



# CONNECT

## *MRA 2018 Seminar*

January 31-February 2

Silverado Resort

Napa, California

# Savor the Connection

2018 is MRA's 40th Anniversary! We invite you to experience a full-bodied program, a hint of recreation, and a waft of camaraderie as we celebrate our current, past, and future members at one of the Napa Valley's award winning resorts, Silverado. Updates, new perspectives, networking, free private appointments with our consultants, along with a golf tournament and time to enjoy the Napa Valley! Something for the mind and spirit...the perfect accompaniment for a more successful future!

## THE PROGRAM

### *Wednesday, January 31*

**1-3:30pm** Seminar Material Pick-up

**4-5:30pm** Board of Directors Meeting

**6:00pm** Connect Reception

Welcome to the Seminar! Reconnect with friends!

### *Thursday, February 1*

**7:00am** Breakfast

**8:00am** *Unlocking the C.O.D.E. to Your Success*

**Lain Hensley, Odyssey Teams, Chico, CA**

The power of the C.O.D.E. (Culture, Opportunity, Decisions and Excellence) has been tested with audiences around the world with life and business altering impact. The MRA Seminar will be the perfect environment to experience each of the elements and prepare yourself to actually apply the cutting edge of the common sense formula.

**9:00am** *Our Perspective on Reps*

**Ken Schinner, President, and Chris Orbaugh, Western Region VP, RJ Schinner, Menomonee Falls, WI**

Benefit from the unique perspective of RJ Schinner on the industry, doing business with reps, and the future!

**10:50am** *Connect Golf Tournament*

**Kirk Stephens, Paper Packaging & Marketing, Demopolis, AL, Chairman**

Playing golf is about networking, as well as time to relax amid some friendly competition. All skill levels welcomed! Sponsorships encouraged! A good time guaranteed!

**6:00pm** Mix N Mingle

Connect and make plans for dinner!

### *Friday, February 2*

**7:00am** Breakfast

**8:00am** *The ABCs of a CRM Program*

**Dave Fields, RepBox, Dallas, TX**

The how's and why's of instituting a Customer Relationship Management software program.

**9:00am** *The Amazonian Challenge/Opportunity*

A panel of MRA members who are proactively managing the encroachment of Amazon in their businesses will share their thoughts and strategize.

**10:00am** *Gaining Insights to Build the Relationship: Manufacturer Panel*

Be part of the discussion with a panel of leading manufacturers and get a glimpse into your future!

**11:00am** *Selling Green*

**Chris Matson, Nexus, San Leandro, CA**

More than a primer, this is an in-depth examination of the environmental impact of foodservice packaging, giving you the info you need to rise to the challenge of selling in the burgeoning green market.

**1:15pm** *Integrated Retirement Plan Solutions*

**John Vrablic, TIPS 4 Reps, Avon, OH**

How to integrate tax pension and investment management to create an integrated retirement plan solution.

**2:00pm** *Marketing Through Augmented Reality*

**Kirk Stephens, Paper Packaging & Marketing, Demopolis, AL**

Information and techniques on this new, innovative tool to increase your sales from someone who is successfully using it!

**3:00pm** *R3's Total Category Management and On Demand Delivery Innovations*

**Scot Cissna, VP Foodservice and Category Management, R3/Bunzl**

Information regarding the firm's new TCM and how you can profit by leveraging it, along with a recap of their work with Technomic on On-Demand Delivery.

From January 31 to February 2 the best reps in the country will be at MRA's Seminar in Napa! Manufacturers are encouraged to take advantage of this gathering and attend, too! You'll sit in on the program with the reps, learning new and more productive methods of working with them to better your company's bottom-line. You'll take part in the golf tournament and enjoy the networking in a relaxed atmosphere conducive to relationship building. And, if you'd like to **interview for open territories** or **hold a sales meeting**, the opportunity is available. Just fill out the enclosed, appropriate form(s), and we'll work out the details with you!

## BENEFITING MANUFACTURERS

### CAMARADERIE

Building relationships has always been one of the many benefits of attending the MRA Seminar!

Whether it's from sitting at the table during the educational sessions with other reps and manufacturers, mingling at a cocktail reception, playing in the golf tournament, or enjoying the free time by exploring the area, your opportunities to build old and/or new relationships are boundless. It's just one of the many reasons to participate, so take advantage of it! Unlike the pressure cooker atmosphere of a trade show, you'll find it much easier to build the foundation of a more successful future at the MRA Seminar!

### *Golf Tournament*

You don't have to be a pro to participate in the MRA Golf Tournament! Complete with prizes and a special gift for you, the tournament promises to be an enjoyable, memorable afternoon. Play will be on the Silverado South Course. Redesigned by PGA Hall of Famer Johnny Miller, the course features dozens of water crossings, elevation changes and routing through historic oak trees. Fee includes prizes, giveaways, and greens fee/cart. **And, if you'd like the gratitude of our players and special recognition, volunteer to sponsor a hole for just \$150! Deadline to register is January 12.** No refunds after deadline. Rental clubs are available for \$65. Indicate on registration form if you need them and include cost in your overall registration check to MRA.



### *Enjoy the Napa Valley*

Everyone loves the Napa Valley, whether a wine connoisseur or not! The area offers superb restaurants, inspiring shopping, and despite the recent wildfires, endless opportunities for scenic drives and stops at countless wineries from Napa all the way up to Calistoga and beyond. Come and enjoy the Valley by extending your stay at Silverado over the weekend!

### *Bring Your Spouse!*

Bringing your spouse/significant other? Please! We welcome their participation at the Seminar. If registered, they may attend all educational sessions and meals. Fee to participate is \$250. **If you are bringing someone, please include them on your registration form**, so that we can prepare a badge and meeting materials for them!

# A Crisp Finish

## THE PERFECT PAIRING

The perfection of the right setting for the right meeting! Silverado Resort & Spa, 1600 Atlas Peak Road in Napa, CA, location of the Seminar, is tucked into the rolling hills of California's wine country. Unwind with a round of golf on one of two PGA championship courses, a game of tennis, a luxurious spa treatment, or explore one of the many hiking and biking trails. On Friday afternoon at the end of the program, head out to one of the more than 400 wineries in close proximity or enjoy the many shopping and recreational opportunities in the valley. At the end of the day, retreat to your **one-bedroom suite** featuring a plush bed with Egyptian cotton bedding, complete kitchen, a private balcony/patio, and cozy living area with fireplace.



**ROOM RESERVATIONS:** Now that we've got your attention, it's time to make your room reservation! Group rate is \$239 plus \$25 resort fee, good three days pre- or post-meeting based on availability. **Reserve online at <https://aws.passkey.com/go/2018mraseminar> or call (mention you are with MRA's Seminar) 800.532.0500 to reserve your room before December 29**, the room block deadline, referencing **our code 0131 MRA**, and we know you'll savor your time in the Napa Valley at the MRA Seminar!

**Register for the Seminar before January 12** using the form provided. Cancellations accepted at full refund until January 12. No refunds after that date. Sorry, no credit cards accepted. **Payment must be by check payable to MRA** and mailed to MRA at 2301 Ravinia Drive, Arlington, TX 76012.

## MEETING REGISTRATION

**MANUFACTURERS:** To hold a sales meeting or interview for open territories, complete the form(s) provided and we'll be in touch to confirm details with you. Deadline for submission is January 12.

## GOLFERS NOTE!

Indicate your desire to participate on the meeting registration form in the space allowed. Your fee covers your greens fee/cart, prizes, lunch on the 10th, and goody bag. If you need rental clubs, please indicate so on the registration form.

**SPONSORSHIPS ENCOURAGED!** To make the event more exciting (and call attention to your firm), sponsor a hole! Your firm's name will appear on a sign at a hole and your generosity will be appreciated by your fellow golfers...better prizes, better gifts, more fun!

# MRA Seminar Registration Form

**DEADLINE IS JANUARY 12**

**MAIL WITH CHECK TO MRA AT 2301 RAVINIA DRIVE, ARLINGTON, TX 76012**

## COMPANY INFO

COMPANY \_\_\_\_\_

CITY/ST \_\_\_\_\_ PHONE \_\_\_\_\_

**CHECK** REP ( ) OR MANUFACTURER ( ) MEMBER ( ) OR NONMEMBER ( ) OR RETIRED ( ) GOLF SPONSOR YES ( ) NO ( )

## REGISTRANTS (AS BADGES SHOULD READ; ATTACH ANOTHER SHEET FOR ADDITIONAL REGISTRANTS)

1. NAME \_\_\_\_\_

GOLF TOURNAMENT? ( ) YES HANDICAP \_\_\_\_\_ OR AVG SCORE \_\_\_\_\_ RENTAL CLUBS/\$65? ( ) YES R ( ) L ( )

EMAIL \_\_\_\_\_

SPOUSE (IF ATTENDING MEALS OR MEETING) \_\_\_\_\_

2. NAME \_\_\_\_\_

GOLF TOURNAMENT? ( ) YES HANDICAP \_\_\_\_\_ OR AVG SCORE \_\_\_\_\_ RENTAL CLUBS/\$65? ( ) YES R ( ) L ( )

EMAIL \_\_\_\_\_

SPOUSE (IF ATTENDING MEALS OR MEETING) \_\_\_\_\_

3. NAME \_\_\_\_\_

GOLF TOURNAMENT? ( ) YES HANDICAP \_\_\_\_\_ OR AVG SCORE \_\_\_\_\_ RENTAL CLUBS/\$65? ( ) YES R ( ) L ( )

EMAIL \_\_\_\_\_

SPOUSE (IF ATTENDING MEALS OR MEETING) \_\_\_\_\_

## FEE SCHEDULE

### MRA MEMBER REGISTRATION FEES

1 <sup>ST</sup> PERSON FROM FIRM	\$495
2 <sup>ND</sup> PERSON FROM FIRM	\$395
3 <sup>RD</sup> PERSON/ADDITIONAL	\$295
SPOUSES & RETIRED MEMBERS	\$250
GOLF TOURNAMENT	\$170
GOLF TOURNAMENT SPONSORSHIP	\$150
GOLF TOURNAMENT RENTAL CLUBS	\$ 65

### NON-MEMBER FEES

PER PERSON	\$250
IF YOUR FIRM JOINS MRA WITHIN ONE WEEK OF THE SEMINAR, \$250 WILL BE DEDUCTED FROM FIRST YEAR'S DUES! APPLICATIONS AVAILABLE AT THE SEMINAR OR YOU MAY JOIN ONLINE AT WWW.MRAREPS.COM.	
GOLF TOURNAMENT	\$170
GOLF TOURNAMENT SPONSORSHIP	\$150
GOLF TOURNAMENT RENTAL CLUBS	\$ 65



# 2018 Seminar Intent to Interview

Manufacturer Attendees . . .

The Seminar is a venue for MRA manufacturer members to meet with the best reps in the country. The exact timing and location of the interviews are determined by you. Forms to contact reps at the Seminar will be provided in your meeting materials, or you may contact MRA before the meeting at [pbattle@mrareps.com](mailto:pbattle@mrareps.com). If you'd like to display product brochures at the MRA desk at the Seminar, please bring with you.

**So that we can notify attendees of your intent to interview, please complete and email this form by no later than January 12. Participation limited to registered attendees.**

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Person(s) attending Seminar (must be registered): \_\_\_\_\_ Title: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company's products:  
\_\_\_\_\_  
\_\_\_\_\_

Open territories:  
\_\_\_\_\_  
\_\_\_\_\_

Target markets:  
\_\_\_\_\_  
\_\_\_\_\_

**Email this form to MRA at [pbattle@mrareps.com](mailto:pbattle@mrareps.com)  
by January 12!**





# 2018 Seminar Intent to Hold Sales Meeting

## Manufacturer Attendees . . .

The Seminar is a cost-effective venue for MRA manufacturer members to meet with their reps. Since the reps will already be at the Seminar location, travel costs are eliminated for the manufacturer! If you would like to schedule a meeting or social event for your reps at the Seminar, please complete the information below, and we'll put you in touch with our hotel conference services manager to secure your meeting space and arrange any food and beverage. It is imperative that your meeting not conflict with the programmed, educational segments of the MRA Seminar.

**So that we can notify attendees of your intent to hold a sales meeting or social event, please complete and email this form by no later than January 12. Participation limited to registered attendees.**

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Person(s) attending Seminar (must be registered): \_\_\_\_\_ Title: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Purpose of your event:  
\_\_\_\_\_  
\_\_\_\_\_

**Email this form to MRA at [pbattle@mrareps.com](mailto:pbattle@mrareps.com)  
by January 12!**

