

# The Power of TEAM-work



**T**he first-ever national sales meeting for MMS – A Medical Supply Company was a big hit, according to attendees. Prior to the meeting, the company had held only regional divisional meetings.

The meeting offered the growing company's sales reps and branch managers an opportunity to meet each other. St. Louis-based MMS now has 12 distribution facilities nationwide. Appropriately enough, the summertime meeting was baseball themed, "The Power of Team: Together Everyone Achieves More."

"With all of the growth and change that MMS has experienced, there are many constants that keep us grounded, the most important being the MMS mission of pledging to conduct ourselves with honesty and integrity and to dedicate ourselves to our customers, our suppliers and to one another," says President Gary Reeve.

Sales reps, customer service reps and purchasing agents had the opportunity to visit with the 40 manufacturers on hand. In addition, they attended operational support training sessions on the following topics:

- Product standardization
- Group purchasing organizations
- The MMS Monitor, a Web-based program that allows customers to monitor product usage, pricing and standardization
- MMS' VIP program, an internal tool that allows MMS to identify special customer requirements.

"The meeting was a great success," says Senior VP of Sales and Marketing Mike Neubauer. Neubauer, Reeve and Executive VP Tom Harris made a presentation focusing on MMS' strategic vision and the management of change. "All of our sales reps, across all divisions, were able to come together as a team and gain knowledge, improve their skills and strengthen relationships," he adds.

The 2003 and 2004 President's Club Winners were recognized for their outstanding efforts, and Brian Butterworth was named the 2004 Regional Sales Manager of the Year.

The meeting concluded with a motivational speech from Baseball Hall of Famer Lou Brock, the former Chicago Cubs outfielder who subsequently played for the St. Louis Cardinals. Brock spoke about the importance of teamwork in any environment.

Founded in 1970, MMS (formerly Midwest Medical Supply) has divisions dedicated to nursing homes, hospitals, physician practices, government facilities, specialty products, home care, pharmaceuticals and industrial business.

The company has experienced a growth spurt in recent years. In 2003, MMS developed new divisions for redistribution and the industrial market, allowing it to effectively serve 12 markets. It added warehouse facilities in Louisiana in 2004 and Florida in summer 2005. MMS' sales reached \$128 million in 2004, an increase of almost 5 percent over the prior year. Reeve predicts sales will reach \$145 million in 2005. **rep**



MMS 2004 President's Club Winners were announced at the meeting. Shown left to right, first row are Duke Ropa, Lili Cruchelow, Jill Campbell, Diane Schneiderman, Dave Wester, Brian Butterworth and Myles Sipe. Shown second row are Tim Urban; Gary Reeve, president/CEO; Tom Harris, executive VP; and Mike Neubauer, senior VP sales/marketing.



Bill Muich and Claude Mossian increase their product knowledge at the vendor roundtables.