR CSP - PTR, MANA
Steve Andrew, CPMR - NEMRA
Kathleen Cahill, CPMR (VP Education) - ERA
Dr. Daniel McQuiston, PhD., CSP
Susannah Hart
Karen L. Jefferson, CPMR, CSP

CSP COMMITTEE:
Focuses primarily on marketing efforts for CSP
Manager
Gregg Marshall, CPMR CSP
Members
Scott Holtgrieve, CSP - NEMRA
Shawn Johnson-Burns, CSP - ALA
Allan Lamberti, CSP - TOA
Tom Rosendahl - Distributor Advisor - Dakota Supply
Karen L. Jefferson, CPMR CSP
Susannah Hart

IUCAB Committee:
Communications and accommodation of the Members of IUCAB with the intent to encourage CPMR class attendance
Manager
George Hayward - IUCAB
Members
Mike Tobin, CPMR - IUCAB

Dan McQuiston, CSP
Gary Brusacoram , CPMR , CSP - NEMRA
Marilyn Friesen, CSP

NOMINATING COMMITTEE:
Request volunteers and submit for approval those candidates to fill empty seats on BOG and BOD. A time commitment is required, only those that can legitimately give that time should be encouraged.
Manager - Gary Brusacoram , CPMR , CSP – NEMRA (MRERF)
Co-Manager - Kathleen Cahill CPMR – ERA (IPA)
Members
Charlie Cohon CPMR – NEMRA (MRERF)
Duncan MacDonald CPMR – PTR A (MRERF)
John Iannotte CPMR – SEMA (MRERF)
Steve Andrew CPMR- NEMRA (MRERF)
Tom Wilson CPMR, CSP - SEMA, MANA (IPA)
Mike Long CPMR, CSP –MANA (IPA)

CSP- CPMR MARKETING:
Take the marketing of CSP to new levels of visibility with Distributors, Manufacturers and Representatives. Address the need for instructors and testers. Attempt to Have CSP classes in all major cities. The objective would be no less then 12-15 CSP seminars a year. Include the distributors relationships beyond Electrical Distributors. Work with VP of Marketing
Manager
Kevin Adams, CPMR, CSP
Members
Adam Cooler, CPMR - PTR A, MANA
King Coombs, CPMR, CSP - ERA
Carroll Hollingsworth, CPMR - CMA
Karen L. Jefferson, CPMR, CSP
Dr. Dan McQuiston, PhD, CSP

MFG. CPMR MARKETING COMMITTEE:
Big project, on going, to put together all the marketing materials for CPMR to address all market segments. This initiative should be tied in with the CPMR.biz web site in theme....distributors and Manufactures and the CPMR graduates are targets.
Manager
John Hielstat - Elkay
Members
Needed
Needed
Needed
Needed
Needed

SPECIAL PROJECTS:
Work with academic and business community including business fraternity Pi Sigma Epsilon (PSE).
Manager
Chair - Charley Cohon, CPMR - NEMRA
Members
Phil Mele, CPMR - MANA

MRERF ENDOWMENT
Directs distribution of Endowment Grants.
Dr. Marilyn Friesen, Ed.D, CSP
Scott Lindberg, CPMR - MicroSemi
Larry Robinson, CPMR - NEMRA
Bob Walsh, CPMR - ERA
Tom Wilson, CPMR, CSP - SEMA, MANA

MRERF STAFF
Susannah Hart
Dr. Daniel McQuiston, PhD, CSP
Cress Hart, CSP
Karen Jefferson, CPMR, CSP

Appendix A

Education Committee Minutes

IPA Education Committee

Teleconference April 4, 2008

Present:

Members: Mike Long, CPMR CSP Chairman, Kathie Cahill, CPMR Mike Elovitz, CPMR, Steve Goldschmidt, CPMR CSP Scott Holtgrieve, CSP Cathleen Hughes, CPMR CSP

Billy Quinton Jr. CPMR

Director of Education: Dr. Daniel McQuiston, CSP

ASU Coordinator: Dr. Donald Jackson,

Distributor Advisor: Tom Rosendahl

Staff: Susannah Hart, Exec. Dir. Karen Jefferson, CPMR CSP

Guest: Tom Wilson, CPMR CSP (MRERF Pres.)

Meeting was called to order by Mike Long Chairman at 10:00 a.m. PDT

Welcome, introduction and thanks for participation to all members of the committee.

Introductions:

Kathie Cahill, CPMR – principal of Net Sales, MANA & ERA member. Has been on the committee 4 years and a governor on the IPA board – from Rochester NY

Mike Elovitz, CPMR – founder of Elotech systems in western US. ERA member. First year on committee - from San Diego County, CA

Cathleen Hughes, CPMR CSP – Principal of R.J. Hughes Sales, Inc. in the bearing, and power transmission industry. PTR&A & MANA member. First year on education committee – from Chicago IL

Scott Holtgrieve, CSP – CSP examiner. Electro Rep, Inc. NEMRA member. electrical construction industry – First year on education committee - from San Diego, CA

Billy Quinton, CPMR - recent grad, class of 2008 the principal of Material Dynamics Inc. in business 28 years in the process equipment industry. MANA member. First year on the education committee - from Marietta GA

Steve Goldschmidt, CPMR CSP - one of the three owners of GES Goldschmidt, Inc. in the electrical industry. NEMRA member. First year on the education committee – Cincinnati, OH

Dr. Daniel McQuiston, CSP – Director of Education for MRERF - Marketing Professor Butler University – Instructor in CPMR program since inception. Dan expressed appreciation to everyone who has stepped up to participate on the committee. From Indianapolis, IN.

Dr. Donald Jackson – Faculty Coordinator at ASU for the CPMR program. Has been involved teaching in the program since 1993. Marketing professor at ASU – from Tempe, AZ

Tom Rosendahl – President, Dakota Supply Group. DSG is an wholesale distributor with 8 segments 48 outside sales people and ESOP owned – 22 CSP graduates. From Grand Forks ND – Distributor Advisor to the education committee.

Karen Jefferson CPMR CSP – been with MRERF full time about a year. CPMR certified in 1998. CSP certified in 2007 and CSP examiner.. Director of Marketing and Communication for MRERF and IPA. From Denver CO

Tom Wilson, CPMR CSP – Current President of MRERF. Has been involved for 9 years with MRERF and IPA was on the education committee 2000 & 2001 – From Seattle WA. Tom gave brief introduction to the organizations MRERF and IPA and welcomed and thanked everyone for their participation.

Mike Long, CPMR CSP Chairman of the education committee has served on the committee since 2004. He also serves as an examiner for the CSP program. Is the owner of Mike Long and Assoc. MANA member. From Ocean Isle Beach NC

1. Mike Long read the by-laws pertaining to the education committee. The emergence of the CSP program requires that a separate committee be established to address that program. It is the intent of the board that both committees meet on April 24th in Denver.

There will be many issues to address this year.

- Alumni Reunion for 2009 - CPMR 20th Anniversary of first CPMR session.
- Curriculum evaluation
- Performance of instructors
- Candidate recruiting and marketing
- Student aid – tuition levels
- Budget
- Venues for CPMR

2. CPMR Evaluations

- Brief explanation and discussion of evaluations for CPMR (items for further discussion on April 24th)
 - Lunch schedule – Entire session schedule (Sunday start issues)
 - Updated case studies and material
 - Session schedule – some need shorter sessions some need longer sessions
 - Presentation – digital in all cases – one presentation crashed and Boquist had to use overheads...not a typical problem.
 - Discussion of lowest and highest instructor ratings – need some discussion of specific instructors and sessions.
 - Curriculum evaluation and adjustment
 - Hotel issues – one hotel where contract was signed did not open on time, should not be a problem next year.
 - Objectives for each level and learning objectives for each session – update objectives from the past. – See below for current objectives.
 - Emphasis on study groups – need to discuss how to better encourage people to get involved with their group.

3. CSP Evaluations

- Brief explanation and discussion of evaluations for CSP (items for further discussion on the 24th)
 - Excellent job - few negative comments – program is doing well
 - Some issues with the length of classes
 - On average had more than 10 years of experience before taking the course. However most are sales people who are not owners.
 - Need to raise awareness of CEU requirements

4. Certification Fees

- Guidelines for companies with large numbers of designees – incentive for multiple designees employed by one company. (for discussion on the 24th)

- Certification fee letter should contain CEU totals and if designee is current plus the ability to report CEUs with the payment information.

Mike adjourned the meeting at 11:00 a.m. PDT

Current CPMR Level Objectives:

Level 101 – This level of study provides a foundation of business knowledge upon which the student builds in the following years of study. The first level reviews basic business acumen for the present or potential company executive or owner. CPMR candidates learn to evaluate their firm’s present business structure and financial health and build on the firm’s strengths through classroom work and a practical continuous project that carries into the second and third years.

Level 201 – This level of study goes deeper into the essentials of managing and evaluating the student’s firm. By addressing productivity, profitability, human resources, sales management and fiscal management the second level provides opportunities to address much more specific issues of firm management. As before, a continuous work project bridges the material to the final year of the curriculum.

Level 301 – This level of study integrates the material covered in the prior years and points the student to leading the organization into the future. The common threads of financial, strategic, and succession planning are addresses. In addition, the bridging project should be completed which will provide a written business plan for the firm.

IPA Education Committee Meeting

April 24, 2008

Denver, CO

Present: Mike Long, CPMR CSP Chairman; Mike Elovitz, CPMR; Steve Goldschmidt, CPMR CSP;

Dr. Dan McQuiston, CSP; Dr. Donald Jackson

Guests: Duncan MacDonald, CPMR

Staff: Susannah Hart

Chairman Mike Long, called the meeting to order at 8:04.

1. Welcome and Roll Call

Agenda adopted Next Meeting - Teleconference – End of June before 30th

Motion: Mike Elovitz moved to approve minutes of April 4, 2008 meeting. Steve Goldschmidt seconded. Motion passed.

2. General Discussion of CPMR Recognition

- Recognition of CSP is high and very positive. Why does CPMR not have the same level of recognition and positive attitude.
- Manufacturers are key for recognition of the designation. However, the CPMR graduates themselves must sell their designation. How can we help them do that?
- IPA can provide text for companies to use on their web sites to promote the CPMR and CSP status of their companies. (Action Item)

3. Value Proposition for the CPMR Designation

- Dan McQuiston will moderate conference call focus groups of those who have not paid their fees to discuss what would be valuable to them for the annual fee. Will use different associations and

geography to establish lists. Also will ask those who do pay their dues the value they find thus worth the \$100 to them. (action item)

- Re-establish the CPMR breakfast or lunch at association conferences
- Could we provide new material given in CPMR in CDs or on web for the graduates. Use technology to provide that content. Must be careful not to cannibalize the alumni program but use different material for the alumni program. How do we evaluate the success of the material?
- Book summary print and audio offering to CPMR and CSP graduates
- Have some CPMR learning reminder as one of the news you can use email – 2 times a year.
- Future opportunities - European study tour for reps – to IUCAB firms

4. CPMR 2008 Evaluations:

Curriculum:

- Content and instructors must be careful to keep relevant and not get stale with their information. Relevancy to rep function is key in meeting the needs of the program.
- Technology Session –More practical relevant things rep firms can do that would be valuable. How to use the current technology to be more productive and efficient. Instructor needs to refocus the material on specific issues: web site specifics – (types of sites info or promotional); phone systems; database and reporting systems (collecting information from the field); eliminate virtual trade show information.
- Doug Austrom sessions – care needs to be taken to make sure he is not over exposed by teaching in all three sessions. Leave these sessions as is for 2009.
- Economic Perspectives – not relevant for the rep firms. – pretty basic economics class. Consensus agreement to replace this session.
- Will be replaced with a session on the factors that are essential to make a rep firm successful. A class to set the stage for the entire rest of the program. Dan and other members of the committee will set the content outline with the instructor. (Ask Bryan Shirley to instruct)
- Managing Multiple Generations - Ask Jennifer O'Donnell to discuss the function with a rep... so she can become more relevant in the application of material to function
- Techniques for Greater Sales Production – **Motion:** Mike Long moved to ask Frank Foster to replace Gill Cargill for this session. Steve Goldschmidt seconded. Motion passed by unanimous consent.
***Sales – focus – on multiple line issues planning, active listening, prospect funnel.
- Presentation Guidelines: to give to all instructors - Suggestions such as: repeat the question etc.
- Line Profitability - Lindberg – suggest he slow down and put spreadsheets electronically on web site
- Steve Boyd – add more listening skills in 201 – go more in depth in the sales presentations and add how do you conduct a professional interview with a prospective principal.
- Services Marketing – Find a Rep in Phoenix to work with Amy on mapping rep services.

- January 2009 – Formal Education Committee evaluation – assign 2 people per level with specific evaluation criteria.
- Steve Goldschmidt & Karen assigned to rewrite session descriptions
 - 101 general business acumen - 201 agency management - 301 agency longevity
- Develop a capstone session in 301 to provide a wow and closure to the program. Could be 45 minute session that gives closure. – Provide a reception at the hotel after class – cash bar and treats – invite instructors to attend.
- Introduce the committee members and board members at the orientation.

5. Program Marketing

- Association Conferences:
 - Introduction from the podium at the opening session
 - Organized presentation for conferences that trustee could deliver
- Mature market with current members. Penetrate current associations by identifying the lead sales person for CPMR in each group. Identify 10 hot prospects from each group with the goal of 3 candidates.
 - MANA – target member firms with more than 10 employees and manufacturers with more than 15 rep firms.
- Market development with new associations. Find the associations and an advocate in each to promote membership.
- Manufacturers: Develop a professional DVD promoting the program. Interview Elkay and other rep friendly manufacturers asking what has the program done for them; also interview a couple of reps on the value they have derived from the program. (Dow Corning, Cherry Electric)
 - Develop as a companion piece a manufacturer specific brochure to go with DVD –
 - Develop a “sales force” to present to the manufacturers.
 - Suggest Budget \$7,000

6. Manufacturer Sales Manager Program

- Manufacturers and associations have been requesting this program. General consensus is to schedule for the fall of 2008 in Chicago.

7. Alumni Reunion:

Schedule:

Wed. Jan. 14	Afternoon	Educational Session
Wed. Jan. 14	Evening	20 th Anniversary Banquet
Thur. Jan. 15	Morning	Educational Session
Thur. Jan. 15	Afternoon	Golf Outing and Dinner

Suggested Topics and Speakers: Robert Cialdini – “*Influence - The Psychology of Persuasion*”; Frank Foster - How to deal with Purchasing; Phyllis Abrams – Doing Business in the Global Economy; Steve Brown – Service Recovery; Back up: Dan McQuiston - Why good companies go bad. Service Recovery

8. Faculty Awards

Consensus was to award Bryan Shirley the *Al J. Lalle Industry Faculty Award*

Respectfully Submitted,

Mike Long, CPMR CSP

Chairman

Recorded by Susannah Hart