



HAPPY HOLIDAYS!



December 2003



The REP[®]orter

INTERNATIONAL HOUSEWARES REPRESENTATIVES ASSOCIATION

Member's Corner

Attending another show

by Steve Grossman, CPMR

Former IHRA President and Chairman

I guess three times makes something of a tradition. I just attended another *Private Label Manufacturer's Association Show*. I am lucky to live in Chicago, which makes it easier to attend. This show also charges anywhere from \$125 to \$475 per badge, depending on your status. There are no guest badges and security is tight.

The show is mostly food and some GM. Some of the companies are well known but many are behind the scenes private label manufacturers; some who use reps and some who don't. This year I found a few potential lines by walking the show, but, the most exciting possibility was meeting a sales manager of a 15-year-old import company who specializes in Brazil.

Freight from Brazil takes half the time with pricing being on a par with the Far East. I'll report back in 6 months or so and let you know how things are working out.

Here is a brief recap of the breakfast meetings I attend each year:

- The industry says that 20% of all sales and advertising is private label products in all kinds of product categories. It had a sight increase last year.

- PLMA seems to be having the same challenge all other shows are having . . . people work the show in a day or two and get out of town. They used to have their awards banquet on the second night, now it has been moved to a breakfast the first day. The four winning retailers, with their comments are:

1. **Trader Joe's** with 200 stores and 2 billion dollars in sales. They attribute their success to: "Never be satisfied, always

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Your trade show refresher course

by Laurence Kaufman, Chairman

Kaufman Ryan Stral, Inc., Marketing Communications

I was recently invited to update the trade show chapter for the soon-to-be-published MRERF Rep Operations Manual. In reading the "old stuff," I marveled at how much has changed in the trade show world in the past 15 years. Now, a few months before the 2004 Home & Housewares Show, it might be a good time to review some of those changes.

- Shows are smaller. In fact, a recent article in Fortune magazine suggested that the "Big Show" is dead. Note, however, that you shouldn't judge a show by its size, but by how many people who matter to you will be there.

- Shows are more businesslike. People don't come primarily to party. The typical trade show attendee comes with a specific agenda of problems s/he needs to solve or people s/he needs to see. If your customer is coming to the show, you need to make sure that your principals are on the customer's agenda.

- As more women enter the industry, it's not only bad taste but bad business to clamor for attention by staffing booths with scantily clad showgirls giving away souvenirs. Today's shows are not about key chains, they are about the supply chain. And the supply chain is gender neutral.

- People pass out less literature - they've figured out that very little actually makes it back to the prospect's office. Get the business card or the badge imprint and qualify the need before you send (or take) the necessary data to the prospect. And give them your Web site address. If they don't bother to visit your site, they're probably not going to buy your product.

One of the rep's jobs at the trade show is to scout for lines. Before the show, line up appointments with prospective principals. Nowadays, you can have your generic presentation available in your laptop, but you should still have hard copies of your resume or brochure as a presentation leave-behind.

Two things have not changed in the trade show world. The trade show still provides an ideal opportunity to sell yourself to potential principals - and to reinforce your relationship with existing principals. In a consolidating, merging and globalizing world, there's truth in the old line, "If my boss calls, get his name." Be prepared to show that credentials presentation you have in your laptop to the new people at your existing lines — junior as well as senior. Remind them of all the things you do to sell their products and make their lives easier.

The other thing that has not changed is the need to evaluate trade show results (although today we all put more pressure on ourselves for

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Members Corner (from page 1)

reach to do better; enlist the supplier to do better and come up with innovative products.”

2. Walgreens, with 4000 stores and growing, attributes its success to a long history of PL and commitment to growth - a new store every 18 hours. 43 PL categories out of 47 had increases in 2002. Also, offer value and excellence and always be looking for the next product to enhance the mix.

3. Army Navy and Air Force PX Stores, with \$9 billion in sales and the 9th largest retailer in 50 states and 30 countries, attributes its success to hard work and high quality.

4. Topco is a cooperative wholesaler owned by its members with 2900 stores. They attribute their success to staying on top of trends, along with offering the basics at the best value and cost possible.

Mark Husson of Merrill Lynch was the industry “expert” this year. His highlights were as follows:

• **Safeway** has failed with one national brand, i.e. **Dominick’s**, so in many cases local market conditions and regionality must be taken into consideration.

• One needs a market strategy
• A lot of retail problems are going to need time and radical surgery
• Retailers and unions in Southern California need to face facts

• The consumer is going to look at what their time is worth verses savings (“Will I drive 5 miles to save \$2.00, etc?”)

• Albertsons is so behind the trends “that you know it is time for the next new thing when Albertsons does it.”

• Unions have to understand that more pay and benefits without value in return will no longer work

• Retailers must fix financial problems in real time, not delay them for 1 to 3 years since they will cost more then

• Wal-Mart runs a store on roughly 16% labor costs whereas the aver-

age supermarket runs on 30%, duh!

• Vendor allowances and support monies, will lessen. They’re loosening the grip of national brands

• The value customer is in danger of drifting off to ALDI, Save A Lot, a super centers, etc. channel

• Focus on better serving the customer verses raising gross margins.

• Buyers do not have time to be creative

• Trends: Increased inflation, super centers, spending, strikes, limited assortment stores, dollar stores, and supermarket consolidation.

On a personal note, all that I am hearing from the gurus in our field is: “If you are adding value to the selling process, reps are on the up swing of the need cycle.” Being a member of IHRA helps and don’t forget about CPMR in January in Arizona.

Your comments are always welcome. Contact me at STEMAN4@aol.com.



HAPPY HOLIDAYS!



***As we end another challenging year as field sales professionals,
we wish everyone a healthy and prosperous 2004!***



Donna Peake
IHRA Chairman



Jim Adams
IHRA President



James Ayotte
IHRA President-Elect

and the entire IHRA Board of Directors:

David Silberstein, Sr. VP/Industry & Membership; David Friedman, Sr. VP/Legal & Education;
Kent Kulovitz, Sr. VP/Fiscal; Steve Grossman, Delegate to MRERF & AMRA; and Directors: Jeanmarie Bettencourt,
Mark Glotter, Bob Kroll, Mark Levy and Richard Spitaletta.

Staff: Stephanie Baron, Myra Weiner and Bill Weiner

Trade Shows (from page 1)

accountability than ever before). Was it a good show? Was it a bad show? Trade shows, more than any other medium, seem to be evaluated more from the gut than from the brain, and tend to be judged more on the basis of traffic than of actual results. Define your measures of success before you decide to go to the show. Only then can you know if the show was successful. Additionally, if you know specifically what you want to accomplish, you're more likely to accomplish it.

What are some measures you can use to evaluate the success of a trade show? Conversations that lead to you collecting business cards is one measure (especially if you decided beforehand how many business cards would satisfy you). If your goal was to introduce 10 customers to a particular principal at the show, and you actually introduced 12, then the show was a success. If your goal was to write a certain number of orders, or write X dollars worth of business, and you did, then the show was a success. But if you wait until after the show to say, "I only wrote X amount of orders," you don't really know if that was good or bad, and you're working by emotion, not intellect. Other possible measures include how many presentations you made to prospective principals; how many leads you generated; or how much you learned about entering a new market.

Trade shows can be a highly cost effective marketing method, but you won't know unless you measure them against a plan. And with all the changes in the business environment, the general plan you've operated by for the past decade is probably outmoded.

Laurence Kaufman is Chairman of Kaufman Ryan Stral Inc., a marketing communications firm with expertise in industrial distribution, electronics and not-for-profit associations, and partner in BigWorld Communications, which designs and maintains Web sites for trade show, rep firm, association and corporate clients.

You can reach Larry Kaufman at 312-467-9494, or fax him at 312-467-0298, or e-mail him at lkaufman@bworld.com

IHRA Member Ad

ROYAL SALES

Since 1971

New York & New Jersey

Covering chains
and independents

Established lines only

Housewares, Giftwares,
Lawn/Garden, Juvenile

Box 140035 Bath Beach

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Phone (718) 946-5947

Fax (718) 996-9726

Email - IHR@Royalsales.com

Website - www.Royalsales.com

IHRA Members:

Your ad, like the one above, can now appear in The *REPorter*®!

Call (312) 240-0822 for complete details.

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



With membership renewal a top priority, it's time to remember

“The Reasons to Belong”

IHRA's Mission Statement & Code of Ethics

The International Housewares Representatives Association is a trade association of multiple-line field sales professionals in the housewares industry organized to:

Promote, protect and improve the multiple-line field sales professional function and provide benefits and services to its members; and

Create and foster a spirit of mutual respect and esteem among members and others within the industry and other industries; and

Educate the industry and other industries as to the advantages of doing business through multiple-line field sales professionals.

In furtherance of these objectives, the Association develops and participates in programs and activities for multiple-line field sales professionals designed to elevate ethical standards, improve business operations and provide more efficient service to principals, customers and the industry. To implement these goals, the members of IHRA are expected to:

Represent only those lines that they can effectively market and sell.

Maintain a fiscally stable firm.

Operate a well managed firm.

Never degrade nor malign or make false representations of another multiple-line field sales professional.

And, Some of The Benefits of Membership

✓ **Access to the IHRA Hospitality Room & Resource Center** during the **2004** International Home & Housewares Show. Ideal for you, your staff, customers and principals. Make and receive phone calls and faxes. Refreshments and networking with your peers. Members claim that this benefit is more than worth the cost of membership! And, free admission to IHRA's Annual Breakfast & Program - Sunday March 21.

✓ **Prior to the Show** you will receive a list of numerous Show exhibitors seeking representatives . . . in time to schedule appointments at the Show.

✓ **Your company will be included in the 2004 IHRA Locator/Directory** that is updated monthly and distributed to home, housewares and hardware sales and marketing decision-makers.

✓ **Your company listing on** The International Housewares Association's website, **housewares.org**, an industry focal point. It's where manufacturers seeking reps naturally go. IHRA, and only IHRA, is there.

✓ **HOT Lines Services** that link you to manufacturers seeking representatives.

✓ **IHRA's block of hotel rooms** and suites — at very favorable rates — during the Home & Housewares Show in Chicago. In 2004 the rates at the Hampton Inn start at \$125.

✓ Our **Legal Expert Access Service** with Schoenberg, Fisher, Newman & Rosenberg Ltd. deserves special mention. It provides a no-charge telephone consultation on the legal aspects of any matter confronting your business, with people that understand the representative function.

✓ Our monthly newsletter - **The REPorter** - that keeps you up-to-date on industry happenings and provides timely articles to help you better run your business and personal planning.

✓ **Earn Your CPMR**

For complete details: MRERF, P.O. Box 247, Geneva, IL60134 630/208-1466 • susannah@mrerf.org

✓ **Auto Rental Programs**

Reduced rates are available to member firms and their employees from Alamo, Avis, Budget, Hertz and National. **Call IHRA for ID numbers**

✓ **Internet Presence; World Wide Web Site; eMail and more . . . from BIG TECH**

From NIRA's designated service provider, this member service can help you establish your company on the Internet with a professional, eye-catching Web site, created just for you. **(Link free if you already have a web page.)**

Your "electronic company profile" will boost your firm's image and link you to and from the IHRA Web site with optional links to and from principals and/or distributors.

There are a full range of web presence packages, one of which is sure to fit your needs.

Call BIG TECH: 312-951-5600

continued on next page

✓ **Rep Profit Management System**

Computer Software for Your PC
Specifically designed for the multi-line representative firm's operations. RPMS will transfer your data from custom programs, other rep packages or start you from scratch.

Track samples, quotes, orders, invoices, business opportunities and commissions, do forecasting and is networkable. Join over 1700 satisfied multiple-line rep users who enjoy all the benefits of RPMS and receive 15% off on your software purchase.

Satisfaction is guaranteed or your money back.

Call 1-800-776-7435

✓ **Other Sources for Software**

designed to help you run your rep firm:

Winrep Software 800-490-0424

Sales Force Automation, Inc
619-561-5524

Soft Solutions, Inc.
770-457-9400

dynaMACS Software
800-321-1788

Voice2insight 949-661-4177

✓ **Rembrandt Portraits by Empowerment Concepts —**

Personality testing for new hires or promotions or assessments of your work force. Rembrandt Portraits is PC-driven. It allows you to perform the test right in your own office.

Saves you time (takes 10 - 20 minutes) and money and is extremely accurate. Lets you know, quickly, whether to continue the interview. Each test (all with written reports) costs \$100-120, depending on quantity purchased.

Call 1-800-292-7182

✓ **Group Insurance Programs from RepCare**

Life, Medical, Dental and Disability Insurance

Choose the program that best suits your needs. **RepCare** is the healthcare program available through the ERA / NEMRA Insurance Trust.

In business for over 40 years, it has provided excellent coverage for thousands of representatives and their families. An experience-rated group, rates are determined according to claims within the group.

West of the Mississippi, but including Illinois, Call Pat Brown
1-800-854-4636

East of the Mississippi, not including Illinois, Call John Doyle
1-888-243-0174

✓ **Expert Access**

IHRA members. Members may contact the consultants by telephone for advice in each practitioner's specialty:

Accounting & Taxes

Stan Herzog, Applebaum, Herzog & Associates

847-405-0400 x111

Marketing/PR

John Haskell 310-476-3355

Human Resource Hot Line

Dr. Michael Santo

800-292-7182

Legal Services Program

Gerald Newman

312-648-2300 Ext. 309

✓ **Member Identification & Recognition Items**

Lapel Pin - Member identity pin with IHRA logo etched in red on gold. \$5.00 each.

Logo Etchproof Sheets - For use on company letterheads, business cards and in advertising.

It's time to register for the 2004 International Home & Housewares Show. And, you can do it quickly from the hot link on IHRA's website home page: www.ihra.org. Just click on the box in the lower right hand corner . . .



. . . or go to: https://www.ttgcompass.com/compass/external/index.cfm?&meeting_ID=1175&Meeting_ID_Code=28976284

2003 / 2004 INDUSTRY CALENDAR OF EVENTS

December

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



2004

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

Boston Gift Show
March 27, 2004 - March 30, 2004
Boston, MA

Los Angeles Gift & Home Accessories Market
March 28, 2004 - March 30, 2004
Los Angeles, CA

Take Me 2 Tea Expo
March 28, 2004 - March 30, 2004
Las Vegas, NV



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

Directory Of Performance-Committed, Multiple-Line, Field Sales Professionals of Home • Housewares • Hardware Products

REPRESENTATIVE LOCATOR



PUBLISHED BY
INTERNATIONAL HOUSEWARES REPRESENTATIVES ASSOCIATION
175 N. Harbor Drive • Suite 1712
Chicago, IL 60601
PHONE: (312) 240-0822
FAX: (312) 240-1005

IHRA Member Price \$ 5.00
NHRA Member Price \$50.00
Non-Member Price \$65.00

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.

Lines Available

Manufacturers Seeking IHRA Field Sales Professionals

Products: Home Appliances, such as Electrical fan, Coffee Maker, Toaster, Oil-Fired Radiator, Convector Heater, Fan Heater, Electric Oven, Air Cleaner and the Air Ventilator

HOMEMAX (H.K.) LTD
428F Floor, New World Tower
10-18 Queen's Road Central
Hong Kong
(852) 2969-1328 • Fax: (852) 2969-8823
www.homemax.com.hk

Contact: Ms. Queenie Lau
International Sales Manager
eMail: queenie@homemax.com.hk

Territories: All U.S.A. and Canada
Commission Rate: 3 - 5% (Br) **Net!** Sales Now to USA & Canada

Products: Home Appliances, such as Electrical fan, Coffee Maker, Toaster, Oil-Fired Radiator, Convector Heater, Fan Heater, Electric Oven, Air Cleaner and the Air Ventilator

HOMEMAX (H.K.) LTD
428F Floor, New World Tower
10-18 Queen's Road Central
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www.homemax.com.hk

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International Sales Manager
eMail: queenie@homemax.com.hk

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Contact: Ms. Queenie Lau
International Sales Manager
eMail: queenie@homemax.com.hk


Territories: All U.S.A. and Canada
Commission Rate: 3 - 5% (Br) **Net!** Sales Now to USA & Canada

Use in the IHRA's services to help companies recruit of sales professionals. Use taking of a manufacturer should be with the consent of the manufacturer of that line to IHRA. It is hereby the obligation of each member to notify other when modification of all the

Lines Available

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

Instant HOT Lines



HOT LINE / Line Available

175 N. Harbor Drive
Suite 1712
Chicago, IL 60601
312-240-0822
Fax: 312-240-1005

Date: _____

PRODUCTS: _____

If interested, contact:

COMPANY _____ **CONTACT PERSON:** _____

TERRITORIES OPEN: _____

COMMISSION RATE: _____ **USES REPS IN TERRITORY(S) INDICATED:** _____

YEARS IN BUSINESS: _____ **GROSS SALES:** _____

The Best Reasons to Beating to IHRA . . .
Support, Promote, Strengthen the Multi-Line Representative System

This Subject is offered as a service of IHRA to help members attract of their markets. The listing of a manufacturer should in no way be construed as an endorsement of that line by IHRA. It is the obligation of each member to make their own evaluation of the line.

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.

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*[®]

- 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 _____

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



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.).**

Non-Owned Auto: A growing and serious liability exposure

When your employees drive on company business, you may be liable for their actions. This is true if they're driving your company vehicles or their own personal vehicles.

A "non-owned vehicle" driving exposure can be obvious, such as salespeople routinely using their personally owned vehicles. A less obvious liability exposure is an employee who occasionally uses their own vehicle to stop at the bank, post office, etc. on their lunch break or on the way home from work.

Whether or not you reimburse employees for their expenses is not important. If one of your employees is involved in an accident while on company business or alleged to be on company business, you may be named in a suit.

In most states, if an employee drives a personally owned vehicle on business and has an accident, the primary coverage is the personal auto policy. Once those limits have been met, your company policy may come into play. A serious accident involving bodily injury will frequently exceed the employee's personal auto policy limits. Your business may be seen as the source of "deep pockets."

The negative consequences of a serious accident involving an employee can go far beyond the direct financial impact. Negative public relations and lost management time spent on the claim impact your profitability.

So how can you protect your business? Follow these recommendations:

- Allow only designated employees to conduct business with personal vehicles.
- Treat employees who drive personal vehicles on company business the same as any company driver. Include them in your Motor Vehicle Record program for initial and ongoing screening. If someone has a poor record, do not allow that individual to drive for you in any capacity.
- If an employee often drives on company business, require that employee to use a company owned vehicle.
- Periodically check your drivers' personal auto policies to make sure they have adequate policy limits of at least \$500,000 (liability) and \$100,000 (property damage). Require even occasional drivers to provide a current certificate of insurance or a copy of the page from their policy which displays their coverage and limits.
- For employees who routinely drive their personal cars on company business, require that your company be named as an additional insured on their personal auto policies.

As with any exposure, the key to reducing non-owned liability exposure is to identify it, understand it and make conscious efforts to control it.

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 or call toll free: 888-334-8783 for a no-obligation quote or cost comparison.



**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 Housewares 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!

**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

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