



JLF Electrical Sales, Inc.  
 Awarded  
 2004 Agent of the Year  
 Republic Wire, Inc.

## SUCCESS

There are many ways to measure success, not the least of which is the way your child describes you when talking to a friend.

## Higher Education!

By Joe Friedlein II

In January of '05, I headed off to sunny Phoenix, Arizona and left behind the cold and clouds to attend the second year of a three-year degree program. The program I am referring to is CPMR which stands for Certified Professional Manufacturers Representative. Our class started on Sunday morning at 7:30 a.m. and for the next four days, I attended over 40 hours of intense lectures and case studies, all relating to running your own professional manufacturers representative organization. In the process of preparing for my trip and completing all the pre-registration homework, I looked back over my notes from the previous class and took an inventory of all the changes that I have implemented at JLF.

The one single change that impacted the bottom line for JLF in '04, was the ability to relinquish certain tasks and to have the confidence that the person you have turned over the assignment to will handle it in the correct manor. This is not an easy task given how I started JLF from one line 7 years ago and have built it up to the point we are at today with 5 employees and two locations, one in Addison, IL and one in Hartland, WI.

The CPMR classes I have attended so far have given me the tools I needed to increase my overall effectiveness not only as an owner but, as a leader for the people I work with. I look forward to attending the final year in January and putting into practice the final pieces of the puzzle in an effort to create the most effective and creative working manufacturers representative organization in Chicago.



## 35TH ANNUAL NEMRA CONFERENCE

**35th Annual NEMRA Conference New York City:** Did you wonder why during the week of 2-14-05 you did not see a lot of manufacturers sales representatives calling on you? The answer is our annual NEMRA conference was being held in New York City. The annual NEMRA conference consists of manufacturers representatives from around the country and manufacturers who go to market through independent sales representative. During the conference, we attended meetings on how to better manage our time and sales calls, along with seminars on how to effectively deal with different selling situations that arrive in the field. Along with seminars we also hold our national round table discussions and vote on NEMRA related issues as a group. This year our guest speaker was none other than Rudolph Giuliani the former mayor of New York City. Mayor Giuliani spoke for an hour on how he personally handled the crises at the

World Trade Center and also how the people from Chicago came to their aid in their darkest hour. Mayor Daley sent police and fire personnel to support the recovery effort along with sending a staff to review procedures so that in the event a tragedy like that happens in Chicago, we would be as prepared as possible. Mayor Giuliani's speech focused on how he thought he was an effective leader and was prepared for every event, but then 911 happened and his world as well as everyone else's was turned upside down. In our travels, we had the opportunity to visit Ground Zero and to see first hand the devastation that took place. The only words I can use to describe the feeling when you are there is sadness knowing that so many lives were affected by what transpired that day. Hearing Mayor Giuliani speak and visiting Ground Zero culminated a very successful conference. Several exciting new opportunities for JLF came out

of our trip and will be featured in our March newsletter. If after reading this article, you could just take a moment to reflect on where you were during the events of 911 and what impact they have had on your life since, it would be a fitting tribute to the people who lost their lives.

Joe Friedlein II  
 Founder

### Losing more than they gain

States with the largest proportions of people leaving, compared with people arriving, in interstate moves (based on moving records of 220,040 households):

