

2009 IMDA Annual Conference

### **Shawn Walker recognized**

CHARLESTON, S.C.-- Shawn Walker, principal, Bay State Anesthesia, North Andover, Mass., was awarded the Ernie Douglass Award at the 2009 IMDA Annual Conference in Charleston, S.C. The award, named after IMDA's third president, recognizes a person in the healthcare industry who exhibits support and encouragement of associates, a willingness to share his or her business and distribution knowledge, and professional salesmanship and ethics in business.

In addition to Walker's award, the IMDA Conference featured a number of educational and breakout sessions. Keynote speaker and healthcare futurist Joe Flower spoke about healthcare reform and technology, and South Carolina Hospital Association COO Tommy Cockrell spelled out the financial challenges facing today's hospitals.

IMDA member Dave Campbell of Vital/Med Systems spoke about the value of "virtual prospecting," primarily through e-mails, to develop leads. Well-executed, well-researched e-mail messages can start a conversation with a clinician and can be the deciding factor in getting an appointment, he said.

A breakout session on sales rep compensation explored the various options that specialty distributors can exercise to motivate their reps. Those options are straight salary, salary plus commission, salary plus draw, and straight commission, or "sink or swim." Each has its upside and its downside, said session moderator Tony Marmo of Martab Medical, Mahwah, N.J.

As it has for 10 years, IMDA hosted a Manufacturers Forum, which is an opportunity for manufacturers of innovative medical technology to show their products to potential distributors and reps. In addition, Rick Pfahl of IMDA allied member Bovie Medical moderated a session for manufacturers on how to work effectively with specialty sales and marketing companies. "Specialty distributors need to be very clear with manufacturers on the services and benefits they can offer," said Pfahl. "They should avoid assuming that manufacturers clearly understand the flexibility offered by specialty distribution."

IMDA members can view a list of Manufacturers Forum participants on the "Members Only" page of the IMDA Website at [www.imda.org](http://www.imda.org).

Meanwhile, a new board assumed their posts. They are:  
President: Kevin Trout, Grandview Medical Resources.  
President-Elect: Anthony Marmo, Martab Medical.  
Secretary/Treasurer: Hal Freehling, O.E. Meyer Company.  
Chairman of the Board: Dave Campbell, Vital/Med Systems.  
Past President: Shawn Walker, Bay State Anesthesia.  
Directors:  
Tom Birmingham, Bay State Anesthesia  
George Howe, Mercury Medical.  
Phil Reilly, Kol Bio Medical.  
Don Reiter, SRC Medical.  
Bill Schultz, IPV Medical.  
Manufacturers Rep: Tim Beevers, Beevers Manufacturing & Supply.

Many thanks were extended to outgoing board members Ed Boracchia, Boracchia & Associates (former president and past-president); and Rick Pfahl, Bovie Medical, manufacturers representative.

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