I realized I hadn’t asked any of our members to submit an article for this column. (It used to have a clever heading called “Members’ Corner,” but it took up too much space.) So, no column from Steve Grossman, John Grob, Peter Bang-Knudsen, etc. “Gee Whiz ... all this blank space, and only me to fill it.”

Maybe I could start a blog, if only I knew what that was. I could “tweet,” except I can’t whistle. Is “tooting” the same thing?

Seriously folks, as the comics whose jokes weren’t getting any laughs would say, let’s get to the point.

# We have yet to get any new rep members in our new “Taste of IHRA” sponsor/reward program.

# We have yet to get any new manufacturer members under our new “Taste of IHRA” sponsor/reward program.

# Both of these programs offer FREE membership (July 1 - December 31) and dues reductions to sponsors of new members (and those that haven’t been members for 5 or more years) who renew for 2014.

We need your help! As the rep world shrinks (only about 25% genuine rep firms left from those that existed 20 years ago), the manufacturing world has greatly expanded. If IHRA doesn’t grow, we will lose the visibility, reputation and finances necessary to maintain our services for reps and manufacturers.

You have the materials. You have the ability. You are the best salespeople in our industry. We are asking you to sell an important product and service at NO COST to the customer. Just remember ...
**Weiss** (continued from page 1)

my rounds I cranked through the gears, sped up and promptly became terrified. Slowing down, I realized (again) that there is no way (and no reason) for me to try and speed up my learning process or my motorcycle.

Two weeks later: I was going fast enough to pass my test. And, for a newbie motorcycle rider, I’m not half-bad. My credo of “go slowly ... keep moving” allows me to make progress at a speed that suits me.

**A credo can get you moving**

This credo helps me in my sales and leadership work too. I continually find selling and leading confusing. Who doesn’t?

Here are some examples of the challenges I’ve faced lately:

- People with whom I have had a good conversation say they will call back, but don’t.
- My colleague and I proposed a program that met a prospect’s specific requests, and he then said he didn’t want to invest the time.
- We are working with a leadership team whose members understand that collaboration is the key to success, and each member of the team keeps putting their own interests first.
- I’m trying to figure out how to develop a new niche.

Selling and leading can be like driving in the night in the fog. You can only see as far as your headlights, but that’s enough to get you to your destination.

It helps to have your credo along for the ride so you don’t lose patience or give up.

**Talk back:** What is your credo? What do you say to yourself when you’re unsure of where to go or how to get there?

*Nicki Weiss is an internationally recognized Certified Professional Sales Management Coach, Master Trainer and workshop leader. Since 1992, Nicki has trained, certified, and/or coached more than 6,000 business executives, manufacturers’ reps, corporate sales executives, small to medium sizes.*

**Weiner** (continued from page 1)

- Both reps and manufacturers receive FREE membership, and all the IHRA benefits and services, July 1 - December 31, 2013.
- Among the benefits is inclusion in the 2013 / 2014 IHRA Locator to be published in August 2013. It will be distributed to manufacturers seeking reps until the 2014 Locator is published in February 2014.
- As a sponsor of rep firms or manufacturers that renew for 2014, you will receive significant rebates towards your 2014 dues.

**PLEASE. IHRA’s future is in your hands!**
IHRA Members: Want to reduce or eliminate your dues for 2014?

A separate eMailing has been sent giving complete details.
It will be easy and greatly rewarding.

A snap for the best field sales professionals in the business, just doing what you do best.
Tech Tip 90 - BYOD

When I was in college, back in the middle ages, party invitations frequently came with the notation BYOB, “bring your own booze.”

Now, more and more job offers come with the notation BYOD, “bring your own device.”

Another FLA (four letter acronym) being used to describe this change is CoIT, or the Consumerism of IT. One variant I like is Cooperative IT.

This was one of the recurring themes at this last year’s Defrag conference.

Oddly, this isn’t a new phenomenon. Back in the late 1970’s, when the Apple II was just becoming popular, people would sneak on into work to run the spreadsheet software Visicalc, often putting the relatively low cost computers on expense reports (although even in the days of 3 martini lunches how you could put $2,000 of computer on an expense report baffles me).

Then IT figured out having all these rouge computers in the office, often hooked up to the mainframe system with odd connections, were a support and security nightmare, so they clamped down. Only company issued devices can be used for work!

I’ve actually met people traveling who have two laptop computers, two cell phones, pretty much two of everything you might travel with, all in an oversized wheeled computer bag.

Generally, most employees’ personal devices are more state of the art than the company issued ones. Interested employees often are reading about what is the latest and greatest and can decide to buy that device when it is released. IT is usually constrained to a list of approved vendors, who are considered safe, and must do a formal evaluation before making a purchase decision. Sadly, that sometimes means the technology is obsolete before it is even deployed to the employees.

And often the employees know how to use their own devices better than the company issued ones. It’s their computer or phone after all. So their productivity is lower with the company issued phone or computer.

But IT was/is in total control, so security and support is lower right? Not always.

The good news is more companies are realizing that employees are capable of making good technology decisions, they are doing it for themselves all the time. So more and more of the time, instead of forbidding “foreign” phones or computers, companies are allowing them, sometimes even encouraging them.

The role of IT becomes less of the prophets on high bringing the Windows XP tablets down from the mountain right after the iPad gets introduced, and more the Geek Squad for the company, offering pre-purchase advice and on-going support. In fact Geek Squad got its start offering tech support back up to business IT groups (at Defrag Robert Stephens mentioned his best marketing tool in the early days were Carnival Cruise brochures with a card that read “When was the last time you took a vacation” sent to server administrators). Geek Squad still does corporate IT support, a fact often overlooked by their Best Buy connection.

But the CoIT revolution isn’t stopping at hardware, more and more employees are bringing new software options to work. These options are often web applications that can replace more expensive traditional corporate software. Google Docs ends up replacing Microsoft Office, offering enough of the functionality to satisfy the user at a fraction of the cost, and adding a collaboration bonus that is harder to implement in a traditional IT environment. There are a huge number of web applications, many of them with freemium business models that let you get started and prove the benefits before incurring any costs. Your employees will find them for you.

Another great example of how consumer IT has impacted business is YouTube. Most people think of YouTube as the place to go to watch dogs talk or cute baby videos. But many people are finding YouTube is a great “how to” resource. One manufacturer I used to represent, Moen Faucet, has a whole series of how to fix your faucet videos that reduce the number of warranty claims. Continued on page 8 >>
## IHRA Booster Club is Growing!
As it helps us build our educational fund and defray the added costs of an additional day at the International Home + Housewares Shows

### IHRA Rep Member Boosters

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
<th>Company Name</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td><strong>Diamond</strong></td>
<td>$500 or more</td>
<td>Bang-Knudsen, Inc.</td>
<td>Seattle, WA</td>
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<td>J. Grob Associates, Inc.</td>
<td>Kensington, MD</td>
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<td>Marketshare Sales, Inc.</td>
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<td>The Northeast Group Inc.</td>
<td>Norwood, MA</td>
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<td><strong>Platinum</strong></td>
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<td>Kulovitz &amp; Associates, Inc.</td>
<td>Dallas, TX</td>
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<tr>
<td><strong>Gold</strong></td>
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<tr>
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<td>Koval ~ Williamson, Mukilteo, WA</td>
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### Industry Manufacturer Boosters

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<td>*PetzBest Products Group</td>
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<td>*Terinex Limited</td>
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<td>*Trademark Productions, Inc.</td>
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<tr>
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<td>$400 or more</td>
<td>*Vinaroz Cookware</td>
</tr>
<tr>
<td><strong>Gold</strong></td>
<td>$300 or more</td>
<td>*IHRA Manufacturer Members</td>
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<tr>
<td><strong>Silver</strong></td>
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**Representatives. Manufacturers. Want to become an IHRA Booster? See next page for complete details.**
BE AN IHRA BOOSTER! Help us build our educational fund, stay a viable resource for manufacturers seeking field sales professionals, develop special activities and events, and be widely identified as an IHRA Booster.

Your company will be identified in the monthly REPorter Newsletter and in multiple signage around the IHRA Hospitality Room at the International Home + Housewares Shows ... AND MORE ... see below!

IHRA Booster Levels for IHRA Rep Members

Diamond ... $500 or more
earns FREE 1/3 page Locator ad or $225 credit for larger space

Platinum ... $400 or more
earns FREE 1/4 page Locator ad or $168.75 credit for larger space

Gold ... $300 or more
earns FREE 2/9 page Locator ad or $150 credit for larger space

Silver ... $200 or more
earns FREE 1/9 page Locator ad or $75 credit for larger space

Bronze ... $100 or more
earns our sincere THANK YOU!

IHRA Booster Levels for all Industry Manufacturers

Diamond ... $500 or more
earns FREE, as needed, Manufacturer Seeking Representatives HOT Lines, 1/4 page ads in monthly REPorter Newsletter and all IHRA Member benefits & services, including FREE eLocators

Platinum ... $400 or more
earns FREE, as needed, Manufacturer Seeking Representatives HOT Lines, 1/8 page ads in monthly REPorter Newsletter and all IHRA Member benefits & services, including FREE eLocators

Gold ... $300 or more
earns FREE 1/8 page, Manufacturer Seeking Representatives ads (limit 4), in monthly REPorter Newsletter and all IHRA Member benefits & services, including FREE eLocators

Silver ... $200 or more
earns FREE 1/8 page, Manufacturer Seeking Representatives ads (limit 2), in monthly REPorter Newsletter and all IHRA Member benefits & services, including FREE eLocators

YES, we want to be an IHRA Booster! Please sign us up.

Company ________________________________________________ Address ________________________________________________

City, State, Zip, Country ______________________________________________________________________________________________

Phone ___________________________________ Fax ___________________________________ eMail ________________________________________

 Authorized By __________________________________________ Booster Level: ❑ Diamond ❑ Platinum ❑ Gold ❑ Silver ❑ Bronze

Check enclosed for $ or charge to credit card: # ___________________________ Exp Date _____ Card Code _____ Billing Zip _____

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Marshall (continued from page 4)

Hosting video on your own web server is expensive. Video files are large and web server storage is often limited. And if many people view your video you may exceed your bandwidth on your server, incurring additional charges.

But you can upload that video to YouTube where you don’t have to pay for storage or bandwidth. An added benefit of video on YouTube is people may find your video that wouldn’t find it normally. YouTube is the #2 most used search engine behind its parent company Google.

Creating a YouTube video can be done with simple equipment. I wrote an article many years ago that suggested you could create videos with only a $1-2,000 investment in equipment. Now many smart phones can take HD video and upload it directly to YouTube, making the cost of producing and distributing video virtually nothing.

The Apple II with Visicalc may have started the current trend to CoIT. It is definitely catching on. Embrace the new uses your employees will come up with on their own. Allow them to use their own devices (computer or smart phone) while working for you. Even support them with a staff member or a Geek Squad contract. If you really want to adopt BYOD, you might even consider giving employees an allowance to spend on those devices. It will pay off in the long run.
**Manufacturers Seeking IHRA Field Sales Professionals**

**Ad Rates**
- 1/8 page: $100
- 1/4 page: $175
- 3/8 page: $250
- 1/2 page: $325
- 3/4 page: $475
- Full page: $675

*Reruns of same ad within 12 months are at 50% discount!*

**Ad Dimensions**
- 1/8 page: Vertical, only
  - 3 11/16” h x 2 7/16” w
- 1/4 page: Vertical
  - 7 1/2” h x 2 7/16” w
- 1/4 page, Horizontal
  - 3 11/16” h x 4 15/16” w
- 3/8 page: Horizontal only
  - 3 11/16” h x 7 15/16” w
- 1/2 page: Vertical
  - 7 1/2” h x 4 15/16” w
- 1/2 page: Horizontal
  - 3 11/16” h x 10” w
- 3/4 page: 7 1/2” h x 7 15/16” w
- Full page: 7 1/2” h x 10” w

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**MAN LAW BBQ** line of premium BBQ tools and accessories looking for key account reps for the following accounts: Sears, Kmart, Ace, Do it Best, Safeway, PC Richard, A & P, Macy’s, Belk, JC Penney, Dillard’s, Costco, plus many more.

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- http://www.organizables.com

**Person to Contact:**
- Zia Bossemeyer, VP
- eMail: Zia@organizables.com

**Channels Currently Sold:** Amazon, Linen’s N Things, Wayfair, True Value Home & Garden

**Channels Want To Sell:** The Children’s Place, Justice, Gap Kids, Janie & Jack

**Years in Business:** 3

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**Person to Contact:**
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- eMail: dkapla@hhwholesale.com

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**Commission Rate:** 10%

**Years in Business:** 12

**Currently doing business in the USA through direct sales**

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**NYC & Vicinity**

We are currently looking for a Key Account Manager in the NY/NJ Territory. The ideal candidate will be a self-motivated and entrepreneurial professional with a passion for Housewares who can be a brand ambassador for the lines we represent as well as initiate new businesses. (OXO, SodaStream, Bormioli Rocco, among others). Prior experience is necessary. We are a 40 years young Manufacturers’ Rep firm with uninterrupted growth for many years ~ if you want to join a vibrant successful team, please send Resume and cover letter to David Friedman - David@northeastgroup.com

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**Contact:**
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- Harvey Levinson: harvey.levinson@cookware-co.com

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More information at: petzbest.com

**If interested, Contact:**
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- P.O. Box 37
- West Hempstead NY 11552
- (516) 575-4272 Fax: (516) 575-4739

**Person to Contact:**
- Kathy Pancila, VP Sales
- eMail: kpancila@jellygear.com

**Territories Open:** U.S.A., Canada, Mexico

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**IHRA**

**PRODUCTS:**
- Pet Leashes & Collars, Grooming Tools, Training Pads & Wipes.
- We now have “green” products that are extremely hot in the marketplace!! This line includes organic cotton and recycled polyester leashes and collars. Our pricing is extremely low since we are a partner in a joint venture, vertical plant in China where we also manufacture our own webbing!

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**Person to Contact:**
- Kathy Pancila, VP Sales
- eMail: kpancila@jellygear.com

**Territories Open:** U.S.A., Canada, Mexico

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**IHRA**

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- P: 951.245.4253 • F: 951.245.6956
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- Amazon, Linen’s N Things, Wayfair, True Value Home & Garden

**Channels Want To Sell:**
- The Children’s Place, Justice, Gap Kids, Janie & Jack

**Years in Business:** 3

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**organizables®**
**2013 CALENDAR OF EVENTS**

**June**
- 2 - 5
  ITMA Showtime Fabric Show
  High Point, NC
- 10 - 12
  NeoCon World’s Trade Fair/Fine Design
  Chicago, IL
- 19 - 25
  Dallas Total Home & Gift Market
  Dallas, TX
- 20 - 23
  Dallas International Lighting & Accessories Market
  Dallas, TX
- 30 - July 2
  Fancy Food Show
  New York, NY

**July**
- 10 - 17
  Atlanta International Gift & Home Furnishings Mrkt
  Atlanta, GA
- 11 - 14
  Atlanta International Area Rug Market
  Atlanta, GA
- 16 - 18
  International Casual Furniture Pre-Market
  Chicago, IL
- 18 - 23
  Chicago Market: Living & Giving
  Chicago, IL
- 19 - 22
  California Gift Show
  Los Angeles, CA

**August**
- 29 - Aug 2
  Las Vegas Market
  Las Vegas, NV

**September**
- 23 - 26
  New York Home Fashions Market Week
  New York, NY
- 30 - Oct. 2
  L.A. Mart Fall Market
  Los Angeles, CA

**October**
- Oct 15 - 18
  New York Tabletop Market
  New York, NY
- Oct 19 - 24
  High Point Market
  High Point, NC

If we are missing any events you think should be on our calendar, please let us know at: info@ihra.org.
Thank You!
The IHRA REPorter® is published monthly for International Housewares Representatives Association
1755 Lake Cook Rd • Suite 318 • Highland Park IL 60035
847.748.8269 • 800.315.7430 • Fax 847.748.8273
eMail: info@ihra.org • Web: www.ihra.org

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Home • Housewares • Gourmet • Hardware Multiple-Line, Field Sales Professional:

If you’re not a member of IHRA, you owe it to yourself to join the organization that is your voice in the industry and the manufacturers’ resource for finding

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For complete information about “first-timer” membership and an application, contact us at:

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info@ihra.org • www.ihra.org

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*Executive Director: Bill Weiner, Weiner Association Management

Directors:
(terms ending end of 2013)
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Steve Figman, The Summit Group
Eric Halberg, Unique Value Marketing, LLC

(terms ending end of 2014)
Chelsea Gorczyca, The Belwether Group, LLC
Steve Grossman, CPMR, GM Partners
*Meghan Peake, CPMR, The Barrington Group

(terms ending end of 2015)
Jacob Bang-Knudsen, CPMR, Bang-Knudsen, Inc.
Frank Brady, Brady Marketing Company
John Grob, J. Grob Associates, Inc.
Kent Kulovitz, Kulovitz & Associates, Inc.

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James Ayotte
David Silberstein
Kent Kulovitz
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