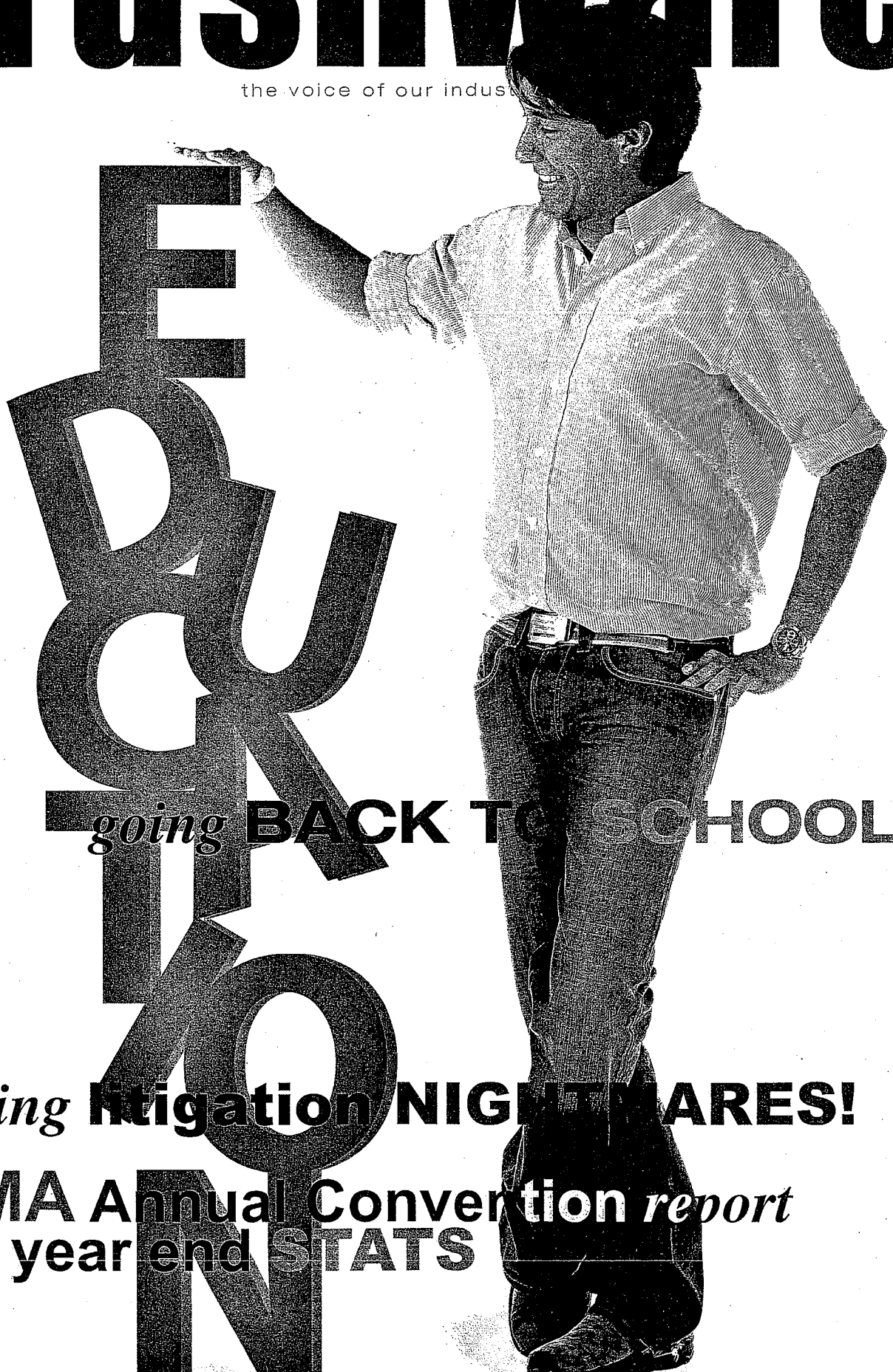


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ABMA Annual Convention report
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ABMA ANNUAL CONVENTION

Old friends,



ABMA ANNUAL CONVENTION
2010

Succeeding in Difficult Times

by Bob Lawrence

Annual conventions, no matter the industry, can be a great escape from reality particularly when everything is going south, e.g. your business and the economy, or they can be music to your ears when things are great or at least getting better. The latter is what could be sensed at the 93rd ABMA convention where the compilation of members sounded like the always optimistic Carlos Petzold going against all odds in trying to save the planet from thousands of gigantic asteroids raining down. And so it was in Orlando, Florida, March 17 - 20 at the Omni Champions Gate

Resort & Spa where the theme was appropriately, "Succeeding in Difficult Times."

OPENING SESSION

Speaking at the opening business session, President Mark Godfrey announced that while attendance was flat, about the same as last year - 225 - substantially more members were staying at

the host hotel rather than off site at cheaper rates. This was good news because ABMA is responsible for any shortfall from its room commitment and is obligated to make up the difference to the hotel. When the organization meets its commitment, as it did at this convention, the venue provides a small commission - this year amounting to \$2400. That being the case, he then encouraged members to always book at the convention hotel.

After singling out Kristan Draper, party director for the Friday night Suppliers Reception, for her "outstanding contribution" to the annual event, Godfrey introduced Hill Brush's Phillip Coward representing the European Brush Federation (FEIBP), who commented on the "difficult times on both sides of the Atlantic over the past 18 months." He noted that industrial brush makers in Europe were the "hardest hit last year while the retail side was holding up fairly well. "The situation seems to have reversed somewhat this year, certainly in the UK, with the industrial side picking up and retail seeing fewer sales. What can be said is that unlike a decade ago, there is no certainty as to what the economic situation will be in the future." Coward went on to say that many companies have used the recession as an "opportunity to streamline their businesses by reducing inventory and thankfully, this has come to an end." As for the global financial turmoil, he stated that we have yet to see the end of it. Coward concluded by inviting everyone to the 2010 FEIBP Congress in Hamburg, Germany, September 16-18.

NEW MEMBERS & A MONEY SAVER

Prior to introducing new ABMA members, Godfrey announced that the next InterBrush, the global international trade fair for the industry will be held May 9-11, 2012 in Freiburg, Germany. New members include: Freudenberg Household Products, Elmhurst, Illinois; A. Richard of Canada. Representative of affiliate members introduced were Fili&Forme, Industrial Wood Products and Industries for the Blind.

In promoting ABMA's credit card program, Executive Director Dave Parr announced a significant change occurred in December 2009 designed to save participating members even more money on their card transactions. It comes through a new partnership with US Merchant Services specializing in processing credit card transactions for associations and their members. Noting that the company processes all major credit and debit cards, Parr stated that through US Merchant Services, ABMA is able to extend special pricing for processing services that will save members money because fees are much lower than offered by individual credit card companies. In verifying the savings to his company, Dan Sinykin, Monterey Inc., estimated annual savings of more than \$20,000.

As always, the morning session was enlivened by the appearance of a special act, this one being magician Mark Robinson of Atlanta who brought the house down with a fast-moving show

of illusions and humor rated by many as one of best convention opening acts ever.

WHERE EVIL LURKS

Sam Richter's keynote address - a presentation of the ABMA Educational Institute - lived up to its billing. What he revealed about personal and business information available on the Internet did, indeed, inform, shock and scare many in the audience. From credit card and social security numbers to medical history, charity contributions and the names, ages and birth dates of family members, as well as where they reside, are all out there for use either for good or evil. Given what's accessible, he urged members to acquire identity theft protection through such programs as LifeLock.

Unveiling keys to using search engines, Richter showed how to find out most anything you want about clients, potential clients and competition amid all the unwanted clutter that surfaces during conventional searches. Author of *Take The Cold Out Of Cold Calling*, Richter delivered his message entitled "Know More!" - *Sales Intelligence Secrets to Win in any Business Climate*. His fast-paced address zoomed in on the necessity of being smart in gathering intelligence via the Internet because, as he put, "if you have information on your prospect, clients and what's important to them, you're almost two times more likely to close the deal than your competitor who is winging it." He pointed out that while Fortune 500 companies pay hundreds of thousands of dollars to gather sales enhancing data, it's accessible free for any size company. Details on how to achieve greater search results in order to learn more about your prospects, clients and competition is detailed in his book which sold like hot cakes following his speech which received rave reviews. Here's what some had to say:

"I've been coming to this convention for nearly 40 years and that was the best, most relevant, useful takeaway program I have ever seen. That's reflected in the fact that he sold 50 to 75 books immediately after his speech. I'm sure a like number of people went to their rooms and signed up for LifeLock." John Carlson, Carlson Tool & Machine

"Absolutely one of our better speakers and I'm purchasing LifeLock as a result. I didn't realize you could get social security numbers and credit card information if you make contributions or political donations from the Internet." David Kalisz, MFC Ltd.

"It's very disturbing to know what they can find out about you." Giovanni Antonio Pogliani

"Probably the best speaker we've ever had here. His presentation on the way to use Google and other search engines to get information was very impressive. I can't wait to put into place the things I learned." Ken Rakusin, Gordon Brush

"It was really good and one of the best ABMA presentations I've ever heard, one that I'll actually go home and use. It's frightening what can be out on the Internet about you but

"I've been coming to this convention for nearly 40 years and that was the best, most relevant, useful takeaway program I have ever seen.

- John Carlson



Keynote Sam Richter woke up a lot of people about the Internet's good and evil

at the same time, it can also be a very useful tool, for example, knowing your customers better and checking on credit and potential employees." Bart Pelton, PelRay International

"It's a bit scary what's out there. I'm going to look into credit protection for sure. Since my company is trying to increase communication with our customers, this was very topical and I learned a lot. I plan to recommend Richter speak to another association I belong to." Ralph Rosenbaum, Stainless Steel Products

"What I took away from the keynote is the amazing use of the Internet that we can all take advantage of to help us in selling

our products, learning who the customers are and what they want." Bruce Gayle, Michigan Brush

"I had no idea so much about us is on the Internet and it makes you a bit fearful. I definitely saw some tools we can use in our business." John Williams, Boucherie USA

"I think they hit a home run with this speaker. Anyone who was there could see some tools they could use to their advantage while at the same time looking at it and saying there are some tools I hope nobody knows about." Sam Dixon, Jewel Wire

"I'm certainly going to try using a lot of the things he taught. It was very practical and I like those kind of speeches." Chris Monahan Brush Fibers

"I think the tools he talked about will help me on a daily basis. He created real value. I applaud Dave Parr and the ABMA for attracting very worthwhile, current and relevant speakers." Robert Deligdish, Deligh Industries

"I'm a Google searcher and I never did any of those things, so I'm going to try some of it out." Tom Vichich, Dupont Filaments

"I fancy myself as being savvy with respect to the Internet and search engines but from that speech I found out how much I really didn't know. It was amazing, one of the best seminars we've ever had at ABMA." Frank Kigyos, Zahoransky

"Fantastic! One of the most interesting topics we've had with a lot of take home value. We started using tips from the presentation immediately upon our return to the office and are streamlining our searches on the web, which makes us more productive as well as helps us actually find what we are searching for. I was so impressed, I bought Sam Richter's book! Carlos Petzold, Borghi S.P.A./Borghi USA

TRADE SHOW

Held Friday, March 19 from 8:00 a.m. -12:00 p.m., the Suppliers Display was a rousing success given the throng filling the aisles where products were being either unveiled for the first time or standard lines were being promoted at the booths. Here's a sample:

Carlson Tool & Machine is on the verge of introducing a new twisting machine with trimming and auto or manual load. For municipal markets, the company also has some larger strip machines.

"At MFC, we continue to promote our quality, service

ABMA 93rd ANNUAL CONVENTION REVIEW, Omni Champions Gate Resort Orlando

The 2010 ABMA's Convention was outstanding and very worthwhile! The Congress provided three days of networking, fellowship and important information sharing.

The main guest speaker, Sam Richter gave a talk entitled: "Know More!" - Sales Intelligence Secrets to Win in any Business Climate. This was acclaimed with a standing ovation and many attendees thought his talk was the most informative they had ever heard at an ABMA Convention.

As Featured on CNN.com, Money, Fortune, Business Week, Inc. Magazine, and more; Sam Richter is a nationally renowned keynote speaker, seminar presenter, and award-winning author on Sales Intelligence and knowing more so you can have THE winning business edge!

The theme of Sam's talk was that in today's hyper-competitive marketplace, the ones with the information are the ones that win. We were shown astonishing sales intelligence Web search tools that can be used to ensure everyone can be more prepared for every sales meeting, every client call, and every business interaction.

Nationally renowned speaker and author on Sales Intelligence, online information technologies, personal reputation management, marketing and leadership development. Sam provided an amazing assortment of cutting edge tools to boost sales in any economic climate. His presentation genuinely mind boggling.

Richter lives in Minnetonka, Minnesota with his wife and two children, serves on the boards of a number of for-profit companies, and volunteers his time to numerous Twin Cities' based non-profit organizations.

Sam's talk was based on his website and book entitled "Take the Cold Out of Cold Calling". Sam demonstrated practical online research tips, tricks, and tools everyone can use to find information and make a big-time impression with any prospect. This will improve their chances of keeping your margins with existing clients. He provided step-by-step instructions along with real-life examples

featuring some industry personalities and even national politicians. Needless to say the book sold like hot cakes and all stock available was scooped up by delegates.

Sam's website provides access to the Warm Call Resource Center, the downloadable Warm Call Toolbar, warm call scripts, research guides, and more, including:

- Inside secrets on using the Internet to locate critical business information.
- Tips and tricks for popular search engines – get it right the first time.
- How to use Google like a pro -- it's scary what this amazing search engine can help you find.
- The "Invisible Web" – Web sites most people and search engines don't know about and can't find.
- How to access premium information resources like free Dun and Bradstreet, free InfoUSA (Reference USA), free Hoovers, trade journal articles, newspaper articles, and more.
- How to locate free sales lead lists, membership lists, and lead sources.?
- The theory of the "Fourth R" and value-based "warm call selling."
- How to massively increase your credibility with prospects and provide incredible information value to existing clients.
- How to use the "Customer Data Aggregator" and expert "Warm Call Scripts" to organize information and make a great first impression.

Take the Cold Out of Cold Calling shows how to find the inside information on companies, industries, and people and how to use it to build valuable relationships. The book took more than 10 years of research, and hundreds of presentations and case studies. The book, 'Take the Cold Out of Cold Calling' along with its corresponding CD-ROM and Online Resource Center, teaches Web search secrets to find the inside information on companies, industries, and people, and then how to apply what is found to ensure relevant solutions and long-term client value.



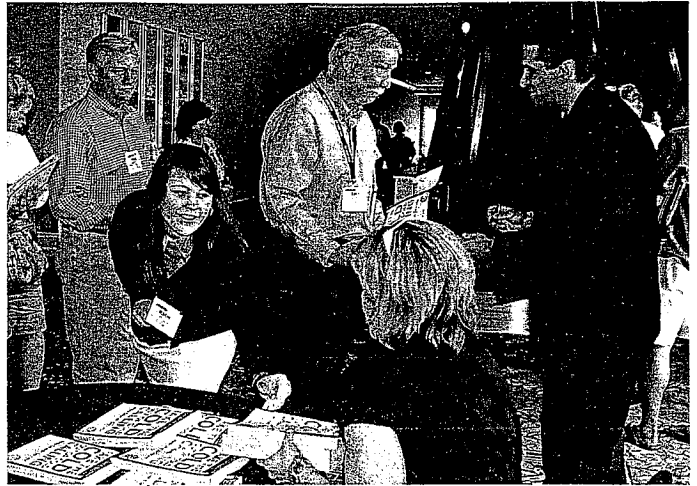
Sam Richter captivated the audience with his talk entitled: "Know More!" - Sales Intelligence Secrets to Win in any Business Climate.

The book and CD are available at www.takethecold.com, and through all major book sellers. Take the Cold Out of Cold Calling has received exceptional reviews from sales experts, including a front-cover endorsement and foreword by New York Times #1 Best Selling Author Harvey Mackay (Swim With the Sharks Without Being Eaten Alive), who calls Richter's book "a must-have resource for anyone involved in sales and business development."

Take the Cold Out of Cold Calling teaches the theory of value-based selling and the "Fourth R" :- Research. Richter guides readers through easy-to-understand instructions on using the Web to find information. The book is filled with examples on how information can be leveraged to provide value, helping salespeople differentiate themselves and their companies.

The book comes with a CD-ROM featuring the Warm Call Research Guide tip sheet; the Customer Research Management Tool to help organize information; the downloadable toolbar, a continually-updated Internet browser add-on featuring one-click access to information sources; and more. Readers can also visit the Warm Call Resource Center (www.warmcallcenter.com), where they can access the sites and tools discussed in the book.

"A good salesperson does research on companies; a great salesperson does research on people and the things they care about," said Keith Ferrazzi, Founder & CEO Ferrazzi Greenlight and bestselling author of Never Eat Alone. "Anyone can look at a company's Web site. What Sam teaches is the secrets on how to find inside information and then how to apply it to impress any person, any time."



Sam Richter with a constant stream of delegates at the signing of his book, 'Take the Cold Out of Cold Calling'.

Thousands of books teach you how to sell. Many books teach you how to find data. This is the only book that gives you the inside secrets even the pros don't know on how to find information and apply it for business success.

"What Sam teaches is the secrets on how to find inside information and then how to apply it to impress any person, any time", said Keith Ferrazzi, Founder & CEO Ferrazzi Greenlight Bestselling Author, Never Eat Alone.

Now in its third edition and printing, Take the Cold (www.takethecold.com) is a fascinating journey into the world of Sales Intelligence. It is filled with amazing tricks and tips on how to find valuable information on companies, industries, and people. By practicing Richter's "Warm Call" techniques, studies show that readers will close twice as many deals compared to the competition and provide exceptional client value.

"If you can't have Sam work with every employee who faces customers and drives sales, the next best thing is his book." William Rohde, President, Travelers Insurance

In addition to the book, readers receive the downloadable Warm Call Toolbar, and full access to the online Warm Call Center (www.warmcallcenter.com). Thousands of executives around the world now use Richter's program and report stunning business results.

The other highly regarded speaker at this year's congress was Stephen G. Salley, Esq. of GenSpring's Family Enterprise Center. His talk was entitled: "Transition and Wealth Strategies For Family Held Business".



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