

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, CSP Executive Director

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The Manufacturers Representatives Educational Research Foundation (MRERF) and its educational subsidiary the Institute for Professional Advancement (IPA) continues to be affected by the economy.

The Foundation in 2010 was staffed by 2 full time people and utilized occasional help on an as needed basis. Every avenue to reduce expenses was used 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 2010.

In January of 2010 there were 76 CPMR® graduates along with 106 candidates who attended the CPMR session. This was a total of 182 total as compared to 244 for 2009. We held 5 public CSP sessions. In addition we held 2 private sessions for Lutron Electronics which, in addition to the public session resulted in 113 individuals who earned the CSP designation. 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. In 2010 the Endowment Committee determined that it was best to not take the annual distribution but leave it in the fund.

Staff attended many member association conferences in 2010. 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. Several associations utilized MRERF's help with speakers for their conference sessions.

Business activity is headed in the right direction for 2011. However, businesses are continuing to be very cautious in making decisions on professional development. There are a number of opportunities for private CSP sessions from new companies for 2011.

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. We began a quarterly webinar in December and are exploring other value added benefits in 2011.

The following annual report will provide greater detail on activities of 2010. 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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The economy continues to wreak havoc on every industry that uses reps. The MRERF Executive Committee and IPA Board continue to be good stewards of MRERF funds and IPA programs. We spent 2010 year continuing to focus on education.

CPMR®

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. Once again, the CPMR® education committee took a hard look at the program reviews. The end result was another update of content and instructors for 2011. Ever-changing customers, markets and technology require our program be dynamic. We cannot be resistant to change.

Even though the economy is slowly improving, attendance at CPMR® was lower than 2009. We continue to be very positive about the program, as do the participants ([see the CPMR® website for testimonials](#)). CPMR® continues to be the premier program and designation for the Manufacturers' Representative profession.

We continue to have a multi-pronged approach to marketing our programs including 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. As a MRERF Trustee we ask you to help your association and your firm share information on CPMR®, CSP and MBP. MRERF staff continued to attend association conferences, where specials were offered for applications received at the MRERF table.

CSP

The Certified Sales Professional program reviews are consistent in its quality and the reactions from participants. In 2010 we offered only four sessions to minimize expenses without compromising program quality. I attended a Wisconsin Association of Manufacturers Agents (WAMA) meeting and the result was the group requested a semi-public CSP class in Milwaukee.

MBP

In 2011, the Manufacturer's Best Practice was presented as a full day of programming and sixteen manufacturers attended. The response of participants showed that they wanted MORE content. So, in addition to MBP becoming a regular program, it will grow to two full days of content in 2012. Holding MBP in conjunction with the CPMR® session gives the manufacturers' exposure to CPMR® of its benefits and the caliber of its participants. Manufacturers want to build strong relationships for the good of all parties involved.

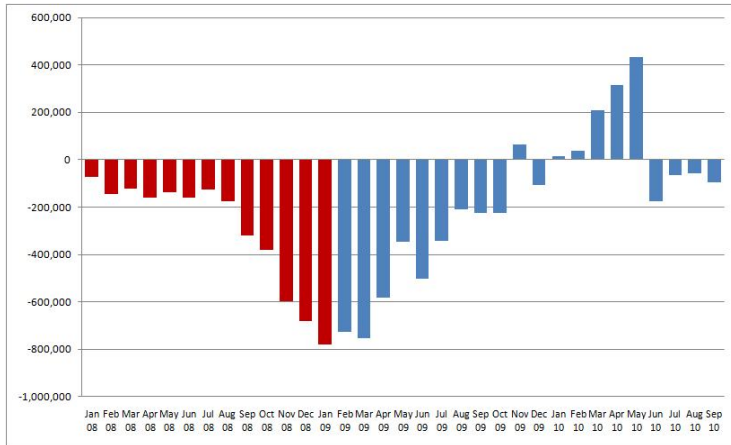
The Foundation has seen challenging times before and will continue to be cautiously optimistic about its goal of promoting the representative function and building sales professionalism through certification.

EDUCATION REPORT

Submitted by Kathleen Cahill, CPMR

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The economic situation turned more positive in 2010, but progress was slow, and our enrollment numbers for both CPMR® and CSP reflect that. Interest in professional development improved throughout the year, but our constituents were very cautious about discretionary spending. CPMR® had 182 participants and CSP had 83 in five venues.



(http://www.washingtonmonthly.com/archives/individual/2010_10/026034.php accessed 3/22/11)

The trend in education is towards more online education. While we still believe that in-person networking is an integral part of both the CPMR® and CSP experience, we need to offer what the audience wants. In that vein, we instituted online continuing education in the winter of 2010. Frank Foster did our first session in December which had 14 attendees. The session received enrollments quickly after its announcement and was well-received. There are 5 online sessions scheduled for 2011.

Lutron continues to require CSP certification for their sales staff and is interested in our online education as well as other customer on-site programs in the future. Other private CSP programs are being considered but have not been confirmed.

The changes made to CPMR® were well received and the first run of the case study showed promise. As always, we continue to monitor feedback on the program to improve as our audience demands. Details on CPMR® can be found in the report from Mike Long, CPMR CSP.

CPMR® REPORT

Submitted by Mike Long, CPMR, CSP

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The complete list of 2010 Education Committee members can be found [with this link](#).

Enrollment in CPMR® 2010 suffered because of the ongoing economic challenges. The week before CPMR® began the MRERF office received several calls a day to say they would have to defer their participation. Total deferment was 23 candidates. ([click here for an interesting illustration of US unemployment through November 2010](#) accessed 3/22/11).

Regarding 2010 CPMR®, here are the vital statistics:

2010 CPMR® Participants

Course 101 - 50 CPMR® candidates

Course 201 - 56 CPMR® Candidates (15 deferrals from 101 in 2009)

Course 301 - 76 new CPMR® Graduates (8 deferrals from 201 in 2009)

Total 182

61.5% of active CPMR® graduates paid their certification renewal fee; 30% of active CSP graduates paid their certification renewal fee. There are 43 graduates that hold both CPMR and CSP.

Changes to the CPMR® program for 2010 included adding the [CPMR® 301 Capstone Case Study](#). Each study team presented their analysis and solution to a panel of judges. The case study brought real life situations to bear and tools from CPMR® were used to determine the fictitious rep firm's decision. The case study will change every year. While the case study was well received, we realized that a full day is not necessary. Using only the morning for the case study will allow for other content in CPMR® 301 in 2011

With the addition of the case study, the importance of the study teams was magnified. An ad hoc committee was chaired by Cathleen Hughes, CPMR CSP to discuss study team engagement and suggest ideas how to improve group cohesion and vitality. A series of meetings were held and recommendations made, which can be found in the meeting minutes in Appendix B.

An ad hoc committee was also formed to review the CPMR® curriculum. Some instructors and subjects were not maintaining the expected level of excellence and were changed for the 2011 session. In 2010 we took steps to update the program for 2011 and beyond. Major changes were made based on reviews of the program:

The committee implemented the following for 2011:

- Moved Boyes for Economics from 201 to 101
- New instructor for Understanding your manufacturer (Phil Parker, CPMR) moved from 301 to 201
- Removed HR For Sales Management (Jackson) from 201
- Added Human Resources Issues (Nancy Combs) in 201
- Replaced Technology Update in 301 with Social Media 3.0 (Joel Warady) moved to 201
- Replaced Tom King's Tax Accounting session with Strategy Based Decision Making (Trevis Certo) in 301
- Other recommended revisions can be found in the [September 10, 2010 minutes of the Curriculum Subcommittee](#).
- The [full schedule for CPMR 2011](#) is also in Appendix B.

Minutes from the meetings of Ed Comm and its Curriculum and Study Teams subcommittees are included in Appendix B to supplement this report.

[03/26/10 Ed Comm](#)

[08/31/10 Ed Comm](#)

[06/11/10 Study Teams subcommittee](#)

[07/30/10 Study Teams subcommittee](#)

[09/03/10 Study Teams subcommittee](#)

[06/11/10 Curriculum subcommittee](#)
[09/10/10 Curriculum subcommittee](#)
[09/24/10 Curriculum subcommittee](#)
[2011 CPMR Schedule of sessions \(101, 201, 301\)](#)

I would like to make special mention of both Susannah Hart, CSP as MRERF's Executive Director and MRERF's Director of Communications and Marketing, Karen Jefferson, CPMR, CSP. Their commitment to MRERF and its programs are much appreciated.

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, Bob Walsh, Larry Robinson and Tom Wilson. 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, 2010	Balance Forward	\$ 123,923.67
 <u>Activity for Calendar Year 2010</u>		
Gifts, Donations Received		\$ 2,430.00
Fund Raising Activities & Golf Tournament		\$ 0.00
Dividends, Interest, Investment Gains		\$ 15,752.35
Management & Investment Fees Paid		<u>\$ - 1,931.25</u>
Net Activity for 2010		\$ 16,251.10
 <u>Financial Statement as of December 31, 2010:</u>		
General Endowment Fund		\$ 70,603.69
George Hayward Memorial Fund		\$ 5,000.00
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		\$ 135,204.69
Dividends, Interest, Investment Gains		\$ 17,847.53
Management & Investment Fees Paid		\$ - 6,877.45
Grants Paid to MRERF		<u>\$ - 6,000.00</u>
December 31, 2010	Ending Balance	\$ 140,174.77

YEAR END ENDOWMENT STATEMENT SEATTLE FOUNDATION

Submitted by Susannah Hart, CSP - Executive Director

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MRERF Endowment

January 1, 2010	\$123,923.67
Receipts	
Donations Received	\$ 2,430.00
Dividend and Interest Income	\$ 2,501.63
Realized Gains (Losses)	\$ 1,459.02
Distribution to MRERF	\$ (0)
Change in Market Value – Unrealized Gain/(Loss)	\$ 11,791.70
Total Receipts	\$ 18,182.35
Distributions	
Investment Management Fees	\$ (649.40)
The Seattle Foundation Fee	\$ (1,281.45)
Total Distributions	\$ (1,931.25)
 December 31, 2010	 \$140,174.77

REPORT ON 2010 USE OF ENDOWMENT FUNDS

Submitted by Susannah Hart, CSP - Executive Director

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In 2010, there were no funds distributed to MRERF. There were however, funds from the previous year, of \$2995, that had not been utilized. Those funds were allocated as incentives for the CPMR® program.

There were 3 awards given to SEMA for a total outlay of \$2,595 and one \$400 incentive for a new CPMR registration. The total endowment funds utilized in 2011 was \$2,995.

MRERF Plan for Annual Fund 2010

There has been little success this year with the “donations with dues” opportunity. Therefore a plan to solicit donations to the annual fund will be undertaken. An e-mail campaign will be developed to ask for donations.

The goal will be funds to develop on-line programs to meet the needs of our members for information, education, and continuing education credit.

July

- Special e-report to all Donors and IPA members – where we are midyear – set the goal

September

- E-report on programs for the year – registrations for CPMR and CSP, schedule of on-line programs

November

- Year End giving letter recap where we are toward the goal.

December

- Holiday Greetings from MRERF with special thank you (2011 calendar of events)

Thank you gift for Annual Donations \$100 or more

MRERF screen printed memory stick – 2 g

Specific Trustee Solicitation

- June – Letter to trustees

SPECIAL PROJECTS AND RESEARCH REPORT

Submitted by Charley Cohon, CPMR

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I continued to stay engaged with Pi Sigma Epsilon and served as a coach and judge at their regional conference in DeKalb, Illinois. I also did a handoff to my MRERF VP Projects replacement which seems to have been pretty well completed.

I also have served as a mock buyer at the University of Chicago Booth Graduate School of Business's "Entrepreneurial Selling" course, and stay close to Professor Craig Wortmann who runs the course, as well as Professor Bob Calvin who includes reps in his Executive Education Sales Management course at Chicago Booth.

I am meeting April 10 with Gerhard Gschwandtner, CEO and Founder of Selling Power Magazine to work on getting more engagement and more PR for the outsourced system of selling. As the new CEO and President of MANA, Charley will continue to promote the outsourced field sales model to manufacturers and academia.

REPORT OF COMMUNICATIONS AND MARKETING DIRECTOR

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

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"I'm at CPMR" postcards were again in use for CPMR® 2010. This allows CPMR® candidates to spread the word about their professional development and exposes manufacturers to the CPMR® program. During CPMR® we held our 2nd annual women's dinner which was, again, very popular. As diversity increases, the networking offered by MRERF programs will offer terrific opportunities for our audience.

CSP MONEY BACK GUARANTEE ON CERTIFIED SALES PROFESSIONAL (CSP) PROGRAM

Manufacturers' Representatives Educational Research Foundation
Building Sales Professional Through Education
8329 Cole St. • Arvada, CO

CSP 2010 CERTIFIED SALES PROFESSIONAL (CSP) PROGRAM \$1,395

TESTIMONIALS
"I enthusiastically endorse this program to anyone interested in advancing their career."
Paul Cassidy, CSP
Excellence Marketing, Inc.
"The course provided immediately applicable information for business and personal benefits."
Kelly Hanning, CSP
T/MWist
"Must Do" for serious sales professionals. They will love it."
Johnnie Kelley, CSP
Williams Supply Group

APRIL 20-23, 2010
Raleigh, NC

MAY 11-14, 2010
Denver, CO

SEP. 14-17, 2010
Minneapolis, MN

OCT. 12-15, 2010
Phoenix, AZ

THREE DAYS OF INTENSE, INTERACTIVE CSP INSTRUCTION AND ROLE-PLAY GIVE A THOROUGH UNDERSTANDING OF CONSULTATIVE SELLING. RENEW YOUR ENTHUSIASM FOR SALES!

THE CSP COURSEWORK INCLUDES:

- Managing Yourself**
 - Understanding Personality Traits
 - Maintaining Positive Attitude
 - Setting Personal Goals
 - Managing Stress
- Selling Process**
 - Prospecting
 - Planning
 - Getting Participation
 - Investigating, Summarizing & Prioritizing
 - Going Forward
- Business Skills**
 - Presenting
 - Negotiating
 - Planning for your Territory
 - Managing your Accounts

PROGRAM SCHEDULE

Monday
Evening hotel arrival and check in

Tuesday
Registration Desk Opens 7:30am
Session from 8:00am – 5:00pm

Wednesday
Session from 8:00am – 5:00pm

Thursday
Session from 8:00am – 3:00pm
Written exam 3:15pm – 5:00pm

Friday
Individual Exams will be scheduled
Allow 90 minutes + travel time for exam

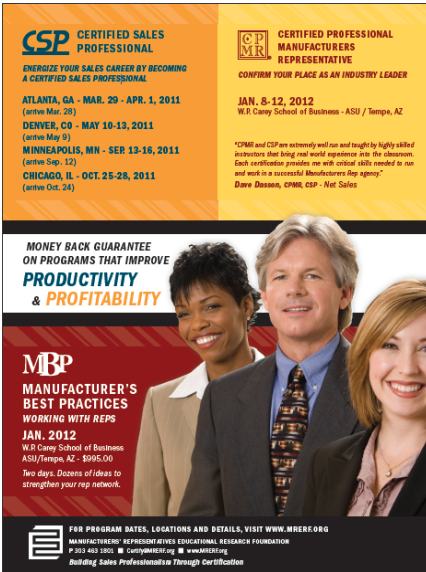
APPLY ONLINE OR FIND MORE INFORMATION @ WWW.CSP-USA.ORG

In 2010 we continue to add to our marketing tool box. We created 4x6 postcards to promote the CSP program which included all the information from the brochure with the exception of the

application and the code of ethics. Postcards are more durable than the 6x9 mailers and postage can be up to 22% less. We continue to reduce mailing costs (>\$1,000) by using email for CPMR® confirmation and attendance. Using email and hyperlinks has also improved the response rate on annual certification fee renewals.

Our marketing continues with every graduate of CPMR® and CSP when they receive a graduation packet. In them we provide marketing suggestions

for their new designations as well as brochures to share with colleagues.



The *CPMR: It's Worth the Investment*, [video](#) has had over 500 views on YouTube. It is also featured on a continuous loop when Susannah and Karen attend conferences. Our magazine advertisements now include all three programs and are continually featured by ERA and MANA. In September, we provided SEMA with our Outsourcing Field Sales article to include to a mailing of their manufacturer members.

Social media continues to grow in the marketplace and we are doing our best to be involved by commenting on Linked In discussions and sharing interesting links via Twitter and FaceBook, as well. The Linked In groups for both [CSP](#) and [CPMR®](#) have had interesting conversations. If you have not yet joined, please do. You can follow me on [Twitter](#) (KarenCPMRCSP).

The Manufacturer's Best Practices program received its own graphic in 2010 which was included on the back of the revised and updated [Interviewing Guidelines](#).



Another new tool is the QR code which can be used by smartphones to take a user directly to a website, video or application. We have used them for a few months in 2010 and will use them more fully in 2011.

Our best advertising comes from the associations that support us and word of mouth from CPMR® and CSP graduates. As a trustee, please submit an article to your association to share information on MRERF programs.

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 breakout 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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November 21, 2010

The Joint Nominating Committee of MRERF and IPA was convened on October 8, 2010, considered 15 candidates via phone and email, deliberated via conference calls on October 22 and October 29 and voted with 100% attendance on a conference call held November 19, 2010.

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 8, 2011:

MRERF Chair:	Bob Garrett, CPMR	2 year term, automatic
MRERF President:	Carl Mathis, CPMR	2 year term, MRERF elects
MRERF Sec-Treasurer:	Bobby Cox, CPMR	2 year term, MRERF elects
MRERF VP Projects:	Carroll Hollingsworth, CPMR	2 year term, MRERF elects
IPA Sec-Treas (MRERF):	Bobby Cox, CPMR	2 year term, MRERF appoints
IPA Governor (MRERF):	Steve Goldschmidt, CPMR, CSP	2 year term, MRERF appoints
IPA Governor (IPA):	John Iannotte, CPMR	2 year term, IPA elects
IPA Governor (IPA):	Dave Wroblewski, CPMR	1 year term, IPA elects
	(Dave fills remainder of Carl Mathis' term)	

Officers continuing the second year of their terms in 2011 are:

MRERF VP Education:	Kevin Adams, CPMR, CSP
MRERF VP Sales/Mktg:	Kathie Cahill, CPMR
MRERF VP Development:	John Sandifer, CPMR
IPA Chair (MRERF):	Kevin Adams, CPMR, CSP
IPA Governor (IPA):	Mike Long, CPMR, CSP
IPA Governor (MRERF):	Steve Grossman, CPMR

Respectfully submitted by the Joint Nominating Committee:

MRERF Chair is Nominating Committee Chair:	Tom Wilson, CPMR, CSP
MRERF Board of Trustees elected:	Carl Mathis, CPMR
MRERF Board of Trustees elected:	Dave Ice, CPMR
MRERF President appointed:	Lyn Dee Rankin, CPMR
MRERF President appointed:	John Sandifer, CPMR
IPA Chair is IPA Nominating Committee Chair:	Kevin Adams, CPMR, CSP
IPA President appointed an IPA Governor:	John Iannotte, CPMR
IPA President appointed an IPA Governor:	Mike Long, CPMR, CSP.

TREASURER'S REPORT

Submitted by LynDee Rankin, CPMR

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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 2010 financial results preliminary as an audit is currently being conducted.

Manufacturers Representatives Educational Research Foundation

The Institute for Professional Advancement

Financial Narrative

Year to Date December 31, 2010

COMBINED BALANCE SHEET

Current Assets

Total Net Assets on December 31 were \$ -36,078.70. **Cash and Investments** of \$ 158,253 are held in money market and checking accounts in US Bank, Arvada CO. **Inventory** of \$ 37,255 represents CSP text books and other MRERF products. **Pre Paid Expenses** of \$ 16,938 breaks down as follows: MRERF – prepaid Directors and Officers insurance \$3,824.; IPA – MBP program \$2,297 CSP and CPMR program deposits, pins and promotional material for 2011 \$3,657 and \$4,490 Directors and Officers plus business insurance.

Equipment

Office Equipment value of \$56,436 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 (\$54,435) is based on a depreciation schedule for each purchase. Therefore, **Total Equipment** is \$1,982.

Total Assets

\$214,427

Current Liabilities

Accounts Payable were \$0.00 as of Dec. 31 on bills received. **Royalties Payable** of \$10,000 represents royalty due on purchase of IPA and the certification program. **Payroll Liabilities** represent funds due in January on payroll. **Deferred Tuition** of \$236,888 is CPMR tuition received in 2010 relating to 2011 session. All deferred revenue will be transferred to earned revenue in January of 2011.

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 net assets at the beginning of the year were (\$37,423) at the end of the year were (\$36,079.).

Total Liabilities and Net Assets

\$214,427

COMBINED STATEMENTS OF ACTIVITIES

MRERF Revenue

Sponsors' Support and Misc. Donations of \$1,480 was less than expected. The **MRERF Endowment Grant** was not distributed by the committee but retained in the fund. **Membership Dues** of \$25,040 were above budget due to less attrition in association membership and one new member.(EERA) **Products** revenue was \$2,141. **IPA donations** of \$396,335 represents the elimination of the exchange account between MRERF and IPA. **Investment and other Revenue** was \$13. **Total MRERF Revenue \$ 425,010**

IPA Revenue

CPMR Tuition, Candidate Fees, and Hotel Transportation commission was \$258,551 which was just over 1% below budget. **Certification Fees** revenue was \$96,550 which was over budget by 4.2%. **CSP Program** of

**MANUFACTURERS' REPRESENTATIVES EDUCATIONAL RESEARCH FOUNDATION (MRERF)
AND
INSTITUTE FOR PROFESSIONAL ADVANCEMENT, INC. (IPA)
COMBINED STATEMENTS OF FINANCIAL POSITION
December 31, 2010**

	<u>MRERF</u>	<u>IPA</u>	<u>TOTAL</u>
ASSETS			
CURRENT ASSETS			
Cash and equivalents	19,570	138,683	158,253
Investments	-	-	-
Prepaid expenses	3,824	13,114	16,938
Undeposited funds	-	-	-
Inventory	<u>2,538</u>	<u>34,717</u>	<u>37,255</u>
TOTAL CURRENT ASSETS	<u>25,932</u>	<u>186,513</u>	<u>212,445</u>
EQUIPMENT, at cost			
Office equipment	34,262	22,175	56,436
Less accumulated depreciation	<u>(34,071)</u>	<u>(20,383)</u>	<u>(54,455)</u>
TOTAL EQUIPMENT	<u>191</u>	<u>1,791</u>	<u>1,982</u>
TOTAL ASSETS	<u>26,123</u>	<u>188,305</u>	<u>214,427</u>
LIABILITIES AND NET ASSETS			
CURRENT LIABILITIES			
Accounts payable	-	-	-
Payroll Liabilities	-	3,618	3,618
Royalties payable	-	10,000	10,000
Accrued Accounts Payable (CSP)	-	-	-
Due to Endowment fund	-	-	-
Accrued retirement	-	-	-
Deferred tuition revenue	-	<u>236,888</u>	<u>236,888</u>
TOTAL CURRENT LIABILITIES	-	<u>250,506</u>	<u>250,506</u>
NET ASSETS			
Fund Balance	(392,255)	354,833	(37,423)
Net Income	<u>418,378</u>	<u>(417,034)</u>	<u>1,344</u>
Total Equity	<u>26,123</u>	<u>(62,201)</u>	<u>(36,079)</u>
TOTAL NET ASSETS	<u>26,123</u>	<u>(62,201)</u>	<u>(36,079)</u>
TOTAL LIABILITIES AND NET ASSETS	<u>26,123</u>	<u>188,305</u>	<u>214,427</u>

**MANUFACTURERS' REPRESENTATIVES EDUCATIONAL RESEARCH FOUNDATION (MRERF)
AND INSTITUTE FOR PROFESSIONAL ADVANCEMENT, INC. (IPA)
COMBINED STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS**

For the Twelve Months Ending
December 31, 2010

	<u>Actual</u>	<u>2010 Budget</u>	<u>12 Months 2009</u>
MRERF REVENUE			
Sponsors' Support:			
Fundraising	\$ 1,480	\$ 3,500	\$ 25,064
Endowment Grant	-	4,000	4,000
Membership dues	25,040	24,000	25,402
Products	2,141	-	410
IPA Donations	396,335	396,335	-
Miscellaneous Donations	-	-	-
Memorial funds	-	-	-
Investment and other income	<u>13</u>	-	<u>19</u>
TOTAL MRERF REVENUE	<u>\$ 425,010</u>	<u>\$ 427,835</u>	<u>\$ 54,895</u>
IPA REVENUE			
Alumni Reunion	\$ -	\$ -	\$ 11,789
Candidate Fee	6,075	8,275	-
CPMR	244,790	244,790	346,660
Certification Fee	96,550	92,650	88,100
CSP Program	128,587	151,600	155,056
Hotel			
Commission	7,686	9,000	-
Investment and other income	1,438	1,100	1,224
MBP Program	<u>15,390</u>	<u>15,390</u>	-
TOTAL IPA REVENUE	<u>\$ 500,516</u>	<u>\$ 522,805</u>	<u>\$ 602,829</u>
MRERF EXPENSE			
Special Projects	\$ 1,000	\$ -	\$ -
Board and Committee	-	-	-
Endowment Grants	2,995	100	10,678
Products	1,896	-	16
Operating expense	<u>741</u>	<u>7,170</u>	<u>14,061</u>
TOTAL MRERF EXPENSE	<u>\$ 6,632</u>	<u>\$ 7,270</u>	<u>\$ 24,755</u>
IPA EXPENSE			
CPMR	\$ 150,183	\$ 147,830	\$ 1,628
CSP	109,104	119,390	170,797
Alumni Program expenses	-	-	8,723
Online Program expenses	500	-	-
Board and Committee	681	3,000	4,115
MRERF donation	395,966	395,966	-
Membership Services	462	2,500	3,075
Promotion and Advertising	6,540	12,000	14,604

Operating expense		<u>254,113</u>		<u>240,440</u>		<u>275,067</u>
TOTAL IPA EXPENSE	\$	<u>917,549</u>	\$	<u>921,126</u>	\$	<u>639,200</u>
COMBINED INCOME	\$	925,526	\$	950,640	\$	657,723
COMBINED EXPENSES	\$	<u>924,182</u>	\$	<u>928,396</u>	\$	<u>663,955</u>
(DECREASE) INCREASE						
IN						
UNRESTRICTED NET						
ASSETS	\$	1,344	\$	22,244	\$	(6,232)
BEGINNING YEAR NET ASSETS		<u>(37,423)</u>		<u>(37,423)</u>		<u>(31,191)</u>
ENDING PERIOD NET ASSETS	\$	<u>(36,079)</u>	\$	<u>(15,179)</u>	\$	<u>(37,423)</u>

Note to Board of Directors: The "IPA Donations" revenue in the MRERF REVENUE section and the "MRERF Donation" expense in the IPA EXPENSE section are the result of a one time adjustment made to remove the Intercompany Loan from the books of both IPA and MRERF.

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

COMBINED STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

Budget 2011

	<u>Budget 2011</u>	2010 <u>Budget</u>
MRERF REVENUE		
Sponsors' Support:		
Fundraising	\$ 2,000	\$ 3,500
Endowment Grant	-	4,000
Membership dues	24,000	24,000
Products	-	-
IPA Loan Removal	-	396,335
Miscellaneous Donations	-	-
Memorial funds	-	-
Investment and other income	-	-
TOTAL MRERF REVENUE	<u>\$ 26,000</u>	<u>\$ 427,835</u>
IPA REVENUE		
Alumni Reunion	\$ -	\$ -
Candidate Fee	7,375	8,275
CPMR	235,375	244,790
Certification Fee	93,000	92,650
CSP Program	135,600	151,600
Hotel Commission	3,750	9,000
Investment and other income	1,100	1,100
MBP Program	<u>14,925</u>	<u>15,390</u>
TOTAL IPA REVENUE	<u>\$ 491,125</u>	<u>\$ 522,805</u>
MRERF EXPENSE		
Special Projects	\$ 1,000	\$ -
Board and Committee	-	-
Fundraising	500	100
Products	-	-
Operating expense	<u>670</u>	<u>7,170</u>
TOTAL MRERF EXPENSE	<u>\$ 2,170</u>	<u>\$ 7,270</u>
IPA EXPENSE		

CPMR	\$ 140,225	\$ 147,830
CSP	95,310	119,390
MBP Program	3,000	-
Board and Committee	1,000	3,000
MRERF Loan Removal	-	395,966
Membership Services	750	2,500
Promotion and Advertising	7,000	12,000
Operating expense	<u>241,609</u>	<u>240,440</u>
TOTAL IPA EXPENSE	<u>\$ 488,894</u>	<u>\$ 921,126</u>
COMBINED INCOME	\$ 517,125	\$ 950,640
COMBINED EXPENSES	<u>491,064</u>	<u>928,396</u>
(DECREASE) INCREASE IN UNRESTRICTED NET ASSETS	\$ 26,061	\$ 22,244

2010 BOARD MEMBERS, TRUSTEES, ASSOCIATION EXECUTIVES, COMMITTEES, AND STAFF

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2010 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	Jean-Sebastien Bercier, CPMR	Desdowd, Inc.
CIPH	Bruce Barclay	Barclay Sales Unlimited
CMA	Carl Mathis, CPMR	Power Sales Co.
ERA	Ted Curtin, CPMR	Repworks, Inc.
FSMA	Sue McArdle, CPFEB	ISA
HIRA	Not named	
IAPD	Karen DeBard, CPMR	MMG Inc.
IHRA	Steve Grossman, CPMR	GM Partners
IPRO	Mike Pecar, CPMR	Mike Pecar Sales
ISA	Doug Ozolins	Tier2 Group, Inc.
MAFSI	Thomas Krumsee, CPMR	D.L.T. Sales, Inc.
MANA	Dave Ice, CPMR	Ice & Associates
MANA	Tim Ryder, CPMR	Ryder Sales Agency, Inc.
MRA	Pat Nunan	Nexus
NEMRA	Steve Goldschmidt, CPMR CSP	GES Goldschmidt
PTRA	Jim Mabrey, CPMR	PTS, LLC
SEMA	Joel Rosenthal	Gantt-Thomas & Associates, Inc.
STAFDA	Vinny Matteis, CPMR	Amval Associates, Inc.
WAMA	Gary Kavalar, CPMR	G-K Components, Inc.

2010 ASSOCIATION EXECUTIVES [Back to table of contents](#)

AAIA	Kathleen Schmatz	FSMA	Rick Abraham	MANA	
AIM/R		GHTA	Diane Carnavele-Jones	MRA	Pam Bess
AIMRA	Jim Manke	HIRA	Charlie Higgins	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

2010 MRERF EX-COMM

Chairperson of the Board	Thomas L. Wilson, CPMR, CSP - SEMA, MANA
President	Bob Garrett, CPMR- MANA, STAFDA
Secretary/Treasurer	LynDee Rankin, CPMR - HIRA
VP, Education	Kathleen Cahill, CPMR - ERA
VP, Fund Development	John Sandifer, CPMR - MANA
VP, Special Projects	Charley Cohon, CPMR - NEMRA
VP, Sales & Marketing	Kevin Adams, CPMR, CSP - NEMRA

2010 IPA BOARD OF GOVERNORS

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

2010 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
Kathleen Cahill, CPMR (VP Education) - ERA
Scott Catanzarite, CPMR CSP - MANA
Mike Elovitz, CPMR - ERA
Steve Goldschmidt, CPMR CSP - NEMRA, MANA
Cathleen Hughes, CPMR CSP - PTRA, MANA
Michael Purcell, CPMR – AIM/R
Dr. Daniel McQuiston, PhD., CSP
Susannah Hart
Karen L. Jefferson, CPMR, CSP

2010 CSP COMMITTEE:
Focuses primarily on marketing efforts for CSP
Manager
Gregg Marshall, CPMR CSP
Members
Scott Holtgrieve, CSP - NEMRA
Tom Rosendahl - Distributor Advisor - Dakota Supply
Karen L. Jefferson, CPMR CSP
Susannah Hart

2010 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

2010 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

2010 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

2010 MRERF STAFF

Susannah Hart – Executive Director

Dr. Daniel McQuiston, PhD, CSP – Education Director

Karen Jefferson, CPMR, CSP – Communications and Marketing Director

Appendix A

Executive Committee Minutes

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MRERF Executive Committee / IPA Board of Governors

Teleconference Minutes

January 22, 2010 9:00am Mountain Time

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

Absent: Charley Cohon, CPMR; Duncan MacDonald, CPMR; John O'Brien, CPMR

1. Roll Call
2. Welcome
3. Bob Garrett, President called the meeting to order 9.06am
4. Minutes of last meeting on Dec. 11, 2009
 - o Amend December minutes to include: progress report of audit recommendations, accounting policy procedures manual was put off... board of trustees Oct 09 call was missed... ExComm needs to send notice to associations asking who their new trustee is...two term limit
 - o Motion to Approve as corrected...moved LynDee Rankin, seconded Steve Goldschmidt. All in favor. Motion passes.
5. Reports
 - o Staff Report – CPMR prep, MBP prep, Follow up on CSP in house programs for 2010 IPA invoices sent for annual certification fee.
 - o Nominating Committee Report – was sent on Dec 22.
6. Review of Dec. 30 financial report
 - o CSP was the biggest problem in 2009, had to cancel two public sessions and small CSP programs hurt us, but it hurts us to cancel programs. Susannah to contact insurance company to see if it is worthwhile to make a claim. Endowment donations were up because of George Hayward memorial (total \$5000). Dues were down from associations as membership is falling.
 - o Certification fees for 2010 are rolling in, but the process is labor intensive for staff
 - o Comments on financial report
7. Update on CSP registrations
 - o Private Session Prospects for 2010
 - o ASHRAE has committed to two private sessions in the fall
 - o Sending quotes for private sessions to: Elkay, EBR (Rep considering a session in Dallas for his distis and customers)
8. CPMR Program update
 - o Case Study – Dan McQuiston says thanks to all for their contribution
 - o KJ to send winning presentation, and presentation from another finalist
 - o Manufacturers Program - 16 manufacturers, most had experience with reps... good feedback...want a longer program
9. Old Business
 - o CPA proposal – Tom Wilson stated he has a proposal in hand from MANA for them to do our accounting for \$500 per month.
 - o Considerable discussion followed because a vote had been taken to move forward with the proposal from Probst Dahlmann the local CPA firm.
 - o It was agreed to move forward with Probst Dahlmann for at least 6 months and then take another look.
 - o Budget 2010 –
 - o Ratchet down the CPMR Certification fee income given the attrition in 09 which was higher then anticipated, be more conservative for 2010 budget...
 - o A revised budget will be done to reflect lower CPMR Certification fees and actual CPMR and MBP program income. Will be out to ExComm by midweek.
 - o Discussion via conference on Friday, Feb. 5, 2010 9am MST
10. New Business
 - o Invite nominees to participate in conference calls

- Tom Wilson will extend invitation to John Sandifer VP Dev; Steve Grossman-Governor, John Iannotte-Governor
 - Tom Wilson has engagement letter for audit from Desmond and Hearn.
 - Tom Wilson has schedule audit to be done by April 22, 2010
 - Steve Goldschmidt wants us to continue to pursue increase value for certification fees
 - highlights from CPMR sent monthly...Tom King has sent first installment
11. Motion to adjourn made by Kathie Cahill, LynDee Rankin seconded Meeting adjourned at 10.16am MST

Future Meeting Dates:

February 5, 2010 9:00 Mountain Time BUDGET ONLY
 March 19, 2010 9:00 Mountain Time
 May 21, 2010 9:00 Mountain Time
 July 16, 2010 9:00 Mountain Time

MRERF ExCom IPA Board
Budget teleconference minutes
February 5, 2010 - 9:00 MST
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Present: Bob Garrett, CPMR; Mike Long, CPMR CSP; Kevin Adams, CPMR CSP; Lyn Dee Rankin, CPMR; Steve Goldschmidt, CPMR CSP; Carl Mathis, CPMR; Tom Wilson, CPMR CSP; Kathie Cahill, CPMR
Staff: Susannah Hart , Exec. Dir.; Dan McQuiston, CSP; Karen Jefferson, CPMR CSP;
Guests: John Iannotti, CPMR; John Sandifer,CPMR; Steve Grossman, CPMR

Meeting convened at 9:05 MST by President Bob Garrett
 Agenda - Budget Discussion

Welcome to incoming board members, MRERF V.P. Fund Development: John Sandifer,CPMR; IPA Governors: John Iannotti, CPMR; Steve Grossman, CPMR

1. Discussion of sensitive audit issue:

- Tom Wilson gave background at last Trustee’s meeting (Jan. 2009) when a motion to do an every other year audit was approved.
 - Tom Wilson stated during the meeting on 1.22.10 he ask for an engagement letter from Desmond Ahern, Chicago CPA firm to do the audit. He received the letter, signed it and sent it back.
 - Because no-one had objected at during that meeting, he considered it done.
- See appendix A. for recommendation by Executive Director
- Lyn Dee Rankin – speaking to the entire financial statement. The current budget as presented is realistic and key issues are based on realism. Stated concern about the small cushion at the bottom line. We need to approve budget as presented and move forward.
- Steve Goldschmidt ask what are the legal ramifications of backing out of the audit contract and if the CPA has incurred any cost at this point.
- Tom Wilson wanted to revisit the reasons an audit is needed. Credibility with donors and associations should be considered. Cost of audit is part of doing business. Commented on the \$55,000 error in the last audit.
- Susannah clarified error...was a result of treasurer suggesting that IPA make a journal entry to prepay an estimated amount of expense incurred in the current year for the following year’s CPMR program. Desmond Ahern was ask about this entry and only stated they understood the logic. However, when they did the audit the entry was disallowed.
- Kathie Cahill - While we might like to have the audit done this year we have all had to make choices we didn’t want to make. The money simply isn’t there to do it. The CPMR numbers this year don’t provide it.
- Bob Garrett - stated it is not financially responsible to spend money we don’t have. He also thinks our trustees will understand that it isn’t financially responsible to do it now. We can’t spend money that is in

the budget because we have to see if people sign up for CSP, concerned about spending money we currently don't have. Associations and trustees are all in the same situation and will understand.

- Tom Wilson calls for the question.

Motion: Bob Garrett moved to postpone the 2009 audit for further discussion at the April Board of Trustees meeting. Second, Carl Mathis. Yes 7 No 1 Motion approved.

Further discussion on the budget:

- MRERF income and expenses for fund development was discussed.
With a new incoming VP of Fund Development this will be subject to change when a plan is put into place.
- Annual Trustee's meeting scheduled for April was discussed.
- MBP program was discussed – high income producer so important to get as many people in the program as possible. (Because held in conjunction with CPMR did not have to pay for facility) Might also want to consider a CSP program in that time frame in the future.

Special thanks to Steve Goldschmidt for suggesting the MBP program at ASU!

Motion: Lyn Dee Rankin moves to approve budget as submitted. Second, Kevin Adams Yes 7 No 1 Motion approved.

- The budget discussion will be scheduled for Oct of next year

Motion: Tom Wilson moved to have a meeting in Denver April 9, 2010 for the annual meeting with trustees invited. No second, no vote.

- It was decided to poll the trustees and officers concerning travel to Denver for the meeting. Results will be discussed at a special teleconference on Friday February, 19 at 9:00 MST

Meeting adjourned at 9:53 am MST

Future meetings:

February 19 at 9:00 MST Special teleconference to discuss the Annual Board of Trustees meeting

March 19, 2010, 9:00 MST

Appendix A

In preparation for the budget discussion tomorrow morning I have some clarification I would like to make concerning the audit issue.

1. President Bob Garrett after hearing the \$7500 audit figure ask me to get a read from both the Chicago and Colorado CPA firms concerning the audit for 2009.

- First I looked up the additional travel expense incurred for the 2007 audit. That figure was \$2180 thus at a minimum making the estimate of the cost of the audit at \$9680.
- I called Pat Melvin, CPA from Desmond Ahern, Chicago and ask if there was a legal requirement for an audit. He indicated no...there is no legal requirement for an audit. (In the past Desmond Ahern did an audit for MRERF every 5 years)
- I called Christy Dallmann CPA from Probst Dallman, Arvada and ask if there was a legal requirement for an audit. She indicated no...there is no legal requirement for an audit. Then I ask her for an estimate of the cost of an audit done by them. It was her opinion given our current financial condition and the economic outlook it was not prudent for us to consider an audit at this time. Jeromie Smith, CPA of Probst Dallman receives our Quick Books files every month and prepares a quarterly report to ensure the accuracy of financial management. Prior to his sending that report to me Christy Dallman, CPA reviews his work as does John Probst, CPA. Therefore with 3 qualified individuals are reviewing the books on a regular basis and there was no reason to perform an audit.
- Most non profit best practices guidelines recommend an annual audit when annual revenue exceeds \$2,000,000 . We fall far short of that.

Because of these issues and the limited funds available for an audit President Bob Garrett made the decision to put the audit on hold. I want to make it perfectly clear that I agreed with this decision.

Recommendation from Susannah Hart, Executive Director MRERF/IPA

I recommend to this board that MRERF/IPA does not do an audit of the 2009 fiscal year. This is a board decision. However, I do have a fiduciary responsibility as the Executive Director. The budget is very tight for the coming year and to do an audit and spend close to \$10,000 would eliminate what little cushion we have. It would mean we would have to cut most of the promotional efforts to fill classes. This would include mailings, articles, advertising, brochures, and attendance at association events which are the sales calls for our programs. This failure to market would impact the revenue stream because future class sizes would be smaller.

We have just concluded one of the best CPMR sessions I have ever attended. The enthusiasm at the end was extraordinary. In conclusion, to consider diverting funds from promoting our programs and building our member services, to an audit that is clearly not needed, is not a prudent use of IPA's money.

Respectfully,
Susannah Hart

MRERF ExComm IPA Board Teleconference Minutes February 19, 2010

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Present: Bob Garrett, CPMR; Carl Mathis, CPMR; LynDee Rankin, CPMR; Tom Wilson, CPMR CSP; Kathie Cahill, CPMR;

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

Not present: Kevin Adams, CPMR CSP; Steve Goldschmidt, CPMR CSP; Charley Cohon, CPMR

Guests: John Sandifer, CPMR; John Ianotte, CPMR; Steve Grossman, CPMR

Subject: Annual meeting for April 9, 2010

Bob Garrett called the meeting to order at 9.03 MST.

Discussion of annual meeting method:

- Bob asked Tom Wilson to start... Tom thinks annual trustees meeting is the 2nd most important event we hold. Says we have had face to face meeting for the last ten years and although we haven't had big turnout but it was an opportunity to interact. Tom understands that money is tight but thinks there are certain things that we do as Foundation that are important.
- Kathie Cahill says that although meeting face to face can be very beneficial she believes we should have the meeting via phone due to the finances. She is personally not in a position to go to Denver for an overnight meeting.
- Steve Grossman (not a voting member) seconds the thought.
- Carl Mathis seconds it, but would use southwest tickets (free) if needed.
- Steve Goldschmidt and Kevin Adams via Susannah say they both prefer a phone call.
- Kathie reiterates that there is indeed tremendous value in having the whole board together and acknowledges that more work can get done in person, but says that the economy is not working in our favor right now.
- LynDee agrees with Kathie.
- Steve Grossman suggests looking into technology options for conferences

Discussion continued on how to get trustees more involved.

- Suggestion was made to have ExComm members call three trustees per month to establish a relationship and keep them up to date and involved in foundation business.
- Tom stated that if we decide not to have a face to face meeting, then it is even more important to use other forms of contact to get flow of information through associations and trustees
- MRERf ExComm / IPA Board minutes should be sent to Trustees or put on the web site for access. Additional calls would also be appropriate with Trustees.
- Consensus that more contact with Trustees should be done. Susannah will send a list of Trustees assigned to each Ex Comm member to make regular contact with.

Motion: Bob Garrett moved to have the 2010 MRERF Trustees annual meeting on April 9, 2010 be held by teleconference. Second by Carl Mathis Motion passed by unanimous vote.
Meeting adjourned at 9:32 MST

MRERF ExComm IPA Board Teleconference Minutes March 19, 2010 9am

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Present: Bob Garrett, CPMR CSP; Steve Goldschmidt, CPMR CSP; Carl Mathis, CPMR, Lyn Dee Rankin, CPMR Tom Wilson, CPMR CSP; Staff: Dan McQuiston, CSP; Karen Jefferson, CPMR CSP; Susannah Hart

Absent: Mike Long, CPMR CSP, Kevin Adams, CPMR CSP

Guests: John Ianotte, CPMR; John Sandifer, CPMR

The meeting was called to order at 9.:02 MDT by Bob Garrett, President

- Minutes of last 3 teleconference meetings were reviewed.
 - Jan. 22, 2010 remove 9a
 - Feb 5, 2010 (Budget) remove names
 - Feb 19, 2010 (Annual Trustees meeting) remove names
 - **Motion:** Bob Garrett moved to accept minutes as corrected. Lyn Dee Rankin seconded. Motion approved.
- Old Business
 - Reports
 - Staff Report
 - Ed Comm Report
 - Executive Committee report on calls made to Trustees
 - MRERF Endowment Report (annual distributions)
- New Business
 - Review of Jan and Feb financial report
 - Review of Annual Meeting Agenda
 - Review of Annual Report
 - Update on CSP registrations

Motion: Tom Wilson moved to adjourn. Lyn Dee Rankin seconded.
Meeting adjourned at 10:00

Future Meeting Dates:

April 9, 2010 9:00 Mountain Time – Annual Board of Trustees Meeting
May 21, 2010 9:00 Mountain Time
July 16, 2010 9:00 Mountain Time

MRERF ExComm IPA Board

Meeting Minutes

May 21, 2010 9:00 a.m. MDT

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Present: Bob Garrett, CPMR; Tom Wilson, CPMR CSP; Kevin Adams, CPMR CSP; Kathie Cahill, CPMR; John Iannotte, CPMR, John Sndifer, CPMR, Carl Mathis, CPMR; Lyn Dee Rankin, CPMR; Steve Grossman, CPMR;;

Staff: Karen Jefferson, CPMR CSP; Susannah Hart

Not Present: Dan McQuiston, Charlie Cohon, CPMR; Steve Goldschmidt, CPMR CSP

Meeting called to order at 10:01 by Pres Bob Garrett

Old Business

- Minutes of meetings on March 19, 2010
- Motion: Kevin moved to approve minutes as submitted. Kathie seconded. Motion passed.

- Reports
 - Staff Report
 - Education Committee Report: **sub committies established and review and update CPMR**
 - **Committee doing a great job**
 - Ex Committee report on calls made to Trustees
 - Trustee ask for additional information
 - Gotten on assn. meeting agenda WAMA

- Review of April financial report – Lyn Dee – we have had conversations on cash flow issues:
- Motion: Steve moved to carl seconded

- Update on CSP and CPMR registrations
- CSP Raleigh 15, Denver 16, Mpls 20,
- CPMR 101 -

- IPA Ratification results

- New Business

- Fund Development Plan

- Discussion of member retention (CPMR CSP) – Want to make the value so high there is no question that the fee would be paid.

Meeting adjourned – Steve moved to adjourn second Kathie. 9:54 am

Future Meeting Dates:

July 16, 2010 9:00 Mountain Time

**The Manufacturers Representatives Educational Research Foundation
and Institute for Professional Advancement, Inc
Joint Annual Meeting
April 9, 2010**

Present:

MRERF Officers:

Tom Wilson, CPMR CSP	Chair;
Bob Garrett, CPMR	President
Kathie Cahill, CPMR	V.P. Education
Kevin Adams, CPMR CSP	V.P. Sales and Marketing

IPA Officers and Board of Governors:

Kathie Cahill, CPMR	Chair
Carl Mathis, CPMR	Governor
Steve Goldschmidt, CPMR, CSP	Governor
Lyn Dee Rankin, CPMR	Governor

MRERF Board of Trustees (Association Represented):

Jean-Sebastian Bercier, CPMR (CEMRA)
Carl Mathis, CPMR (CMA)
Bob Walsh, CPMR (ERA)
Steve Grossman, CPMR (IHRA)
Mike Pecar, CPMR (I-PRO)
Doug Ozolins (ISA)
Dave Ice, CPMR (MANA)
John Sandifer, CPMR (MANA)
Tim Ryder, CPMR (MANA);
Steve Goldschmidt, CPMR CSP (NEMRA)
Ron Haynes, CPMR (PTRA)
John Iannotte, CPMR (SEMA)
Joel Rosenthal (SEMA)
Vinny Matteis, CPMR (STAFDA);
Gary Kavalar, CPMR (WAMA)

Staff:

Dr. Daniel McQuiston, CSP; Susannah Hart, Executive Director; Karen Jefferson, CPMR CSP

Not Present: Charley Cohon, CPMR MRERF VP Special Projects; Ted Curtin, CPMR (ERA); Karen DeBard, (IAPD)CPMR; Robert White (AAIA); Ted Traeder, CPMR (AIMRA); Glen Thurman, CPMR (AIM/R) Bruce Barklay; (CIPH) Sue McArdle, CPFEB (FSMA) Pat Nunan; (MRA) Jake Buckner, CPFEB (BMC) Tom Krumsee, CPMR, (MAFSI) Mike Long, CPMR, CSP, IPA President & Governor; John O'Brien, CPMR, IPA Governor; Duncan MacDonald, CPMR, MRERF & IPA Secretary-Treasurer.

Guests: Dario DePasquale CSP

1. The meeting was called to order via telephone conference call at 9:05am MST by Chairman, Tom Wilson
 - Chairman confirmed that all present had a copy of the 2009 MRERF Annual Report and meeting agenda, then reviewed the teleconference protocol.
 - Quorum was established for both the MRERF Board of Trustees and the IPA Board of Governors
 - Agenda was adopted with no changes
 - Review of Board of Trustees Annual Meeting Minutes dated January 16, 2009

Motion – Lyn Dee Rankin moved to adopt Minutes of January 16, 2009 Joint Annual Meeting as submitted. Bob Walsh second. Motion passed unanimously.

- Chairman Tom Wilson thanked all who have served over the last year as officers and Trustees.
- Chairman Tom Wilson acknowledged Marilyn Friesen as the recipient of the George Hayward CPMR Champion Award which was presented at the CPMR banquet at Arizona State University.

Old Business

2 Reports MRERF Annual Report Executive Committee

2.1 President's Report Robert Garrett, CPMR

President Bob Garrett, highlighted some of the issues addressed in the report:

- MRERF was fiscally responsible during very difficult time.
- Education committee implemented some great changes to the CPMR program
- CSP is growing
- Manufacturers Best Practices program is being offered once again and had an excellent session in January. Participants ask to make the program longer.

2.2 Treasurer's Report

Tom Wilson addressed questions as Duncan MacDonald was not in attendance.

- Comment from trustee...every assn. has lost money this year MRERF did a good job of keeping to a minimum.

2.3 Education Report Kathleen Cahill, CPMR

Kathie Cahill, V.P. Education highlighted issues addressed in her report and the CPMR Education Committee report written by committee chairman Mike Long.

- Although we cancelled two CSP classes – identified private sessions that helped mitigate that loss.
- Focused on the fact that when we hit a low number in 101 it carries over for 3 years. CPMR has historically been for next generation ownership and management. However, the CSP program is for rep, distributor and manufacturer sales people.
- Evaluations of the 2009 CPMR session led to some great changes. It was recommended by the education committee to establish a capstone case study. The engagement with the case was outstanding. Kudos to Dan McQuiston and his team who wrote and edited the case study.

2.4 Endowment Report Tom Wilson, CPMR, CSP

Tom Wilson, Chairman of the Endowment Committee highlighted the great year for bounce back gains.

- The Seattle Foundation reported gains of about 18%.
- One additional segment was added to the fund this year. The George Hayward Fund.

2.5 Projects Report

Susannah Hart, Executive Director reported for Charley Cohon who could not attend.

- Highlighted the connection with PSE, the sales fraternity, and the fact that ½ of the judges and coaches for their Sale-A-Thon's was provided by CPMR designees.

2.6 Communications and Marketing Report Kevin Adams, CPMR, CSP

Kevin Adams, V.P. Sales and Marketing highlighted the CPMR video "It's Worth the Investment" now available on the MRERF web site

- Additionally MRERF is offering a conference special to people to sign up at the conference for CPMR and CSP.

2.7 Nominating Committee Report Tom Wilson, CPMR, CSP

Tom Wilson and Kathie Cahill, Co-Chairs of the Joint Nominating Committee presented the slate of officers.

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

New Business

3. Election of Officers

The Chair opened the floor for additional nominations: there were none.

Motion: Dave Ice moved to elect the slate of officers as presented. Steve Goldschmidt seconded. Motion passed unanimously.

- The MRERF officers took office immediately. The ballot for IPA Governors will be sent to the CPMR and CSP designees via email immediately following the meeting and they will take office immediately following tabulation of the ballots.

4. Election of New Association for membership

Motion: Gary Kavalar moved to approve Electrical Equipment Manufacturers Representatives Association (EERA) for membership. Carl Mathis seconded. Motion passed unanimously.

5. Appointments to Nominating Committee

2011 Members of the Nominating Committee for MRERF are:

Carl Mathis, CPMR and Dave Ice, CPMR

6. Proposed Budget

Motion: Vinnie Matteis moved to adopt the 2010 Combined budget as presented. Bob Walsh seconded. Motion passed unanimously.

7. Appoint Auditor for 2010

Discussion of issue was led by Tom Wilson, Chairman

Motion: Kathie Cahill moved that the decision regarding the audit scope, timing, and accounting firm be addressed after Treasurer Lyn Dee Rankin and Susannah get quotations and options. Convene a trustee teleconference in no more than 120 days to make final decision. Steve Grossman second: Motion passed unanimously.

8. Certification fee value proposition:

Steve Goldschmidt reported on the need to address the continuing value to designees. Topic left open for further input from trustees. Address suggestions to Steve@gesgoldschmidt.com

9. Next meeting dates

Motion: Lyn Dee Rankin moved that a trustee teleconference be set for **Nov 5, 2010 and the next Annual Meeting for April 8, 2011**. Steve Goldschmidt seconded. Motion passed unanimously.

10. Closing and Adjournment

Motion: Carl Mathis moved to adopt the following resolution: "It is resolved that all activities of the Foundation and the acts of the board of trustees, officers and staff in conducting the affairs of MRERF are hereby accepted, approved and ratified; and that the meeting be adjourned." Tom Wilson seconded. Meeting adjourned at 10:15 a.m. MDT

Respectfully Submitted: Lyn Dee Rankin, CPMR, Secretary

Recorded by: Susannah Hart, Executive Director

MRERF ExComm IPA Board

Teleconference Minutes

July 16, 2010 9:00 a.m. MDT

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Present: Kathie Cahill, CPMR; Bob Garrett CPMR; Steve Grossman CPMR; Mike Long CPMR, CSP; Carl Mathis CPMR; John Sandifer CPMR; Tom Wilson CPMR, CSP

Staff present: Dan McQuiston CSP; Karen Jefferson CPMR, CSP

Absent: Kevin Adams CPMR, CSP; Charley Cohon, CPMR; Steve Goldschmidt, CPMR,

CSP;John Ianotte CPMR; LynDee Rankin, CPMR; Susannah Hart

1. Meeting called to order at 9.03MDT
2. Welcome

Old Business

3. Minutes of meetings on May 21, 2010

Motion: Kathie Cahill moved to approve as revised/amended. Second by Mike Long. All in favor. Motion is carried.

4. Reports

- a) Staff Report – Heard report from Karen Jefferson
- b) Education Committee Report – Heard report from Mike Long and Karen Jefferson, including report on small group subcommittee
- c) Ex Committee report on calls made to Trustees – Bob Garrett reported on his contact with WAMA. No other reports given.

5. Review of May/June financial report – No report heard

6. Update on CSP and CPMR registrations – CPMR 101: 13 confirmed, 18 deferrals; CSP 25 in Minneapolis, 4 in Phoenix

New Business

7. Brief update given on MANA's executive search

Motion: Mike Long moved to adjourn. Tom Wilson seconded. All in favor. Motion carried. Meeting adjourned at 9.41am MDT

Future Meeting Dates:

Sept 17, 2010 9:00 Mountain Time (Friday of CSP Mpls)

Appendix B

Education Committee Minutes

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IPA Education Committee
March 26, 2010 9:00 a.m. MDT
Minutes of Teleconference

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

Meeting called to order at 9:02 MDT
Dan McQuiston facilitated the discussion:

The goal to take a look at evaluations and offer suggestions and observations on improvements.

101

Generations class:

- Audience has shifted, generations conversation doesn't seem to resonate as much as a few years ago. Need to adjust this session. Focus more on the practical management of multiple generations rather than who they are and their characteristics. Need more practical examples.
- Does coaching and mentoring belong in 201 or 301

Company Culture Class:

- Doug is our futurist...do we need to refocus from this topic to something more cutting edge. (same in 301)

General Comments:

- Looked like they were enthused and pleased with the courses
- Better job of using study groups – Have them do things as they go along.
Group action plan for each group

201

HR side of the curriculum

- Being small business they know little to nothing about HR. What do they need to know when they don't have HR dept. If there are there things we can talk about in HR for small business need to get an HR person. Curriculum committee can take a look at the focus and educational objectives for this class.

General Comments:

More networking that is organized.

301

General comments

- Not as much connectedness between the classes in 301.
- Still have issues with the Boquist Coyne and King overlapping.
- Case Study – worked well, don't need the full day. Give enough notice on how they are going to work on it. Will send the separate analysis on case. If we only use ½ day for the case it gives us a morning to add something into the curriculum.

General thoughts:

- Hotel for 301 will change to the Embassy Suites – they will do transportation.
- Get study groups together Sat night and give them purpose.
- They are used to having things organized. Do we need to discuss relationships – teams and working together at all 3 levels?
- Expectations grow as participants come each year. They are wowed in 101 and expect more each year.

Conclusions:

- Establish a curriculum sub committee – Dan McQuiston CSP will chair
- Establish a small group sub committee to deal with development and activity. – Cathleen Hughes CPMR CSP volunteered to chair

Meeting adjourned at 10am Mountain

IPA Education Committee

August 31, 2010 9:00 a.m. MDT

Minutes of Teleconference

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Present: Mike Purcell, CPMR; Bob Garrett, CPMR; Cathleen Hughes, CPMR CSP; Steve Goldschmidt, CPMR CSP; Kathie Cahill, CPMR; Steve Andrew, CPMR; Dan McQuiston, CSP; Scott Catanzarite, CPMR CSP; Karen Jefferson, CPMR CSP; Susannah Hart

- 1 Discussion of on-line education proposal:
 - Online offerings are more cost effective. Audience is wider.
 - Need at least 10 participants to proceed with the session.
 - Question about the presenter's credentials, Robin is one of our CSP instructors and staff has seen her present. Always has great evaluations and does these on-line classes for major companies.
 - Who is audience? CPMR and CSP grads and their coworkers.
 - This would be the first offering to make Continuing Ed more robust.
 - Can we have them recorded? Have available on a temp basis to the folks in the session. – Will check on the recording aspect.
 - How does our offering compare price-wise? About in the middle for this type of class.
 - Marketing ideas - Have a short snippet that we can put online to entice folks to attend.
 - Consensus is to proceed with online proposal
2. Report of Small Group subcommittee - By Cathleen Hughes, CPMR CSP
 - Next teleconference 9/3/10
 - Goal is to create a cohesiveness in the groups.
 - Questionnaire will be sent prior to session to help determine makeup of the groups
 - Group place on-line for participants to get to know each other prior to coming to Arizona.
 - Will have group orientation on Sat. evening at hotel. Exercises will be developed to get the groups working together.
3. Report of Curriculum subcommittee – By Dan McQuiston
 - Working on overall changes that need to be made and how much can be done at one time.
 - Need to add something in the am of day 4 prior to the case.
 - Will be moving some things around to fit more closely with goal of each level.
 - Level 3 is of most concern. Ideas include - Strategy based decisions – connect the dots of everything they have learned in the last 2 years to make decisions.
4. Status on Case Study changes: will be distributing to the small group for review.
5. Status on Faculty engagement: will be working with Don Jackson to complete this shortly.
6. Discussion of alternative programs for conferences: consensus was not to pursue this but concentrate on CPMR, CSP and online offerings.

Meeting adjourned at 10:50 CDT

IPA Study Teams Subcommittee

June 11, 2010 10:00 a.m. Central

Minutes of Teleconference

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Introductions of Subcommittee Members:

Cathleen Hughes , CPMR, CSP

Karen Jefferson, CPMR, CSP

Scott Catanzarite, CPMR, CSP

Michelle Lewnes, CPMR

Steve Goldschmidt, CPMR, CSP

Dan McQuiston, CSP

Bob Garrett, CPMR

Meeting called to order at 10:07 a.m. and was facilitated by Cathleen Hughes, CPMR, CSP

- Objective of Committee –
To increase awareness, importance and participation of individuals with study teams (aka small groups, study

groups).

- Discussion of Personal Experiences with Small Groups during CPMR
 - Personal experiences were shared amongst those who built moderate to strong relationships with their small groups.
 - Groups were either kept together as assigned or reorganized by individuals
 - New groups potentially organized by observation of other classmates, associations, or relationships.
 - Discussed pro's and cons of same affiliations versus different in formation of groups.
- Discussion of Opportunities to Increase Awareness of Importance
 - Relating personal experiences to incoming class and potentially 201 to assist in strengthening the importance.
 - Setting more time aside for small groups to work together, meet, and mingle.
 - Formation of Groups – Owners vs employee's, Serious individuals vs those attending for other reasons
 - End of session feedback on their groups
 - What drew specific groups together / self selection? Generational? Succession Planning? Owner's vs non-owners?
 - Considerations of selection reviewed by Karen and Dan.
- Strengths and Weaknesses of Presentation of Small Groups to Class
 - Start 101 orientation early kicking off Small Group participation
 - Need to maintain for 3 years.
 - Color coding badges for orientation mixer
 - Emailing information on groups in advance
 - Filling out a profile
 - More cohesive groups
 - Evaluate the number of individuals per group
- Surveying Prior Classes for input on their experiences with Small Groups – Did not discuss
- Open Discussions
 - Bonding Exercise to increase relationship amongst group participants.
 - Scavenger Hunt by groups
 - Meet at restaurant
 - # of individuals per group
 - Info requested when registering
 - Offering Prior notification of groups and contact information (www.groupsites.com)
 - Designate a "Captain" / "Leader" of the group.
- Conclusion
 - Confirm Action Items and Responsibilities –
 - Confirm Time to Reconvene – July 30th at 10:00 a.m. CST

IPA Study Teams Subcommittee
July 30, 2010 10:00 a.m. Central
Minutes of Teleconference

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Welcome

Thank you to everyone who participated in our conference call. Your input is important to the continued success of CPMR.

Starting time: 10:05 a.m.

Ending time: 10:43 a.m.

Roll Call –

Present: Cathleen Hughes, CPMR, CSP; Bob Garrett, CPMR; Michelle Lewnes, CPMR; Dan McQuiston, CSP
Absent: Susannah Hart; Karen Jefferson, CPMR, CSP; Scott Catanzarite, CPMR, CSP

Review of Proposed Agenda

- Additions – None added
- Deletions – None deleted

Date & Time of Next Meeting

Friday, September 3rd, 2010 @ 10:00 a.m. cst

Review and approval of previous meetings minutes. –

Approved by all present.

Criteria For Group Selection / Formation

- Development and communication of groups to attendees in advance of arrival.

- **ACTION ITEM:** Work with Karen Jefferson, CPMR, CSP to select a forum on the internet for groups to visit in advance to view the bios of the individuals whom will be in their groups. This will allow the attendee to get to know the individuals in their group in advance. Our hope is they will contact those individuals prior to arrival.
- **ACTION ITEM:** Cathleen Hughes, CPMR, CSP to put together questionnaire for next meeting. The objective of this questionnaire is to assist in building the groups and putting together the bio's for each individual. Questionnaire will be forwarded 3-5 days prior to next meeting.
- Selection and criteria for group development. Common interests, positions in company, etc. To be discussed further at next meeting.

CPMR 101 Orientation

- Change from Sunday am to Saturday evening at 8:00 p.m.
- Those absent for the orientation will be required to meet with their group to discuss information presented.
- **ACTION ITEM:** Cathleen Hughes to discuss with Susannah Hart making arrangements with the Hotel to accommodate this request and any extra's the hotel is willing to offer.
- Incorporate activity and / assignment for all groups to participate and be involved with.
 - **ACTION ITEM:** Dan McQuiston, CSP to select three activities for subcommittee to review and select one at next meeting.
 - Assignment option will be discussed further at next meeting.
 - Do as a group
 - Have due at end of each session
 - Assignment developed into an activity due at end of session

Open Discussions

- It was suggested by Bob Garrett, CPMR during our next meeting we discuss further how will we handle / manage requests from those who want to be moved to another group. All agreed this was an important topic to discuss. As Dan advised we want to create an environment with a sense of belonging.

IPA Study Teams Subcommittee

**September 3, 2010 10:00 a.m. Central
Minutes of Teleconference**

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Welcome – Wow! Thank you to everyone for all your input! We made significant progress during this meeting.

Starting Time: 10:05 a.m.

Ending Time: 11:00 a.m.

Roll Call –

Present: Cathleen Hughes, CPMR, CSP; Karen Jefferson, CPMR, CSP; Susannah Hart; Michelle Lewnes, CPMR; Dan McQuiston, CSP; Scott Catanzarite, CPMR, CSP

Absent: Bob Garrett, CPMR

Review of Proposed Agenda

- Additions - None
- Deletions - None

Date & Time of Next Meeting –

October 1st, 2010 @ 10:00 a.m. CST

Review and approval of previous meetings minutes. – Approved

Suggestion to change “small group” to “study group” was agreed upon by the committee. Objective is to emphasize studying together.

Criteria for Group Selection / Formation

- Review and discussion of proposed questionnaire.
 - Email with link to “Survey Monkey” will be sent to attendees after they have registered for CPMR01. Those currently registered for CPMR01 will be emailed once we have completed the process. **Action Item:** MRERF will handle this process.
 - **Action Item:** Karen Jefferson will set up the questionnaire on “Survey Monkey”.
 - Objective of questionnaire is to put together individuals with similar goals and objectives. We would like to see one CSP certified individual per group.
 - The questionnaire will be limited to 6-8 questions and consisting of the following:

- What is your position within the company? Drop down menu with the following: President / Owner, Partner, Management, Sales Representative, Customer Service, or other.
- What association(s) is your company affiliated with? Drop down menu with associations including option for other and area to note.
- What is your objective for attending CPMR?
- Are you CSP certified?
- Do you have access to your company's financial statements?
- Date of birth?

Action Item: Susannah & Karen - Are there items from the registration form we want to incorporate into the questionnaire?

- Discussion of Forum Selections for Attendees to visit viewing bios of other attendees and small group members. It was agreed by the group the original forum site would not offer the results as current populated sites such as LinkedIn. **Action Item:** Karen Jefferson to investigate setting up a Beta site. **Action Item:** Those not registered yet on LinkedIn will register.
- Selection of a Group Captain will be done at the Study Group Orientation. The Study Group will select a name by Tuesday morning.

CPMR 101 Orientation & Activity

- Approval of change from Sunday to Saturday evening for Study Group information and activity only. Susannah Hart has handled the necessary details with the hotel. Registration information has been changed to reflect study group orientation on Sunday evening at 7:00 p.m. Badges will have a number corresponding with the group number and the table which that group will be sitting at during orientation. They will be advised to sit in these groups during class.
- Orientation will include an activity / scavenger hunt as presented by Dan McQuiston.
- Additional activity was presented by Dan McQuiston which will be used in another area of the curriculum.
- Agenda for orientation with emphasis on small groups. Video of our experiences will be put together and presented to the class. Action Item: Scott Catanzarite and Cathleen Hughes agreed to a testimonial video. Cathleen will contact additional individuals from other groups for support in this effort. Susannah will contact the "no name group" along with another group for video testimonial of the impact the study group has had on their CPMR experience.

Handling of Objections for those who want to change groups – Discuss at next meeting.

Open Discussions - None

IPA Curriculum Subcommittee

June 11, 2010 10:00 a.m. Mountain

Minutes of Teleconference

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Attended: Dan McQuiston, CSP; Bob Garrett, CPMR; Steve Goldschmidt, CPMR CSP; Mike Purcell, CPMR; Susannah Hart

Objectives of Curriculum Subcommittee:

Refine the overall and 101, 201, 301 objectives of CPMR

- Pull apart the program and establish the overall goals and guidelines
- Topics that need to consider
- Move some courses to other areas

Mission statement for overall program and for each level of the program:

Review the existing courses to they meet above objectives. Make changes as necessary.

Create long term plan to properly arrange courses into correct year.

Establish baseline learning objectives for each course. Review with instructors.

Review courses annually to make sure the baseline objectives are being met.

Establish instructor and course evaluation guidelines

Establish guidelines for rules instructor presentation format (need some consistency)

Discuss grades/evaluations with each instructor annually and create necessary action items.

Capstone Case Study changes

Canadian Taxes and Laws...online offering?

Next Steps – send out theme for each level:

Overarching theme –

Year One – objectives and course schedule – Sly Zogheib

Year Two - objectives and course schedule – Steve Goldschmidt

Year Three - objectives and course schedule - Mike Purcell

IPA Curriculum Subcommittee

Sept. 10, 2010 9:00 a.m. Mountain

Minutes of Teleconference

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Present: Mike Long, CPMR, CSP; Mike Purcell, CPMR; Bob Garrett, CPMR; Steve Goldschmidt, CPMR CSP; Dan McQuiston, CSP; Susannah Hart, and Karen Jefferson, CPMR CSP

Discussion of draft schedule for 2011 CPMR:

1. 101 – was accepted with the exception of some necessary changes in the day of presentation for specific instructors.
 - Will move Epner Technology session to 101
2. 201 – discussed changing presenter for Understanding the Manufacturer
 - Dan will contact Bruce Carnevale from Bradford White first to see if there is interest in presenting at CPMR
 - 201 class prep for the strategic thinking case will be Tuesday evening if needed.
 - Strategic Thinking in 2012 will have simplified 9 cell
3. 301 – greatest change to this level
 - Strategy Based Decision Making will be added. Trevis Certo from ASU has been recommended as an instructor. Dan will contact him
 - Marketing the Firm is a new session - Mike Purcell will discuss with Dan teaching this session.
 - 301 Technology update will be taught by a new instructor. Karen and Dan will discuss with Joel Warady interest in teaching this session.
 - Eliminate Tax session and combine to some extent with succession or financial sections.
 - Saturday night will institute a refresher on strategy and tools to use for case. Susannah will contact hotel for space
 - Groups will make presentations Wed. am to panels who will share feedback.
 - Wed. afternoon will have panel discussion “what I have done with my company because of CPMR” type session with 3 CPMR grads. And planning session to discuss future plans.

IPA Curriculum Subcommittee

Sept. 24, 2010 8:00 a.m. Mountain

Minutes of Teleconference

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Mike Purcell, CPMR; Steve Goldschmidt, CPMR, CSP; Dan McQuiston, CSP ; Susannah Hart, Karen Jefferson, CPMR, CSP;

Review of proposed CPMR 2011 schedule:

- Schlachter wants to transition out. We still want to keep access to 9 Cell.

- The 2011 CPMR 101 class will not have an introduction to 9 cell.
- Susannah to get Carnevale, Bryan Shirley and Coombs contact info to Dan.
- Certo for Strategy Based Decision Making – seems like a great fit...is willing to learn about rep function
- Capstone Case Study – revisions have been suggested; will not take as much time for case study; “Now what?” ending...what are your plans? Karen to find 4 manufacturers in AZ
- Flip alumni panel with 90-180 day plans so they go out with a bang

2011 CPMR SCHEDULES BY LEVEL

JANUARY 2011 IPA CPMR 101 SESSIONS - BAC 116 - ARIZONA STATE UNIVERSITY					
SATURDAY 8-Jan	SUNDAY 9-Jan	MONDAY 10-Jan	TUESDAY 11-Jan	WEDNESDAY 12-Jan	THURSDAY 13-Jan
	7-7.15am Registration BAC 116				
	7.15- 7.45am Welcome to CPMR; 7.45- 9.15am Shirley - What it Takes to be Successful; 9.30-11am Jennings - Ethics	8-11.30am Boyd - Developing Winning Sales Presentations	8-11.30am Epner - Technology	8-11.30am Foster - Sales Productivity	8.30-12pm Exam
	11.00- 12.30pm Brunch	11.30-1pm Lunch	11.30-1pm Lunch	11.30-1pm Lunch	Departure
	12.30-4pm Boquist - Creating Shareholder Value	1-4.30pm Austrom - Company Culture	1-4.30pm Boyes - Economic Issues	1-4.30pm Bennett - Legal Issues	
7pm Orientation at hotel	5-6pm Reception at hotel			Study Table	

JANUARY 2011 IPA CPMR 201 SESSIONS - BAC 216 - ARIZONA STATE UNIVERSITY					
SATURDAY 8-Jan	SUNDAY 9-Jan	MONDAY 10-Jan	TUESDAY 11-Jan	WEDNESDAY 12-Jan	THURSDAY 13-Jan
	8.15-8.45am Registration BAC 216				
	8.45-12.15pm McQuiston - Principal Relationships	8.30-12pm Shirley - Compensation Packages	8.30-12pm Schlacter - Thinking Strategically	8.30-12pm Combs - Human Resource Issues	8.30-12pm Exam
	12.45-1.15pm Brunch	12-1.30pm Lunch	12-1.30pm Lunch	12-1.30pm Lunch	Departure
	1.45-5.15pm Boyd - Interpersonal Skills	1.30-5pm Parker - Understanding the Manufacturer	1.30-5pm Lindberg - Profitability Analysis	1.30-5pm Reck - Negotiations	
		5-6pm 9-cell Refresher		Study Table	

JANUARY 2011 IPA CPMR 301 SESSIONS - BAC 316 - ARIZONA STATE UNIVERSITY					
SATURDAY 8-Jan	SUNDAY 9-Jan	MONDAY 10-Jan	TUESDAY 11-Jan	WEDNESDAY 12-Jan	THURSDAY 13-Jan
	7.30-8am Registration BAC 316				
	8-11.30am Boquist - Valuing the Firm	9-12.30pm Austrom - Leading Change	9-12.30pm Certo - Strategy Based Decision Making	9-12.30pm Capstone Case Study Prep and Presentations	9-12pm Exam
	11.30-1pm Brunch	12.30-2pm Lunch	12.30-2pm Lunch	12.30-2pm Lunch	Departure
	1-4pm Warady - Social Media 3.0	2-5.30pm Coyne - Succession Planning	2-5.30pm Purcell - Marketing the Firm	2-5.30pm McQuiston - Discussions: Case study; 90- 180 day plan; Alumni Panel	
8pm 301 Connect the dots session at hotel				Study Table	