



HAPPY THANKSGIVING



November 2003



# The REP<sup>®</sup>orter

INTERNATIONAL HOUSEWARES REPRESENTATIVES ASSOCIATION

## Member's Corner

### From my "honey-do list"

by Steve Grossman, CPMR

Former IHRA President and Chairman

For those of us who live north of the Mason Dixon line, winter is about to descend. Boy, the time sure flies as one gets older. I have a number of things to do on my "honey-do list" this Saturday and writing for the IHRA newsletter is one of them.

As I have said in the past, I only write about issues that are alive in me . . . and this will be one of those that will have more than one theme.

1) Donna Peake wrote last month about the multi-association Keystone convention we attended in Florida. I truly hope you keep the value of these conferences in the back of your mind, so when the next one is available, you make plans to attend. I will not tell you that you will receive all the answers to make your business successful, but I am confident that you will take away many of the tools and ideas to get you well on your way.

2) One of the presenters was **Jim Harris**, who, for lack of better words, has a pretty good handle on how business in general will be conducted in the future. One of his books I am reading is "Blind-sided." It can be ordered through the MRERF (Manufacturers' Representatives Educational Research Foundation) website ([www.mrerf.org](http://www.mrerf.org)) by clicking on the Amazon.com link. (MRERF gets a donation and you order the book and everyone wins.)

The whole premise of the book is to stay far enough ahead of the game so you are not blind-sided out of your business. The two biggie examples are: **Microsoft** for not seeing the importance of the web and **Netscape's** navigator, in

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## Legally Speaking

### Prosper at your own risk: *When sub-rep success cannot be restrained*

by Gerald M. Newman and Adam J. Glazer,

*Schoenberg, Fisher, Newman & Rosenberg*, IHRA Legal Counsels

Your doggedness and proficiency on behalf of a national manufacturer have finally paid off. After thirteen years of steadily increasing sales up and down your Eastern seaboard territory, Rodney, the manufacturer's General Sales Manager, recognizes your dedication and pays you your due by expanding your sales territory to include "everything East of the Mississippi." For the first time, Rodney even invites you to dinner with the company's COO, to whom you're accorded the introduction, intended as praise, "Felix, meet the sales rep who never missed a sales call, and probably never made a kid's birthday."

A bit shaken by the accuracy of the greeting, you overcome your mixed feelings about the personal cost of your success and seize this opportunity to throw down martinis with Rodney and Felix. Before long, you learn of Felix's plans to develop the business in some of his projected growth spots in *your* new territory. Places like Chattanooga, Akron and Springfield. *Chattanooga?* You know it only in song. Something about a train. *Akron?* Your wife visited Akron once. Or maybe it was her brother. And *Springfield?* The one in Illinois or Missouri? Wait, isn't Missouri *West* of the Mississippi?

#### Developing the Sub-Reps

The next morning you've bought a new atlas and are on the phone with some of the reps you've played golf with over the years after your rep association's annual meetings (okay, *during* the meetings), well on your way to lining up a new sub-rep network to continue servicing this important principal. Over the next few months, after shedding three other principals to make sufficient time for this undertaking, you introduce your new, non-coastal sub-reps to the methods and practices that have kept you in Rodney's good graces and made his product line an industry leader.

You don't hesitate to share the secrets behind your success in moving this line for you've carefully put the network together with trusted colleagues, and covered all your bases. Each new sub-rep has signed an agreement reciting how this sales relationship was forged exclusively by you, and each proves agreeable to an equitable split of commissions earned. The subs further accept the boilerplate, non-compete language that you always tried to delete when inserted into sales rep contracts by manufacturers. This enables you to carefully restrict, on your own word processor, your assemblage of sub-reps from

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## Legally Speaking (from page 1)

representing any other line for three years, no, make that five years, following termination of the agreement.

And your hard work and thoroughness pay off again. For the next eighteen months, “your” network increases Rodney’s sales East of the mighty Mississippi by nearly 20%. Never resting, you continue your flyarounds and ensure the sub-reps are all performing up to your own high standards. You allow yourself to consider turning this into a true, *national* account. Felix must envision more growth locales to the West. What about Wichita, you wonder. Des Moines? Maybe even Reno. You always wanted to visit Reno on an expense account.

With visions of your own manifest destiny racing around the cerebellum, you call Rodney to discuss presenting some additional expansion concepts to Felix, trying not to sound too presumptuous. Oddly, your call does not go through. Word slowly reaches you that Felix’s further growth plans evidently did not include your man Rodney.

### Whose Sub-Reps Are They, Anyway?

The introduction to Sheila, Rodney’s replacement, was icy at best. Not yet two weeks into her new job, Sheila wonders aloud how your small, border state rep firm can efficiently manage the company’s sales half a continent away. “No wonder Felix brought me in,” she tells herself. You always felt your growth record spoke for itself. But suddenly, the only speaking that mattered was being done Sheila to Sheila.

You were not surprised to receive the termination notice six weeks later. It was not unusual for new sales managers to bring in their own key people. Sheila would have had to work fast to replace your network across the entire Eastern United States, but give the devil her due.

She seemed capable. Besides, the company was honoring its contractual post-termination commission obligations.

Harboring hopes of keeping your sub-rep network together, you open negotiations with possible replacement lines. Your network is already in place, experienced, and in need of a new line, and could be leveraged to look quite attractive to other manufacturers. Competitors who had watched your success with envy up till now could step right up to fill the void. And Rodney never insisted *you* sign a non-compete. Upon broaching the topic of taking on a new manufacturer with one of your trusted subs, WHAM! It turns out the subs weren’t terminated at all.

Instead, Sheila the Sinister had quietly cut you out while signing most of those spineless, disloyal subs to new rep agreements directly with the company, and at reduced commissions. Perhaps you could stomach your own termination, but you would not watch Sheila rob you of the sub-rep network you had so painstakingly planted and harvested, not without a fight.

### The Fight?

“Whaddaya mean there was no non-solicitation clause?!” boomed your fierce, fire-breathing rep lawyer, Rex, the next morning. “We coulda sought to restrain and enjoin this Sheila from going after your subs!”

*What, no injunction?* You really weren’t in the mood to hear Rex’s version of the “Why didn’t you see me sooner” speech, particularly since he made it sound so painfully obvious. You may have covered your contractual bases with the sub-reps, but the contract you signed with ol’ Rodney did nothing to prevent Sheila from seeking to exploit the rep relationships you handed her. Adding insult to injury, Rex made it sound like your failing to come to him with

the contract to protect your rights as the sub-rep assembler was the worst blunder since Custer led his calvary unit into Little Big Horn. *Maybe General Custer should have had you draft him a nice contract too, Rex.*

Sensing your disappointment, Rex counsels that you *might* have a cause of action against the company for wrongfully or “tortiously” interfering with your contracts with the sub-reps. “Attaboy, Rex,” you tell him, pausing to think how much that sounded like you were praising a canine. “Now, what about those turncoat subs?”

Belatedly, you realize that you had interrupted Rex, who was busy qualifying his tortious interference theory with cautionary, lawyer phrases that you didn’t care for, including how “proving damages won’t be easy,” something about an “uphill battle,” and how juries are “fickle.” *Fickle? C’mon, Rex, ol’ boy. Where’s the fire?*

“As for the sub-reps,” he continued without conviction, “the idea of a non-compete was probably appropriate, but the language is not what I would have recommended.” *Of course not, Rex,* you think to yourself, *but I didn’t charge myself by the hour for modifying a form.* “What’s wrong with the language?” you demand.

“Well,” intones the suddenly fireless counselor, “for starters, the non-compete only restricts these subs from representing *other* lines. It does nothing to limit their ability to continue representing the same line directly for the principal.” *Could that possibly be right?* The pounding in your head grows heavier as you try to decide if the company had all along plotted to steal the network you built and trained, or if Sheila just got lucky. “Moreover,” Rex continues, but you are so deflated you can only wonder if any life form other

## Legally Speaking (from page 2)

than lawyers ever uttered the word, "Moreover."

In truth, you heard very little after Rex's "moreover" proved to be that any restriction on competition for longer than two years was difficult to enforce, and that your 5-year restriction was almost certainly "too long under the circumstances." Soon, you were spending unprecedented time with your children, including your first pizza and petting zoo party. Unfortunately, hosting 20 five-year olds and farm animals proves to be no elixir for your headaches. It also dawns on you that it is difficult to both attend and pay for these birthday parties. And what *is* that on your shoe?

### Lesson Learned

Perhaps you would elect to sue the company for tortious interference, and also pursue the subs, not for the fiery and immediate injunctive relief you had hoped for, but under the more practical theory Rex recommended, a straightforward claim for breaching their contracts by repping the product line without paying you your share of the commission payments. You understood the theory wasn't foolproof, but perhaps the company would be anxious to work something out with you before the reps could get scared off. It seemed that Rex's fire probably wasn't extinguished after all, just kept on a low flame until he was ready to start the grilling.

At the same time, you're not completely comfortable with the idea of suing your former rep buddies. You also recognize that, given time, Sheila is perfectly capable of

replacing each of them with new reps who won't owe you a dime on their sales. Preparing to move on, you first authorize Rex to fire a demand letter off to Sheila and to each of your turncoat subs, rattling his saber and suggesting the wisdom of a prompt, fair settlement offer. Perhaps copying Felix on the letter will cause him to re-emerge and forge a confidential deal. If an amicable resolution cannot be quickly reached, will you file suit? You leave them wondering about this as your primary focus returns to sales, and to developing new business lines and relationships.

As the fall season takes effect, you've lined up a competing manufacturer with a very attractive product line. It's quite a change after fifteen years, but you have not lost your zeal for sales and are determined to continue in the manner that always brought you success. One change you will make, however. Trying not to picture Rex turning on his meter as soon as you step off the elevator toward his suite, you carry both the proposed sales rep agreement you just received, and, just in case the opportunity again arises, your original sub-rep agreement for review as well. You are reminded of the old oil-filter commercial where the mechanic warns "You can pay me now or pay me later."

Rex greets you warmly, and listens carefully to your directions. "I need you to review this rep agreement. It looks okay to me," you tell him, "but I need you to clean it up." Pausing for effect, you add, "*Moreover*, Rex, I've brought my sub-rep contract . . ."

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## Members Corner (from page 1)

1995, blew right past them; and the impact and speed of Napster on the music business. Harris presents, in a logical way that even I could understand, how and why the speed and capabilities of computers, web, and the speed of sharing data has - and is - changing the way we are all doing business. And, unless you want to go the way of the buggy whip salesman, you better start looking ahead now before you are blind-sided.

3) Coming up in January is MRERF's next CPMR program, to be held at Arizona State University in warm Tempe, Arizona. You will end up investing \$5000 or so in your future over the next 3 years, but it will give you the opportunity of networking and learning with other reps and have solid business tools to keep

you ahead of the game. If you have been a rep for a few years or are thinking of getting out in the next number of years, it will be worth the time and money you have invested in earning your CPMR designation.

4) I have often mentioned the partnership we have with IHA (International Housewares Association. . . the manufacturers' organization that runs the Home & Housewares Show), and how Perry Reynolds, IHA VP/Marketing & Trade Development, could not be more helpful in supporting the multiple-line representative function in the Housewares field. I have been sharing with IHA the professional certification program offered by MRERF on how IHA members can work and better utilize their professional reps (that's us!). Well

after two years of gentle effort, I believe we will have success in 2004.

(A personal note: I know the factories for whom I am able to produce the best results, are the ones where we have developed a partnership in selling the customer, not an adversarial relationship.)

More next month, have a warm and happy Thanksgiving.

Steman4@aol.com

**MARK YOUR CALENDARS FOR:**  
**2nd Annual IHRA Membership**  
**Breakfast & Program**  
**Sunday, March 21, 2004**  
**7:00 - 9:00 AM**  
**IHRA Hospitality Room S101B**  
**McCormick Place, South Lobby**

# Manufacturers Seeking IHRA Field Sales Professionals

**Products:** Pigtail® Food Flipper - BBQ & Kitchen Tool\*; One Big Match™ - Butane Lighter; Perfect Pop® - Champagne Opener. \*Nationally advertised in Bon Appetit, Fine Cooking, Popular Science, Time Newsweek, etc.

**K2 DEVELOPMENT**

P.O. Box 498  
Pine Plains NY 12567  
(518) 398-6617 • (518) 398-6619

**Contact: Tom King**  
President  
eMail: k2d@taconic.net

**Territories:** All U.S.A. except Atlanta & Dallas

**Commission Rate:** 10%      **Nat'l Sales:** \$1,000,000+

**Products:** Stainless Steel Gadgets, Barware, Cookware, Spiegelau Glassware, Flatware, Pressure Cookers

**WMF OF AMERICA**

85 Price Parkway  
Farmingdale NY 11735  
(631) 293-3990 • Fax: (631) 293-3561  
www.wmf-usa.com

**Contact: Wayne Ackerson**  
Eastern Regional Sales Manager  
eMail: w.ackerson@wmf-usa.com

**Territories:** VA, MD, DE, E. PA, S. NJ

**Commission Rate:** 10%      **Nat'l Sales:** N/A

**Products:** DUNCAN'S Kitchen Grips™ Patented heat resistant, water repellent, stain resistant, safety-grip oven mitts, hot pads and accessories.

**Duncan Industries is an IHRA Manufacturer Member**

**DUNCAN INDUSTRIES**

28315 W. Industry Drive  
Valencia CA 91355  
(800) 785-4449 • Fax: (661) 257-8123  
www.kitchengrips.com

**Contact: Tracy Marr**  
VP Sales, Retail  
eMail: tmarr@kitchengrips.com

**Territories:** All U.S.A.

**Commission Rate:** 10+%      **Nat'l Sales:** \$40,000,000

**Products:** Housewares - Kitchen Gadgets  
**See: [www.imcg.us](http://www.imcg.us)**

**I.M.C.G., INC.**

1025 Greenwood Blvd - Suite 300/539  
Lake Mary FL 32746  
(407) 330-4831 • Fax: (407) 330-4835  
www.imcg.us

**Contact: Peter Vander Stichele**  
President  
eMail: info@imcg.us

**Territories:** All U.S.A. except MI and Home Shopping TV;  
All Canada; All Mexico

**Commission Rate:** 10%      **Nat'l Sales:** Will be revealed in interview

**Products:** Sori Yanagi (Japanese Designer) designed kitchenware, including: cookware, utensils, flatware, bone china tea/coffee set, glass bowls, glassware.

**SATO SHOJI CORP.**

101 N. Virginia St #225  
Crystal Lake IL 60014  
(815) 479-0637 • (815) 479-0645  
<http://www.proof-site.com/satoshoji/main.html>

**Contact: Mark Niemann**  
Vice President  
eMail: mniemann@prodigy.net

**Territories:** All U.S.A.

**Commission Rate:** 10 - 15%      **Nat'l Sales:** \$600,000,000

**Manufacturers: Are You Looking for Well-Qualified, Performance-Committed, Field Sales Professionals?**

**Find them quickly, easily and cost-effectively with IHRA's three exclusive marketing services**

**See the next 2 pages for complete details**

This is an IHRA service to keep members advised of lines available. The listing of a manufacturer should in no way be construed as an endorsement of that line by IHRA, it being the obligation of each member to make their own evaluation of the line.



# Manufacturers: Are You Looking for Well-Qualified, Performance-Committed, Field Sales Professionals?

Find them quickly, easily and cost-effectively with IHRA's three exclusive marketing services . . .

## The IHRA Locator



### The IHRA Locator

A directory of housewares representatives by territories covered, type of products handled, type of customers sold through and complete details about their companies.

## Instant HOT Lines

**HOT LINE / Line Available**

Date: \_\_\_\_\_

PRODUCTS: \_\_\_\_\_

ESTIMATED SALES: \_\_\_\_\_

COMPANY: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

TERRITORIES OPEN: \_\_\_\_\_

COMMISSION RATE: \_\_\_\_\_ USER REPS IN TERRITORY(IES) INDICATED: \_\_\_\_\_

YEARS IN BUSINESS: \_\_\_\_\_ GROSS SALES: \_\_\_\_\_

The Best Response is Seeking to IHRA . . .  
Support, Promote, Strengthen the Multi-Line Representative System

INTERNATIONAL HOUSEWARES REPRESENTATIVES ASSOCIATION

### Instant Hot Lines

A one-time fax or eMail that provides immediate information on *your line, only*, to representatives in specific marketing areas or across the country.

## Lines Available



### Lines Available

A special page (or pages) of listings in the IHRA Monthly Newsletter - the *REPorter*® - of manufacturers seeking representatives.

### INTERNATIONAL HOUSEWARES REPRESENTATIVES ASSOCIATION

175 N. Harbor Drive • Suite 1712 • Chicago, IL 60601  
(312) 240-0822 • (800) 315-7430 • Fax: (312) 240-1005  
info@ihra.org • www.ihra.org

# The IHRA Locator

- Lists 250+ housewares representative companies
- Listings indicate the type of products sold, customer base sold through, territory covered, size of firm, year business founded, additional facilities and services, etc.
- COST: \$50 for IHA members; \$95.00 all others (\$100 / \$145 outside of North America)

## Instant HOT Lines

- One-time eMail or fax designed to provide immediate communication to IHRA members in desired marketing area(s).
- Sent within 48 hours of receipt of information and payment.
- COST: \$100.00 plus 75¢ per rep company eMailed or faxed, per HOT Line. Consists of 1-page IHRA HOT Line Form. Additional charge for additional pages sent.
- When you use Instant Hot Lines, you will receive the IHRA Locator at no extra charge!

## Lines Available in The *REPorter*<sup>®</sup>

- A special page (or pages) of listings in the IHRA Monthly Newsletter - The *REPorter* - of manufacturers seeking representatives. Your listing will be published in the next published newsletter - usually the first week of each month.
- COST: \$100. Reruns within twelve months: \$50 each.
- Lines Available advertisers can purchase the IHRA Locator for \$40.

### Manufacturers Seeking Representation — *Take Action Now!*

Take advantage of this cost-effective opportunity to expand your product sales into new territories or improve your current coverage. To use either service, complete the form below, indicating which service you wish to use and the state(s) or partial state(s) in which you need representation, and mail or fax to us at (312) 240-1005.

**For either service, check payable to IHRA or credit card information should accompany order.**

VISA  MC  AMEX Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Billing Address

Signature \_\_\_\_\_

**Yes, we want:**  The Locator\*  Instant **HOT** Lines  Lines Available

(Manufacturers outside of North America utilizing Instant HOT Lines will be sent an additional questionnaire form)

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

eMail \_\_\_\_\_

Commission Rate (%) \_\_\_\_\_ Gross Nat'l Sales \_\_\_\_\_

Currently use reps in territory(s) indicated?  Yes  No  Some Years in business \_\_\_\_\_

Products \_\_\_\_\_

**\*If you only wish to receive The Locator, fill out the first six lines of the form (name, address, etc.).**

**Representatives Needed in**  All USA,  
 Canada,  Mexico and/or These  
Territories, States or Partial States or  
International Markets:



## 2003 / 2004 INDUSTRY CALENDAR OF EVENTS

### November

Anchorage Holiday Food & Gift Festival  
November 7, 2003 - November 9, 2003  
Anchorage, AK

International Hotel/Motel & Restaurant Show  
November 08, 2003 - November 11, 2003  
New York, NY

Int'l SHOPA Show  
November 11, 2003 - November 13, 2003  
Atlanta, GA

### December

Americas Food and Beverage Trade Show  
and Conference  
December 03, 2003 - December 04, 2003  
Miami, FL

### January

Orlando Gift Show  
January 04, 2004 - January 06, 2004  
Orlando, FL

Atlanta International Gift & Home Furnishings Market  
January 06, 2004 - January 15, 2004  
Atlanta, GA

The Gift Fair in Atlanta  
January 09, 2004 - January 12, 2004  
Atlanta, GA

Portland Gift & Accessories Show  
January 10, 2004 - January 13, 2004  
Portland, OR

Philadelphia Candy Show  
January 11, 2004 - January 13, 2004  
Valley Forge, PA

Dallas International Gift & Home Accessories Market  
January 14, 2004 - January 21, 2004  
Dallas, TX

California Gift Show  
January 17, 2004 - January 20, 2004  
Los Angeles, CA

Toronto Internatinal Gift Fair  
January 23, 2004 - January 26, 2001  
Toronto, Canada

CGTA Canadian Gift & Tableware Show  
January 25, 2004 - January 29, 2004  
Toronto, Canada

Washington Gift Show  
January 25, 2004 - January 28, 2004  
Chantilly, VA

New York Gift & Housewares Show  
January 31, 2004 - February 05, 2004  
New York, NY

New York Gift Show at 41 Madison  
January 31, 2004 - February 04, 2004  
New York, NY

### February

ISM (International Sweets & Biscuits Fair)  
February 01, 2004 - February 04, 2004  
Cologne, Germany

San Francisco International Gift Fair  
February 07, 2004 - February 11, 2004  
San Francisco, CA

Ambiente  
February 20, 2004 - February 24, 2004  
Frankfurt, Germany

### March

National Coffee Association Annual Convention  
March 03, 2004 - March 07, 2004  
Laguna Niguel, CA

Natural Products Expo West  
March 04, 2004 - March 07, 2004  
Anaheim, CA

Atlanta Spring Gift, Accessories & Holiday Market  
March 13, 2004 - March 16, 2004  
Atlanta, GA

Dallas International Gift & Home Accessories Market  
March 13, 2004 - March 16, 2004  
Dallas, TX

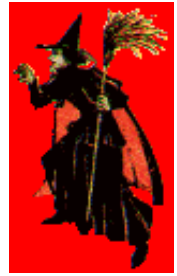
Coffee Fest Washington, D.C.  
March 19, 2004 - March 21, 2004  
Washington, DC

IHA Home & Housewares Show  
March 20, 2004 - March 22, 2004  
Chicago, IL

Globalshop  
March 22, 2004 - March 24, 2004  
Las Vegas, NV

EX-TRACTS  
March 26, 2004 - March 29, 2004  
New York, NY

New York Home Textiles Show  
March 26, 2004 - March 29, 2004  
New York, NY





**For IHRA Members Only,  
Our Continuing GREAT  
Member Benefit!**



**Here are the details for IHRA's room block at the 2004 Housewares Show . . .  
a 115 room block at the Hampton Inn & Suites. . . and the rates are dynamite!!**

Here are the details:

**Room Block Dates: March 18 - March 23, 2004**

**The Hampton Inn & Suites**, is at 33 W. Illinois (at Dearborn St.) — a short walk from North Michigan Ave. **Here are the rates:**

- **Standard** - \$125.00
- **Suites** - \$169.00

Rooms include free deluxe continental breakfast buffet (and the coffee is always available, day or night, free, in the breakfast room), free local phone calls and free cable TV.

**For reservations, fill out the following and fax it to  
(312) 832-0333 or call (312) 832-0330**

**Reservation Form for  
Weiner Association  
International Houseware Show**

(Copy this form and complete it for each room you want)

Arrive Day/Date \_\_\_\_\_ Depart Day/Date \_\_\_\_\_

Occupant Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

Room Type \_\_\_\_\_ Rate \_\_\_\_\_ Single \_\_\_ Double \_\_\_

Smoking  Non-Smoking; Other Needs/Requests \_\_\_\_\_

Credit Card & # \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

**Make your reservations, today. These rooms will go fast!**



**Have you given time and training** to your inside sales/customer service personnel recently? Have a once a month training lunch for your IS/CS staff using New Directions in Inside Sales as a way to boost your staffs performance and expertise. The 5-segment video/print training program can be used as self-study for one person or with the detailed Leaders' Guide in a classroom setting. The package includes: video, leaders guide, participant workbook, and roll play scenarios to practice skills. (Additional workbooks available) For more information or to order just email: [Susannah@mrerf.org](mailto:Susannah@mrerf.org)

**Do you have principals who have made a commitment to education?** Many have. They are the principals who offer you training on more than just

their products. They provide you and your staff with opportunities for sales training and business training. MRERF seeks to remind them that you have made a commitment to education too via CPMR. Send a list of those manufacturers who you think are education minded to: [Susannah@mrerf.org](mailto:Susannah@mrerf.org).

**Manufacturers are welcome** to observe the program during the January session at Arizona State University. Let us know if there is someone you think we should invite.

Enrollment in 101 for the Jan. 04 ASU session is picking up. Don't forget there is a \$150 incentive for new registrants! Go to [http://www.mrerf.org/education/cpmr\\_application](http://www.mrerf.org/education/cpmr_application).

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### Here's a reminder about IHRA's recommended EDI service:

TrueCommerce is pleased to announce a special offer available exclusively to International Housewares Representatives Association members.

Call TrueCommerce and identify yourself as an IHRA member, and you'll receive a \$20 credit towards any TrueCommerce purchase you make between now and December 31, 2003.

TrueCommerce provides everything you need to become EDI compliant:

- EDI translation software that's as easy to use as e-mail
- Integration with your accounting software
- An affordable network connection to all of your trading partners
- Free phone support

New users can become EDI enabled for as little as \$750 and companies already using another EDI provider can save as much as 50% on their monthly network fees by switching from their current Value Added Network to tc.net!

For more details and pricing, visit [www.truecommerce.com](http://www.truecommerce.com) or call toll free: 888-334-8783 for a no-obligation quote or cost comparison.



### IMPORTANT REMINDERS ••• Mark your calendars!!!

1. The 2004 International Home & Housewares Show is Saturday, Sunday, Monday, March 20, 21, 22, 2004 at McCormick Place, Chicago, Illinois.
2. IHRA's Annual Membership Breakfast & Program is Sunday, March 21, 2004 7 - 9:00 AM • Room S101B • McCormick Place South

### FUTURE INTERNATIONAL HOME & HOUSEWARES SHOW DATES

2005: April 3-5

2007: March 11-13

2009: March 22-24

2006: March 19-21

2008: March 2-4

2010: March 7-9



**Manufacturers:  
Are You Looking for Well-Qualified,  
Performance-Committed, Field Sales  
Professionals?**

*Find them quickly, easily and  
cost-effectively with IHRA's three  
exclusive marketing services . . .*

**The IHRA Locator**

A directory of field sales professionals  
by territories covered, type of products  
handled, type of customers sold to/through  
and complete details about their companies.

**Instant *HOT* Lines**

A onetime eMail or fax that  
provides immediate information  
on *your line, only*, to reps in  
specific territories or throughout the world

**Call IHRA at (800) 315-7430  
eMail: [info@ihra.org](mailto:info@ihra.org)  
[www.ihra.org](http://www.ihra.org)**

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Officers**

**Chairman: Donna Peake**  
**President: Jim Adams**  
**President-Elect: James Ayotte**

**Senior Vice Presidents**

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**Legal & Education: David Friedman**  
**Fiscal: Kent Kulovitz**  
**Delegate to MRERF & AMRA: Steve Grossman, CPMR**  
**Executive Director: William M. Weiner**

**Directors**

**Jeanmarie Bettencourt**  
**Mark Glotter**  
**Bob Kroll**  
**Mark Levy**  
**Richard Spitaletta**

**Past Chairs**

**John M. Clampitt**  
**Steve Grossman, CPMR**  
**Jay L. Cohen**  
**Tom Rooney**  
**Peter Bang-Knudsen**

**Staff**

**Administrative Assistant: Stephanie Baron**  
**Financial Director: Myra Weiner**

**Home • Housewares • 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  
**Well-Qualified, Performance-Committed,  
Field Sales Professionals.**

For complete information and  
an application, contact:



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