



AIRMAIL

VOLUME 1 ISSUE 19
DECEMBER 2008

A LETTER FROM THE PRESIDENT

Are you prepared for this economic turn-down? When I sat down to write this letter, our world leaders of the 20 leading economies (The G-20), had just wrapped up an emergency session on what measures could be taken to minimize this global economic melt-down. Although all agreed that action was necessary to stabilize the economy, the leaders really did not come up with many concrete proposals on how to deal with it. This has set the markets tumbling again as the proposals, or lack there of, did very little to alleviate the fears of investors.

Now just as the tax payer funded bank bailout was approved, it appears that the North American Auto Sector is next in line with its hand out. Who's next ? Some experts are concerned that this will be the worst economic crisis since 1929. Many A.I.C.D. members compete in manufacturing based markets that are heavily tied to the automotive industry, and many of them have already been fighting a recession for a few years. Now it appears that no one will be safe, this recession is global, affecting all regions and all markets.

With all that being said, how does it impact does how we run a small business? It may

be time to be conservative and cautious in our decision making, but we may also want to take advantage of opportunities that appear as a result. Good credit will be critical going forward, the banks are very quick to pull the plug these days, and are tightening up their lending conditions. So caution must be taken, as this is not a good time to over extend ourselves

Your A.I.C.D. Board of Directors are busy putting together an agenda for this years annual meeting. This year, rather than industry related topics, the feeling is to have presentations with a strong emphasis on the business aspects of running your company, increasing it's value or positioning it for transition. Your Regional Director will be contacting your shortly with a survey of topics for presentation. Please take the time to fill it out and return it to us. This is the only way that we can assure to have the presentations that you would like to see at the annual meeting. It is during times like this, that the education and fellowship we enjoy as A.I.C.D. Members, may never be more valuable.

Jim Bruce, President

IN MEMORY

**MARK KEITH STONE, SR
1952-2008**



Mark Stone and his wife Teresa lost their lives in a tragic auto accident in

August. Mark and Teresa owned and operated Air Equipment Sales & Service in Ashland KY. Mark was an active member of AICD for many years and Region 2 Director since 2006. Mark was a great friend and asset to AICD, he will truly be missed.

A Memorial Scholarship Fund has been established in their memory: Mark and Teresa Stone Memorial Scholarship Fund, c/o First and Peoples Bank and Trust, attn: Trust Department, P.O. Box 453, Russell, KY 41169.

Vendors, If you would like to advertise in future Airmail newsletters. Please consider the Platinum or Gold sponsorship opportunities outlined in your 2009 registration packet. The following sponsorships also include logo link ads on our website. Please contact Cheryl if you have questions, (409)866-1565.

2008 PLATINUM SPONSOR

2008 GOLD SPONSORS

Advanced Air Pipe Systems



legris transair

480-830-7764
transair-usa.com

Pure, Clean, Dry Air.



Trust Your Compressed Air Quality to Hankison

www.hankisonintl.com | hankison.sales@spx.com

HANKISON
AN SPX BRAND

JORC

Condensate Drainage Experts



Phone: 302-395-0310
Fax: 302-395-0312
Email: info@jorc.com
www.jorc.com

SOLBERG
Manufacturing Inc.

**Filters
Silencers
Separators**



www.solbergmfg.com
630.773.1363

AIRMAIL



Merry Christmas and a Happy New

It's easy just to blame sales people....

If you feel that your sales force is doing a great job and performing like you want them to then you can stop reading this article. If on the other hand you feel that they are not doing what you would like them to and you do not know what to do about it then read on. If you are still reading you can be assured that you are not alone; many Principals and Sales Managers feel the same way. It would be easy to just place blame on salespeople in general, however this would be short sighted. The way most salespeople perform is usually a direct reflection of an organizations sales compensation program.

Maybe a better idea is to examine how we compensate our sales force. In our industry it is not uncommon to find sales compensation programs that have been in place for many years. While they may have served us well in the past they have now become ineffective. Our industry is far more competitive and complex than it was prior to the turn of the century. We now find ourselves diversifying our product lines, and looking toward gaining market share in order to grow our businesses. Suppliers are branching into new product groups in order to increase sales and profits expecting distributors to move these new products into the market place. The way we do business has changed and we can no longer accept the "sell anything at any cost" mentality. We need to institute a sales compensation program that contributes to and not obstructs your organizations response to the new way of doing business. It's not uncommon to find that when you really examine your sales compensation program you will realize that you are rewarding behavior that produces results you do not want. Instead of having a compensation program that is a strategic tool in reaching an organizations goals it becomes a major factor in stifling performance. Does your compensation program support your organizations business objectives? Here are a few questions that consistently arise when sales compensation programs and organizational strategic plans are not in alignment:

- How can I get my salespeople to focus on gaining market share?
- How do I get my sales force to generate higher profit levels?
- Why am I unable to generate sales in new products?
- Why do salespeople seem content to stay in their comfort zone of established customers and familiar products?

If these questions sound familiar then the next question is where do we go from here? How do we align our sales compensation program with strategic company goals in order to increase profitable sales and ongoing success? The first step is to develop and communicate what the organizations strategic goals are. As Yogi Berra once said "if you don't know where you are going, you might end up somewhere else". The strategic plan should be the roadmap as to where we want to go and how to get there. Without developing a strategic plan, there will be no cut answer as to what type of compensation program would help us achieve the results we are looking for.

The second step is to invest in a Customer Relationship Management Program (CRM). There are a number of programs on the market that are affordable, such as Goldmine, ACT, Salesforce.com and Maximizer. Remember, if you cannot measure it you cannot manage it. Developing an effective sales compensation program is not an easy task; however going through the process will insure that your program will contribute to rather than obstruct the goals of your organizations.

Article provided by Ron Nordby
John Henry Foster Co.

2008-2010 EXECUTIVE DIRECTORS

President

Jim Bruce, Reapair Compressor

Secretary

Mary Ann Goode, McKenzie Equipment

Vice President

Manny Cafiero, Scales Compressed Air Technologies

Past President

Ron Nordby, John Henry Foster Co.

Treasurer

Dennis Reed, C.H. Reed Co., Inc.

Advisor

Steve Volkman, Cochrane Compressor

24th Annual AICD Membership Meeting & Exhibition May 17-19, 2009



Hilton Santa Fe Resort

Don't miss this exciting opportunity to visit beautiful Santa Fe, NM with us. The Hilton Santa Fe Resort at Buffalo Thunder is now open and fully operational. Resort amenities include a full service spa, indoor and outdoor pools, seven restaurants, 36 hole golf course, art gallery, and night club featuring live entertainment. The modern Las Vegas-style casino includes 1200 brand new slot machines, 22 table games and a 10 table poker room.

Please visit our website (www.aicd.org) for meeting updates and registration information. We look forward to seeing you in May.

2008-2010 REGIONAL DIRECTORS

Region 1 Director

John Masterson, Cochrane Compressor

Region 2 Director

Gordon Clark, Comp-Air Compressor

Region 3 Director

Rene' Garza, Burton Compressor

Region 4 Director

Robert Miller, Compressed Air Solutions

Region 5

Patrick Lorenz, Rogers Machinery Company

Region 6 Director

Matt Zorn, Zorn Air & Equipment

CONTACT US:

AICD
Cheryl Kiker, Administrator
3458 S. Pine Island Rd.
Beaumont, TX 77713
Phone & Fax: 409-866-1565
email: aicd@aicd.org www.aicd.org