



## Delighting Our Partners with Stellar Customer Service

May 2-3, 2007

Novi, Michigan, USA



The Novi Campus  
At Channel University

Channel University, an operating group of the Rathsburg Organization, is proud to announce its Fourth Semester Course Syllabus, Delighting Our Partners With Stellar Customer Service. This Inside Sales and Product Management skills course is being taught by a cross section of Rathsburg's Principals, Distributors and Employees. This two-day course, which will be held at the Novi Campus of Channel U, is being run by Ms. Emily Otte, the Manager of Rathsburg's Inside Sales Team. Emily has laid out the course material based on her twenty-five year's of experience in OEM sales. She has recruited the faculty and will oversee the interactive learning experience.

Four of the most renown people from Rathsburg's OEM & Distribution Trading Partners will present guest lectures during the first part of each day's curriculum. The second half of the each day will be dedicated to an interactive learning process with the Rathsburg Team cross training each other in disciplines where they excel. Barbara Flanagan, the Customer Service Director at Analog Devices, will be covering some of the new and advanced procedures for OEM Customer Service using SAP and she will review Analog's new quote system. Patti Cannon, Customer Service Manager at Airpax, and Jim Prentiss, Regional Sales Manager at Airpax, will provide a perspective on what it takes to flourish in servicing a multi-divisional principal with state of the art products and systems. Leslie Kutsenkow, Product Manager at Avnet Electronics in Indiana, will detail the importance of immediate and succinct responses to customer inquires that are brought to us by our Distribution Partners. Specialty Deep-Dives will be given by Rathsburg's Inside Sales & Product Management Staff: Tim Matthey, Kathleen Justus, Steve Reyna, Gene Cordova, Becky Szalwinski, Diane Thelen, Colleen Stout, Jim McGovern, Kris DeLarosby, and Melanie Coughlin.

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. Rathsburg is committed to being the best in its business.

### **Rathsburg Relocates Chicago Office and Positions GEO Headquarters in Itasca, IL**

Rathsburg Associates, the leading Manufacturer's Representative of Electronic Components in the Midwest, will be moving its Chicago based operations to a new facility in June of 2007. This new, high-tech office has been custom built to house our Chicago Regional Sales Office as well as serve as the headquarters site for the Company's GEO Business Segment Operations. The facility is centrally located in Itasca which is minutes away from O'Hare and within very close proximity to many of our Clients' Regional Sales Offices & to our Channel Partners' NorthCentral hubs. Rathsburg's Financial Headquarters, as well as our Automotive Business Segment and Technology Center, will continue to be based in metropolitan Detroit.



# Student & Faculty Guide



**Tim Matthey** has been in the electronics industry for 30 years. He currently provides a number of services for Rathsburg, including Key Account Manager, Product Manager, and Operations Manager. Prior to this time, Tim worked in the Distribution marketplace including various sales and management jobs at Lex Electronics and Pioneer Standard Electronics. Rathsburg Tenure is 17 years.

**Kris DeLarosby** holds a BSBA degree from North Dakota State University. She is currently an Inside Sales Specialist in the Minneapolis office, covering the Minnesota and Iowa territory. Prior to joining the Rathsburg team, she worked in inside sales for a manufacturer's rep in the medical industry. Rathsburg tenure is 2 years.



**Becky Szalwinski** holds a Bachelor of Science degree from Arizona State University where she was an All American for four years. She has been in the electronics industry for 19 years and is the Sales Specialist for Rathsburg, covering the Indiana territory. She began her career at Intel as an Inside Sales Specialist supporting distribution & OEM accounts. Rathsburg tenure is 5 ½ yrs.

**Kathleen Justus** holds a Bachelor of Science degree from Oakland University. She is currently an Inside Sales Specialist for Rathsburg in the Novi office. She began her career at Federal-Mogul Corporation. She worked with Industrial OEM's and also was involved with participating and representing Federal-Mogul at various Trade Shows in the U.S. for the Heavy Duty Market. Rathsburg tenure is 16 years.



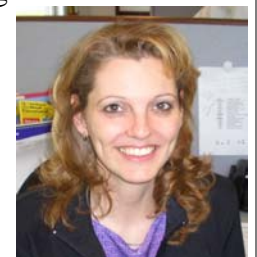
**Steve Reyna** has been in the electronics industry for 25 years. He is currently a Product Manager for Rathsburg in the Novi office. He was previously employed at Pioneer Standard Electronics for 10 years. Rathsburg tenure is 13 years.

**Jim McGovern** attended The College for Creative Studies in Detroit and The University of Colorado in Boulder. He has been in industrial sales for 20 plus years. Before coming to Rathsburg he was Vice President of Sales at a video production company in S.E. Michigan. Jim is currently working as Inside Sales Specialist handling automotive, direct, and distribution sales in the Novi office. Rathsburg tenure is 7 years.



**Diane Thelen** is currently employed as an Inside Sales Specialist in the Chicago office, covering the Illinois and Wisconsin territory. She has been in the electronics industry since 1982, holding various positions. She has worked with a variety of Manufacturer's Representative firms, Manufacturer's, and just prior to joining Rathsburg, at a distributor, Future Electronics, where she was a Product Marketing Manager for semiconductors. Rathsburg tenure is 5 ½ years.

**Melanie Coughlin** has been in the electronics industry for 10 years. She is currently an Inside Sales Specialist for Rathsburg in the Cleveland office, covering the Ohio and Western Pennsylvania territory. She worked at Pioneer Electronics as a Corporate buyer for the power products group. She has also held inside sales positions at Arrow and Sager Electronics. Rathsburg tenure is 1 year.



**Gene Cordova** has worked in the electronics industry for 19 years, with a focus on the automotive market place. He is currently a Product Manager for Rathsburg in the Novi office with responsibility for supplier interface between a cadre of technical sales engineers and select, strategic automotive customers. His past industry experience was with TDK Corporation, where he served in various capacities for 11 years. Rathsburg tenure is 8 ½ years.



**Colleen Stout** holds a Bachelor of Science Degree from Western Michigan. She is currently an Inside Sales Specialist for Rathsburg in the Novi office. Colleen spent the first 8 years out of college working in the engineering and production departments of various television stations. After moving to the Detroit area in the early 1990's, began a career in electrical sales at both the distribution and manufacturer's representative level. Rathsburg tenure is 5 years.

## Guest Lecturers



**Leslie Kutsenkow** holds a BS in Mathematics and Economics from Rose-Hulman Institute of Technology. She is currently a Product Manager for Avnet Electronics and has been in the electronics industry for 3 years. She handles quotes and orders for five Indiana Semiconductor Suppliers, Silicon Labs for the entire North Central. She is also responsible for all Indiana semiconductor strategic alliances, local trainings & functions including the annual Indiana Customer Appreciation Golf Outing. She previously held the position as an Emerging Account Manager where she grew her account base by 60% year on year, while maintaining GP. Previous to Avnet, Leslie has worked at Dwyer Instruments in as a Resale Marketing Specialist and attended Columbia University in New York City.

**Barbara Flanagan** is the North American Customer Service Supervisor at Analog Devices. She has over 20 years experience in the electronics industry, working at both National Semiconductor and Motorola Semiconductor before joining Analog Devices in 1990. She is very happy to be returning to Novi and truly enjoys working with the Rathsburg group.



**Patti Cannon** is the Customer Service Manager at Airpax, and assists Rathsburg across a fourteen state territory. She has been with Airpax for 29 years.

**James Prentiss** holds both BSEE & MBA degrees from the University of Akron. Jim has over 25 years of experience in the Electronics Industry and is currently the Regional Sales Manger for Airpax for the Central territory, also known as Rathsburgland. He started his career as an Engineer for Goodyear Aerospace working on such programs as the Goodyear Blimp, F-15 Simulator, Patriot Missile Launcher, SUBROC, VLA, etc. Jim started working for Rathsburg Associates in 1994 and served Rathsburg as a Sales Engineer for 10 years. Jim joined Airpax in 2004 to become the Central Area Regional Sales Manager.

# Course Coordinator & Schedule

**Emily Otte** has been in the electronics industry for 28 years. She is currently Sales Specialist for Rathsburg, covering the Wisconsin territory. She is also Manager for the Inside Sales and Product Marketing teams at Rathsburg. She spent 20 years at GENROCO, Inc. Her last position there was Vice President of Sales (Worldwide). Rathsburg tenure is 5 years.



## **Schedule -- Wednesday, May 2, 2007**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
8:15 a.m.	Opening Comments	Greg Rathsburg
8:20 a.m.	Course Overview	Emily Otte
8:30 a.m.	Servicing the Principal Properly	Barbara Flanagan — Analog Devices
10:00 a.m.	Break	ALL
10:30 a.m.	Servicing the Principal Properly — cont.	Barbara Flanagan — Analog Devices
12:00 p.m.	Lunch Break	ALL
1:00 p.m.	Distribution Care and Service	Leslie Kutsenkow — Avnet
2:30 p.m.	Break	ALL
3:00 p.m.	Supporting Your Field Sales Reps	Becky Szalwinski
4:00 p.m.	Break	ALL
4:30 p.m.	Communicating with Field Sales	Kathleen Justus
5:00 p.m.	Working With & For the Principal	Tim Matthey
5:30 p.m.	Discovery Techniques	Melanie Coughlin
6:00 p.m.	Social Hour & Dinner	ALL

## **Schedule -- Thursday, May 3, 2007**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
8:00 a.m.	Working With & For Airpax	Patti Cannon & Jim Prentiss
10:00 a.m.	Break	ALL
10:30 a.m.	Tracking & Reporting the Details	Gene Cordova
11:00 a.m.	Processing Competitive NBO's	Jim McGovern
11:30 a.m.	Getting the Right Price & Cost	Diane Thelen
12:00 p.m.	Lunch Break	ALL
1:00 p.m.	Importance of Samples & Follow-Up	Colleen Stout
1:30 p.m.	Escalating with Honor	Steve Reyna
2:00 p.m.	Working through Obstacles	Kris DeLarosby
2:30 p.m.	Commencement Exercises	ALL