



WHAT HAPPENED TO MY PAYCHECK

June 25, 2009

Itasca, Illinois, USA



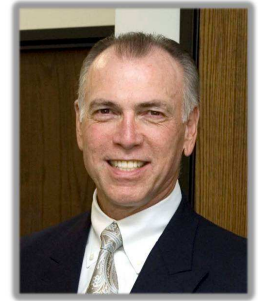
Chicago Campus
Channel University

Channel University, an operating group of the Rathsburg Organization, is pleased to announce its Sixth Semester Course Syllabus, What Happened To My Paycheck. This leading-edge, field sales skills course will be taught by a cross section of Rathsburg Employees. This compelling and timely course, which will be held at the Chicago Campus of Channel University, is based on the some of the prevailing concepts in adapting to change in our business today.

Today's chaotic times call for an unparalleled need to deal with change on an on-going basis. This course is designed to give the Rathsburg Sales Team the real world tools they need to continue to provide best-in-class service to our trading partners under any and all circumstances.

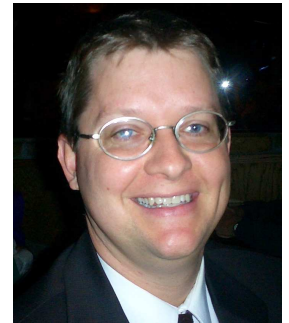
Channel University is part of the continuing education curriculum offered to the employees of Rathsburg. Being best-in-class requires hiring the top available personnel and giving them the tools they need to perform their jobs well. Training of the best, by the best, is one way of reaching our goal and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

What Happened To My Paycheck: Defining the change, past and future, to our company and how it impacts our organization & behavior. **Greg Rathsburg** is the owner of Rathsburg and has been involved in managing the company for over 30 years.



The Real & Right Buyer: Determining what customers we can sell to, who are the real buyers at those customers and how we can gain access to them. **Bill Meranda** is the Territory Manager at Rathsburg for the Indiana and Kentucky markets. He has been in the electronics business for close to twenty years.

Deep Selling: Anticipate the challenges that we will encounter during our sales calls and prepare properly for them. Sell more of our lines into our current customers and sell new solutions into new customers. **Dan Ringger**, who has been in the electronics industry for over twelve years and is the Rathsburg Sales Engineer in Southern Ohio, will present this course material.



Delighting The Demanding: How to deal with the zealous Principal. Highlight the techniques used to accommodate demands and/or deflect them. Discuss the need of removing emotions from interactions. **Mark Lucas** will present this course. He has been in the electronic component business for over twenty years. He is the Rathsburg Territory Manager in the Ohio Valley.

The Invisible PM: MAR's (Monthly Activity Reports) @ M-4's (Monday Morning Manager's Meeting) - Using the Team Reporting technique in today's PM-Lite environment. **Chris Lubowicki** has been in the electronics industry for close to ten years. He is the Michigan Territory Manager at Rathsburg.



Dealing With Today's Distributors: Using new techniques to properly service our Channel Partners in the DSS-Lite world. **Mike Hassett**, who has been in the electronic components Rep business for over twenty years, will present this portion of the program. He is the Rathsburg Territory Manager for the Minnesota region.

Show Me The Money: Highlight methods to find the "hidden" dollars and creative ways to get an inordinate amount of disty mind share. **Becky Szalwinski**, who has been in the electronics industry for over twenty years and is currently the Rathsburg Distributor Sales Specialist covering Indiana, will present this course



PM Lite: Continue providing RQ service to delight our Trading Partners in the new PM-Lite world. **Emily Otte** has been in the electronics industry for 30 years, the last 7 years have been at Rathsburg. She is currently Distributor Sales Specialist covering the Chicagoland territory. She is also Manager for the Inside Sales and Product Management Teams.

Schedule -- Thursday, June 25, 2009

Time	Topic	Presenter
9:00 a.m.	What Happened To My Paycheck	Greg Rathsburg
9:20 a.m.	The Right and Real Buyer	Bill Meranda
9:40 a.m.	Deep Selling	Dan Ringger
10:00 a.m.	Delighting The Demanding	Mark Lucas
10:20 a.m.	The Invisible PM	Chris Lubowicki
10:40 a.m.	Dealing With Today's Distributor	Mike Hassett
11:00 a.m.	Show Me The Money	Becky Szalwinski
11:30 a.m.	PM Lite	Emily Otte
11:50 a.m.	Graduation Ceremony	All Students