

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

Annual Report

Jan. 1, 2009 – Dec. 31, 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)

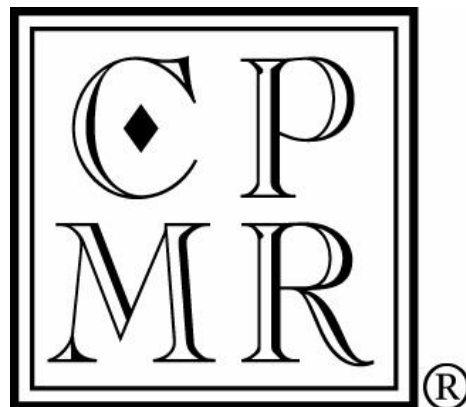


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EXECUTIVE SUMMARY

Submitted by Susannah Hart, Executive Director

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The Manufacturers Representatives Educational Research Foundation (MRERF) and its educational subsidiary the Institute for Professional Advancement (IPA) experienced a stressful 2009 with the deepening of the recession.

The Foundation decreased staff in 2009 and looked for every avenue to reduce expenses while maintaining the high quality of programming and customer service we are known for. Thus we have been doing more with less just as most everyone else in this past year. That is why we are holding all meetings via teleconference and publishing our Annual report via email rather than printing and shipping the report to our trustees. These may seem like small savings but when added together can mean a great deal to our overall financial health.

In January of 2009 there were 90 CPMR® graduates along with 154 candidates who attended the CPMR® session. We held 5 public CSP sessions but had to cancel 2 CSP venues. In addition we held 5 private sessions for Lutron Electronics which, in addition to the public session resulted in 141 individuals who earned the CSP designation. The public sessions were small, which impacted the profitability of the CSP program. However, credibility of the designation and the program were an important elements in determining to hold small sessions. Both programs continue to be premier professional development opportunities for those in the sales profession.

The MRERF Endowment is regaining the losses sustained with the decline in the stock market. As the fund grows, so do the opportunities to provide income for MRERF projects and grants for academic research.

Staff attended many member association conferences in 2009. Annual conferences provide a unique opportunity for MRERF to make that all important contact with potential CPMR® or CSP candidates as well as check in with our designees. Staff is always ready to help with conference registration, manage breakout sessions, or just provide an extra set of hands for member association staff. Dr. Daniel McQuiston, MRERF's Director of Education, also presented a manufacturer's session at one conference in 2009 and again at a conference in 2010.

The coming year will continue to be a challenge. However, business activity is headed in the right direction. Increased marketing efforts are being made to build our participant base for 2010.

The CPMR® and CSP designees are our most important and sustaining constituents. To better serve them MRERF/IPA is looking at new opportunities to add value to their membership commitment.

The following annual report will provide greater detail on activities of 2009. Thank you, especially to MRERF and IPA officers and governors for their time and talent.. The success of this organization would not be possible without their efforts, enthusiasm and commitment!

Respectfully Submitted,



PRESIDENT'S REPORT

Submitted by Robert Garrett, CPMR
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In the tough economic conditions, we have managed to be fiscally responsible. The MRERF Executive Committee and IPA Board, working as one body, have been struggling like everyone else in keeping spending in check. Together they have done a great job of running the business of MRERF/IPA while not losing sight of our mission. We have spent the last year staying focused on our purpose – education.

In the coming year Trustees will be hearing on a regular basis from an officer. The MRERF Executive Committee and IPA Board have put in place a new plan to have regular contact to increase our communication.

CPMR®

The outstanding CPMR® education committee did a great job this year with updating and changing the curriculum. Continuous improvement is a goal that the committee addressed as well as being responsive to today's customer and their changing needs. The 2010 session was one of the best ever with changes in curriculum and instructors plus the addition of a capstone case study for the 301 class. The committee is already hard at work looking at the evaluations and making decisions on further adjustments for the coming year.

Even though the economic situation caused our attendance to be less than we would like, we continue to be very positive about the program. CPMR® continues to be the premier program and designation for the Manufacturers' Representative profession.

New marketing strategies have been developed to promote CPMR®. The video "CPMR® It's Worth the Investment" on the MRERF web site is a great way to introduce manufacturers and peers to the program. However, help is needed getting manufacturers on board to encourage their reps to participate in CPMR®. MREREF staff continued to attend numerous association conferences, where specials were offered for applications received at the MRERF table.

CSP

The Certified Sales Professional program receives extremely high evaluations each time it is presented. This year, even in difficult times, we held five public sessions and five private sessions with a total of 141 earning their designation. For the coming year there are four public sessions planned and a great deal of interest in additional private sessions at the rep, manufacturer, and distributor levels.

MBP

It's back! The Manufacturers Best Practices program, formerly called Managing Your Manufacturers Representatives Network, has been updated and reworked to provide a great educational program for your principal's. Especially designed for regional managers and others new to working with manufacturers' representatives this program was held in January in conjunction with the CPMR® session. The evaluations were consistently positive and participants had some great suggestions for additional areas of discussion. They all wanted a longer program to dig even deeper into the relationship issues. There is a great deal of interest in future sessions.

Although these are challenging times, the future looks bright as we continue to raise the professionalism of the manufacturers representative.

EDUCATION REPORT

Submitted by Kathleen Cahill, CPMR

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Everyone faced difficulties in 2009, MRERF's professional development programs were no exception. As the downturn progressed, enrollment in our programs suffered. CPMR® benefited by happening in January before the lowest of the economic lows were felt. Low enrollment in CSP caused us to combine the Raleigh and Minneapolis sessions into other CSP venues. In 2009, there were several observers whose favorable reviews of CSP will bring positive results in 2010 and beyond.

To avoid the charges associated with hotel contracts and 'attrition rates' for the CSP sessions not held in Raleigh and Minneapolis, these venues were rolled over to the 2010 calendar. As half of the planning was already done, the CSP Committee did not need to convene in 2009 to plan the 2010 calendar.

The bright spot in 2009 arrived in the form of private CSP sessions held by Lutron. In five sessions, they certified 93 sales people. Their commitment has helped as a showcase in marketing private sessions to other manufacturers.

Review of CPMR® 2009 indicated that it was time for a shake-up in 301. Details of that are included in the report from Mike Long, CPMR, CSP

CPMR® REPORT

Submitted by Mike Long, CPMR, CSP

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The 2009 sessions of CPMR® 101 realized a significant decrease in enrollment due to the ongoing recession. In fact, the entire year of 2009 presented many obstacles for enrolling CPMR® Candidates as the U.S. economy reached its greatest depth in terms of job loss in Q3 ([click here for an interesting illustration of 2009 US unemployment](#) accessed 3/22/10). Enrollment for CPMR® 2010 lost a dozen candidates in Q4 '09 due to economic uncertainties.

Regarding 2009 CPMR®, here are the vital statistics:

2009 CPMR® Participants

Course 101

- 71 CPMR® candidates

Course 201

- 83 CPMR® Candidates

Course 301

- 90 new CPMR® Graduates

Special course 401

- 46 participants

61.5% of active CPMR® graduates paid dues; 758 paid out of 1231, 34 of which were dual CPMR® CSP graduates

January of 2009 we hosted a 20th anniversary party for CPMR® featuring continuing ed in the form of Bill Boyes and Dr. Robert Cialdini, ASU's resident social scientist extraordinaire. Boyes presented the grim economic realities that were ahead in 2009 and Cialdini spoke on the science of influence. Both sessions were well-received.

After reading the reviews of CPMR®, the committee decided to make a detailed study of each

presentation of CPMR®. Teams of two people reviewed each program and made suggestions on improvements. Many programs needed updating. The committee also refined the focus of each CPMR® level. Instructors with similar topics were asked to coordinate their material, eliminating the perceived duplication of material. [See minutes of April 3, 2009 for details.](#)

Additional curriculum changes:

- Removing Schlachter from 301
- Eliminating Services Marketing from 301
- Removing Austrom from 201
- Reinstate Boyes for Economics in 201
- Asking O'Donnell to reduce time spent on generational issues and add some coaching and mentoring information

CPMR® candidates enter 101 and are blown away by the caliber of the program. In 201, they experience a bit of a letdown and by 301 it was evident that that the 301 experience was a bit lackluster. The CPMR® Education Committee determined that a shake-up was needed. Many hours were spent in creating and refining the [CPMR® 301 Capstone Case Study](#) featuring Integrity Marketing. The case study will bring into play all the elements and tools taught in all three levels of CPMR®.

Special thanks to the case study ad hoc committee:

Ms. Kathie Cahill, CPMR

Mr. Bob Garrett, CPMR

Mr. Steve Goldschmidt, CPMR, CSP

Ms. Cathleen Hughes, CPMR, CSP

Ms. Karen L. Jefferson, CPMR, CSP

Dr. Daniel McQuiston, PhD, CSP

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

[04/03/09](#)

[05/29/09](#)

[07/23/09](#)

[10/02/09](#)

I would like to give special thanks to Susannah Hart, MRERF's Executive Director and MRERF's Director of Communications and Marketing, Karen Jefferson, CPMR, CSP. Their dedication and hard work are what keep this organization moving forward.

Respectfully submitted by Mike Long CPMR, CSP

MRERF ENDOWMENT REPORT

Submitted by Tom Wilson, CPMR CSP

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Our Designation of Purpose 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 Fund is managed by The Seattle Foundation as a perpetual endowment. The Endowment Advisory Council is responsible for determining annual grants of a portion of the investment earnings. Members of the Council are: Marilyn Friesen, Scott Lindberg, CPMR; Bob Walsh, CPMR; Larry Robinson, CPMR; and Tom Wilson, CPMR, CSP. The Endowment has given a total of \$6,000.00 in grants to MRERF to promote attendance at CPMR and CSP classes by providing tuition assistance to prospective students.

The Infanger Society is comprised of people who have made a legacy gift to the Endowment. Known pledges exceed \$900,000. For more information about planned giving opportunities please contact Larry Robinson (larryr@cbmrep.com) or Tom Wilson (tomwilson@aol.com).

January 1, 2009	Balance Forward	\$ 99,073.96
 <u>Activity for Calendar Year 2009</u>		
Gifts, Donations Received		\$ 5,670.00
Fund Raising Activities - Golf Tournament		\$ 1,947.69
Dividends, Interest, Investment Gains		\$ 18,611.98
Management & Investment Fees Paid		<u>\$ - 1,379.96</u>
Net Activity for 2009		\$ 24,849.71
 <u>Financial Statement as of December 31, 2009:</u>		
General Endowment Fund		\$ 70,228.69
George Hayward Memorial Fund		\$ 2,945.00
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 Gifts, Donations Received		\$132,774.69
Dividends, Interest, Investment Gains		\$ 2,095.18
Management & Investment Fees Paid		\$- 4,946.20
Grants Paid to MRERF		<u>\$ - 6,000.00</u>
December 31, 2009	Ending Balance	\$ 123,923.67

YEAR END ENDOWMENT STATEMENT

SEATTLE FOUNDATION

Submitted by Susannah Hart, Executive Director
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MRERF Endowment

January 1, 2009 \$99,073.96

Receipts

Donations Received	\$ 7,617.69
Dividend and Interest Income	\$ 3,114.15
Realized Gains (Losses)	\$ (247.27)
Distribution to MRERF	\$ (4,000.00)
Change in Market Value – Unrealized Gain/(Loss)	<u>\$ 19,745.10</u>
Total Receipts	<u>\$ 26,229.67</u>

Distributions

Investment Management Fees	\$ (310.09)
The Seattle Foundation Fee	<u>\$ (1,069.87)</u>
Total Distributions	<u>\$ (1,379.96)</u>

December 31, 2009 \$123,923.67

REPORT ON ALUMNI EVENT CONTRIBUTION TO ENDOWMENT

Submitted by Susannah Hart, Executive Director

IPA Alumni Program Income		\$ 11,789.00
IPA Alumni Program Expense		
Postcards and Postage		\$ (922.00)
Program Materials	Binders, books, Shirts, name badges, tents	\$ (922.25)
Faculty & Faculty Travel		\$ (4,278.20)
Food and Facility		<u>\$ (2,601.00)</u>
Net IPA Alumni Program	Income to IPA	\$ 3,065.55
MRERF Alumni Income		
Banquet and Golf Dinner		\$ 4,501.00
Golf		<u>\$ 8,125.00</u>
Total		\$ 12,626.00
MRERF Food Expense	Reception, Banquet, golf dinner	\$ (4,591.21)
Golf Tournament Expense		<u>\$ (6,087.10)</u>
Net MRERF Alumni	Sent to Seattle Foundation	\$ 1,947.69

REPORT ON 2009 USE OF ENDOWMENT FUNDS

Submitted by Susannah Hart, Executive Director

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In 2009, \$4,000 was allocated as incentives for the CPMR® program. Attempts to find CPMR® candidates from new associations met with resistance. A single \$400 incentive was awarded to a person who is relatively new to the rep business.

- Incentive was declined by two individuals from the Marine Association, who want to invest in themselves and their firm by paying full tuition.
- Incentive was offered to a member of the Door Hardware Association who, ultimately, could not attend in 2010 due to scheduling conflicts.

Success did come when we changed the approach:

- When attending conferences, we offered to waive the CPMR® application fee if the individual gave staff their application before leaving a conference. Twelve applications have been handed in for a total outlay of \$300
- We also gave out \$50 coupons for two companies who are “best customers” sending additional people to CPMR®.

The total outlay from the grant was \$800 and accounted for 15 people making the commitment to come to the program.

(In 2008 there was \$2000 allocated as incentive for distributors to attend CSP programs. Those funds were not utilized, distributor participants made up almost half of our sessions. In addition distributor association and company observers were very willing to attend without an incentive.)

SPECIAL PROJECTS AND RESEARCH REPORT

Submitted by Charley Cohon, CPMR

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The University of Chicago Booth School of Business’ ([link to Business Week Ranking #1](#)) nascent sales course is a runaway success, and through MRERF’s efforts reps continue to get a seat at the table. Professor Craig Wortmann’s Entrepreneurial Selling course includes a mock selling exercise, and Wortmann tapped MRERF VP Charley Cohon, CPMR to serve as one of the buyers. Cohon has served as a mock buyer four times since the program sales course began, and through his relationship with Professor Wortmann continues to work toward giving reps their fair due in this program. Cohon also serves as a member of the Chicago Booth admissions committee.

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. 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 website](#) along side of companies like 3M, Kodak, GEICO and Hershey 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.

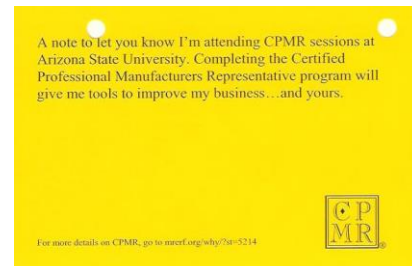
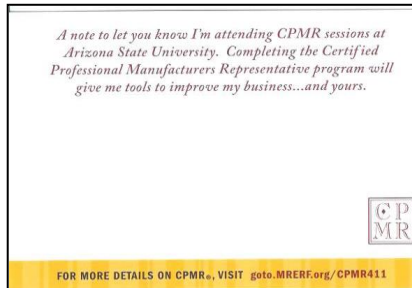
Cohon’s presentation at NEMRA’s 2010 national conference [“Moving From Pushback to Productivity: Building a User Friendly CRM System”](#) earned an enthusiastic response and garnered 183 post-conference hits online.

REPORT OF COMMUNICATIONS AND MARKETING DIRECTOR

Submitted by Kevin Adams, CPMR, CSP and Karen L. Jefferson, CPMR, CSP

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Marketing is everything and everything is marketing. So, in January, when I heard Dan McQuiston, tell the CPMR® 101 class that “principals never complain their reps over-communicate...” I decided to create a marketing piece on the fly. This time, CPMR® Candidates would market themselves to their manufacturers by touting their participation in CPMR®. By Monday morning, there were sunshine yellow postcards available for any interested CPMR® Candidate. The response was so great that we quickly ran through more than 400 cards. To prepare for CPMR® 2010, we created a version of these postcards that is consistent with our marketing materials.



Another way CPMR® markets itself is by creating valuable networking opportunities. In 2009, we expanded this opportunity by narrowing the focus. We held the first annual dinner for women of CPMR®. In all, 22 women attended. They ranged from CPMR® graduates of the 90's to '09 101 newbies. The consensus was that this narrow expansion should carry forward.

Word of mouth is a great way to market any product. To that end, Kevin Adams, CPMR, CSP suggested we create a video about CPMR®. Dan McQuiston, CSP recruited CPMR® talent to give video testimonials. Manufacturer and association perspectives were also included. The result is *CPMR: It's Worth the Investment*, a well done piece that is [available on our website](#).

In the digital age, word of mouth has become social networking. MRERF is online with Linked In groups for both [CSP](#) and [CPMR®](#). You can follow me on [Twitter](#) KarenCPMRCSP. You will find periodic missives on [MRERF's blog](#). Feel free to participate in any of these social networks. You never know who you will meet or what you will learn!

Through the Manufacturer's Best Practices program we strive to educate manufacturers on the features and benefits of outsourcing field sales. One of our most popular tools is the article on Outsourced Field Sales (formerly known as the Fortune article). [Click here for the new revised article](#). For \$1 each, it is also available in hard copy.

Throughout the year, we used various means to market CSP. Google AdWords wound up being more expensive than effective. In 2009, 35% of our website traffic came directly to us without a search engine; 28% were referred from Google; and 20% originated with a MicroSoft search engine. Increased magazine advertising resulted in program inquiries and enrollments. Our best advertising comes from the associations that support us. If you are not hearing about MRERF programs from your association, ask them about it.

By supporting MRERF, each association brings professional development programs to its members. To help spread the word about these benefits MRERF staff is always willing to attend conferences. In addition to highlighting the educational advantages each program offers, MRERF staff will also assist with registration and break out sessions. By providing one hotel room for MRERF staff, the association

reaps double rewards:

- Draw attention to the valuable, high caliber programs to members
- Provide on-site resources to answer questions of conference attendees

As the economy continues its slow recovery, raising awareness of our programs will help graduates sell better, faster and run better rep firms. [When will you earn your CSP designation?](#)

NOMINATING COMMITTEE REPORT

Submitted by Tom Wilson, CPMR, CSP

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The Joint Nominating Committee of MRERF and IPA was convened on November 30, 2009, considered 14 candidates via phone and email, deliberated via conference call on December 18, 2009 and voted via email on December 21, 2009.

By a vote of 8 to 0, the following slate of candidates was nominated for the election to be held at the joint Annual Meeting on April 9, 2010.

MRERF VP Education:	Kevin Adams, CPMR, CSP	2 year term, MRERF elects
MRERF VP Sales/Mktg:	Kathie Cahill, CPMR	2 year term, MRERF elects
MRERF VP Development:	John Sandifer, CPMR	2 year term, MRERF elects
MRERF Sec-Treasurer:	Lyn Dee Rankin, CPMR	1 year term, MRERF elects
IPA Chair:	Kevin Adams, CPMR, CSP	2 year term, MRERF elects
IPA Secretary-Treasurer:	Lyn Dee Rankin, CPMR	1 year term, MRERF appoints
IPA Governor:	Mike Long, CPMR, CSP	2 year term, IPA elects
IPA Governor:	Carl Mathis, CPMR	2 year term, IPA elects
IPA Governor:	Steve Grossman, CPMR	2 year term, MRERF appoints
IPA Governor:	John Iannotte, CPMR	1 year term, IPA elects

Officers continuing the second year of their terms in 2010 are:

MRERF Chair:	Tom Wilson, CPMR, CSP
MRERF President:	Bob Garrett, CPMR
MRERF VP Projects:	Charley Cohon, CPMR
IPA Governor:	Steve Goldschmidt, CPMR, CSP MRERF appointed

Respectfully submitted by,

Joint Nominating Committee

MRERF Chair is Nominating Committee Chair:	Tom Wilson, CPMR, CSP
MRERF Board of Trustees elected:	Steve Grossman, CPMR
MRERF Board of Trustees elected:	Dave Ice, CPMR
MRERF President appointed:	Charley Cohon, CPMR
MRERF President appointed:	Gary Kavalari, CPMR
IPA Chair is IPA Nominating Committee Chair:	Kathie Cahill, CPMR
IPA President appointed an IPA Governor:	Lyn Dee Rankin, CPMR
IPA President appointed an IPA Governor:	Mike Long, CPMR, CSP

TREASURER'S REPORT

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The following MRERF and IP combined financial statement has been compiled by the Probst Dallmann, & Associates, P.C. Certified Public Accounts. The 2009 financial results show a loss of \$6231.68 for the year 2009. In this difficult economic climate, financial performance depends on raising revenue through increased participation in programs and holding expenses at a minimum.

Manufacturers Representatives Educational Research Foundation The Institute for Professional Advancement

Financial Narrative

Year to Date December 31, 2009

COMBINED BALANCE SHEET

Current Assets

Total Net Assets on December 31 were \$-37,423. **Cash and Investments** of \$179,349 are held in money market and checking accounts in US Bank, Arvada CO. **Inventory** of \$22,682 represents CSP text books and other MRERF products. **Pre Paid Expenses** of \$61,472 breaks down as follows: MRERF – prepaid Directors and Officers insurance \$3,824.; IPA – \$49,500 CPMR program deposit, \$8,148 CSP and CPMR Pins and promotional material for 2010 and business insurance. **Undeposited Funds** of \$3,700 are checks received at the end of December and not deposited in the bank till January 2.

Equipment

Office Equipment value of \$55,207 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 (\$53,923) is based on a depreciation schedule for each purchase. Therefore, **Total Equipment** is \$1,284.

Total Assets

\$268,486

Current Liabilities

Accounts Payable of \$12,535 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. This has been changed and beginning in 2009 all bills are paid by IPA including payroll. Therefore in 2010 the intercompany account will be adjusted to lessen the confusion and make the balance sheet much cleaner. There is no net impact to the balance sheet. **Accrued Accounts Payable** of \$15,622 is the participant fee and annual renewal fee due to CPSA for 2009 activity billed in 2010. **Accrued Retirement** of \$19,200 reflects the contribution for the SEP and deferred income plan for Marilyn Friesen. **Deferred Tuition** of \$248,552 is CPMR tuition received in 2009 relating to 2010 session. All deferred revenue will be transferred to earned revenue in January of 2010.

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. The new assets at the beginning of the year were (\$31,136) at the end of the year were (\$37,423.).

Total Liabilities and Net Assets

\$268,486

COMBINED STATEMENTS OF ACTIVITIES

MANUFACTURERS' REPRESENTATIVES EDUCATIONAL RESEARCH FOUNDATION
AND
THE INSTITUTE FOR PROFESSIONAL ADVANCEMENT, INC.
COMBINED STATEMENTS OF FINANCIAL POSITION
December 31, 2009

Back to table of contents	<u>MRERF</u>	<u>IPA</u>	<u>TOTAL</u>
ASSETS			
CURRENT ASSETS			
Cash and equivalents	19,416	83,791	103,207
Investments	-	76,142	76,142
Prepaid expenses	3,824	57,648	61,472
Un-deposited funds	-	3,700	3,700
Inventory	<u>2,538</u>	<u>20,144</u>	<u>22,682</u>
TOTAL CURRENT ASSETS	<u>23,858</u>	<u>363,206</u>	<u>387,063</u>
EQUIPMENT, at cost			
Office equipment	34,262	20,945	55,207
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><u>26,111</u></u>	<u><u>242,376</u></u>	<u><u>268,486</u></u>
LIABILITIES AND NET ASSETS			
CURRENT LIABILITIES			
Accounts payable	2,830	9,705	12,535
Royalties payable	-	10,000	10,000
Accrued Accounts Payable (CPSA)		15,622	15,622
Intercompany Exchange	396,336	(396,336)	-
Due to Endowment fund	-	-	-
Accrued retirement	19,200	-	19,200
Deferred tuition and dues revenue	<u>-</u>	<u>248,552</u>	<u>248,552</u>
TOTAL CURRENT LIABILITIES	<u>418,366</u>	<u>(112,457)</u>	<u>305,909</u>
NET ASSETS			
Opening Balance Equity	(38,723)	-	(38,723)
Fund Balance	(246,915)	254,447	7,532
Net Income	<u>30,140</u>	<u>(36,371)</u>	<u>(6,232)</u>
Total Equity	<u>(255,498)</u>	<u>218,076</u>	<u>(37,423)</u>
Total Net Assets	<u>(255,498)</u>	<u>218,076</u>	<u>(37,423)</u>
Total Liabilities and Net Assets	<u><u>162,868</u></u>	<u><u>105,619</u></u>	<u><u>268,486</u></u>

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

COMBINED STATEMENTS OF ACTIVITIES

For the Twelve Months Ending
December 31, 2009

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	Actual	Annual Budget
MRERF REVENUE		
Sponsors' Support:		
Fundraising	\$ 17,464	\$ 15,515
Endowment Grant	\$ 4,000	\$ 2,000
Endowment Fund Contributions	\$ 7,600	
Membership dues	\$ 25,40	\$ 27,000
Products	\$ 410	\$ 0
Investment and other revenue	<u>\$ 19</u>	<u>\$ 0</u>
TOTAL MRERF REVENUE	\$ 54,895	\$ 44,515
IPA REVENUE		
Alumni Reunion	\$ 11,789	\$ 10,355
CPMR	\$ 346,660	\$ 348,730
Certification Fee	\$ 88,100	\$ 110,000
CSP Program	\$ 155,056	\$ 209,250
Investment and other revenue	<u>\$ 1,2240</u>	<u>\$ 2,500</u>
TOTAL IPA REVENUE	\$ 602,829	\$ 680,835
MRERF EXPENSE		
Academic research/special projects	\$ 1,000	\$ 1,000
Fundraising	\$ 12,358	\$ 8,830
Products	\$ 16	\$ -
Endowment Grant Expense	\$ 800	\$ -
Endowment Transfer	\$ 9,548	\$ -
Operating expense	<u>\$ 1,033</u>	<u>\$ 1,200</u>
TOTAL MRERF EXPENSE	\$ 27,755	\$ 11,030
IPA EXPENSE		
CPMR	\$ 162,818	\$ 168,424
CSP	\$ 170,797	\$ 189,090
Alumni Program expenses	\$ 8,723	\$ 6,415
Board and Committee	\$ 4,115	\$ 10,500
Membership Services	\$ 3,075	\$ 3,200
Promotion and Advertising	\$ 14,604	\$ 18,000
Operating expense	<u>\$ 275,067</u>	<u>\$ 282,183</u>
TOTAL IPA EXPENSE	\$ 639,200	\$ 677,812
COMBINED REVENUE	\$ 657,723	\$ 725,350
COMBINED EXPENSES	\$ 663,955	\$ 688,842
(DECREASE) INCREASE IN UNRESTRICTED NET ASSETS	<u>\$ (6,232)</u>	<u>\$ 36,508</u>

NARRATIVE ON 2009 COMBINED MRERF & IPA BUDGET

Submitted by Susannah Hart, Executive Director

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2009 has been a difficult financial year for MRERF and IPA just as it has been difficult for all of you. In preparing the budget the reality of another difficult year is being assumed.

MRERF Revenue

Association Dues of \$24,000 is below last year. As you know our member associations are losing members. Given that our dues are \$6.00 per member firm as they lose members we lose revenues.

Annual Fund Donations of \$2,000 is expected donor support.

MRERF Endowment Grant is budgeted at \$4,000 which is the same as 2009.

Endowment Contributions of \$1,500 are distributed out to the Seattle Foundation and do not constitute earned revenue for the Foundation.

Products revenue is budgeted at 0.00. The Rep Ops manual is our only publication at this time and given its age is seldom purchased.

Investment and Other Revenue of 0.00 is based on current rates and funds on deposit.

Total MRERF Revenue \$31,500 (including Endowment Contribution)

IPA Revenue

CPMR Tuition - \$244,790 for 2010 is based on 182 participants attending the 2010 session.

Candidate Fees - \$8,275 is based on anticipated CPMR applications for the 2011 session. The brake down is as follows: 101 -55 @ \$25

201 – 60 @ \$50 (considering returning 2010 participants and those who delayed)

301 – 78 @ \$50 (considering returning 2010 participants and those who delayed)

CPMR Hotel Commissions - \$9000 is an estimate of the number of housing nights at the CPMR program hotels. This revenue is used to pay for the transportation to and from the hotel.

CPMR Certification Fees - \$65,000 is based on the addition of the 2009 graduates and those who have already re-activated.

CSP Certification Fees - \$23,000 is based on the addition of the 162 2008 graduates and attrition.

Dual Certification Fees - \$ 4,650 is based on those who have CPMR and CSP designations.

Manufacturers Best Practices - \$15,390 is based on the 16 participants attending the program in January.

CSP Public Program Tuition - \$87,600 is based on 4 scheduled sessions with 20 participants each. (Seminar portion only of \$1095 per person)

CSP Private Sessions – \$28,900 is based on a commitment for 2 sessions by ASHREA Ft Wayne. (Seminar Portion only 37 estimated participants)

CSP Exam Fee - \$35,100 is based on a total of 117 participants @ \$300 each. (Public and Private exams)

Investment and Other Revenue - \$1,100 is based on current interest rates and funds on deposit.

Total IPA Revenue \$522,805

Total Combined Revenue \$554,305

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

COMBINED 2010 BUDGET

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MRERF REVENUE	<u>2010 Budget</u>
Sponsors' Support:	
Fundraising	\$ 2,000
Endowment	
Donations	\$ 1,500
Endowment Grant	\$ 4,000
Membership dues	\$ 24,000
TOTAL MRERF REVENUE	<u>\$ 31,500</u>
IPA REVENUE	
CPMR	\$ 244,790
Candidate Fees	\$ 8,275
Hotel Commission	\$ 9,000
Certification Fee	\$ 92,650
CSP Program	\$ 151,600
MBP Program	\$ 15,390
Investment and other income	\$ 1,100
TOTAL IPA REVENUE	<u>\$ 522,805</u>
MRERF EXPENSE	
Academic research/Special Projects	\$ 1,000
Fundraising and Endowment Transfer	\$ 2,000
Endowment Expense	\$ 1,500
Operating Expense	\$ 270
TOTAL MRERF EXPENSE	<u>\$ 7,270</u>
IPA EXPENSE	
CPMR	\$ 147,830
CSP	\$ 110,605
CSP Renewal Fee	\$ 8,785
MBP Expenses	\$ 3,000
Board and Committee	\$ 3,000
Operating expense	\$ 251,939
TOTAL IPA EXPENSE	<u>\$ 525,159</u>
COMBINED REVENUE	\$ 554,305
COMBINED EXPENSES	<u>\$ 532,429</u>
NET REVENUE OVER EXPENSES	<u><u>\$ 21,876</u></u>

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

MRERF - IPA Combined Budget 2010

2010

January 1 - December 31

Ordinary Revenue/Expense

Revenue

MRERF

Association Dues	24,000.00
Annual Fund Donations	2,000.00
Endowment Grants Rcvd	4,000.00
Endowment Donations	1,500.00
-Fund Development expense	<u>-500.00</u>
Total MRERF	31000.00

IPA

Certification Fees

CPMR Certification Fees	65,000.00
CSP Certification Fees	23,000.00
Dual Certification Fees	4,650.00
-CPSA Share of CSP fees	<u>-8,785.00</u>

Total Certification Fees 83,865.00

CPMR PROGRAM

CPMR Tuition 2010	244,790.00
CPMR Candidate Fees	8,275.00
CPMR Hotel Commissions	9,000.00
-Royalty to MRA	-10,000.00
-ASU Contract	-49,500.00
-ASU Food & Facility	-30,030.00
-ASU Student Transportation	-6,000.00
-CPMR Faculty fees	-36,500.00
-CPMR Faculty travel	-9,500.00
-CPMR Binder printing	-.00
-CPMR Brochure printing	-2,700.00
-CPMR Promo Ads	<u>-2,400.00</u>

Total CPMR PROGRAM 114,235.00

MBP Program

MBP Expense -3000.00

Total MBP PROGRAM 12,390.00

CSP PROGRAM

CSP Public Classes

CSP Public Tuition	87,600.00
-CSP Food & Facility	-12000.00
-CSP Instructor fees	-18,000.00
-CSP Instructor travel	-7,200.00
-CSP Brochures	-2,000.00
-CSP Class Materials	-1,760.00
-CSP Promo Ads	<u>-2,400.00</u>

Total CSP Public Classes 44,240.00

CSP Private Classes

CSP Private Class Revenue 28,900.00

	-CSP Private Class Expenses	9,000.00
	Total CSP Private Classes	19,900.00
	CSP Certification	
	CSP Exam Fee Revenue	35,100.00
	-CSP Examiner fees	-12,8700.00
	-CSP Examiner travel	-7,000.00
	-CSP Cert expense	-350.00
	Total CSP Certification	14,880.00
	-CPSA Books	-31,590.00
	-CPSA Student fees	-6,435.00
	Total CSP PROGRAM	40,995.00
	CONTINUING ED PROGRAMS	
	401 Education Revenue	0
	-401 Food & Facility	0
	-401 Faculty fees	0
	-401 Materials	0
	-401 Promo & Ads	0
	Total CONTINUING ED PROGRAMS	0
	PRODUCT SALES	
	Product Sales Revenue	0.00
	Product shipping fees	0.00
	-Product shipping expense	0.00
	Total PRODUCT SALES	0.00
	Total IPA	251,485.00
	Total Revenue	282,485.00
	Gross Profit	282,485.00
	Expense	
	Board & Committees	
	ExCom Meetings	2,600.00
	Education Committee Meetings	000
	Trustee Meetings	0
	Board Awards	400.00
	Total Board & Committees	3,000.00
	OPERATING EXPENSES	
	Facilities	
	Rent	4,800.00
	Utilities	480.00
	Equipment Leasing	8,000.00
	Telephone	4,500.00
	Misc Expense	175.00
	Total Facilities	17,955.00
	Staffing	
	Educational Consulting Fees	24,000.00
	Salaries	108,419.00
	Payroll taxes	8,400.00
	Health Insurance Benefits	6,360.00
	Retirement Benefits	4,719.00
	Staff Professional Dues	0.00
	Staff Education Benefits	0.00
	Temporary Employees	0.00
	Total Staffing	151,898.00
	Office Operations	
	Database System	2,100.00
	Website	5,500.00

Office Supplies	5,000.00
Postage	4,000.00
Printing	3,000.00
Freight	1,000.00
Total Office Operations	20,600.00
Professional Services	
Accounting fees	12,000.00
Audit Fees	0.00
Bank & CC fees	10,800.00
Insurance - Gen Business	300.00
Insurance - Employee Dishonesty	89.00
Insurance - D&O	4,240.00
Insurance - Event	1,157.00
Legal Fees - General	4,000.00
Legal Fees - Trademarks	0.00
Total Professional Services	32,586.00
Staff Travel	
Staff Travel	12,000.00
Staff Meals & Entertainment	2,000.00
Total Staff Travel	14,000.00
Promotion & Advertising	
Designation Ads	2,000.00
Publicity	10,000.00
Member Services	2,500.00
Total Promotion & Advertising	14,500.00
Total OPERATING EXPENSES	251,539.00
Total Expense	254,539.00
Net Ordinary Revenue	27,946.00
Other Revenue/Expense	
Other Revenue	
Interest Revenue	1,100.00
Total Other Revenue	1,100.00
Other Expense	
Special Projects	-1,000.00
Endowment Transfer	-1,500.00
Grant Distribution	-4,000.00
Depreciation	-1,080.00
Total Other Expense	-7,170.00
Net Other Revenue	-6,070.00
Combined Revenue over Expenses	21,876.00

2009 BOARD MEMBERS, TRUSTEES, ASSOCIATION EXECUTIVES, COMMITTEES, AND STAFF

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2009 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.
BSA	Not named (formerly OPRA)	
CEMRA	Ted Doherty, CPMR	Intralec Electrical Products
CIPH	Bruce Barclay	Barclay Sales Unlimited
CMA	Carl Mathis, CPMR	Power Sales Co.
ERA	Ted Curtin, CPMR	Repworks, Inc.
ERA	Paul Nielsen, CPMR	Brainard-Nielsen Marketing
FSMA	Sue McArdle, CPFEB	ISA
HIRA	Tom Vollmer, CPMR	
IAPD	Karen DeBard, CPMR	MMG Inc.
IHRA	Steve Grossman, CPMR	GM Partners
IPRO	Not named	
ISA	Teddy Pope, CPMR	Edward H. Pope, Ltd.
MAFSI	Thomas Krumsee, CPMR	D.L.T. Sales, Inc.
MANA	Dave Ice, CPMR	Ice & Associates
MANA	Richard Sinclair, CPMR	Allied Process Equipment
MANA	Roger Ralston	Tri-State Components, Inc.
MRA	Chris DeBolt, CPMR	The DeBolt Co.
NEMRA	Greg Reynolds, CPMR	Flynn & Reynolds Agency, Inc.
NEMRA	Kelly Boyd, CPMR	Electrorep, Inc.
PTRA	Duncan MacDonald, CPMR	Engineered Industrial Products
SEMA	John Iannotte, CPMR	Bob Barker Marketing & Sales
STAFDA	Gary Clark, CPMR	Clark and Associates
WAMA	Gary Kavalari, CPMR	G-K Components, Inc.

2009 ASSOCIATION EXECUTIVES [Back to table of contents](#)

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	Now BSA
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

2009 MRERF EX-COMM

Chairperson of the Board	Thomas L. Wilson, CPMR, CSP - SEMA, MANA
President	Bob Garrett, CPMR- MANA, STAFDA
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

2009 IPA BOARD OF GOVERNORS

Current office	Name	Assn.
Chair & Ed. Comm. Chair	Kathleen Cahill, CPMR	ERA
President	Mike Long, CPMR, CSP	MANA
Secretary/Treasurer	Duncan MacDonald, CPMR	PTRA
Governor	Carl Mathis, CPMR	CMA
Governor	Steve Goldschmidt, CPMR, CSP	NEMRA
Governor	LynDee Rankin, CPMR	HIRA

2009 CPMR EDUCATION COMMITTEE: Back to table of contents
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 - PTRA, MANA
Steve Andrew, CPMR - NEMRA
Kathleen Cahill, CPMR (VP Education) - ERA
Dr. Daniel McQuiston, PhD., CSP
Susannah Hart
Karen L. Jefferson, CPMR, CSP

2009 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

2009 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 - PTRA, MANA
King Coombs, CPMR, CSP - ERA
Carroll Hollingsworth, CPMR - CMA
Karen L. Jefferson, CPMR, CSP
Dr. Dan McQuiston, PhD, CSP

2009 SPECIAL PROJECTS: Back to table of contents

Work with academic and business community including business fraternity Pi Sigma Epsilon (PSE).

Manager

Chair - Charley Cohon, CPMR - NEMRA

Members

Phil Mele, CPMR - MANA

2009 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

2009 MRERF STAFF

Susannah Hart

Dr. Daniel McQuiston, PhD, CSP

Cress Hart, CSP

Karen Jefferson, CPMR, CSP

Appendix A

Executive Committee Minutes

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MRERF Executive Committee – IPA Board Meeting

January 14, 2009 – Tempe, AZ

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Present: ; Gary Brusacoram, CPMR, CSP, MRERF Chair; Tom Wilson, CPMR, CSP, MRERF President; Kathleen Cahill, CPMR, IPA Chair; Tom Vollmer, CPMR, IPA President; Duncan MacDonald, CPMR, MRERF & IPA Secretary-Treasurer; Mike Long, CPMR CSP, IPA Education Committee Chair.

Staff Present: Susannah Hart; Dan McQuiston, CSP; Karen L. Jefferson, CPMR CSP

The meeting was called to order by President Tom Wilson at 9:17am MST.

1. Minutes of the December 12, 2008 meeting including the policy on prepaid expenses were reviewed. **MOTION:** Duncan MacDonald moved to approve the minutes. Tom Vollmer seconded. Motion passed.

New business

1. The preliminary financial report for the calendar year end was reviewed showing an increase in Net Assets of \$31,620 and a year-end Total Net Assets of (31,136).

2. Association participation was discussed. Two associations, GHATA and OPRA, dropped membership this year and no new association members joined in 2008.

3. Participation in CPMR this week is: 71 in 101, 83 in 201 and 91 in 301.

4. CSP program issues discussed. It was noted that there is a need for additional examiners.

5. The President pointed out that projected declines in revenue from association dues, CPMR program, CSP program and donations will require very close monitoring during 2009. A rapid response will be necessary to cut expenses, including staff levels, if needed to stay within the budget.

6. The 2008 Annual Report compiled by the staff was reviewed and preparations were discussed for the Board of Trustees meeting.

7. The President thanked the board members and staff for their participation in the monthly board meetings this past year and expressed his appreciation for their contributions of time and talent to MRERF and IPA.

The meeting was adjourned at 11:30 am.

MRERF Executive Committee – IPA Board Teleconference

March 13, 2009 – 9:00 a.m. MDT

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Present: Tom Wilson, CPMR, CSP MRERF Chair; Bob Garrett, CPMR MRERF President; Kathleen Cahill, CPMR, V.P Ed. & IPA Chair; Mike Long, CPMR CSP, IPA President; Kevin Adams, CPMR CSP MRERF VP Sales & Marketing; Carl Mathis, CPMR IPA Gov.; Steve Goldschmidt, CPMR CSP IPA Gov.; John O'Brien, CPMR IPA Gov; LynDee Rankin, CPMR IPA Gov.; Gregg Marshall, CPMR CSP Chair CSP Education Committee; Gary Brusacoram, CPMR, CSP Immediate Past Chairman

Staff Present: Susannah Hart; Dan McQuiston, CSP; Karen L. Jefferson, CPMR CSP

Chairman Tom Wilson welcomed Bob Garrett the incoming MRERF President

The meeting was called to order by President Bob Garrett at 9:02am MST.

Bob introduced himself and welcomed new and continuing members.

1. Minutes – January 14th
 - The minutes of January 14th were reviewed with no changes.
 - PPT – Kevin and Karen are putting together a presentation for a local CPMR or CSP to present at a chapter or assn. meeting. Kevin will be making the presentation on April 3rd at his chapter meeting should be wrapped up by the 10th of April. Will report back via email after presentation.
 - Bob discussed main objective of the coming year is to get people enrolled in CPMR and CSP classes.
2. Bob reported on meetings with Susannah in February. Both met with CPA, Attorney, and Trust Co. of IL. The attorney is doing a much-needed bylaws rewrite for IPA. Having the attorney made a very long process if done by volunteers into a very short process. There is already a first draft and when the document has been revised. It will be sent out to all board members for review.
3. Education Committee has received the CPMR evaluations and will set a meeting shortly.
4. Enrollment for CSP is as follows:
 - Philadelphia – 11 with additional 2 observers from FSMA staff. The Lutron participant was there to evaluate for in house applications. He has indicated they would like to work with us on additional programs as well as CSP. FSMA staff indicated they will be working with their board on promoting the program as in house for their members and/or the public sessions.
 - Phoneix – 9 April 14-17
 - Denver – 5 May 12-15
 - Mpls – 2 June 9-12
 - Raleigh – 0 Sept. 15-18
 - Chicago – 1 Oct 6-9
 - St. Louis – 7 Oct 37-30
5. Dan McQuiston shared the experience of Univ. of Industrial Distribution session last week where the attendance was about half what is usually expected at their program. He is very concerned about CPMR attendance in 2010. To that end Dan shared a number of ideas on marketing the program. He will be developing a marketing plan and will report back with that plan in the next few weeks.
 - CPMRs to recruit peers for the program
 - Marketing initiative to manufacturers – find out who are the manufacturers who promote education beyond product and policy for their reps during their sales meetings. This is an early predictor of companies like Elkay that will promote the program to their reps.
 - Board members were ask to submit those manufacturers who are education minded.
6. Financial review
 - Financial report was reviewed.
 - Cost saving measures are being pursued and expenses watched
 - We are OK right now but need to review at the end of the quarter our budget projections
7. IPA Elections

Motion: Carl Mathis moved to accept into membership the 2009 CPMR graduates. Kathie Cahill seconded. Motion passed.

Motion: Kathie Cahill moved that the slate of officers (Mike Long – Pres. Duncan MacDonald Sec./Treas.) be elected. Carl Mathis seconded. Motion passed.

8. CSP marketing effort update

- Regional mailer sent out
- Follow up CSP calls being made
- Advertizing – looking at many venues – some too expensive
- Conference events

6. Endowment Grant Funds - How do we decide distribution of funds

- \$2000 from 2008 for CSP
- \$4000 for grants for 2009 for CPMR assistance 3 to 6 people
- LynDee – leverage money by offering compensation back through give-away
- Offer each assn. a stipend for ½ off tuition for someone to come.
- Other ideas will be discussed via email
- Need definitive plan to spend the money from ExComm

Meeting adjourned at 9:55

Respectfully submitted - Bob Garrett, CPMR President

Recorded – Susannah Hart

Future Meeting dates: (Every other month on second Friday)

May 8th 9:00a.m. MDT

July 10th 9:00a.m. MDT

Sept. 11th 9:00a.m. MDT

Nov. 13th 9:00a.m. MDT

MRERF Executive Committee – IPA Board Teleconference

May 15, 2009 – 9:00 a.m. MDT

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Present: Tom Wilson, CPMR, CSP MRERF Chair; Bob Garrett, CPMR MRERF President; Kathleen Cahill, CPMR, V.P Ed. & IPA Chair; Carl Mathis, CPMR IPA Gov.; LynDee Rankin, CPMR IPA Gov.; Staff Present: Susannah Hart; Dan McQuiston, CSP;

The meeting was called to order by President Bob Garrett at 9:04am MST.

1. Minutes – March 13th 2009

- The minutes of March 13th were reviewed with no changes.

Motion: Lyn Dee Rankin moved to approve the minutes of March 13 as written. Kathy Cahill seconded. Motion passed.

2. Staff Report:

- First, Cress has been laid off for now. He helped with CSP in Philadelphia and Phoenix but as of May 1 will not longer be working any hours unless things change.
- CSP activity involved marketing, prep for classes, attendance at session, grading written exams, verbal exams, and graduation packets out to participants after they successfully passed their exams.
- Cancelled CSP in Minneapolis, and Raleigh.
- Follow up with Lutron following the Philadelphia session and they have decided to make the CSP course a permanent part of their education plan. They will be holding 3 sessions in June and July at their headquarters for employees.
- Communication activities involved newsletters sent, special blast emails re PSE, George Hayward, Manifest, etc.
- Association activities involved attendance at NEMRA, AAIA, PTRR, AIM/R, EDS, with follow up activities ongoing.
- Bylaws and management letter review in preparation for submission to board
- CPMR and CSP second notices sent and web site updated removing those who have not yet paid.
- Association dues invoices sent
- Email administration changed by webmaster to google apps, with attendant learning curve.
- Follow up on hotel commission for CPMR. Starwood account program changed so they lost the requests for both hotels. Have received first check and talked to VP Operations for Starwood, should see second check shortly. Did get all attrition clauses removed from Airport hotel because of situation.
- Invoices for CPMR 2010 deposit for 201 and 301 sent – offering recurring charge for tuition to begin in June.
- All the normal stuff, financial activity, CEU recording, dues recording, registrations, marketing activity, contact with associations, assistance with speakers, etc.
- Work with Education committee and curriculum sub committee on CPMR curriculum review

3. Education Committee report – attached

- Committee and curriculum sub committee have been working on a full curriculum review. It had been determined that the first priority is to make changes to 301. That work is being done now. Dan will work with faculty on learning objectives and updating material as well as contact potential new faculty for sessions to be added. In addition he will be writing a case study that will be used in the 301 level that encompasses the skills learned in all 3 levels.

4. Enrollment for CSP is as follows:

Denver – 6	May 12-15
Mpls – cancelled	June 9-12
Raleigh – cancelled	Sept. 15-18
Chicago – 2	Oct 6-9
St. Louis – 9	Oct 37-30

6. Financial review

- Financial report was reviewed.
- Cost saving measures have been taken and expenses are being held to what is absolutely necessary.
- Budget is in the process of being updated in light of CSP issues

7. Bylaws review:

- IPA Bylaws and Management letter were submitted and discussed. Questions on either document will be sent to Susannah and attorney will advise.

8. George Hayward Champion Award resolution was reviewed and thanks given to Tom Wilson for getting this done so quickly and going to Cincinnati to make the presentation.

Motion – Carl Mathis moved to establish the George Hayward Champion Award as per the resolution submitted. Kathy Cahill seconded. Motion passed.

Meeting adjourned at 10:14

Respectfully submitted - Bob Garrett, CPMR President

Recorded – Susannah Hart

Future Meeting dates: (Every other month on second Friday)

July 10th 9:00a.m. MDT

Sept. 11th 9:00a.m. MDT

Nov. 13th 9:00a.m. MDT

MRERF Executive Committee – IPA Board Teleconference

July 10, 2009 – 9:00 a.m. MDT

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Present: Tom Wilson, CPMR, CSP MRERF Chair; Bob Garrett, CPMR MRERF President; Kathy Cahill, CPMR, V. P. Education; Kevin Adams, CPMR, CSP, V.P. Sales and Marketing; Carl Mathis, CPMR IPA Gov.; Lyn Dee Rankin, CPMR IPA Gov.; Steve Goldschmidt, CPMR CSP IPA Gov.; Staff Present: Susannah Hart;

The meeting was called to order by President Bob Garrett at 9:04am MST.

1. Review of minutes of May 15, 2009

Motion: Lyn Dee Rankin moved to approve minutes as presented. Carl Mathis seconded. Motion approved.

2. Reports

- Staff Reports (attached)
 - Numbers
 - Hayward numbers
- Education Committee Report
 - Sub committee on curriculum is working hard
 - Update on Mfg. program.
 - Dan will be contacting faculty
- NEMRA will be having more education and Dan will do a 2 ½ hr. taste of the mfg. program.

3. Review of June financial report

- Proposed budget revision –
 - Challenge is top line
 - Watch budget very closely and see if I can find additional \$ for the bottom line
- Scholarship ideas for \$2000 CSP and \$4000 CPMR

4. Update on CSP registrations

- Numbers – chi 2 but have several working on St Louis 9
- Private Session Schedule

5. CPMR Registration update 25

6. Bylaws Review

- Bylaws should be simple and flexible – show governance
- Policy issues should be addressed in the policy manual
- Send email to Bob with comments – and review next meeting
- Convene special meeting to discuss

7. Management Letter Review

8. Subjects discussed with follow up at next meeting:

- Audit recommendations
- Use of grant
- Fund raising in Jan - detail
- Status of Hayward funds

Meeting adjourned at 11:08 Next meeting Sept 11

MRERF Executive Committee / IPA Board of Governors
Teleconference Minutes
Sept 18, 2009

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Present: Tom Wilson, CPMR, CSP MRERF Chair; Bob Garrett, CPMR MRERF President; Kathy Cahill, CPMR, V. P. Education; Carl Mathis, CPMR IPA Gov.; Lyn Dee Rankin, CPMR IPA Gov.; Steve Goldschmidt, CPMR CSP IPA Gov.; Staff Present: Dr. Daniel McQuiston, CSP; Susannah Hart; Karen Jefferson, CPMR CSP

Meeting was called to order at 9.05MDT by President Bob Garrett

1. Review of minutes of last meeting on July 10, 2009
 - Add the following four items that were referred to for discussion and further information.
 - Financial policies – audit letter issue
 - Uses of the endowment grant funds for CPMR
 - Fundraising details for endowment events
 - Status of George Hayward funds.
 - Motion:** Kathie Cahill moved to accept the minutes as corrected. Second by LynDee Rankin. Motion passes.
2. Reports
 - Staff Reports
 - reviewed report sent – added information about ASA observing CSP Chicago
 - Education committee report and sub committee reports
 - Dan has all case study draft done and all the materials to finish the final document
 - CPMR curriculum has been adjusted for this year. Highlights include:
 - 301 – Services Marketing removed, Strategic Planning removed (John feels he only needs 2 years for program), Case Study to fill opening
 - 201 – Doug Austrom’s session removed and Economics class in it’s place
 - 101 – Jennifer O’Donnell to split her session between Generational issues and coaching and mentoring.
 - Marketing committee report
 - Instituting a marketing initiative
 - Assn captains with a quota to bring into the program
 - Video being created to be filmed at Butler – Bob has already done his in Chicago
 - reps and regional managers
 - Ken Hooper – stopping in Indianapolis to give testimonial for CPMR
 - Bob’s video is request for help in finding candidates and captains will be blasted to all CPMRs and especially the captains to be asked to serve.
 - Manufacturer’s Program report
 - A series of three postcards have been created (by Karen) to be sent to over 5500 manufacturers.
 - ads are in place for Sept., Oct., Nov;
 - curriculum will be updated and Dan has 3 manufacturers who will be sounding boards
3. Review of August financial report
 - The request was made to show CPSA fees due at the end of the year as payables Entries will be done on next report.
 - Financial Policy draft review – Discussion and additions suggested will revise and submit draft.
4. Update on CSP registrations
 - Chicago 8 and 1 observer; St Louis 12 and 1 observer.
 - Private Session Schedule – Lutron finishing a session this week with 12, Oct. 21 Nov. 21. Will be invoicing for additional sessions \$40,000 +
 - Karen submitted information about ERA distributor panel and the letters sent to them. Karen will follow up next week to see if they are interested in observing CSP.
5. CPMR Registration update – 28 as of 9/19/09
6. By Laws review – tabled until November
7. Additional information from July 10 minutes
 - Use of grant – Several associations have been contacted, DHSI, PPIA, AAIA, and are working on ways to identify those who would be interested in coming.
 - Fund raising in Jan – detailed report will be sent out

- Status of Hayward funds – all funds have been sent to the endowment, Mo Hayward will be sending an additional check when the estate is settled
- 8 Endowment report – sent
 - 9 Hayward award committee will activate in Oct.
 - 10 Nominating committee will activate in Oct.

Future Meeting Dates:

November 13, 2009 9:00 Mountain Time
Meeting adjourned – 9:55 Kathie moved to adjourn

Kathie Cahill moved to adjourn.
Meeting adjourned at 9.56 a.m.

Future Meeting Dates:

November 13, 2009 9:00 Mountain Time

MRERF Executive Committee / IPA Board of Governors

Teleconference - Minutes

Nov. 13, 2009 9:00am Mountain Time

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Present: Bob Garrett, CPMR; Lyndee Rankin, CPMR; Carl Mathis, CPMR; Kevin Adams, CPMR, CSP; Kathie Cahill, CPMR; Steve Goldschmidt, CPMR, CSP; Tom Wilson, CPMR CSP; Susannah Hart; Dan McQuiston, CSP; Karen L. Jefferson CPMR, CSP

Meeting was called to order at 9.05MDT by President Bob Garrett

1. Minutes of last meeting on Sept. 18, 2009

Motion to approve minutes Lyndee Rankin. Seconded by Carl. All in favor. Motion passes.

2. Schedule for End of Year meetings.

Next ExComm meeting is set for December 11, 2009 at 9MST to approve budget
January meeting...Jan. 22, at 9:00 MST

- Call for annual reports...Please submit your report by December 10, 2010
- Set date for meeting (trustee teleconference)

At 2009 Trustees meeting the Trustees meeting was set for 2010 was set for April 9, 2010

3. Reports

- Staff Reports (attached)
- Education committee report and sub committee reports
 - Ed Comm revamped program in a few ways
 - 101 will have 90 mins on what it takes to be a rep and sharing with Marianne Jennings for 90 mins on ethics and 90 mins on gen behaviors and coaching
 - 201 bringing economics back in
 - 301 Capstone case study is having the finishing touches put on it
 - Dan is having conf call with Boquist, Schlacter and King to minimize overlap
- Marketing committee report – update on video
 - Kevin is prepared to make calls next week with staff help
 - PUT INSTRUCTIONS ON WEBPAGE ABOUT HOW TO DOWNLOAD TO SHARE
- Manufacturer's Program
 - Two postcards have gone out, third to go out before end of November
 - Web traffic is up

4. Review of third quarter October 31 financial report

- Report came from accountant so it looks a bit different
- One more year on Marilyn's accrued retirement...comes directly off balance sheet
- Net assets lost \$20,573 from September

5. Update on CSP registrations

- All public programs are done.
- Private Session Schedule – Lutron may have 1 more session in Dec. Planning at least 1 or 2 more in 2010. Working with ASHRAE Ft. Wayne chapter on 2 sessions next year. Working on Lagrand/Wiremold private sessions in 2010.

6. CPMR Registration update

- 101 – 49
- 201 – 82
- 301 – 90
- total 221

Future Meeting Dates: January 22, 2010

December 11, 2009 9:00 Mountain Time

Meeting adjourned at 10.06am MST

MRERF Executive Committee / IPA Board of Governors
Teleconference Minutes
December 11, 2009 9:00am Mountain Time

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1. Roll Call: Bob Garrett, CPMR; Lyndee Rankin, CPMR; Dan McQuiston, CSP, Steve Goldschmidt, CPMR, CSP; Tom Wilson, CPMR, CSP; Kathie Cahill, CPMR; Susannah Hart; Karen Jefferson, CPMR, CSP
2. Welcome
3. President Bob Garrett called the meeting to order at 9.05am MST
4. Minutes of last meeting on Nov. 13, 2009
 - change meeting date for January....moved to January 22, 2010
 - correction on #6 to state October financials
 - Tom asks that November minutes reflect his statement that MRERF lost \$20,573.00

Motion: Steve Goldschmidt moved to approve minutes as amended. Second Lyndee Rankin All in favor. Motion carried

5. Reports
 - Staff Report – verbal update.
 - Nominating committee – December 18 conference call to discuss slate. Always need more nominations. Sent out request to trustees for nominations.
6. Review of Nov. 30 financial report
 - TW...easiest way to follow our progress is to look at net assets compared Oct to Nov. means we lost \$39K in Nov alone.
 - Financial Policy draft review
 - Staff recommendation – recommendation to outsource all accounting to CPA firm. Discussion followed with consensus being outsource the bookkeeping is feasible. Susannah to send proposal from CPA to ExComm.
 - Budget draft – conservative budget based on 195 CPMR participants in 2010 and CSP at 80 participants in public sessions and included private sessions at a total of TWO (one Lutron and one unnamed). Backed off cert fees some because we didn't make 2009 budget number. Budget will be re-sent in same format as financials.
7. Update on CSP registrations
 - Private Session Prospects for 2010
 - ASHRAE
 - Rexel
 - Wiremold/Legrand
8. CPMR Registration update
 - 52 in 101
 - 69 in 201
 - 83 in 301
9. By Laws review –

Motion: Tom Wilson moved to table By Laws review until next year. LynDee seconded. Motion passed

10. Reviewed progress on audit recommendations, accounting policy procedures manual was tabled till a later date.

11. It was noted that the October Trustees update call was missed

12. Notice will go to Associations to name their trustee for 2010. Limit is 2 terms

13. Code of Ethics resources listed for board's information.

<http://www.ethics.org/page/ethics-toolkit>

<http://www.npgoodpractice.org/Default.aspx>

<http://www.philanthropyjournal.org/archive/97728>

Meeting adjourned at 10.20am MST

Future Meeting Dates: January 22, 2009 9:00 Mountain Time

Appendix B

Education Committee Minutes

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IPA Education Committee
April 3, 2009 9:00 a.m. MDT
Minutes of Teleconference
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Meeting called to order at 9:04am MDT

Members present: Bob Garrett, MRERF President; Steve Goldschmidt, CPMR, CSP; Susannah Hart, MRERF Exec Dir.; Cathleen Hughes, CPMR, CSP; Don Jackson, ASU Liaison; Karen L. Jefferson, CPMR, CSP MRERF Dir of Comm.; Dan McQuiston, MRERF Dir of Ed.; Michael Tobin, CPMR;

Members not present: Steve Andrew, CPMR; Kathie Cahill, CPMR; Mike Elovitz, CPMR; Mike Long, CPMR CSP; Billy Quinton, Jr, CPMR;

Place/date/time next meeting

The **subcommittee** (Steve, Cathleen, Michael, Dan, Karen, & Susannah) will meet using the same dial in information on **Friday, April 24, 2009, 11:00 a.m.EDT**

The whole **Ed Comm** will meet using the same dial in information on **Friday, May 29, 2009, 11:00 a.m.EDT**

1.. Evaluation Jan. 09 ASU session

General discussion that there needs to be a shake up in 301. Candidates should leave the program excited about graduating and what they have learned. 301 should be the capstone that brings the 3 years together. There needs to be a general upgrade at all levels in academic content and presentations.

Comments:

- Suggested 301 courses: More on Succession Planning, Buy/Sell, Ethics,
- More experiential, group activity, case studies – adult learners need more than lecture.
- Instructors rehashing the same thing every year with no new fresh material in some cases.
- Homework has been confused with inconsistent use of “homework” and “bridging project” We will use “bridging project” consistently and instructors will be asked to show how their session’s content relates to the bridging project. And reference the project every year.
- All instructors should receive an outline of the curriculum so they know what is being taught at each level.
- Economics...added to 201 or 301 content?
- Presentations need to be updated and improved! Our clientele has changed...younger, owners and non-owners with higher expectations.
- Homework has been confused with inconsistent use of “homework” and “bridging project” The bridging project is the Candidate’s business plan. We will use “bridging project” consistently and instructors will be asked to show how their session’s content relates to the bridging project (business plan) And reference the project every year.
- Dan McQuiston to incorporate that in his communications
- Binders and technology interface
- Printing binders doubled sided is easy (last year’s printer will not be used again)
- Electronic presentation is not as easy due to Intellectual Property issues. Each instructor would need to agree to its distribution.
- Instructors sometimes do not get their presentations to ASU in a timely fashion. New contracts with instructors should include financial incentives to get it in on time (ie: docked a percentage for every week/day it’s late)
- Discussion on who is our audience? How has the audience changed? What do we do to engage that audience?
- CPMR is all about presenting a Professional Manufacturers Rep, CPMR needs to be a Professional program, too.
- Ed Comm will review the 2009 presentations – all presentations will be uploaded to the website with a special link only for education committee members.
- Ed Comm will have email conversations about how to improve the program, especially 301

Meeting adjourned at 9:56am MDT

IPA Education Committee
May 29, 2009 9:00 a.m. MDT
Teleconference Minutes
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Welcome

Chairman: Mike Long, CPMR CSP

Present: Mike Long CPMR, Dan McQuiston CSP, Kathie Cahill CPMR, Don Jackson, Susannah Hart, Karen Jefferson CPMR CSP, Steve Goldschmidt CPMR CSP, Bob Garrett CPMR

Called to order: 9.06am MDT

Agenda adopted with no changes

1. Review of Curriculum changes

301 suggested changes

- subcommittee did a great job in reviewing the courses.
- Kathie Cahill comments: Strategic planning is not what we do best, think we can use the three years, but perhaps a different methodology.
- Schlacter thinks he can accomplish the same thing in two years.
- Case study can raise awareness and bring about change in firms
- Case study should start in 101 and add an element every year. Make it realistic. Don't pre-prepare something...throw them a curve in December.
- Bob Garrett comments: case study on getting a line

201 faculty and subject changes

- Don Jackson will rework his session around HR and Sales Management
- Austrom taken out of 201
- Economics will be added to 201 – Bill Boyes instructor

101 focus changes

- More HR Issues from Jennifer O'Donnell and coordinate with Don so they cover different issues.
- Sales session with Frank Foster will be focused at a higher level adding some sales management content.
- Saturday evening orientation with 101 students – form groups – set expectations
- Put this in marketing materials “**Providing the tools for manufacturers' representatives to position themselves and their companies to achieve success in the contemporary business environment**”
- Dan will write up exactly what will be changed
- Classes desired by Ed Comm members
- Steve – Mentoring and coaching
- Kathie – Ethics

Manufacturers session at CPMR

- Schedule for Wed. afternoon and Thursday morning. – golf on Thursday afternoon
- Will need to set cost and price
- Don will reserve 215 for the session
- Dan will begin updating the session
- Susannah will begin updating the resources
- Marketing will begin asap.

Next 401 session

- Session should be every other year
- Will think about holding a CSP session at the same time for future meeting.

Change CEU requirement to state 10 hours per year rather than 30 every 3 years.

APPROVED

Adjourn 10.08am MDT

IPA Education Committee
July 23, 2009 9:00 a.m. MDT
Teleconference
[Back to Ed Comm Report](#)

Welcome

Chairman: Mike Long, CPMR CSP

Present: Mike Long, CPMR, CSP; Kathie Cahill, CPMR; Steve Goldschmidt, CPMR CSP; Steve Andrew, CPMR; Kathleen Hughes, CPMR CSP; Dan McQuiston, CSP; Karen Jefferson, CPMR CSP; Susannah Hart

Call to order 9:00 MDT

Place/date/time next meeting August 28, 2009 9:00 am Dan's birthday

Welcome and thank you for your time

1. Review of Curriculum changes

- Update on changes and next steps
- Schedule of changes review
- Change to some subjects to 1.5 hour session
- Bryan intro 1.5 hr with Maryann Jennings doing 1.5 hrs. on business ethics
- Jennifer O'Donnell – half of her session on generations and half on coaching and mentoring
- discussion on appropriate placement of subject could do Bryan on compensation with 1.5 hrs and Jennifer doing 1.5 hours on coaching and mentoring or 2 hrs of each
- Faculty need to have learning objectives specifically outlined
- Family business issues, diversity, gender issues in communication, Health care reform and current political issues,

101 Leave Sun am as proposed

201 2 hrs coaching & mentoring, 2 hrs compensation, 2 hrs. HR issues

- Austrom out of 201 and Bill Boyes talking current economic situation
- John Schlactor out of 301 and an extra hr for John to prepare for 201 the next day

301 Ostrom and Schlactor out and case study

Resend student comments and set up an appointment to talk

2. Review of Case Draft

- Steve Kathie and Bob all received the draft and are sending back comments. They will have another call to review issues and write the final draft.
- Would send case out in November to all study groups to work on preparation.

3. Manufacturers session at CPMR

- Update on session
- Marketing Plans
- post cards
- association taste session
- piece to send CPMRs to send out to principals
- Schedule – Wed afternoon and Thur am. Golf in afternoon
- Curriculum and Resources update – review with select manufacturers to make sure needed issues are covered.
- NEMRA conference Thursday morning manufacturer program a TASTE of the Mfg. program. Will make this available to all association conferences

4. Other...Marketing – stipend of \$400 for people from new associations to get people into CPMR

Lutron program went well. Adjourn 9:55am MDT

IPA Education Committee
October 2, 2009 9:00 a.m. MDT
Teleconference

[Back to Ed Comm Report](#)

Welcome

Chairman: Mike Long, CPMR CSP

Present: Kathie Cahill, Steve Goldschmidt, Dan McQuiston, Don Jackson, Kathleen Hughes, Bob Garrett, Karen Jefferson, Susannah Hart

Review of (proposed agenda)

November 6, 2009 at

1. Review of Curriculum Update

Proposed Schedule - done

- Faculty contact – Bill Boyes on board,
- Case Study Update – final draft done – graduate level case study – will send out in November
- Will need to talk about the judging
- Ed com , Mfg. faculty as judges for the initial cut
- Final to be peer judged
- Afternoon – discussion on the things that should have happened in the evaluation of the case. – recap by panel – Steve, Kathie, Bob Ed Com committee members
- Vote on winner at the end.
- Token gift for winners picture on web site
- Reception and Orientation on Sat. Night introduce groups and get networking going. 8:00 – 9:00 Get to know each other

2. CPMR & CSP registration update:

- 35 in 101 15 in Chicago 1 observer 16 in St. Louis 2 observers

3. Marketing update for CPMR and MBP

- CPMR Video - shoot finished for Dan – Bob redoing his next week.
- MBP Post cards – first round out next week
- Michael Tobin – in the last week from 2 US mfgs. Asking for representation. Address promotion in their own language. Contact IUCAB for information.

Adjourn 9:50