



NEWSLETTER

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Dear Elaine,

CMC 2009 is just over a month away! In this newsletter, you'll find some important information regarding this year's conference, including a note about room reservations and a special high-value session on Wednesday November 11. Please take a few minutes to read this newsletter.

See you in San Diego!

Why your room reservation at the Bahia is important to a successful CMC

CMC requires a lot of meeting space for individual training rooms, space for break-outs, the Rap Room and the larger meetings. It all adds up to almost 15 individual meeting rooms accommodating 15-300 people. We are challenged each year to find a desirable facility with easy access for attendees throughout the country, with adequate and varied meeting room space and at a room rate that is aggressively negotiated to match every attendee's budget. We want to keep the event at one venue as well, which is another demand. To do that, we have to commit to blocks of sleeping rooms and make promises to the hotel about the room space we will use. The hotel isn't able to sell that space to any other group and basically we pay for that privilege and secure a reasonable sleeping room rate by booking adequate room blocks.

If we do not meet that room block, we are responsible for a significant financial penalty and if we had to pay that penalty, it means that we are using that money for something negative for the organization rather than enhancing the CMC event. The hotel must charge this penalty because the rooms have been taken out of active inventory. I'm sure we can all agree that we would rather not use our funds to pay a penalty.

We don't want to resort to tactics some other groups have used like charging additional registration for those who do not stay at the convention hotel because we know that our members are responsible, independent entrepreneurs and business leaders who understand the realities of the economic climate and have a commitment to their organization.

We wanted to let you know this situation so that you understood the impact it could have on CMA and future CMC events. We understand the realities of the current economy and respect that your dollars must stretch further than ever. Your room reservation at the Bahia will keep you close to all of the activities, will likely mean you don't have to rent a car and also, ultimately, it means we can continue to keep registration costs at a reasonable level while still offering the unique aspects of this event that have made it successful for more than 30 years. Your membership in CMA is appreciated and we look forward to your participation in an economical and successful CMC into the future.

Don't miss the Special Session conducted by world-class educator

On Wednesday November 11 from 9am-11am and again at 2:30-4:30pm, you will have the opportunity to get insights from an expert who has done training in the U.S., Europe and Asia on what works best in the manufacturer, manufacturer's rep and distributor relationship. Companies

usually pay thousands for this presentation - this year, CMC has made special arrangements for all CMC attendees to participate. Make time for two hours with Daniel McQuiston and see a difference in your 2010 sales results.

Improving Synergy Among Reps, Manufacturers, and Distributors

We will explore ways that reps, manufacturers, and distributors can develop deeper, more trusting relationships while at the same time gaining a better understanding of the needs and wants of the other parties involved. Participants will be part of a large group discussion and will be asked to develop an action plan for their own company to build better relationships with others in the channel and by so doing begin to take the steps that will create that synergy.

The purpose of a channel of distribution is getting the right product to the right place at the right time in the right condition for the right cost. However, if one of these 'rights' goes 'wrong', the needs of the final customer will not be met. Manufacturers, reps, and distributors often have different goals and objectives often creating conflict within the channels.

About Dr. McQuiston



Dr. Daniel McQuiston is Chair of the Department of Marketing and Management at Butler University in Indianapolis. He has an MBA from Bowling Green State University and received his Ph.D. in Marketing from The Ohio State University. Before coming to Butler, Dan was on the faculty at Indiana University, and he has also served as the Director of Executive Education at Butler. He is now the Director of Education for the Manufacturers' Representatives Educational Research Foundation and is also founder and chairman of The McQuiston Group, a consulting, speaking, and sales training firm.

Dan has taught in every CPMR program since its inception and won the first C. Edward Lindberg award for outstanding teaching. He has taught executive development programs nationally on such topics as building better relationships, becoming a customer-driven organization, developing a strategic marketing plan, and implementing an effective sales strategy as well as consulting with a number of both service and manufacturing organizations. He has also conducted sales training programs for several different companies and has taught courses in the U.S., Finland, Hungary and China and has served on the faculty of Purdue University, Notre Dame, Indiana University, Helsinki University.

Register today at the Bahia



Rooms at the Bahia are a discounted \$129 but only until **October 12**, so register today. [Click Here To Register](#)

[The Bahia](#) is located on a private peninsula in the Mission Bay Park surrounded by beaches and tropical gardens, close to shopping and about 6 miles from the airport and downtown.

Count down to the best CMC ever!

Visit the CMA web site, www.cma-cmc.org today for all the latest on **CMC 2009, just over one month away!**

Details on the Golf Tournament to be held at [Salt Creek Golf Course](#) are included [here](#) and if you want more information or need transportation to the **November 10** tournament, email Phil Snyder at phil@minkmkt.com.

We want your input! On **Friday November 13** at noon a special panel discussion will take the place of the normal group meeting to discuss issues important for our membership to grow. Look for the survey request later this



week.

The General conference schedule, registration and information about transportation can all be found at www.cma-cmc.org

Quick Links

[Communications Marketing Association](#)

[Bahia Reservations](#)

[The Bahia Hotel](#)

[Salt Creek Golf Course](#)

Mark your calendars for November 10-13 for CMC 2009. For training and networking, for manufacturers, manufacturer's representatives and distributors, this is the key event of the year. Don't miss it!

Mercy Contreras
CMA