



REPROFILE

Michael Smith

SMITH ASSOCIATES, INC.

representing the New York metropolitan and Mid-Atlantic regions

• **B**orn and raised on the New Hampshire seacoast, Mike Smith came to the Big Apple in 1971 in search of the excitement and opportunities the city offered for an ambitious young salesman. His first job as an apprentice with a manufacturers Rep agency earned him a mere \$81 weekly salary. It wasn't much, at first, but he knew that he was on his way to making his dream a reality.

Mike made due by living in a rooming house and dining at the corner hot dog stand. His goal, from the beginning, was to build a successful career as a manufacturer's rep. So he embraced his new territory in the rough neighborhoods of New York, worked 24/7 and established great relationships and accounts selling fasteners.

The eleven years he worked for McCormick Associates gave him the field experience and education he needed to open up his own company. So in March 1982, with the help of friends and family, he started Smith Associates in a small apartment located in northern New Jersey.

He learned early on in his life, that a good businessman needs to be honorable and ethical. The methodology worked in the long run, but slowed the growth process in the beginning. He vowed he'd never take a line away from another rep, so he declined the many calls from manufacturers offering to switch their lines and sign with Mike.

So he waited, proudly. And then it took off. Wrought Washer Manufacturing of Milwaukee, Wisconsin was one of the first, followed by Dayon Spring Manufacturing of Farmington, Connecticut.

The business grew, and the apartment with Dad's rolltop desk was no longer adequate to house the demands of a growing company. He opened a new office with a staff in Hackensack, New Jersey.

As any successful salesman knows, the marketing decisions and sales policies

created early on become the foundation for a company's growth and survival.

As Smith Associates grew and selling trends changed, Mike made a difficult and eventually fortuitous decision to sell to the distribution market. Armed with that stubborn Irish integrity, he vowed not to betray his customers and choose not to concentrate on OEMs. This gained the unflappable trust of his customers...the distributors.

Add to that the patriotic alliance with domestic manufacturers; he became carefully aligned with the top producers of each product line. Nylok Corporation, Ideal Fasteners, Nucor Corporation, Sems & Specials & WJ Roberts, to name a few.

The next 15 years of growth increased Smith Associates' lines and geographical regions. Five major industries including structural, electrical, military, aerospace and industrial are offered in both the New York metropolitan and Mid-Atlantic regions.

Meeting the demands of a dynamo client base, Mike decided to appoint Trish Murty to head a satellite office in the Baltimore area. With a history of being considered one of the more knowledgeable anchor specialists in the business, Trish has continued the "Smith Associates" mantra of "establishing long term relationships with honesty and integrity."

Mike's formula for success has not only put kudos on his wall and dollars in his pocket, but it has increased the bottom line for many manufacturers, as well. Inviting the challenge of handling a brand new line, Mike

has contributed to the development of business for many companies. Principals like Trihex, BBC, Advanced Cable Ties and Screws Industries praise this outstanding rep company for driving their sales into new territories and uncharted industries.

With distribution company sales increasing by the millions, the demand for representation has necessitated the opening of another office in New England. Dan Bielefield, former National Sales Manager for Crescent Manufacturing, brought his sales



expertise as well as experience from running headers, threaders and slotters to accomplish just that.

Both Trish and Dan are unrivaled in their knowledge of the fastener industry, which gives them the edge for guiding the many companies we represent to stronger yearly

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profits. Add Mike's coaching about the importance of "communication and ethics" and one has a recipe for continuing success as the best manufacturer's reps from Maine to Virginia.

"Communication" does not mean computerization. The professionals at Smith Associates believe in the old fashioned ingredient of personal contact, supported by the facilitation of automation. Think it's not possible?

Well, pick up the phone. Call our office. Maureen, Chris or one of our team players will greet you personally and be happy to help you. "We're here to partner with our customers and principals on every level. We know what it takes to save money and raise your sales quotas yearly." says Mike.

All of us at Smith Associates thank our loyal principals and customers for all your faith and support over the years.

Let's make 2006 the best ever. ■

Smith Associates, Inc.

Michael T. Smith
9 Union Street
Rockaway, New Jersey 07866
973.625.4077
973.625.7330 Fax
Email: smithfast@aol.com



Smith Associates team (left to right), Mike, Maureen, Chris, Trish, and Dan.