



Distributor Sales Specialist Sales Skills Workshop

September 20-21, 2005
Novi, Michigan, USA



The Novi Campus
At Channel University

Channel University, an operating group of the Rathsburg Organization, is proud to offer the Distributor Sales Specialist Skills Workshop. This sales development program is being held in conjunction with some of the elite manufacturers and distributors in the Electronic Component Industry.

The two-day course provides a broad range of tutorials designed to teach the enhanced skill-set needed to thrive as a Distributor Sales Specialist (DSS) in handling the rapidly changing channel dynamics in today's electronic component industry. Key Rathsburg Trading Partners (Principals and Distributors) will present guest lectures that will provide insights into what they perceive to be the exemplary service levels expected from their Manufacturer's Representatives.

Students will take part in the creative process of developing the skills needed to excel in relationship building, report writing, leading product training & review meetings and, most importantly, in growing POS revenue. This process will culminate in the use of interactive sessions simulating real world scenarios involving different, and difficult, situations.

Graduates will be extremely well versed in the repertoire of sales skills needed to service Rathsburg's Trading Partners in the prompt, professional and profitable manner that will be required to survive and thrive in today's dynamic business environment.

Channel University is part of the continuing education curriculum offered to the employees of Rathsburg. Being best-in-class requires hiring the top available personnel and giving them the tools they need to perform their jobs well. Training of the best, by the best, is one way of reaching our goal and improving the business community where we make our living. Knowledge is Power!

News Announcement

As a service to our Trading Partners, Rathsburg will begin providing POS Market Share Reports on a monthly basis beginning in the first quarter of 2006. Participating Distributors will be able to view their sales performance levels against those of their major competitors. This report can be viewed at www.POShare.com. It will initially include semi-conductors; passive and electro-mechanical components will be added at a later date.



Rathsburg Modifies Inside Sales Coverage Model To Enhance Service Levels To Its Partners

Rathsburg Associates, the leading Manufacturer's Representative of Electronic Components in the Midwest, USA has recently realigned its Inside Sales & Customer Service model from a centralized, hub-based line-up to positioning their Inside Sales Coordinators in the Branch Offices that are located throughout the NorthCentral territory. Three new Coordinators, Ann Gruntkowski, Kris Palluck and Maggie Hohne, have been hired and assigned to the Cleveland,

Minneapolis and Indianapolis offices respectively. Diane Thelen, another one of the I/S Coordinators has been working out of their Chicago office for some time now. This now positions four of the eight Inside Sales Coordinators in the field as opposed to at corporate. Product Managers will continue to reside in the Headquarters office in metro Detroit. This move to the staffing the Branches will allow the Rathsburg Pricers to be more familiar with and responsive to the Company's Customers and Channel Partners.

Student Body



Emily Otte has been in the electronics industry for twenty six (26) years. She is currently the Rathsburg Distributor Sales Specialist for WI. Her previous work experience includes DotHill; where she was in Sales for Wisconsin, Minnesota, Nebraska, Iowa, North and South Dakota and all of Canada. She spent twenty (20) years at Genroco, Inc. Her last position there was Vice President of Sales (Worldwide). Rathsburg tenure is 3 years.

Becky Szalwinski holds a Bachelor of Science degree from Arizona State University. She has been in the electronics industry for seventeen (17) years and is currently a Distributor Sales Specialist covering Indiana. She began her career at Intel as a Inside Sales Specialist supporting distribution and OEM accounts. During Becky's career she held several positions at Harris Corporation: Inside Sales Specialist – Automotive – GM North America, Rep Coordinator – Supported North Central Rep and Regional Sales Manager. She worked for Silicon Graphics Inc. as a Marketing Specialist and Channel Partner Manager North Central Region. Becky trained 1200 employees in 4 days at Fortune 100 Company and was a 4 Time All American. Rathsburg tenure is 4 years.



Jody Giannobile holds a BS Degree in Electrical Engineering from Wright State University. She has worked in the electronics industry for three (3) years and is currently a Distributor Sales Specialist for the Columbus, Dayton and Cincinnati area. She also serves as a Sales Engineer for customers in Cincinnati. Jody previously worked at Lexis-Nexis as a Software Maintenance Engineer and for Square D Company as an Inside Sales Engineer. Rathsburg tenure is 3 years.

Tom Bear has been in the electronics industry for thirty three (33) years. He is currently a Distributor Sales Specialist for Michigan and also a Sales Engineer for select customers in Michigan. Prior to Rathsburg Tom worked for Tech-S. He held numerous positions, including Energy Management Systems Sales Representative, Sales Manager, Marketing Planning Manager and Manager, Intelligent Add-on Division. Tom was able to launch a DIN Rail power supply sales program that made Michigan the number 1 in the market for Power One DIN Rail products in the U.S. Rathsburg tenure is 8 years.



Shawn Guminski has been in the electronics industry for twenty one (21) years. She is currently a Distributor Sales Specialist for Chicago. She has worked for several distributors throughout her career. She served as a Product Manager for Arrow Electronics, Avnet Electronics and Marshall Industries. Before coming to Rathsburg she worked for Pioneer Standard. At Pioneer she was a Product Manager, Inside Sales Representative, Operations Manager and Sales Manager. As a Sales Manager for Pioneer she received Branch of the Year award. Rathsburg tenure is 5 years.

Paul Schmitt holds a BS in Electrical Engineering – Emphasis on Digital Communications – from The University of Kansas. He is currently a Distributor Sales Specialist covering Missouri. He has been in the electronics industry for twelve (12) years. He began his career at Electric Power Systems maintaining and repairing Electrical Power Distribution Systems. He then worked for Westinghouse Electric/ Cutler Hammer as Technical Support & Inside Sales of Electrical Power Distribution Equipment. He was promoted to Outside Sales of Electrical Distribution Equipment – Distributor Relations & Support. Before coming to Rathsburg Associates he was at Siemens functioning as a Senior Bid Specialist handling large project quotations for Midwest geography. Paul is in his first year with Rathsburg.



Lisa Datta holds a BA from The University of Minnesota. She has worked in the electronics industry for eleven (11) years and is currently a Distributor Sales Specialist for Rathsburg Associates in Minnesota. Lisa began her career at Arrow as an Inside Sales Representative. She then went to Avnet where she served as in Product Management and as a District Supplier Business Manager. She was the Avnet President's Cub winner in 2004. First year at Rathsburg

Chris Miller holds a Bachelor of Science in Financial Management from Kansas State University. He has been in the electronics industry for one (1) year and is currently a Distributor Sales Specialist for Kansas City. Prior to Rathsburg he worked for Morgan Stanley Dean Witter as a Financial Advisor and Forrest T. Jones as Regional Director of Financial Sales. He was able to build client relationships to increase accounts under management by over \$5 million dollars in four years at Forrest T. Jones. The dollars that Chris had under management continues to increase by over \$100k per month. This is his first year with Rathsburg.



Christine Phillips holds an Associate Degree in Purchasing Management from Cuyahoga Community College and a Bachelor of Arts Degree in Business Management from Baldwin Wallace College. She has been in the electronics industry for twenty one (21) years and is currently a Distributor Sales Specialist for Northern Ohio and Western Pennsylvania. She began her career at Arrow Electronics as a Credit Analyst. She then held several positions at Pioneer-Standard Electronics including Director of Quality and Safety and Director of Training and Development. Christine achieved IOS/QS certification for a 2 billion dollar company. Rathsburg tenure is 3 years.

**Brad Hanson****Analog Devices****Director of Sales**

Brad Hanson holds a BSEE from the University of Illinois, Champaign. He has been in the electronics industry for thirty (30) years. He currently is the Director of Sales for the Central Area for Analog Devices. Brad is responsible for directing a sales team of professionals comprised of Analog employees and Manufacturers Representatives to penetrate and support a diverse account base that purchases our products directly from ADI and through our distribution partners. He is currently leading a cross functional team to profile and penetrate the growth opportunities in the clinical and home medical market. Brad has served Analog Devices since 1999, holding the positions of Regional Sales Manager-North Central territory and Director of Sales-Industrial, Instrumentation and Automotive Key Accounts prior to his current position. Brad began his career at Motorola Communications as a design engineer. He then moved to BRK Electronics/Pittway as an Engineering Manager. At National Semiconductor Brad began as a Field Applications Engineer, working his way up to Area Technical Manager-Central Area, Regional Sales Manager-North Central Region, Area Director of Sales-Central Area and finally Director of Field Applications and Training.

Phil Fraser**Analog Devices****Director of Distribution, The Americas**

Phil Fraser holds a BSEE from the University of Massachusetts. Phil has been in the electronics industry for over twenty (20) years. He is currently the Director of Distribution for The Americas for Analog Devices. Phil is responsible for growing ADI sales through the distribution channel by developing the infrastructure and programs to drive and support demand generation and fulfillment services for the end customer. Phil has spent his twenty years at Analog Devices working with both the direct customer base and the distribution channel. He has held a variety of position in sales, including field Sales Engineer, Regional Sales Manager, Director of Military Sales, Corporate Account Manager and Director of Distribution.

Kent Krenek**Analog Devices****Central Area Distribution Manager**

Kent Krenek holds a BA degree in History & Psychology from Valparaiso University. He has been in the electronics industry for thirty one (31) years. He began his career working at Semiconductor Specialists as an Inside Sales Representative. He then went to Schweber Electronics and served in both Inside Sales and Field Sales. Kent then worked for Oasis Sales in field sales. Before going to Analog Devices, he worked for Harris Semiconductor as a District Sales Manager. Kent is currently the Regional Distribution Manager for Analog Devices where he is responsible for all distribution sales in the Central USA territory.

Mick Dedinsky**Analog Devices****NorthCentral Area Sales Manager**

Mick Dedinsky holds a BSEE degree from the University of Illinois. He has been in the electronics business for twenty-two (22) years. Mick started out his career working at Harris and later for Intersil. He has held various sales positions first in California and then in the Midwest. He has worked for Analog Devices for three (3) years and is responsible for developing their sales, both direct and through the Channel, in the Midwest.

Michael Calabria**Arrow Electronics****Vice President Field Marketing**

Michael Calabria holds a BS degree from the State University of New York at Oswego. He has been in the electronics industry for thirty one (31) years and is currently the Vice President of Field Marketing for Arrow Electronics. Mike is responsible for corporate interface with 100+ Field PM's. and for all Marketing Communications functions. He develops online product PEMCO training and sales tools for the sales organization to use in their day to day selling activities. He also over-see final review of large quote opportunities, automation of quoting and the design and development of Arrow.com and PlanetArrow. Mike has held a variety of positions including Field Sales Manager, Sales and Marketing Manager, General Sales Manager, Director of National Accounts, Director Customer Marketing, Vice President of Headquarter Sales and Customer Marketing, Vice President of Military Semiconductor Marketing, Senior Vice President of Sales for Capstone Electronics, Senior Vice President of Marketing for Capstone Electronics, Senior Vice President of PEMCO for Capstone Electronics, Vice President of Marketing for PEMCO Supplier Services, and Vice President of Supplier Marketing for PEMCO Supplier Services. Mike has actively worked on the Kierulff, Lex, Anthem, Richey, Bell, and Wyle Electronics mergers and acquisitions. He also led the taskforce that created Capstone. From 1995 to 2001, he served on the Board of Directors for the Electronic Distribution Show and Conference.

Bob Fisk**Avnet Electronics****Vice President, Area Director**

Bob Fisk holds a BS in Business Administration from Illinois State University. He has been in the electronics industry for twenty three (23) years. He currently is the Vice President, Area Director for Avnet, Inc in the North Central Area. He has held such roles as Inside Sales, Outside Sales, Sales Manager, Regional Manger and Area Director. His experience spans 9 marketplaces, all within the North Central Area.

Tim Donovan**Avnet Electronics****Director of Supplier Management**

Tim Donovan attended college at Northeastern University and Boston College. He has been in the electronics industry for twenty three (23) years and is currently the Director of Supplier Management for Avnet. He has spent his electronics career at Avnet holding positions in the warehouse, customer service, inside sales, and product management. He has been an Account Manager, Sales Manager and Area Supplier Manager prior to his current position. He is married to his wife Sharon of twenty two (22) years and has two boys, Matthew 16 and Mark 14.

Faculty

Nick Lucariello

Corcom/Tyco

Director of Sales

Nick Lucariello holds a BS Degree in Civil Engineering from The United States Military Academy, West Point, NY and a MS Systems Management from the University of Southern California, Los Angeles, CA. Nick has been in the electronics industry for nineteen (19) years. He is the Director of Sales for Corcom, Tyco Electronics and is responsible for North American Sales. Previous to Corcom, Nick worked for Raychem Corporation/Tyco Electronics. He worked his way up from Area Sales Manager to Regional Sales Manager (eastern US and Canada) for Raychem Electronics Division (Interconnect).

Phil Angelotti

Lockhart/Wakefield

Vice President Sales

Phil Angelotti has been in the electronics industry for twenty-four (24) years and is currently the VP for the Western Sales Area for Wakefield Thermal Solutions (WTS). As the Tactical Sales / Marketing Manager for Lockhart Industries he is responsible for managing Sales and Marketing efforts. As the VP of Sales, WTS Western Area Phil is primarily responsible to set and to drive sales strategy for Key Accounts such as Delphi, Harman, Cisco and Teradyne, as well as, manage RM and technical resources. His career included Logic Dynamics / Merel Co., a Bus Bar Manufacturer in Sales/Marketing. He also served Avnet Electronic Marketing as AM, Sales Manager, Key Account manager, Channel Manager Def & Aerospace Defense and Aero Space Sales Dir/Channel Director and Senior V P Military and Aerospace Business Unit. He was responsible for Hi Rel Material and Customer sales Channel including Marketing.

Course Schedule

Schedule -- Tuesday, September 20th

Time	Topic	Presenter
12:00 p.m.	Introductions	S. Brodehl & T. Matthey
12:30 p.m.	What It Takes to Win in the Channel Today	Guest Speaker from Tyco – Corcom
1:30 p.m.	What It Takes to Win in Today's Market	Guest Speakers from Arrow
2:30 p.m.	What It Takes to Win In the Channel Today	Guest Speakers from Analog Devices
3:30 p.m.	What It Takes to Win In Today's Market	Guest Speakers from Avnet
4:30 p.m.	What it Takes to Win In Today's Market	Guest Speaker from Wakefield
5:30 p.m.	Dinner	All @ Greg Rathsburg's Home

Schedule -- Wednesday, September 21st

Time	Topic	Presenter
8:30 a.m.	Identifying & Closing New Business	Becky Szalwinski
9:00 a.m.	Building Supplier-Side Relationships	Shawn Guminski
10:00 a.m.	Training Meetings & Joint Calls	Tom Bear
11:00 a.m.	Support at EMS Accounts & eQuote Tips	Lisa Datta
12:00 noon	Lunch	All
1:00 p.m.	Opportunity Tracking & QBR Prep	Emily Otte
2:00 p.m.	Special Programs – Regional SOM Report	Jody Giannobile
3:00 p.m.	Building Rapport at the Branch	Christine Phillips
3:30 p.m.	Info required for Meet-Comp Bids	Kathleen Justus
4:00 p.m.	Backend Margin & Meet-Comp Issues	Chris Miller & Paul Schmitt
5:00 p.m.	Commencement Exercises	All