

Stickler & Associates Résumé

HISTORY

Stickler & Associates serves architects, engineers, wholesalers, and plumbing mechanical contractors in Wisconsin and the Upper Peninsula of Michigan as a manufacturer's representative of plumbing -related products.

Byron F. Stickler founded Stickler & Associates in 1931. Byron's son, Ray, joined the business in 1957. In 1963, Ray became Secretary-Treasurer and the company added additional staff to handle the business volume.

In 1968, Ray was named President, after 11 years of experience in all facets of the business.

The 1970's brought additional changes to the company. The company moved to its current location, 333 North 121 St., in 1974. Stephen Stickler joined the company in 1979. Stephen was named Vice-President in 1997.

In 1997, a 9000 square foot additional warehouse was leased.

Stickler & Associates then opened branch offices in Madison and Green Bay in 1998 and 1999, respectively.

During its 69 years, Stickler & Associates has enjoyed considerable growth and success. That success has evolved from the analysis and anticipation of market needs, and the mix of people, products, and services to meet those needs.

The same formula applies for the year 2000 and beyond...

BUSINESS PHILOSOPHIES

Stickler & Associates has strived to maintain strong business and personal relationships with the contractor, engineer, and wholesaler. We feel our market requires a "pull-through" effect.

The mechanical, or plumbing contractor, is the key person. They "ask" for the preferred product from the wholesaler. While the wholesaler and engineer cannot be ignored, and are integral "partners" in the sales process, we emphasize the contractor's role by educating them, and providing rigorous follow-up.

After 69 years of business, Stickler & Associates recognizes that the success of a company is accomplished through the investment and support of valued employees. We provide the tools to our employees so that they may be the most capable sales, marketing, and service staff to our customers.

With a combined sales experience, in the plumbing industry, of over 150 years, we feel we have the experience and expertise to secure customers, not just orders. At Stickler & Associates we constantly evaluate sales personnel to insure we are properly staffed to meet the increasing market demands, and provide a "value-added" function to our manufacturers and customers

CUSTOMER SERVICE

Everyone at Stickler & Associates directly affects customer service. It is of paramount importance to insure a customer receives the best possible service. We continue to deliver exemplary service, be it at the initial sales point, or well after the sale.

Continuing to ride the wave of technology, we have adapted our own network to provide the customer with efficient and timely service. 24 hour Internet capability has allowed Stickler & Associates to be "online" with any manufacturer.

Stickler & Associates' website (at <http://www.sticklerassociates.com/>) has gone "live" to provide links to manufacturers, and any other pertinent information that can be shared. This presence, along with cell phones, pagers, email, and other intranet features, gives us unmatched accessibility for our industry.

PERSONNEL

Ray Stickler

President

Stephen Stickler

Vice-President

Robert Severson

Territory Manager / Madison, La Crosse, Eau Claire

Tom Weiske

Territory Manager / Green Bay, Appleton, Wausau, UP Michigan

Mick Lynner

Territory Manager / Milwaukee, Racine, Kenosha

Joe DeQuardo

Territory Manager / Milwaukee, Janesville

Dan Schmidt

Inside Sales Manager

Karen Stoner

Inside Sales and Quotation Department Manager

Dana Ross

Inside Sales Correspondent

Mary Miskowitch

Reception and Records

Sandy Benkowski

Accounting

ACHIEVEMENTS

- Sixty-nine years of networking in the marketplace
- Established wholesaler, contractor, engineer, architect, design/build, contacts
- Bradley Corporation Representative of the Year
- Aqua Glass Midwest Region Representative of the Year
- Stephen Stickler- Current Bradley Corporation Representative Advisory Board member
- Stephen Stickler- Current ASPE WI Chapter Board Member Treasurer/6 years
- Ray Stickler & Stephen Stickler- Past Presidents- Wisconsin Association of Plumbing & Heating Manufacturers Representatives
- AIM/R member
- Major sponsor of the Plumbing Mechanical Contractors Golf Outing
- Major sponsor of the Annual ASPE Wisconsin Chapter Golf Outing
- Contributor to the ASA Education Foundation

LINE SUMMARY

Stickler & Associates has developed the following line structure so as to combine the compatibility of various products, or services, in a way that results in increased sales of each, then if they were presented alone.

Aqua Glass Corporation

Bradley Corporation

Elkay Manufacturing Company

Josam Company

Leonard Valve Company

Sloan Valve Company

TurboTorch

SUMMARY

Stickler & Associates prides itself on the ability to conduct proper analysis of the customer's needs, and then fulfilling those needs with the appropriate products in an orderly and timely manner. In this way, our customer is not only satisfied with the product, but also the service.

All too often businesses fail to realize that that a "Representative Company's" purpose is to work for the manufacturer by implementing their policies and strategies in the marketplace. Stickler & Associates, with its years of experience and dedicated staff, is well positioned to provide the necessary professional partnering at all levels for manufacturers and customers in the industry.