

# “PRM” NAME CHANGE COMPETITION

Dear Friends,

Last week, I had the pleasure of attending an Inside Sales/Ops committee meeting held in Carol Stream. The purpose of this gathering hosted by Kristina Pariso and attended by Jim Messineo, Louise Parrino, Traci Dorer and Roy Pyle was to summarize and reach some conclusions on our strategy for revising our customer service model, as well as settle upon common operating procedures for our offices/warehouses throughout the U.S. and Canada.

As you may well know, we have been heavily involved in system-to-system business processes with our three largest distributors, Applied Industrial Technologies, Motion Industries and Kaman Industrial Technologies. Now that those links are finished, we have a diminished number of “analog” (phone & fax) inquiries coming into our offices. As these and other companies advance their inquiry and order placement methods, the total cost of commodity transactions with us and others will be driven to its minimum. While I realize there are still some non-adopters out there, in the coming months those lagging behind in this process will no longer be able to conduct business when they leave their corporate SAP system.

This will require us to spend more time proactively developing our relationships both with inside contacts and in the field. Our conclusion is the need to begin a reinvention of our Customer Service experience. More on that to follow.

In the coming months, job descriptions will be revised, interaction with Inside Sales and Jason DSM’s will be formalized, and part of this process will include more proactive use of our company CRM system we now know as PRM.

In order to get your attention and make you aware of the changes afoot, we need your help in coming up with a new “flashy” name to replace the aforementioned, “PRM.”

**So here’s the CONTEST.** Submit your entry either as an acronym or name via e-mail to my attention. We will decide on three finalists with one winner. That one winner will receive a **7th generation 16GB IPOD NANO**. The two runner up prizes will be Ipod Shuffles.

**Submission deadline is Wednesday, October 31st** and the winner will be announced by Monday, November 5th. One entry per employee.

Tom Tesoro



**IPOD NANO 7th  
Generation from  
Apple Inc.**



**IPOD SHUFFLE  
from Apple Inc.**