

2008 CMC Manufacturers Representative Breakout Session

Minutes of Meeting

Manufacturers Reps request that CMA discourage any manufacturers from scheduling one on one meetings during conference events. There are too many one on one sessions being scheduled during the Opening Session, lunch, Rep Breakout Session and other conference events.

The Manufacturers Reps also wish to have CMA “Insist” that all manufacturers schedule two training sessions to allow reps to be able to attend the training sessions for all of their manufacturer principals. The Reps also wish to encourage all manufacturers to attend the full CMA conference each year and participate in all of the CMC events, including the special MRERF training session for manufacturers.

The Manufacturers Reps request that CMA send the CMA New Member Package to every member of CMA. There are too many new people attending CMC who have never attended one previously. The new member packages are being sent to new member companies, but not to new member individuals. We believe that by sending the New Member Packages to every one attending this year’s conference will assist in better informing our members of what CMA is all about.

The Manufacturers Representatives request that CMA provide all of the Reps a flyer, promoting the annual conference each year. The reps will use the flyer to promote CMC to their manufacturers and try to get them to become members and attend the conference.

The Manufacturers Representatives recommend that CMA use some type of rebate, or other incentive to encourage manufacturers to attend the entire CMC and all of its functions.

The Manufacturers Representatives recommend that CMA adopt a suggested Rep Agreement that could be used as a template for all manufacturers to use and post it on the CMA Website.

The Manufacturers Representatives wish to encourage all of the CMA member groups to encourage the use of all of its members. The Manufacturers Representatives want to strongly suggest that all manufacturers representatives and distributor members to encourage their manufacturers to use both manufacturers representatives and distribution. We also want to encourage all of the manufacturer members of CMA to use both manufacturers’ representatives and distribution. The Manufacturers Representatives ask that all of the CMA members never advocate that one of the member groups not be used for the marketing and sales of another member, or prospective member’s products.