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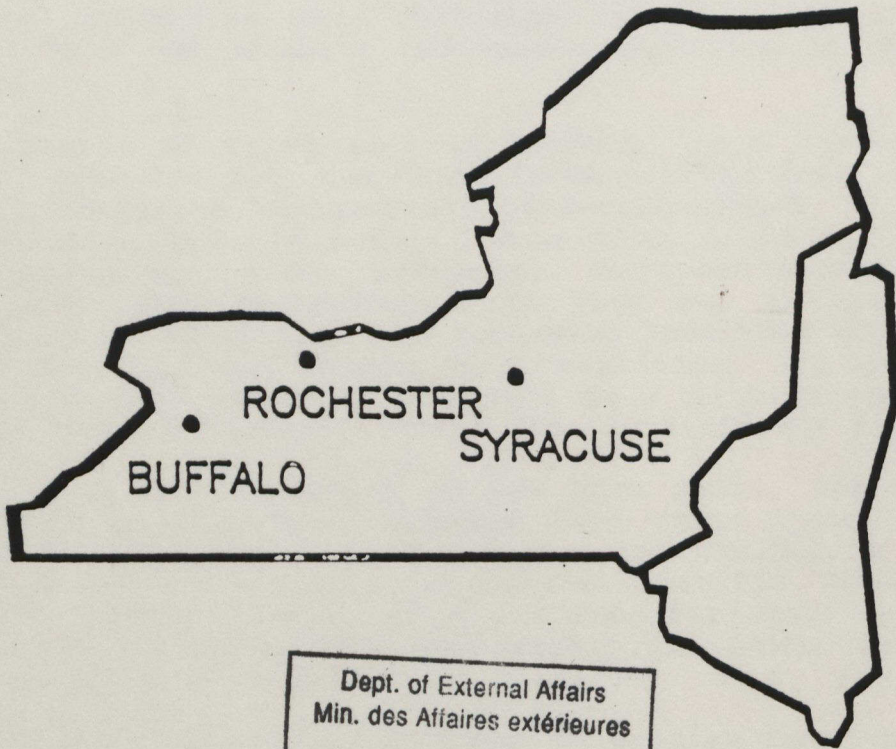
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New exporters kit : Upstate New
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NEW EXPORTERS KIT UPSTATE NEW YORK



Dept. of External Affairs
 Min. des Affaires extérieures

MAR 9 1995

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Canadian Consulate



Consulat du Canada

FIRST TIME EXPORTERS TO UPSTATE NEW YORK

Thinking of exporting to the United States? Why not try Upstate New York as a market and use the services offered by the Canadian Consulate in Buffalo, New York to get you started.

Our consular region encompasses 39 counties in northern New York including the major metropolitan areas of Buffalo, Rochester, Syracuse, and Binghamton. With a population of more than 4 million people, the Upstate New York market lies within a 500 mile radius of 55 percent of all U.S. manufacturing activity. No other region in the U.S. can boast of two vital advantages with its northern neighbor: its unique geographic proximity to Canada and a business community that is geared toward working with Canadian companies.

Buffalo, the second largest city in the state after New York City, has a population of 1.2 million and over 440,000 households. With over 600 acres of prime waterfront development land available, it is undergoing an exciting renaissance and becoming a vital new market in the mid-Atlantic region. Areas such as transportation, finance/insurance, health sciences and high-tech industries have increased substantially over the past ten years. More than 400 Canadian businesses employing 15,000 people operate branches here.

Rochester, located 60 miles east of Buffalo, is a hi-tech center with a population of over 970,000, the third largest urban area in New York State. It boasts the corporate headquarters of Eastman Kodak, Xerox, and Bausch & Lomb and maintains a solid core of more than 1,000 smaller companies in areas of printing, food products, telecommunications, chemicals, electronic, and laser technology. It also has an abundance of higher education institutions such as the Rochester Institute of Technology and is nationally known for their health care facilities. In 1987, Rochester and the surrounding area exported a record \$6.3 billion worth of products, which is more than the overall totals from 30 different states.

Syracuse, located in the center of New York State, has been called "The Crossroads" due to the fact that New York State's two major interstate routes (90 & 81) intersect here. With a total population of over 640,000, Syracuse boasts such major firms as General Electric, Carrier Corporation, Bristol-Myers, Niagara Mohawk and P & C Food Markets. Service industries such as finance, insurance, and real estate are among the fastest growing sectors in the local economy.

Canadian manufacturers export products to Upstate New York in almost all sectors. The Consulate has an up-to-date record on over 1000 manufacturers' agents in the region who are interested in incorporating some Canadian lines into their portfolio of companies represented. The commercial officer responsible for your sector will give you the necessary counselling to penetrate this market.

MARKET STRATEGY:

Before any firm decides to explore a given market, it should carefully do its homework. The first element to consider is the availability of resources (time and money) to export. Deciding to export is a commitment which should not be made lightly. Once the decision is made, the first criteria to consider is geographic proximity from the exporter's plant. The potential exporter should then consider how big (population) an area he is able to supply without damaging his home market or having to indicate to potential export clients that he does not have the capacity to fulfill their needs. The daily cost of doing business (hotel/meals) is estimated to be \$86 US/day in Buffalo; \$90 US/day in Rochester; and \$87 US/day in Syracuse (February/87). To help you do your homework, the attached annexes will provide you with a range of useful data and addresses:

- I. -State of New York Map
- II. -Mileage Chart
- III. -Areas of Responsibilities for each officer
- IV. -Useful Addresses
- V. -Key Trade Statistics
- VI. -Population Centres/Major Employers
- VII. -U.S. Customs Brokers
- VIII. -Typical Marketing Areas/Manufacturing Representatives Info
- IX. -Upstate New York Trade Shows
- X. -Warehouses in the Buffalo area

TARGET MARKET:

For Upstate New York, it is particularly evident that the Route 90 corridor (290 miles) between Buffalo and Albany comprises a very sizeable market with population basins of 1.2 million (Buffalo), 1 million (Rochester), 0.6 million (Syracuse), and 0.3 million (Utica-Rome). This Route 90 corridor is also an excellent training market in preparation for some of the larger eastern cities. Each potential exporter should be able to measure his strength and not exceed his capabilities. Just as an illustration, the population of Massachusetts and New York combined exceeds that of Canada!

MARKET EXPLORATION:

Once your homework is done (including export prices in U.S. funds at a given port-of-entry), we suggest you call on the Canadian Consulate in Buffalo for further marketing tips and introductions to potential brokers, warehousemen, distributors, or retailers depending on your particular needs. Our very close contact with U.S. Customs, U.S. Food and Drug Administration and the U.S. Department of Agriculture could also prove most helpful for your firm. We have on hand a staff of two Canada based trade commissioners and four locally engaged commercial officers.

We look forward to serving you.

George H. Musgrove
Head of Consular Post
and Consul

Carl A. Rockburne
Consul and Trade
Commissioner

HIGHWAY DISTANCE IN MILES

ALBANY	395	165	225	356	148	231	476	793	295	200	---
BOSTON	575	345	425	425	204	300	656	973	475	---	200
BUFFALO	100	130	60	340	420	384	181	498	---	475	295
CHICAGO	598	628	558	838	918	882	317	---	498	973	793
CLEVELAND	281	311	241	521	601	565	---	317	181	656	476
MONTREAL	335	255	325	125	379	---	565	882	384	300	231
N.Y. CITY	520	271	373	504	---	379	601	918	420	204	184
OTTAWA	245	196	266	---	504	125	521	838	340	425	339
ROCHESTER	160	266	---	266	373	325	241	558	60	425	225
SYRACUSE	230	---	70	196	291	255	311	628	130	345	165
TORONTO	---	230	160	245	520	335	281	598	100	575	395

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 N C E W I R E A A O N
 T U S A T E L G L N Y
 O S T Y A A O O
 E E L N
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CANADIAN CONSULATE
 One Marine Midland Center
 Suite 3550
 Buffalo, New York 14203
 (716) 852-1247

PROGRAM/PRODUCT AREA RESPONSIBILITIES

- Carl Rockburne** **Consul and Trade Commissioner**
- Management of Trade Program
 - Trade Policy, economic reporting
 - Industrial development
 - Corporate liaison
 - Defence programs
 - New Exporters to Border State Programs
 - Consulting Services
 - Energy
- David Sinclair** **Commercial Officer**
- Resource industries and construction (iron, steel, non-ferrous metals, industrial minerals)
 - Machinery (automotive, agriculture, machine tools, material handling and construction)
 - Industrial components
 - Plumbing, heating and air conditioning equipment
 - Lumber, building supplies, pulp and paper, hardware
 - Chemicals
 - Transportation industries (air, transportation systems, passenger and commercial vehicles)
 - Electrical
- Marcia Grove** **Commercial Officer**
- Agriculture, fish and food products
 - Food service equipment
 - Textile and consumer products (cultural industries, apparel, footwear, giftware, sports equipment and toys)
 - Pleasure Crafts
- Mary Mokka** **Commercial Officer**
- New Exporters to Border States Programs (Arrangements, follow-up)
 - Furniture (residential and contract)
 - Educational equipment
 - Medical equipment
 - Electronics/Instrumentation/control devices
 - Computers (Hardware and software)
- Lynn Niederlander** **Commercial Officer (Tourism)**

LIST OF USEFUL ADDRESSESMARKET ACCESS U.S.A.:

All questions pertaining to tariffs, quotas, labelling, packaging, import restrictions of various kinds:

United States Trade Relations Market Access (UET)
 Department of External Affairs
 125 Sussex Drive
 Ottawa, Ontario K1A 0G2
 Tel: (613) 993-7485
 FAX: (613) 996-9103

ASSISTANCE PROGRAMS:

Program for Export Market Development (PEMD)

ONTARIO

Regional Office
 Industry, Science & Technology,
 Canada
 Dominion Public Building
 1 Front Street W., 4th Floor
 Toronto, Ontario M5J 1A4
 Tel: (416) 973-5000
 FAX: (416) 973-8714

QUEBEC

Regional Office
 Industry, Science & Technology,
 Canada
 800 Victoria Square
 Suite 3709
 Montréal, Québec H4Z 1E8
 Tel: (514) 283-6779
 FAX: (514) 283-3302

EXPORT DEVELOPMENT CORP.

This Federal Crown corporation finances export sales through loans and loan guarantees and provides export insurance on receivables. For further information, contact:

HEAD OFFICE

P.O. Box 655
 Ottawa, Ontario
 Canada K1P 5T9
 Tel: (613) 598-2500
 FAX: (613) 237-2690

TORONTO AREA

Suite 810
 National Bank Building
 P.O. Box 810
 150 York Street
 Toronto, Ontario
 Canada M5H 3S5
 Tel: (416) 364-0135
 FAX: (416) 862-1267

MONTREAL AREA

800 Place Victoria
 P.O. Box 124
 Stock Exchange Center
 Montreal, Quebec
 Canada H4Z 1C3
 Tel: (514) 878-1881
 FAX: (514) 878-9891

UNDERWRITERS LABORATORIES INC.

If your product is in one or more of the following areas: burglary protection/signaling; casualty and chemical hazards, electrical; fire protection; heating/air conditioning, refrigeration or marine--state and county laws require Underwriters Laboratories (U.L.) approval. C.S.A. approval is not sufficient at this time. The charge for such approval averages between \$2,000-\$5,000, but can be higher depending upon the complexity of testing required. For further information contact:

Joanne Kroll/Susan Roth
Client Advisors
UNDERWRITERS LABORATORIES INC.
333 Pfingsten Road
Northbrook, Illinois 60062
(312) 272-8800 Ext. 2396/2373

DIRECTORY OF MANUFACTURER'S SALES AGENTS
MANA

This publication is printed annually and contains listings of manufacturers' representatives alphabetically, by state location and by product sector. It also features a series of articles on finding the best possible agency and assists the manufacturer and the agency in developing a successful relationship.

The cost is \$85.00 U.S./\$105.00 CDN. and can be purchased by contacting:

MANUFACTURER'S AGENTS NATIONAL ASSOCIATION
23016 Mill Creek Road
P.O. Box 3467
Laguna Hills, California 92654-4040
(714) 859-4040

OTHER DIRECTORIES AVAILABLE UPON REQUEST

-NEW YORK STATE INDUSTRIAL DIRECTORY

-CATALOG HOUSES

-LIST OF CANADIAN SUBSIDIARIES

DIRECTORIES AVAILABLE IN OFFICE FOR CONSULTATION

-WESTERN NEW YORK REGIONAL INDUSTRIAL PURCHASING GUIDE

-NATIONAL TRADE & PROFESSIONAL ASSOCIATIONS

-SHELDON'S RETAIL DIRECTORY
(DEPT. STORES, SPECIALTY STORES)

-SHELDON'S DISCOUNT & JOBBING
(DRUG CHAINS, CATALOG SHOWROOMS)

-UPSTATE NEW YORK DIRECTORY OF MANUFACTURERS

-MANUFACTURERS' AGENTS NATIONAL ASSOCIATION DIRECTORY

-THOMAS REGISTER OF AMERICAN MANUFACTURERS (21 books)

-MACRAE'S INDUSTRIAL DIRECTORY: NEW YORK STATE

CANADA/U.S. - CANADA/NEW YORK TRADE STATISTICS

Source: Statistics Canada

	<u>1986</u> (Billion Dollars)	<u>1987</u> (Billion Dollars Canadian)	<u>% Change</u>
Canada's exports to the U.S.	\$90.3	\$91.8	1.5
Canada's imports from the U.S.	<u>77.3</u>	<u>78.9</u>	<u>1.6</u>
Total	\$167.6	\$170.7	3.1
Canada's exports to New York	\$15.5	\$13.9	-1.6
Canada's imports from New York	<u>7.7</u>	<u>6.5</u>	<u>-1.2</u>
Total	\$23.2	\$20.4	-2.8

Canada/New York two-way trade in 1987 (\$20.4 billion) represented 11.95% of total Canada/U.S. two-way trade. New York is number two among U.S. states as both an importer from and an exporter to Canada.

Canadian Exports to New York State

Canadian exports to New York totalled \$13.9 billion which represented 15.1% of all Canadian exports to the U.S. Ontario was by far the premier exporting province to New York with 68% (or \$9.4 billion) of all Canadian exports, followed by Quebec with 22% (or \$3 billion).

Following is the list of the top 20 Canadian exports to New York State in 1986/87 accompanied by the name of the largest supplying provinces, by declining order of importance:

Top 20 Canadian exports to NY

	<u>1986</u>	<u>1987</u>	<u>Change</u>
	(Million Dollars Canadian)		
1. Passenger automobiles and chassis (ON)	\$4,739	\$4,317	\$-422
2. Precious metals including alloys (ON)	2,141	775	-1,366
3. Newsprint paper (PQ)	605	650	45
4. Aluminum including alloys (PQ)	468	545	77
5. Motor vehicle parts, except engines (ON)	522	494	-28
6. Trucks, truck tractors and chassis (ON)	631	487	-144
7. Electricity (ON & PQ)	521	420	-101
8. Crude petroleum (Prairies, BC)	345	374	29
9. Natural gas (Prairies, BC)	315	354	39
10. Wood pulp and similar pulp (ON)	206	286	80
11. End products (ON)	263	282	19
12. Lumber, softwood (PQ, ON)	271	276	5
13. Petroleum & coal products (ON)	275	260	-15
14. Telecommunication & related equipment (PQ)	366	246	-120
15. Photographic goods (ON)	195	225	30
16. Other equipment and tools (ON)	192	207	15
17. Printed matter (ON, PQ)	201	184	-17
18. Apparel & accessories (PQ)	149	179	30
19. Meat, fresh, chilled or frozen (PQ)	132	155	23
20. Copper and alloys (ON, PQ)	143	133	-10

Total value of top 20 exports:	\$12,641	\$10,849
Total value of top 20 exports as percentage of all Canadian exports to New York:	81.3%	82.9%

UPPER NEW YORK MAJOR POPULATION CENTERS 1987

<u>RANK</u>	<u>POPULATION</u> (millions)	<u>MEDIAN INCOME</u>	<u>CITIES</u>
1	1.188	26,343	Buffalo (& suburbs) Niagara/Lockport
2	.996	30,698	Rochester (and adjacent towns)
3	.651	28,871	Syracuse (and adjacent towns)
4	.322	24,605	Utica-Rome
5	.267	27,941	Binghamton area
6	.094	23,102	Elmira area

1987 RETAIL SALES (MILLIONS U.S. DOLLARS)

	<u>STATE OF N.Y.</u>	<u>BUFFALO</u>	<u>ROCHESTER</u>	<u>SYRACUSE</u>
GROCERY	22.569	1,575	1,513	1,021
RESTAURANTS	10.258	573	585	360
GEN. MERCHANDISE	10.843	610	618	387
FURNITURE	6.692	291	339	211
AUTOMOTIVE	18.681	1,217	1,585	930
DRUGS	3.814	289	268	182
TOTAL (incl. other sectors)	108,682	5,763	6,300	3,979

MAJOR EMPLOYERS IN UPSTATE NEW YORK (1988)

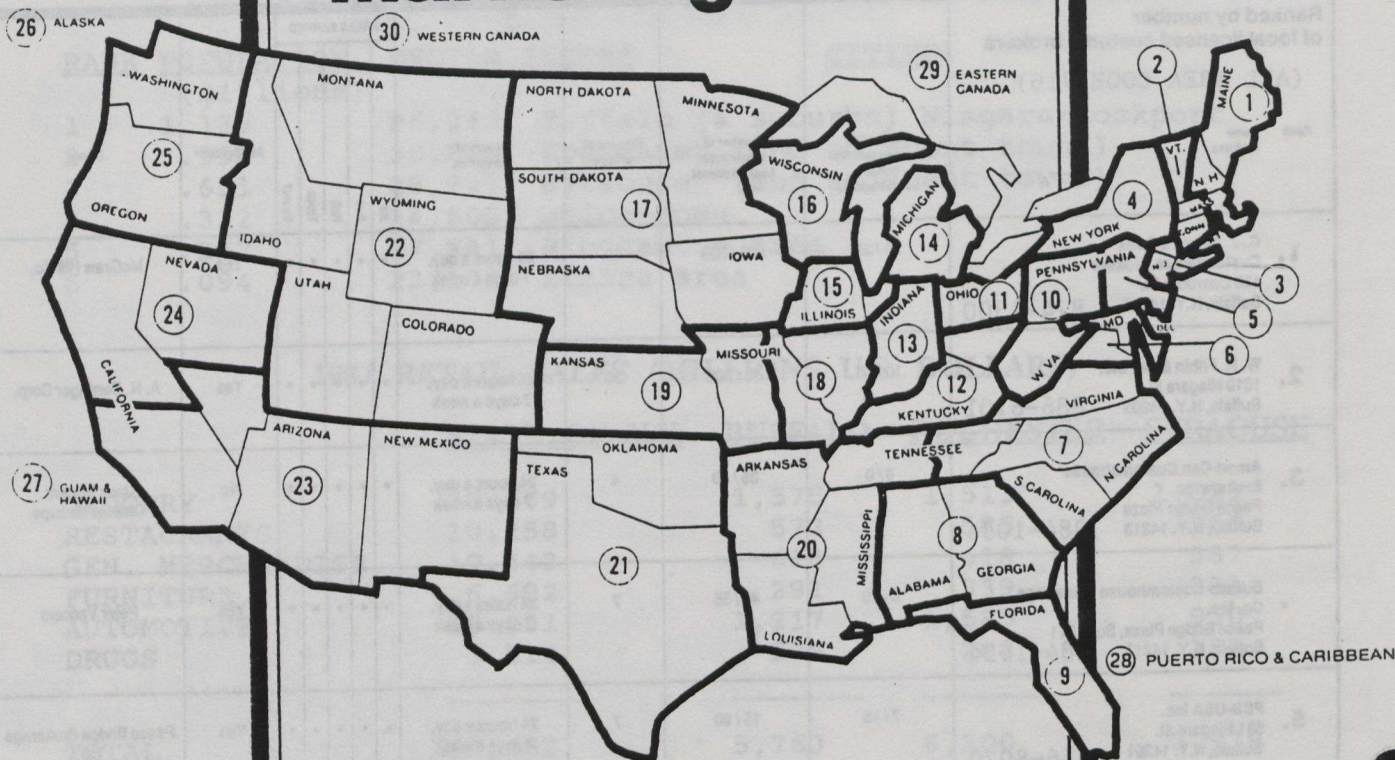
<u>RANK</u>	<u>EMPLOYEES</u>	<u>COMPANY</u>	<u>CITY</u>	<u>PRODUCT</u>
1	46,500	Eastman Kodak	Rochester	Photo Equipment
2	24,600	Corning Glass	Corning	Ceramic
3	23,060	General Motors	Lockport	Auto Parts
4	12,600	Xerox	Rochester	Photo Equipment
5	9,500	IBM	Endicott	Computers
6	7,000	General Electric	Syracuse	Defense/Electronics
7	6,200	Peter J. Schmitt	Buffalo	Food Wholesale
8	6,047	Niag. Front. Svs.	Buffalo	Food Wholesale
9	6,000	Niagara Mohawk	Syracuse	Elec/Gas Utility
10	6,000	Endicott Johnson	Endicott	Footwear
11	6,000	P & C Food Mkts.	Syracuse	Food Retail/Whsl
12	4,500	Carrier Corp	Syracuse	Air Conditioning
13	4,000	Chrysler Corp.	Syracuse	Auto Parts
14	3,400	Bausch & Lomb	Rochester	Ophthalmic
15	3,200	Ford Motor Co.	Buffalo	Auto Parts
16	2,600	Fisher Price	E. Aurora	Children's Toys
17	2,577	Roch Gas/Elec.	Rochester	Gas/Elec Utility
18	2,500	N.Y. Telephone	Buffalo	Telecommunications
19	2,000	Gleason Corp.	Rochester	Industrial Components
20	2,000	Bristol Myers	Syracuse	Pharmaceuticals

LARGEST CUSTOMS BROKERS IN WNY

Ranked by number of local licensed customs brokers (ALL AREA CODE 716)		Number of licensed customs brokers Local/National	Number of employees Local/National	Number of offices	Hours of operation	AREAS SERVED					ABI System ¹	Owner	Year founded
Rank	Name Address					Air	Bus	Rail	Truck	Vessel			
1.	C. J. Tower & Sons Customhouse Brokers 128 Dearborn St. Buffalo, N.Y. 14207 874-1300	24/36	200/350	20	24 hours a day, 7 days a week	•	•	•	•	•	Yes	McGraw Hill Co.	1913
2.	W. R. Filbin & Co. Inc. 1010 Niagara St. Buffalo, N.Y. 14203 886-8101	10/40	30/300	30	24 hours a day, 7 days a week	•	•	•	•	•	Yes	A. N. Derringer Corp.	1919
3.	Ameri-Can Customhouse Brokers Inc. Peace Bridge Plaza Buffalo, N.Y. 14213 884-1056	8/0	35/40	4	24 hours a day, 7 days a week	•	•	•	•	•	No	Jack Nocera Charles Stroupe	1984
	Buffalo Customhouse Brokerage Co. Inc. Peace Bridge Plaza, Suite 311 Buffalo, N.Y. 14213 884-1554	8/10	40/55	7	24 hours a day, 7 days a week	•	•	•	•	•	Yes	Peter Vaccaro	1981
5.	PBB-USA Inc. 631 Niagara St. Buffalo, N.Y. 14201 856-8070	7/15	15/90	7	24 hours a day, 7 days a week	•	•	•	•	•	Yes	Peace Bridge Brokerage Ltd.	1985
	Champlain (518) 298-2222												
6.	F. W. Myers & Co. Inc. 69 Delaware Ave. Buffalo, N.Y. 14202 856-2865	6/75	40/730	60	24 hours a day, 7 days a week	•	•	•	•	•	Yes	William Casey	1860
	Transborder Customs Service 656 Elmwood Ave., Suite 200 Buffalo, N.Y. 14222 881-2777	6/25	17/105	11 ²	24 hours a day, 7 days a week	•	•	•	•	•	No	Arthur Spiegel	1981
8.	Emery Customs Brokers Peace Bridge Plaza, Suite 215 Buffalo, N.Y. 14213 886-4833	5/24	5/140	17	24 hours a day, 7 days a week	•	•	•	•	•	Yes	Emery Worldwide Inc.	1977
9.	E. C. McAfee Custom Brokers Peace Bridge Plaza Annex Buffalo, N.Y. 14213 884-3200	4/0	20/0	3	24 hours a day, 7 days a week	•	•	•	•	•	No	E. C. McAfee	1978
10.	John V. Carr & Son Inc. 631 Niagara St. Buffalo, N.Y. 14201 881-6550	3/40	51/400	15	24 hours a day, 7 days a week	•	•	•	•	•	Yes	Manufacturers National Bank of Detroit	1913
11.	Examer Custom Brokers Peace Bridge Plaza, Suite 3M Buffalo, N.Y. 14213 884-8400	2/0	4/0	2	8 a.m.-5 p.m., Monday-Friday	•		•	•		No	Hal Limebeer	1986
	Great Lakes Customhouse Brokerage Inc. Peace Bridge Plaza Buffalo, N.Y. 14213 885-4983	2/0	5/10	5	24 hours a day, 7 days a week	•	•	•	•		No	Nick Quarantillo Tom Kopolinski	1985
	Willson Freight Services Inc. 257 Elmwood Ave. Buffalo, N.Y. 14222 883-3023	2/3	5/15	12	24 hours a day, 7 days a week	•	•	•	•	•	No	William Willson	1918
14.	TransAmerican Customhouse Brokers Peace Bridge Plaza, Suite 312 Buffalo, N.Y. 14213 883-0036	1/0	WND	2	24 hours a day, 7 days a week	•	•	•	•		No	Sheila Bonerb	1984

Customs brokers arrange the clearance of imported goods with customs on behalf of their clients.
¹Automated Broker Interface. The system is set up with the U.S. Customs.
²District branches.

Typical Marketing Areas



1. Eastern Massachusetts, Rhode Island, New Hampshire, Maine.
2. Connecticut, western Massachusetts, Vermont.
3. New York City, Long Island, Westchester County, New Jersey north of Trenton.
4. New York Upstate.
5. New Jersey, Trenton and south, Pennsylvania east of Harrisburg.
6. Maryland, Delaware, District of Columbia, northern Virginia.
7. Southern Virginia, North Carolina, South Carolina, eastern Tennessee.
8. Georgia and Alabama.
9. Florida.
10. Western Pennsylvania to Harrisburg, West Virginia.
11. Ohio north of Route 40.
12. Ohio south of Route 40, Kentucky.
13. Indiana except northwestern counties.
14. Michigan and Toledo, Ohio.
15. Illinois, north of Rt. 36 and Lake, Porter and LaPorte counties of Indiana.
16. Wisconsin and Northwestern Michigan (area northwest of Lake Michigan).
17. Minnesota. May include North and South Dakota and all or part of Iowa and Nebraska.
18. Eastern Missouri, southern Illinois.
19. Western Missouri, Kansas.
20. Louisiana, Mississippi, Arkansas, western Tennessee.
21. Texas and Oklahoma.
22. Colorado, Utah. May include Montana, Idaho, Wyoming.
23. California, Bakersfield and south, Arizona, Southern Nevada and New Mexico.
24. California, north of Bakersfield, part of Nevada.
25. Washington and Oregon.
26. Alaska.
27. Hawaii and Guam
28. Puerto Rico and Caribbean
29. Eastern Canada.
30. Western Canada.

OTHER TERRITORIES

31. INTERNATIONAL
32. NATIONAL
33. MEXICO & CENTRAL AMERICA
34. SOUTH AMERICA
35. EUROPE
36. ASIA
37. MIDDLE EAST
38. CONTINENTAL U.S.

These territorial designations are only suggestions, and should be modified to suit your needs and the marketing capabilities of your manufacturers' agent. The modifications should be based on the type of material or product to be sold, your agent's established territory, natural geographic boundaries, and historical marketing divisions. The agreed upon territory or territories should be included in the contract with your manufacturers' agent.

Six Keys To Help You Select The Best Agencies

For those without professional training in personnel work, especially in the techniques of interviewing, the approaches suggested to Tom by his personnel friend may seem a little uncomfortable. After all, interviewing is a structured situation, one that is aimed at getting information that will help you make a decision. There's always a tendency on the part of those who are not experienced interviewers to become more involved in the spirit of the conversation, rather than guiding the meeting and making judgments as it moves from point to point.

In recent years, a lot has been said in the popular press about body language—trying to determine personality characteristics by specific movements or mannerisms. It's true that some movements will provide telltale clues that will be helpful in making an evaluation. But like most things that have come from the psychological laboratory, the "pop" aspects of the research have been vastly overblown. It's not too difficult to spot someone who might be anxious during an interview by his or her constant shifts in stance. But rapid eye movement doesn't always mean a dishonest person. And a seemingly perpetual scowl doesn't always mean hostility. One person we know of made such an evaluation of a person, only to find a genuinely friendly individual whose face had been reconstructed by plastic surgery after war injuries.

We talked with several personnel people, and some marketing executives who had been responsible for building agency teams. From these conversations we have developed six key points that will help you make the best choice.

1. Assign the responsibility to *one* person. That person may be you, or it may be someone in your organization. There should be only one person with the full responsibility. You may, of course, rely on help from others, such as field salespeople or your personnel staff. However, the actual responsibility should be invested in only one person. That person should be given the authority to make the critical decisions. Implicit in many such situations, the person given the responsibility is given it on a "you bet-

ter get the right agency" basis. You should make it absolutely clear that the person who will make the decision will not be blasted if the agency doesn't work out. No one can make perfect decisions every time, and in the people area, the chances for problems are rather large. If the person with the responsibility feels that he or she will be landed on if the agency doesn't work out, that person will make a "safe" decision, one that will work out on the average, but one that may not turn out to be the superstar everyone wants. Obviously, you don't want to encourage very long shots. But you should encourage the person making the selection to seek more than covering the bases—safely.

2. This, of course, was mentioned earlier when we discussed the preliminary search work that has to be done. But the profile should extend beyond the basic requirements such as experience, contacts and territory. The profile should also include some of the personality characteristics that will be important in the relationship. You should have an idea of just how each candidate will mesh with the individuals in your organization, and with your customers.

3. Don't limit the search too tightly. You are going to start out with some rather specific qualifications, so it's important to cast as broad a net as possible. However, each step of the search process should get narrower and narrower. In the early stages of the search, you will probably want to advertise in a publication such as *Agency Sales*, and in some of the vertical magazines that cover your field. You will want to contact agents listed in directories, and those who are recommended by other agencies and manufacturers. The chances are that the agency you are looking for is quite busy with present business and may not be actively looking for you, or other new principals.

4. Conduct a searching interview. When we discussed the need for a neutral atmosphere, and that the situation should permit a relaxed interchange, we didn't mean to imply that it's all fun and games. As we said, you should have already gotten the obvious facts by the time you get to

the personal interviewing stage. The interview should strive to get at the agent's goals and objectives. If you want the territory to grow, make sure that the agent you select can do it with his or her present staff, or is willing to grow with you. Try to get at the strong and weak personal characteristics of the individual and the agency as an organization. And make sure that you get a clear idea of why he would want to represent your firm. The answer may not be that obvious. An agency might see your line as a stepping stone to another line. It may see your line replacing a line it is about to lose. Or it may see your line as an avenue to implement its general expansion plans. The reason for searching for these answers is not to turn up sinister information, but to make sure that your goals and the goals of the agency are in concert.

5. Be sure to check references before you conduct the interview. It's quite easy to look over a list of major customers and principals and make a bad decision. Again, the idea is not one of distrust, but one which will frequently turn up strengths that an agency may take for granted and not mention. One manufacturer told us how he almost decided not to appoint an agent he had interviewed. Everything showed up OK with the interview and the other research, but another agency with similar credentials looked just a little bit better. The manufacturer discovered that the man who owned the agency had been marketing VP for a major competitor before starting his agency. This background gave him considerable insight, and since he wasn't representing the line, he was the best candidate.

6. Don't make your selection by default. Make it on the basis of positive elements. Far too many people hire employees and take on agents without really taking the time to choose the best of the pack. If you find yourself in the position of having to settle, you are probably better off by not making a choice and opening the search again. Too many manufacturers rush into agency relationships that break up later with bad feelings all around. The getting-married analogy is more than a cliché—it's reality.

10 Advantages Of The Agency Method Of Marketing

Manufacturers are worrying more and more about the impact that inflation is having on profits. In most cases their options for remedial action are few and filled with drawbacks. They can continue to raise product prices—until they become uncompetitive; they can make the product for less by cutting quality—and take a chance on losing their position in the market; they can buy new equipment that will produce the product for less—usually requiring high capital outlay; or they can achieve relief by cutting selling costs and administrative overhead.

Given today's economy and the outlook ahead, the latter option seems the most viable to many, and an increasing number of manufacturers are looking at it seriously. For the most part, they are cutting selling costs and attendant expenses by switching from direct salespeople to manufacturers' agencies, or using agents to build volume by expanding their markets beyond its present boundaries. Here are some of the major reasons why agency sales are more attractive today than ever before:

1. Provides predictable sales costs: The manufacturer and agent agree in advance on a set commission. Good times and bad, it remains the same for the life of the agreement; with the direct sales method, costs may go sky-high just when sales are floundering. Knowing the costs of sales up front—a percentage of the unit price—obviously eliminates many planning and pricing headaches.

2. Lower sales costs: Current estimates are that the average direct salesperson costs the company \$70,000 to \$80,000 per year. To a base pay of \$40,000, add automobile, travel expenses, insurance benefits, stock and profit-sharing plans, sick leave, vacation and holiday pay and per diem expenses such as food, lodging and customer entertainment. Covering these expenses currently requires a minimum of \$30,000 to \$40,000 per year.

If this is disturbing, take a look at still another sales expense: payroll taxes, workers compensation insurance premiums, bonding fees, liability insurance protection, etc. They will run between \$25,000 and \$30,000 over and above the salesman's base salary and maintenance costs.

3. Reduces administrative overhead: Internal costs of administering the sales payroll and furnishing various backup services for direct salespeople is reduced when the switch is made to sales agencies—and of course, costs of administrative personnel will continue to rise.

4. Eliminates the costs of training and turnover in sales personnel: The training period for the agent will be minimal and largely related to learning about your product. Whenever you hire a new direct salesperson you can estimate that he will, in the first six months, miss thousands of dollars in sales that an established agency would have brought in. There is no way to recover these sales once they are lost. And, the manufacturer must pay his direct man a salary plus expenses long before he is able to produce.

5. Gives immediate access to the market: With the agency, manufacturers have an experienced sales team in the territory immediately. The agency people will be very familiar with the area and have a number of good prospects ready to consider the new line.

6. Provides a highly experienced, more aggressive sales force: Surveys show that today's agent is highly educated and trained and was a sales manager or a senior salesperson for a number of years before going on their own to establish or work for an agency. Since there is no base salary to rely on, agents can't afford to slack off at any time; they *must* sell to live, and therefore must make sales time count—for both the principal and the agency.

7. Provides sales forecasting equal or superior to those of a direct sales force: The volume of future sales is no less predictable with agents than with direct sales people; in fact, it may be better since so many of today's agents use sales analysis and forecasting methods which are often more sophisticated than those of the manufacturers they represent.

8. Provides a broader sales context for your product: Because he sells several related items (none of them competitive with yours, of course) the agent calls on a wider variety of prospects and customers and in so doing, often finds applications for products denied the single-line salesperson.

9. Adds marketing flexibility at less cost: Sales agents can increase your volume by selling outside your present marketing territory—and you'll pay them only when they produce, by commission. Agents can also sell a new line without conflicting with your present sales organization. There are numerous ways that manufacturers' agents can fit into your marketing picture. Many companies use both direct salespeople and agents and find that the two sales forces are completely compatible.

10. Increases sales: Many manufacturers have switched from direct salespeople to agents and enjoyed increased sales. Further, it has been estimated that the individual agent sells approximately 70% more than the average company salesman—due in large part, no doubt, to his independent status and a greater need to succeed.

Selling through agencies is not for every manufacturer. But it is the most efficient method of moving goods and services known, and it currently produces an estimated \$250 billion of the nation's gross national product. It may well be the method—used in whole or in part—to give your company the cost effectiveness and added sales impetus it needs in these difficult times. ■

A Short Form of Agency Agreement

MANA Short Contract

This Agreement by and between _____, known as the Company, and _____, known as the Manufacturers' Agent; in accordance with and subject to, the following:

1. The products which the Manufacturers' Agent is authorized to sell, and the prices and terms, are as shown on the addenda to this Agreement, or as specified in subsequent price books, bulletins, and other authorized documents.
2. The prices of sale, at which the Manufacturers' Agent is to sell such products, shall be those currently in effect and established from time to time in the Company's price books, bulletins and in other authorized releases.
3. Said Manufacturers' Agent further agrees to abide and comply with all sales policy and operating regulations of the Company, as issued from time to time and will not obligate or contract in behalf of the Company without first having received written authority to do so from an Executive of the Company.
4. The territory in which the Manufacturers' Agent is to work is as follows: _____

_____ This territory is exclusive unless otherwise stated in writing. The Manufacturers' Agent shall be credited with all orders accepted by the Company from this territory, as long as this Agreement remains in force.

5. Commissions due to the Manufacturers' Agent shall be payable before the 15th day of the month following (date of shipment by the Company) OR (date of payment by the purchaser) OR (date of acceptance by the Company). If orders are returned to and accepted by the Company for credit, commissions paid or credited to the Manufacturers' Agent for such orders shall be deducted from the amount of other commissions due to the Manufacturers' Agent, if that amount is sufficient; otherwise, commissions paid on such returned-for-credit orders shall be refunded to the Company by the Manufacturers' Agent within 30 days of written request by the Company.
6. The Company reserves the right at all times to reject any and all orders because of unsatisfactory credit rating of the purchaser. On sales of unrated new accounts, the Manufacturers' Agent may be required to furnish local credit information and submit full information with orders. The Manufacturers' Agent will also assist in the collection of past due accounts owing the Company by customers located in said Manufacturers' Agent's territory.
7. When an order originates in one agent's territory for shipment into another agent's territory, or in any case when the commission is divided between two or more of the Company's agents, the commission shall be divided according to the schedule shown on the addendum to this Contract, with no part of the commission being retained by the Company.
8. During the first year, this Agreement may be terminated for any reason by either party upon 30 days' notice to the other by registered mail. After this Agreement has been in force for one full year, it may be terminated by either party for any reason upon six months' notice to the other by registered mail. The Manufacturers' Agent shall be paid commissions on all orders from his territory accepted by the Company prior to the effective termination date, even though such orders may be shipped or paid for after the effective termination date.

COMPANY APPROVAL:

By _____

Signature

_____ Title

_____ Date

Manufacturers' Agent

THE TEN MOST IMPORTANT QUESTIONS

TO ASK A POTENTIAL AGENT

1. How long have you been in business?
2. How big is your agency (one man or multi-person) and what territory do you cover?
3. How many lines do you currently handle?
4. What are some of your other products and how will mine fit in?
5. Do you have any references?
6. What is your commission rate and when do you expect to be paid?
7. What do you expect in the area of literature and/or sales aids?
8. What level of sales of my product do you anticipate to achieve over the next 12 months?
9. How often do you usually see or speak with your principles?
10. What terms would you like written into our agreement?

Remember: They are also choosing you!

LIST OF UPSTATE NEW YORK TRADE SHOWS

Note: All Upstate New York Shows are regional in scope which means that the clientele comes mostly from Upstate New York and some from New England and Pennsylvania.

For ease of reference, these show organizations have received the following abbreviations:

- (SE) - Southex Exhibitions
Firstmark Building
135 Delaware Ave., Suite 102
Buffalo, New York 14202
Tel: (716) 852-2006 (Will accept collect calls.)
- (PPM) - Professional Program Management Inc.
1552 Hertel Avenue
Buffalo, New York 14216
Tel: (716) 834-9431
- (GGP) - Granny "G" Productions
Corbetteville, New York 14216
Tel: (607) 775-3312
- (BCC) - Buffalo Convention Center
Convention Center Plaza
Buffalo, New York 14202
Tel: 855-5555
- (RCC) - Riverside Convention Center
123 East Main Street
Rochester, New York 14604
Tel: (716) 232-7200
- (DC) - Dome Center
P.O. Box 22848
Rochester, New York 14692
Tel: (716) 334-4000
- (NCC) - Niagara Falls Convention Center
P.O. Box 1018
Niagara Falls, New York 14302-1018
Tel: (716) 286-4781

UPSTATE NEW YORK TRADE SHOWS 1989
-TENTATIVE SCHEDULE-

JANUARY

- 4 - 8 THE BIG DOME BOAT SHOW (DC)
Dome Center, Rochester, New York
Contact: Charles Seldshau (716) 586-8729
- 15 - 17 WOMEN'S APPAREL SHOW (DC)*
Dome Center, Rochester, New York
Contact: Steve Sisskind (315) 446-6304
- 23 - 27 NIAGARA FRONTIER CONSTRUCTION & BUILDING
EQUIPMENT TRADE SHOW (NCC)
Niagara Falls Convention Center
Niagara Falls, New York
Contact: Bob Buckley (518) 673-3237
- 25 - 29 GREAT NORTHEASTERN SPORT SHOW
New York State Fairgrounds,
Center of Progress Building
Syracuse, New York
Contact: Leroy Hodge (315) 824-1820

FEBRUARY

- 3 - 12 WESTERN NEW YORK MARINE TRADES ASSN. BOAT SHOW (NCC)
Niagara Falls Convention Center
Niagara Falls, New York
Contact: Dennis Powers (716) 694-4311
- 2 - 13 GREAT LAKES BOAT SHOW (RCC)
Rochester, New York
Contact: Fred Savella (716) 232-7200
- 4 - 8 WESTERN NEW YORK GIFTWARE SHOW (DC)
Rochester, New York
Contact: Tracy A. Belmont (716) 254-2580
- 5 - 12 ROCHESTER BOAT SHOW (DC)
Rochester, New York
Contact: Charlie Feldschau (315) 483-6986
- 15 - 19 CENTRAL NEW YORK BOAT SHOW
New York State Fairgrounds, Syracuse, New York
Contact: Art Knorr (315) 472-5431
- 22 - 26 BUFFALO BOAT SHOW (BCC)
Buffalo, New York
Contact: Vance Olson (Olson Marine) (716) 947-5600

- 23 - 25 NEW YORK FARM SHOW
Center of Progress Building
New York State Fairgrounds
Syracuse, New York
Contact: Scott Grigor (315) 457-8205
- 23 - 26 ROCHESTER SPORTS, FISHING, TRAVEL & OUTDOOR SHOW (SE)
Rochester Riverside Convention Center
Rochester, New York
Contact: Christopher Price (716) 852-2006

MARCH

- 10 - 12 ROCHESTER HOME BEAUTIFUL SHOW (GPP)
Dome Center
Rochester, New York
Contact: Claire Goodsite (607) 775-3312
- 11 - 19 BUFFALO HOME AND GARDEN SHOW (SE)
Buffalo Convention Center
Buffalo, New York
- 15 - 16 ROCHESTER INDUSTRIAL PRODUCT EXHIBIT (PPM)
Dome Center
Rochester, New York
- 17 - 19 BROOME HOME BEAUTIFUL SHOW (GGP)
National Guard Armory, Binghamton, New York
- 19 - 21 WOMEN'S APPAREL SHOW (DC)*
Rochester, New York
Contact: Steve Sisskind (315) 446-6304
- 29-Apr 2 GREAT LAKES FISHING & OUTDOOR EXPOSITION
Buffalo Convention Center
Buffalo, New York
Contact: Paul Fuller (603) 431-4315

APRIL

- 4 INSTRUMENTATION '89 (Niagara Frontier Section)
Marriott Hotel, Amherst, New York
Instrument Society of America
Contact: Robert Morris (716) 877-8800
- 6 - 9 CENTRAL NEW YORK BUILDERS HOME BEAUTIFUL SHOW (GPP)
Center of Progress Building
New York State Fairgrounds
Syracuse, New York

1961 SUMMER NIGHTS WITH THE SYRACUSE

- 23 - 25 NEW YORK STATE FAIR
Center of Progress Building
New York State Fairgrounds
Syracuse, New York
Contact: Scott Grigor (315) 457-8102
(M) 400 West 21st St
- 26 - 28 ROCHESTER STONE, FASHION, TRAVEL & OUTDOOR SHOW (S2)
Rochester Convention Center
Rochester, New York
Contact: Christopher (315) 532-2200
Key West, restaurant

MARCH

- 10 - 12 ROCHESTER HOME REMEDY SHOW (S1)
Dose Center
Rochester, New York
Contact: (315) 725-2100
- 11 - 12 BUTTALO HOME REMEDY SHOW (S1)
Buttalo Convention Center
Buttalo, New York
Contact: Key West, restaurant
- 13 - 16 ROCHESTER HOME REMEDY SHOW (S1)
Game Center
Rochester, New York

APRIL

- 17 - 19 BROOME HOME BEAUTIFUL SHOW (S2)
Broome Home Beautiful Show
Rochester, New York
Contact: (315) 446-2200
- 19 - 21 WOMEN'S APPAREL SHOW (S1)
Rochester Convention Center
Rochester, New York
Contact: Steve Biskind (315) 446-2200
(M) 400 West 21st St
- 20-Apr 2 GREAT LAKES FISHING & OUTDOOR EXPOSITION
Buttalo Convention Center
Buttalo, New York
Contact: (315) 532-2200
Key West, restaurant

MAY

- 21 - 23 INSTRUMENTATION '69 (S1)
Instrument Society of America
Contact: (315) 446-2200
Key West, restaurant
- 22 - 24 CENTRAL NEW YORK BEAUTIFUL SHOW (S2)
Center of Progress Building
New York State Fairgrounds
Syracuse, New York
Contact: (315) 457-8102
(M) 400 West 21st St

23 - 26 INTERNATIONAL AVIATION SNOW SYMPOSIUM (I.A.S.S.)
Ramada Renaissance Hotel
4243 Genesee
Buffalo, New York
Contact: Joann M. Reville (NFTA)
(716) 632-3115

MAY

3 - 4 CONSTRUCTION & BUILDING PRODUCTS SHOW (PPM)
State Fairgrounds, Syracuse, New York

10 - 11 CONSTRUCTION & BUILDING PRODUCTS SHOW (PPM)
Buffalo Convention Center
Buffalo, New York

24 - 25 CENTRAL NEW YORK OFFICE & COMPUTER EXPO (PPM)
State Fairgrounds, Syracuse, New York

JUNE

11 - 13 WOMEN'S APPAREL SHOW (DC)*
Rochester, New York
Contact: Steve Sisskind (315) 446-6304

JULY

23 - 26 WESTERN NEW YORK GIFT SHOW (DC)
Rochester, New York

AUGUST

8 - 10 EMPIRE FARM DAYS
Agricultural Machinery Show
Seneca Falls, New York
Contact: Melanie Wickham (716) 526-5356

27 - 29 WOMEN'S APPAREL SHOW (DC)*
Rochester, New York
Contact: Steve Sisskind (315) 446-6304

SEPTEMBER

13 - 14 BUFFALO INDUSTRIAL PRODUCT EXHIBIT (PPM)
Buffalo Convention Center
Buffalo, New York

19 - 21 ROCHESTER COMPUTER & BUSINESS SHOW (SE)
Riverside Convention Center
Rochester, New York

INTERNATIONAL AVIATION SHOW SYMPOSIUM (I.A.S.S.)
 Ramada Renaissance Hotel
 4343 Genesee
 Buffalo, New York
 Contact: Joann M. Neville (WTA)
 (716) 832-3112

MAY

CONSTRUCTION & BUILDING PRODUCTS SHOW (BPM)
 State Fairgrounds, Syracuse, New York 5 - 4

CONSTRUCTION & BUILDING PRODUCTS SHOW (BPM)
 Buffalo Convention Center
 Buffalo, New York 10 - 11

CENTRAL NEW YORK OFFICE & COMPUTER EXPO (BPM)
 State Fairgrounds, Syracuse, New York 24 - 25

JUNE

WOMEN'S APPAREL SHOW (DC)*
 Rochester, New York 11 - 12
 Contact: Steve Blaskind (315) 444-6304

JULY

WESTERN NEW YORK GIFT SHOW (DC)
 Rochester, New York 22 - 23

AUGUST

EMPIRE FARM DAYS
 Agricultural Machinery Show
 Seneca Falls, New York 8 - 10
 Contact: Melanie Wickham (716) 526-2256

WOMEN'S APPAREL SHOW (DC)*
 Rochester, New York 27 - 28
 Contact: Steve Blaskind (315) 444-6304

SEPTEMBER

BUFFALO INDUSTRIAL PRODUCT EXHIBIT (BPM)
 Buffalo Convention Center
 Buffalo, New York 13 - 14

ROCHESTER COMPUTER & BUSINESS SHOW (SB)
 Riverside Convention Center
 Rochester, New York 19 - 21

21 CANADIAN SOLO FOOD SHOW
Hearthstone Manor, Buffalo, New York
Contact: Marcia Grove (716) 852-1247

30/Oct 1 SNOWSHOW '89
Herkimer County Fairgrounds
Frankfort, New York (315) 896-2663

OCTOBER

3 FROZEN FOOD SHOW (BCC)
Frozen Food Association
Buffalo, New York
Contact: David Smith (716) 827-3247

6 - 8 FALL HOME SHOW (SE)
Buffalo Convention Center
Buffalo, New York

18 - 20 N.Y.S. RESTAURANT ASSOCIATION CONVENTION (DC)
Rochester, New York
Contact: N.Y. State Restaurant Association
(212) 714-1330

25 - 26 CENTRAL NEW YORK INDUSTRIAL PRODUCT EXHIBIT (PPM)
State Fairgrounds, Syracuse, New York

NOVEMBER

2 - 5 FISHING EQUIPMENT TRADE SHOW (NCC)
Niagara Falls, New York
Contact: Richard Sheffield, Triple S Sporting Supplies
(716) 691-3777

5 - 7 WOMEN'S APPAREL SHOW (DC)*
Rochester, New York
Contact: Steve Sisskind (315) 446-6304

12 - 14 INFANT & CHILDREN'S WEAR ASSOCIATION SHOW*
Sheraton Inn-Buffalo East
Buffalo, New York
(716) 681-2400

14 - 16 BUFFALO COMPUTER & BUSINESS SHOW (SE)
Buffalo Convention Center
Buffalo, New York

* Indicates Manufacturers Reps Show only

21 CANADIAN SOLE FOOD SHOW
Hearthstone Manor, Buffalo, New York
Contact: Marcia Grove (716) 832-1247

30/Oct I SNOWSHOW '89
Herkimer County Fairgrounds
Frankfort, New York (315) 892-2883

OCTOBER

3 FROZEN FOOD SHOW (FFC)
Frozen Food Association
Buffalo, New York
Contact: David Smith (716) 837-3247

8 - 9 FALL HOME SHOW (SE)
Buffalo Convention Center
Buffalo, New York

15 - 20 N.Y.S. RESTAURANT ASSOCIATION CONVENTION (DC)
Rochester, New York
Contact: N.Y. State Restaurant Association
(315) 714-1330

22 - 23 CENTRAL NEW YORK INDUSTRIAL PRODUCT EXHIBIT (IPM)
Grace Fairgrounds, Syracuse, New York

NOVEMBER

1 - 2 FISHING EQUIPMENT TRADE SHOW (NCC)
Niagara Falls, New York
Contact: Richard Sheffield, Triple S Sporting Supplies
(716) 891-2277

5 - 7 WOMEN'S APPAREL SHOW (DC)*
Rochester, New York
Contact: Steve Blaskind (315) 446-8104

12 - 14 INFANT & CHILDREN'S WEAR ASSOCIATION SHOW*
Sheraton Inn-Buffalo East
Buffalo, New York
(716) 881-2400

14 - 16 BUFFALO COMPUTER & BUSINESS SHOW (CB)
Buffalo Convention Center
Buffalo, New York

* Indicates Manufacturers Keys Show only



**BUFFALO AREA FIRMS OFFERING WAREHOUSING AND
ASSOCIATED SERVICES TO CANADIAN COMPANIES**

WAREHOUSE	Space in square feet	Type	Freight Forwarding	Consolidation	Courier Service	Mail Collection	Telephone Forwarding	Part-Time Secretary	Office Space	Bills Collections	Other
Allied Frozen Storage 260 State Street Brockport, N. Y. 14420 (716) 637-3166 Ken Hansen	4,410,000 cubic ft.	R		X		X	X	X	X	X	Light manufac- turing Invoicing
Benlin Distribution Services, Inc. 2769 Broadway Buffalo, New York 14227 (716) 891-4040 David A. Bennett	492,000 8,000	D R	X	X			X	X	X	X	Trucking
Bison Storage & Warehouse 1502 Niagara Street Buffalo, New York 14213 (716) 883-4419 Larry Duggan	85,000	D		X		X				X	
Buffalo Refrigerating Co. Inc. 101 Columbia Street Buffalo, New York 14204 (716) 856-3372 Terrence Y. McElligott	4,000 110,000	D R		X						X	Meat Inspec- tion Custom's Officer
Buffalo Merchandise Dis- tribution Center 261 Great Arrow Avenue Buffalo, New York 14207 (716) 877-2411 Robert Boeckel	500,000	D	X	X		X	X	X	X		Light manufac- turing & assembly
Buffalo Airport Center 4454 Genesee Street Buffalo, New York 14225 (716) 631-2005 Dan Egan	1,600,000	D		X	X	X		X	X		Indust- rial & office space

NOTE: Type R = Refrigeration, D = Dry Goods

BUFFALO AREA FIRMS OFFERING WAREHOUSING AND ASSOCIATED SERVICES TO CANADIAN COMPANIES

Warehouse	Yearly storage space in	Cube	Temperature	Consolidation	Collection	Light	Manufacturing	Light	Manufacturing	Light	Manufacturing	Light	Manufacturing	Light	Manufacturing	Light	Manufacturing	Light	Manufacturing
Buffalo Airport Center 444 Genesee Street Buffalo, New York 14222 (716) 631-3000 Dan Began		1,500,000	D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Buffalo Merchandise Distribution Center 321 Great Arrow Avenue Buffalo, New York 14207 (716) 877-2411 Robert Koehler		300,000	D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Terrance Y. McElligott Buffalo, New York 14204 (716) 822-3372		110,000	R																
Buffalo Refrigerating Co. Inc. 101 Columbia Street Buffalo, New York 14204 (716) 822-3372		4,000	D																
Larry Puggan Buffalo, New York 14213 (716) 823-4112		82,000	D	X	X														
David A. Bennett Buffalo, New York 14227 (716) 891-4040		8,000	R	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Benlin Distribution Services, Inc. 3702 Broadway Buffalo, New York 14227 (716) 891-4040		492,000	D																
Ken Hansen Buffalo, N. Y. 14220 (716) 827-3166		410,000	R	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Allied Frozen Storage 180 State Street Buffalo, N. Y. 14220 (716) 827-3166		410,000	R	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

NOTE: R = Dry Goods, D = Dry Goods

WAREHOUSE

	Space in square feet	Type	Freight Forwarding	Consolidation	Courier Service	Mail Collection	Telephone Forwarding	Part-Time Secretary	Office Space	Bills Collection	Other
Buffalo Warehouse 207 207 Guilford Street Buffalo, New York 14211 (716) 894-8044 John M. Attea	10,000 plus	D	X	X		X			X		Specializes in furniture warehousing
Can-Am Rapid Courier Inc. 255 Great Arrow Avenue Buffalo, New York 14207 (716) 874-4104 Frank D'Arrigo	20,000	D	X	X	X	X					LTL Service
CMX Distribution Center Inc. 2 Buffalo Ave., Ste.14 P.O. Box 2126 Niagara Falls, NY 14302 (716) 282-0136 Patrick Ruggirello	250,000	D	X	X		X	X	X	X	X	Overhead Cranes Trucking Services
Canada-U.S. Trade Srvcs. 1555 Third Avenue Niagara Falls, NY 14304 (416) 466-3730 George Phillips	250,000	D		X	X	X	X	X	X	X	Located in Toronto Advertising consultation
Cook Moving Systems Inc. 1845 Dale Road Buffalo, N. Y. 14225 (716) 897-0700 James F. Bowen	34,000	D	X	X	X	X	X	X	X	X	
First Canadian Courier Buffalo Air Cargo Center 277 Cayuga Road, Suite C Cheektowaga, N. Y. 14225 (716) 634-3100 (416) 747-7874 Carlo J. Marinello II	2,000	D	X	X	X	X					Bonded Courier Service
Foreign Trade Zone #23 (Site 2) c/o 1951 Hamburg Turnpike Buffalo, New York 14218 (716) 823-2142 George Keitner	500,000	D	X	X		X	X				Customs & Transportation Brokerage

NOTE: Type R = Refrigeration, D = Dry Goods

WAREHOUSE	Space in square feet	Type	Freight Forwarding	Consolidation	Courier Service	Mail Collection	Telephone Forwarding	Part-Time Secretary	Office Space	Bills Collection	Other
Forwarding Services Inc. 908 Niagara Falls Blvd. N. Tonawanda, N.Y. 14120 (716) 692-2855 Patrick Whelan	30,000	D	X		X	X	X	X	X		Mail Forwarding
Franklin Terminals 212 Ohio Street Buffalo, New York 14204 (716) 852-0480 Michael F. Santillo	70,000	D	X	X	X	X	X	X	X	X	U.S. Customs Bonding Trucking
Great Arrow Indus. Park 225 Great Arrow Buffalo, New York 14207 (716) 874-1101 Maria Greenburg	400,000	D	X			X	X	X	X	X	
Highland Distribution Center (ITC) 3123 Highland Avenue Niagara Falls, NY 14305 (716) 285-3447 Ronald Lindberg	240,000	D	X	X	X						Customs Inspection Package Mail Forwarding
Innovation Transportation Concepts (ITC) P.O. Box 428 Lockport, New York 14094 (716) 433-4450 John Brimo	280,000	D	X	X	X	X	X	X	X	X	U.P.S. & Mail Forwarding LTL Service
Kelco Warehouse 662 Fillmore Avenue Buffalo, New York 14214 (716) 852-2115 Bill Tarr	40,000	D	X			X	X	X	X		
Kenmore Warehousing & Distribution Center P.O. Box 218, Station B 2321 Kenmore Avenue Buffalo, New York 14207 (716) 875-2900 Ted Kosiorek	288,000 (3 acres outside storage)	D	X			X	X	X	X	X	Customs Bonded Warehouse Overhead Cranes

NOTE: Type R = Refrigeration, D = Dry Goods

WAREHOUSE

	Space in square feet	Type	Freight Forwarding	Consolidation	Courier Service	Mail Collection	Telephone Forwarding	Part-Time Secretary	Office Space	Bills Collection	Other
Kennedy Industrial Park 575 Kennedy Road Buffalo, New York 14225 (716) 897-1606 Roger Barth	350,000	D	X	X					X		
Laub International 1051 Clinton Street Buffalo, New York 14206 (716) 853-3703 Robert Sanborn	366,000	D	X	X	X	X	X	X	X	X	Customs Bonded Space Product Manipulation
Lincoln Storage 155 Great Arrow Avenue Buffalo, New York 14207 (716) 874-1380 John Palisano	180,000	D	X	X		X	X	X	X		Foreign Trade Zone 23
M & M Forwarding 100 Hertel Avenue P.O. Box 209 Buffalo, N. Y. 14216 (716) 874-1825 Paul McGuire	27,000	D	X	X	X	X	X				Mail forwarding
Markara Inc. 835 Englewood Avenue Buffalo, New York 14223 (716) 835-0111 Mark Becker	3,200	D	X	X		X	X	X	X	X	Goods Marketing Giftware Only
Peace Bridge Cold Storage Inc. Porter Ave. & 4th St. Buffalo, New York 14201 (716) 883-0004 Peter Elia	25,000 5,000	D R	X	X		X	X	X	X		U.S.D.A. import inspection facility I-411
Productive Transportation Services Corp. 530 Grand Island Blvd. Tonawanda, N. Y. 14150 (716) 877-5542 Timothy O'Connell	3,000	D		X	X	X	X	X	X	X	Packaging

NOTE: Type R = Refrigeration, D = Dry Goods

WAREHOUSE	Space in square feet	Type	Freight Forwarding	Consolidation	Courier Service	Mail	Collection Telephone Forwarding	Part-Time Secretary Office Space	Bills Collection	Other	
Sam-Son Distr. Center 290 Larkin Street Buffalo, New York 14220 (716) 853-3500 Larry Sadkin	260,000	D	X	X	X	X	X	X		Goods marketing Office furniture	
Seneca Industrial Center 701 Franklin Street Buffalo, New York 14210 (716) 856-0810 Allan Dewart	1,380,000	D	X			X	X	X	X	Available Customs Bonded Space	
Sonwil Distr. Center 100 Sonwil Drive Buffalo, N. Y. 14225 (716) 684-0555 Peter Wilson	461,000 24,000	D R	X	X	X	X	X	X	X	Rail 24-hour operation Certified Sanitarian	
Terminal of Commerce Warehousing 175 Ensminger Road Tonawanda, N. Y. 14150 (716) 876-3800 Lloyd Zwierschke	260,000	D	X	X			X		X	Only facility with controlled temp. & humidity	
Transportation Marketing Services Intl., Inc. 226 Ohio Street Buffalo, New York 14204 (716) 854-2282 David C. Ball	4,000 pending expansion	D	X	X	X	X		X	X	X	Transportation & logistics consulting Mail forwarding
Western New York Foreign Trade Zone Operators (Site 1) 1901 Hamburg Turnpike Buffalo, New York 14218 (716) 823-2142 George Keitner	78,000	D	X	X		X	X	X	X	X	1.5 acres container & trailer park storage
Wilson Moving & Storage 876 Bailey Avenue Buffalo, New York 14202 (716) 826-3555 Charles Wilson	47,000	D	X	X					X		Archives, Record Storage Specialized Commodity Storage

NOTE: Type R = Refrigeration, D = Dry Goods

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