



2019 SEMINAR

February 6-8
Green Valley Ranch Resort
Henderson, NV



CONNECT!



THE PROGRAM

Wednesday, February 6

1-2:30pm Seminar Material Pick-up

3-5:30pm Board of Directors Meeting

6:00pm Connect Reception

Welcome to the Seminar! Reconnect with friends!

Thursday, February 7

7:00am Breakfast

7:45am Behavioral/Motivational Awareness

Charlie Hauck, Growth Dynamics, West Chester, PA

You will be led through a discovery of your behavioral gifts and challenges and motivational drivers with ways to apply that to working more effectively with others increasing your success.

9:15am CRM Software: Repfabric

John Mitchell, Repfabric

An introduction to the advantages of the CRM program.

9:45am MRA Group Insurance Review/Q&A

Jim Hodgdon, Hodgdon Benefits Consultants Inc.

11:00am Connect Golf Tournament at Rio Secco Golf Club

Kirk Stephens, Paper Packaging & Marketing, Demopolis, AL & Mike Biolsi, KeyImpact Sales and Solutions, Chairmen

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!

It all begins with you! You attend the Seminar. You connect with people and ideas. You take home the wealth of new information and fresh perspectives and share it with your firm and business partners. Then the circle widens as what you have learned becomes practice and builds your success, which enhances others' profitability, and the ripples spread outward. If you have never attended an MRA Seminar, you *must* to understand what others are talking about and why participating can have such a positive impact on your business. If you regularly attend, then we don't need to say more.

Connecting...it all starts with you!

6:00pm Mix 'N Mingle Reception

Connect and make plans for dinner!

Friday, February 8

7:00am Breakfast

7:30am Sexual Harassment: Protecting Yourself and Your Business & E-Commerce: Getting What You Deserve from Your Principals

Steven M. Sack, MRA Legal Counsel

A timely, fact filled session that can have significant impact on your daily business.

9:15am How Sysco Attracts and Hires the Best People

Teresa A. Livesay, Market Lead HR Business Partner, Sysco

Sysco is recognized for their expertise in putting together a successful business team. Learn how they manage the process and prosper.

10:15am Manufacturer Panel: The Future and Working Successfully with Millennials

Kevin Bjork, Carlisle Foodservice Products; Nate Ellwitz, WizKid Products; Rob Kirby, Fineline Settings

Thoughtful insights and perspectives from leading industry manufacturers. Panel moderated by Barry Wright, Grosvenor Training.

11:30am The Future of Repping

Barry T. Wright, Grosvenor Training

Drawing on information gleaned from his conversations with his extensive network of industry leaders, Barry will wrap the Seminar with his perspective on the future of repping and what it will take to grow into the future with the challenges you are facing today.

Manufacturers, from February 6-8 the best reps in the country will be at MRA's Seminar. Be there and take advantage to network and learn new, more productive methods of working with reps in a relaxed atmosphere conducive to relationship building. And, adding even more value to your participation, you can **interview for open territories, hold a sales meeting, and/or display new products for no additional fee!** Just fill out the enclosed, appropriate form(s), and we'll be in touch to set up the details to make your participation an more profitable experience!

MANUFACTURERS!



PROBLEM SOLVE!

Another benefit of participation for all Seminar attendees is the opportunity to sit down in **one-on-one, free 20-minute discussions** of any matter of concern with one of our consultants, either **Steven Sack, MRA's Legal Counsel** or **John Vrablic, MRA's Financial Advisor**. Sign up at the MRA desk early for your appointment and don't forget to bring any pertinent material with you!

And, a variety of **vendors** will be on hand to assist you with business issues throughout the Seminar! We'll keep you apprised as we add the firms to our list of attendees. It's a free service MRA is pleased to offer.

Viva La MRA Difference!

MRA Seminars are relaxed and interactive. The point of attending is to learn and build lasting working relationships, and we know you do that best when you're seated in small groups at round tables that encourage networking. So, yes, you'll take home new information and fresh perspectives from our speakers, but you'll also get more of that from your fellow meeting participants! We'll give you time to stand up, change tables, meeting new people, both reps and manufacturers, in your industry. You'll be able to visit with business vendors, who will help you be more efficient and productive, and our attorney and financial advisor will help you problem solve in private, free consultations. The resort provides multiple opportunities to relax...so come, connect, relax, recharge, and learn! It's a rewarding investment of your time!

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 Rio Secco Golf Club, a Rees Jones-designed layout routed through steep canyons, desert washes, and high plateaus overlooking Las Vegas. 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 11.** No refunds after deadline. Rental clubs are available for \$65, payable to MRA along with your other fees.

MRA Scholarship and Raffle

We've doubled down on our raffle! This year, in addition to being able to buy a chance to win your registration fee to next year's Seminar, MRA is adding another chance to win—a scholarship for your college student. MRA will start the pot with \$500 and accept additional donations at the meeting, with the winner announced at the conclusion of the Seminar! So, it's a win-win opportunity!

Bring Your Spouse!

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



IT'S TIME TO CONNECT!

Meeting Registration

Register for the Seminar before January 11 using the form provided. Cancellations accepted at full refund until January 11. 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.

MANUFACTURERS: To hold a sales meeting, interview for open territories, or display new product, complete the form(s) provided, and we'll be in touch to confirm details with you. **Deadline for submission is January 11.**

Room Reservations & Airport Shuttle

MRA's 2019 Seminar is being held at **Green Valley Ranch Resort in Henderson, NV**, a short distance from the Strip and airport but far enough away to give you the relaxing atmosphere you expect in a luxury resort! Our group rate is \$175 for run of house. If you want a specific room type, the rates are: King: \$185; Queen/Queen: \$195; Executive Suite: \$275. The \$25/day resort fee covers basic daily in-room internet, daily newspaper, and admission to the exercise facility. The room rates are good three days pre- and post-meeting, based on availability. **Deadline to make your reservation is January 7!**

Make your room reservation by calling 866-782-9487 or 702-617-7777, using the code GCIMRA. Or, go to <https://book.passkey.com/e/49667374> to book online.

The resort offers **free to/from airport and Strip shuttle** on a preset schedule. Get the schedule at greenvalley-ranch.sclv.com/Hotel/Amenities/ShuttleSchedule. Call 702-617-7745, if you have any questions.

Golfer's Take Note!

Indicate your desire to participate on the meeting registration form. Your fee covers transportation to/from Rio Secco Golf Club, greens fee/cart, prizes, and swag bag. If you need rental clubs (\$65), please indicate so on the registration form and include the fee in your check to MRA. **Deadline to register to play is January 11.** No refunds after deadline.

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!

Scholarship Award

As previously mentioned, MRA is offering a \$500 scholarship for one deserving college student of a member, but we hope to build on that at the Seminar before we make the award at the meeting conclusion. Be sure to enter your student's name for the drawing when you get to the meeting.

MRA Seminar Registration Form

DEADLINE IS JANUARY 11

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 ()** **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 ST PERSON FROM FIRM	\$570
2 ND PERSON FROM FIRM	\$470
3 RD PERSON/ADDITIONAL	\$370
SPOUSES & RETIRED MEMBERS	\$325
GOLF TOURNAMENT	\$205
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



2019 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,. 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 11. 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
by January 11!***



2019 Seminar Sales Meeting Form

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 11. 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
by January 11!***



2019 Seminar Product Display Form

Manufacturer Attendees . . .

The Seminar is a cost-effective venue for MRA manufacturer members to meet with reps! If you would like to display new product during the Seminar, please complete the information below, and we'll make sure a table will be reserved for you in the meeting room or immediately outside the meeting room (dependent on space vs. final attendance). NOTE: Bring only what will fit on a standard meeting table. You will not be allowed to set up anything that will not fit on the table.

**So that we can notify attendees of your intent to display new product(s),
please complete and email this form by no later than January 11.
Participation limited to registered attendees.**

Company: _____

Address: _____

Phone: _____ Email: _____

Person(s) attending Seminar (must be registered):

Title:

Type of product(s) to be displayed:

***Email this form to MRA at pbattle@mrareps.com
by January 11!***