



Tim Bailey & Associates Inc.

MANUFACTURERS REPRESENTATIVE

# Corporate Resume

# Corporate Overview

“Don’t confuse activity with accomplishment.”

Quote from Tim Bailey, President & Founder

Tim Bailey & Associates Inc. was founded in 1973. Since our inception we have grown from one entrepreneur to 34 employees. Our sales organization is comprised of 26 experienced professional salesmen, seven administrative personnel, and one promotional specialist.

The corporate headquarters is maintained in Agoura Hills, California.

The sales force is comprised of manufacturer’s representatives with extensive backgrounds in all levels of sales including distributor, retail, and manufacturing.

The territory we cover includes 30 western United States, all Canadian Provinces, and the Pacific Rim.

TBA offers our manufacturer partners the most comprehensive opportunity to not only meet but exceed their sales objectives offered in the sporting goods industry.

# Why TBA Inc.?

## Tim Bailey & Associates Inc. Brings

- Experienced sales and support personnel
- Proven success within the outdoor sports arena
- Unparalleled coverage and resources
- Consistency of one message, one organization
- Contingency planning
- Innovation in sales representation
- Professionally trained and monitored sales
- Relationships
- New customer contacts
- Investment into the future
- Support from West, Midwest, Canada, MINK, and TALO areas
- National retail promotion efforts
- Training mentorship program
- Planning
- Implementation and execution

# A Step Above!

We can provide sales and service opportunities for the manufacturer to the mass merchant at an unparalleled level . . .

## How?

- We have the resources
- We are strategically located
- Our people are professionally trained and motivated
- Our sales people have retail experience
- We offer our customer's employee training
- We offer sales seminars
- Inventory integrity checks
- Order writing capabilities
- Merchandising
- We understand the goals and initiatives of today's mass merchant retailer

# Leadership & Direction

- Our organizational chart speaks to the support structure we have developed within the TBA Inc. sales organization.
- Our president and owner, Tim Bailey, provides the “big picture” direction for our company. Tim is in communication with our sales managers and manufacturers on a daily basis. He also retains account responsibility with Big 5 Corp.
- Vice president and general manager, Chuck Buhagiar, drives the TBA sales initiative. Chuck’s responsibility is to keep the company focused on reaching our sales goals. He challenges the RSMs to constantly work with their respective reports to meet and exceed each salesperson’s established sales goals on an individual basis.
- Our vice president of sales Mick Cunningham and Craig Nels, along with regional sales manager, Ray Harms communicate daily with their respective reports as they
  - Review sales objectives
  - Disseminate new sales opportunities
  - Review sales calls and results
  - Track YTD sales versus projection
  - Field training and development
  - Gather key market trend information

# Action Plan

## **Benefit:**

Offering manufacturers the most comprehensive sales and service level in the sporting goods industry

## **Accomplished by:**

- Having the largest, most skilled, and professionally managed sales force in our industry with 27 sales personnel, three regional managers, and six office support staff.
- Representatives strategically placed within each territory to maximize frequency of calls on customer base.
- Offices and showrooms with support staff in place to back up all operational sales and promotional efforts.
- Communication with our factories to create incremental sales opportunities
- Consistent reporting to our factories on territorial trends, competition, promotional results, events, advertising, and opportunities
- Contingency planning for major accounts. We purposefully have more than one TBA sales associate servicing major accounts

## **Service Levels:**

- Distributors – bimonthly calls or more frequently depending on opportunities
- Chains – weekly to bimonthly calls depending on opportunities or needs
- Individual chain locations – quarterly for new product education and promotions
- Dealers – depending on sales activity or need, monthly to quarterly
- Law Enforcement Agencies
- Military – as bids or opportunities become available

# Action Plan – Cont'd

## **Promotional Efforts:**

- Actively working in conjunction with our distributors to make regional product and new product selections
- Making product presentations with distributor salesmen at the key account and dealer level to insure proper product selection and placement
- Direct calls on all viable dealers to insure proper presentations on products, promotions, and opportunities are understood
- Teaming with our factories to create incremental product, promotional, and or sales opportunities for our customers; based upon our customer's needs for turns, margins, promotional time lines and open to buy restraints
- Production of promotional advertising calendars so sales events are planned early and customers open to buy dollars are committed to us before competitors.
- Attendance and display at all applicable distributor, buying group and consumer shows
- Participation in all retail sales events with key accounts
- Production of regional dealer listing ad programs to assist the pull of merchandise off of dealer's pegs or shelves
- Spiff programs for distributor sales forces and dealer sales personnel
- In-house production of sales or new product introduction flyers to promote sales at the distributor and retail level
- Participation in law enforcement seminars, shoots and shows

# Show Coverage

## **Show/Event**

Ace Hardware  
Bass Pro Classics  
Big 5 Employee Shoot  
Big Rock-CSI-Inland Sports  
Bill Hicks  
Fred Hall Shows  
GAS Show  
Great Alaskan Sportsman  
Heritage Trading  
Hill Country-Camfour  
ICAST American Sportfishing Assn.  
IWA European SHOT  
Izuo Bros  
Mid-States Distributing  
Minnesota Consumer Show  
NASGW  
Nations Best Sports  
National Hardware Show  
NRA  
Outdoor Retailer Expo  
Portland Sportsman's  
Puyallup Sportsman's  
Robinson Wholesale  
SHOT  
SafariClub Expo  
Sports Inc.  
Sports Specialist  
Sportsman's Supply  
True Value  
V.F. Grace  
Wheatbelt Inc.  
William's Shooter Supply Show  
Worldwide Distributors

## **Month**

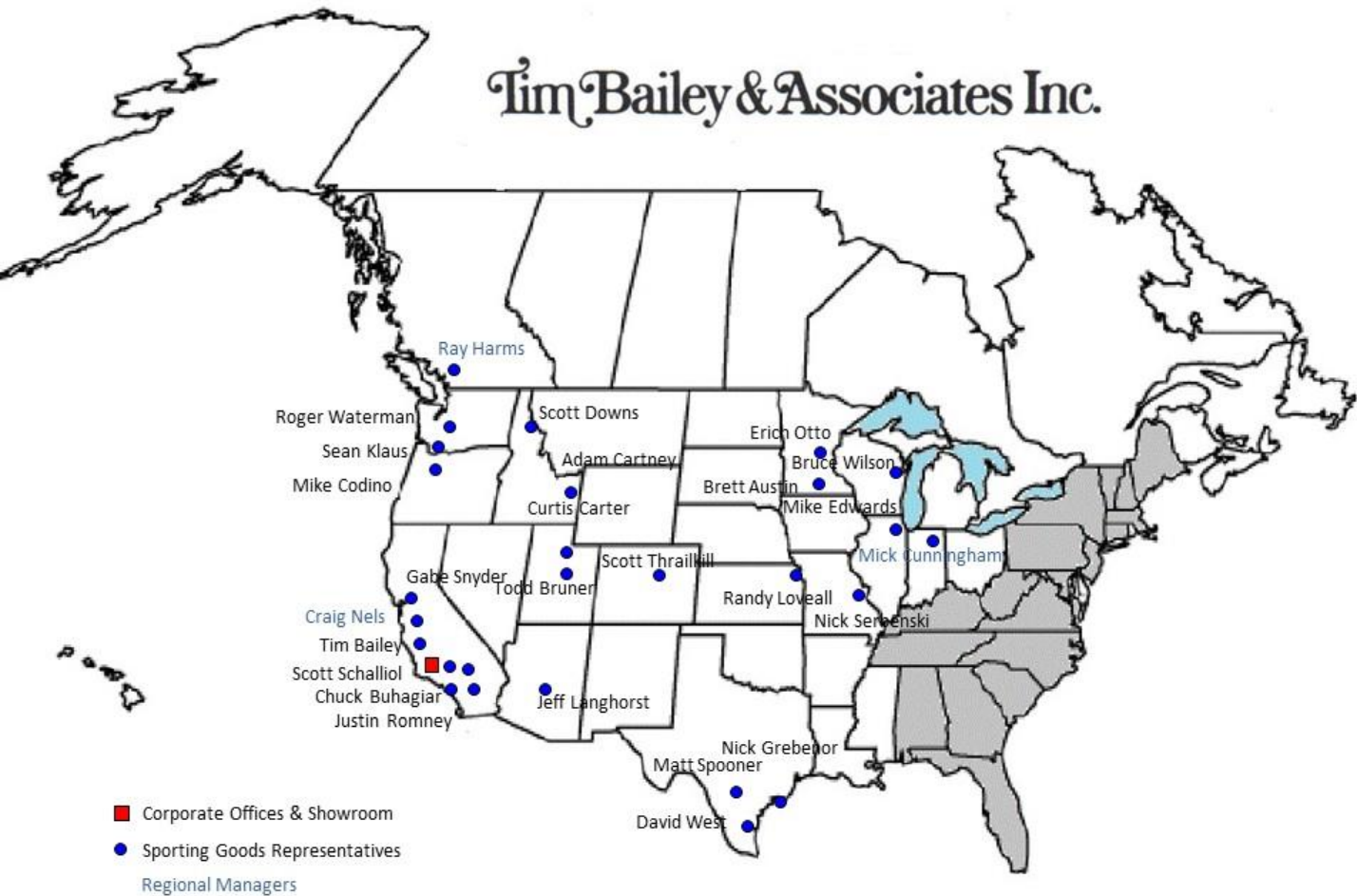
September & October  
April & August  
July & August  
January-October-December  
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# Accomplishments

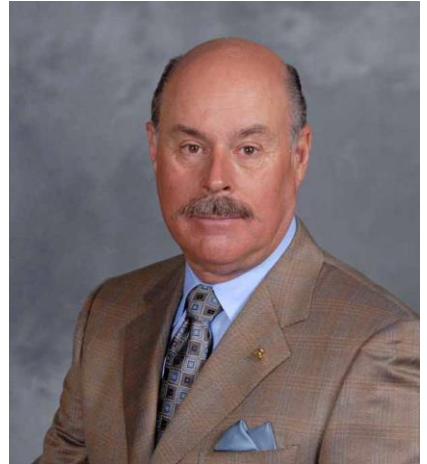
Having been in the Manufacturer's Representative business since 1973 has afforded TBA Inc. the honor of receiving many industry sales achievement awards. We are honored and humbled each and every time we receive such accolades from our respected business associates.



# Tim Bailey & Associates Inc.



# Tim Bailey



Tim Bailey is a native of California. He worked in various Southern California gun shops from the age of 14. After graduating Beverly Hills High School in 1962, he attended Santa Monica City College. Employed at Olympic Wholesale, he rose in position from warehouseman, to field salesman, to sales manager. In March of 1973, he left Olympic to form Tim Bailey & Associates, Inc..

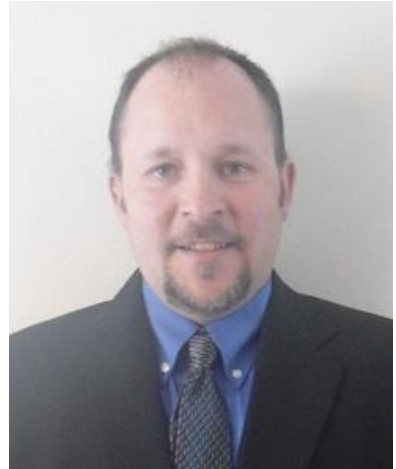
Tim presently supervises the overall operation of Tim Bailey & Associates, maintains specific working relations with several key accounts, and communications with all factories. Helping factories develop new programs, sales strategies, and products has been key to our growth.

# Chris Bailey



Chris Bailey is a native of California. After graduating from Santa Monica City College as a liberal arts major she completed two years of stenotype school for court reporting. Chris is an owner of Tim Bailey & Associates Inc. She holds the positions of executive vice president and CFO as well as being the secretary and treasurer of the corporation.

# Brett Austin



**Date of Hire:** April 2013

Brett comes to us with a strong background in all outdoor categories; in a personal as well as professional level. His work experience started with Strike Master as a factory sales rep then with Double Bull Archery where he was responsible for national account sales. In 2007 he joined Ferguson-Keller Associates covering accounts in Minnesota and South Dakota and from 2008 to present he has worked for CSI as an outside sales representative. His coverage area for our company is Iowa, South Dakota, and eastern Nebraska.

# Todd Bruner



**Date of Hire:** September 2015

Todd comes to our company with a strong business background having operated his own company in the home improvement business. He started his retail sporting goods experience at Scheels in Utah as their specialty shop manager during which time he developed customer service skills and follow through. Todd's personal interests revolve around fishing and hunting. He is a merit badge counselor for Boy Scouts of America in the fishing and shooting sports categories. Todd is also an NRA certified instructor in the disciplines of rifle, pistol, and shotgun. Todd earned his Bachelor of Science degree in business management at the University of Utah.

# Chuck Buhagiar



**Date of Hire:** May 2021

Southern California native Chuck Buhagiar began his career in the outdoor industry at the early age of 18. His 21-year tenure with the Western Hoegee Company began at their sales order desk and evolved to the position of Vice President of Merchandising until the company was purchased by Maurice Sporting Goods. Shortly thereafter Chuck joined *Western Outdoor News*; the west's leading publishing company catering to hunters and anglers, where he started as National Sales Manager before assuming the role of General Manager. In his spare time, he can usually be found on the water with a keen interest in offshore fishing and anything outdoor related. Chuck is our vice president and general manager.

# Curtis Carter



**Date of Hire:** April 2022

Curtis covers Utah, southern Idaho, western Wyoming, and eastern Nevada area offering greater frequency of calls made to the dealer base in the Western Rocky Mountain market. Curtis has a passion for outdoor activities being an active hunter and fisherman. His work experience has been gained at Smith & Edwards, a major Utah retailer, where he has been employed for the last six years. His position started as sporting goods associate to assistant store manager with responsibility for their hunting, fishing, and camping departments.

# Adam Cartney



**Date of Hire:** August 2017

Adam comes to us from Guns-N-Gear Sports as manager and buyer, overseeing 15 employees and the buying for this large Idaho retailer. He is certified as a Smith & Wesson armorer, holds NRA instructor credentials, and participated in numerous firearms safety and self-defense classes. He is an all-around outdoors activity person. Adam is a very enthusiastic person which everyone can appreciate. His territory is Southern Idaho, Western Wyoming and eastern Montana.

# Mike Codino



**Date of Hire:** July 2020

Mike comes to us with many years of experience of selling sporting goods in the Pacific Northwest. He is well versed in the categories we represent - fishing, camping, and shooting sports. Mike's sporting goods experience began at G.I. Joe's a major Northwest retailer, then with Fisherman's Marine Supply as a retail sales and department manager, moving on to Big Rock Sports as account manager for the Bi-Mart account. He was rehired by Fisherman's Marine Supply to open and manage their new Tigard, Oregon store until Adventure Bound hired him as a representative for the account base in Oregon and Washington. Mike covers the state of Oregon for our group.

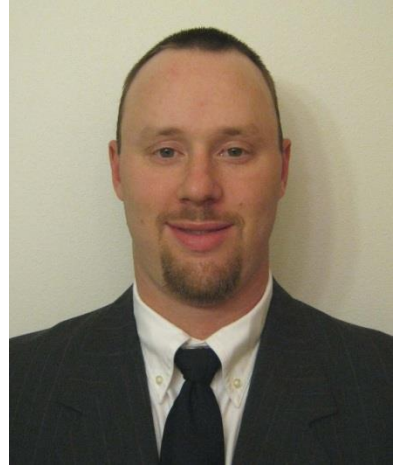
# Mick Cunningham



**Date of Hire:** May 2010

Mick's sporting goods experience began in 1988 with Outdoor Sports Headquarters being hired as key accounts sales manager. In 1993, Mick joined Faber Bros as senior buyer and merchandise manager, a position he held for nine years. In that position Mick was point man and contact person with Meijers and Bob Coffin. After Faber Bros closed, Mick took a position with Maurice Sporting Goods as senior merchandise manager in their hunting, fishing, and camping departments. Mick's addition to our sales force gives us a salesman with a vast knowledge of the account base and great relationships with the accounts in Illinois, Michigan, Indiana, and Ohio. Mick is our vice president of sales for the Midwest and TALO territories.

# Scott Downs



**Date of Hire:** January 2011

Scott is a native of Eastern Washington, graduating from East Valley High in Spokane; he furthered his education at Eastern Washington University. Scott began his sporting goods career with Sportsman's Warehouse as fishing department manager for three of their locations. As part of their Store Set Team, Scott worked in ten different States to ready their grand openings. He continued with Sportsman's through their ownership change in 2009 to Wholesale Sports. His outdoor knowledge is a strong point with regular contribution made to regional publications such as *Spokesman's Review*, *Wichita Eagle*, and the *CDA Press*.

# Mike Edwards



**Date of Hire:** March 2022

Mike has over 30 years of sporting goods experience starting as a senior store manager for Dunham's. In 1990 Mike was hired by Faber Bros as gun, ammo, and hunting buyer then hired by Maurice Sporting Goods in a buying capacity, where he became brand manager for their Big Game division. After Maurice's closure Mike became brand manager for Plano in their hunting, fishing, and industrial divisions. In the various roles Mike has experience in, he has covered national, regional, farm and independent sporting goods accounts. He works the Northern Illinois, Southern Michigan and Wisconsin territory.

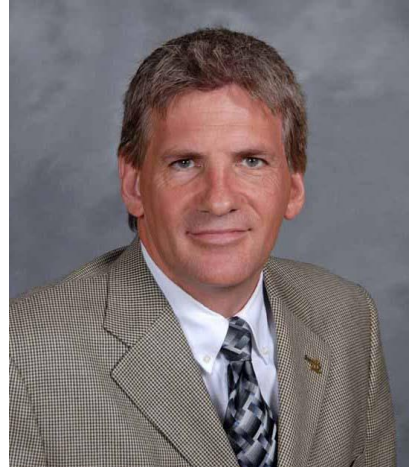
# Nick Grebenor



**Date of Hire:** July 2020

Nick is a graduate of Texas A&M earning a Bachelor of Arts in communication. His work-related background in the sporting goods industry was learned at Roy's Bait and Tackle Outfitters of Corpus Christi, Texas. Starting in 2012 as a sales associate and product tester advancing to online sales and purchasing manager. Nick is proficient in all types of fishing; onshore and offshore. He also has been a competitive trap shooter and duck hunter; an all-around outdoorsman.

# Ray Harms



**Date of Hire:** June 2001

A native of British Columbia, Ray joins our organization with 21 years of combined experience in retail and wholesale distribution of outdoor and sporting goods products. His sporting goods employment record began at a leading retail chain of hunting and fishing supplies in the Vancouver area. Ray moved on to Inland Pacific Distributors initially as their purchasing manager and graduating to field rep. Redl Sports Distributors sought him out and hired him to cover the Vancouver Islands area. Ray is also an accomplished fisherman and hunter and is well known for his professionalism. He is our regional manager for Canada.

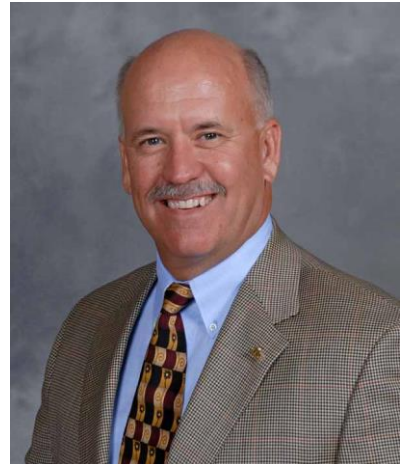
# Sean Klaus



**Date of Hire:** April 2006

Sean started his professional career as a deputy sheriff for Multnomah County Oregon. He transferred to the Portland Police Bureau where he spent five years as a reserve lieutenant. His sporting goods career started at a Portland based dealer, Three Bears Guns. The company had stores in Vancouver and Portland which Sean was buyer and manager. After three years Sean joined G.I. Joe's where he spent the next eight years as department manager and part of Joe's pro-staff. Sean brings a wealth of practical knowledge to our company covering Southern Washington and Northern Oregon.

# Jeff Langhorst



**Date of Hire:** December 1985

After receiving his bachelor's in business administration, Jeff was hired by Remington Arms Co. handling their full line in the upper Midwest then reassigned to the Southwest states. Commissioned thereafter by the L.H. French Company - a California based manufacturer's representative group covering the Rocky Mountain area. Jeff joined our company in 1985, his current territorial responsibility is: Arizona, New Mexico, and El Paso County, where he has been very influential in turning these Southwest states into a very profitable territory.

# Randy Loveall



**Date of Hire:** December 2012

After serving six years in the US Army, Randy's work experience was comprised of management and buying responsibilities for hunting, fishing, and camping disciplines. His 32 year sporting goods career was spent with Jerry's Sports Center, a leading nationwide distributor in Kansas; beginning as warehouse assistant manager, working his way up to purchasing, then manager. Randy's hobbies and love of the outdoors have put him in the fortunate position of buying and selling the products he personally uses. Randy is known for his professionalism and excellent follow through.

# Craig Nels



**Date of Hire:** June 2012

Craig is a graduate of Ithaca College earning a bachelor's degree in environmental studies. His work history includes Bass Pro from 2004-2011 where he was their fishing and marine department sales leader. He then joined Fisherman's Warehouse in 2011 as assistant store manager and has come to us from this regional chain. Craig also has obtained a U.S. Coast Guard Captain's license and established a professional guide business. His personable nature allows him to communicate easily with his Northern California customer base. Craig is our vice president of sales for the West Coast and Rocky Mountain territory.

# Erich Otto



**Date of Hire:** February 2009

Born and raised in Minnesota, Erich completed his education at St. John's University and St. Cloud State with a double major. During those years he was enlisted in the Naval Reserves and was cross-trained in both medical and aviation ordinance. He has over 20 years of experience in the outdoor industry. His hiring by H & H Sport Shop was his beginning employment into the hunting and fishing world. Erich then worked for Bill Hicks and Company in sales and customer service and later for CSI Sports/Big Rock Sports where he spent a couple of years in sales prior to twelve years in the purchasing department. Early fall of 2008 saw Erich transferring to the Cullerton Company as a territory representative in the Midwest. The merger of the Cullerton Company and Tim Bailey & Associates brought Erich to cover Minnesota accounts for our group. His extensive product knowledge and attention to detail, as well as his well-rounded retail and distributor knowledge, complement his account base very well.

# Justin Romney



**Date of Hire:** May 2022

Justin Romney has been a distributor salesman for his working history. Starting as a territory manager for Western Hoegee Company in 2004 then with the purchase of Western Hoegee by Maurice Sporting Goods, Justin became a territory manager. Prior to joining our group, he fulfilled the position of territory account manager for Big Rock Sports. Justin's recent responsibilities have been managing over 130 independent dealers in the Southern California and Arizona territory. Justin covers Bakersfield to South Orange County.

# Scott Schalliol



**Date of Hire:** April 1991

Scott is a native of Indiana. He received a Bachelor of Science degree after attending Indiana State University in 1972. Scott began his sales career in 1973 as a distributor salesman for Munson Sporting Goods Company in Costa Mesa, California. Scott received numerous sales awards during his career at Munson; Top Sales Volume 13 years in a row, Salesman of the Year 8 times, first salesman to reach \$1 million in sales, and the only Munson salesman ever to sell over \$2 million, which he did twice. After leaving Munson in 1988, Scott became sales manager for the W.B. Furnish Co, a manufacturer's representative group covering California, Arizona, Nevada, and Hawaii. In 1991 Scott became a territorial salesman for TBA Inc.. exhibiting an incredible work ethic. Scott earned the position of senior vice president.

# Nick Serbenski



**Date of Hire:** October 2019

Nick comes to us with a wealth of knowledge in the firearm industry not only in sales, but in gunsmithing. His hobbies include hunting, fishing, target and clay pigeon shooting. Nick also owned his own firearms shop for four years, he covers southern Illinois, northern Arkansas and eastern Missouri for our company.

# Gabe Snyder



**Date of Hire:** April 2021

Gabe, a resident of Antioch, CA, will be working with the Northern California and Northern Nevada dealer base. He comes to us after six years of employment at the Hook, Line & Sinker in Oakley, CA. He rose to management level, which included buying responsibilities for their fishing, marine and hunting accessory departments. His outgoing and affable nature makes for easy communications with those he interacts with. In his spare time, you can either find him in the duck blind or out chasing local saltwater and freshwater gamefish.

# Matt Spooner



**Date of Hire:** September 2021

Growing up on the coast in South Texas, Matt learned about the outdoors from his father and grandfather. He is an avid hunter and fisherman spending his early years fishing the most pristine saltwater bays in the world. Earning Bachelor of Science degrees in business and architecture, Matt began his career working on an offshore boat in Port Aransas, was a regional sales coordinator with HD Supply Holdings, Inc, one of the largest industrial distributors in North America, then went into property management. Matt covers central Texas for our group.

# Scott Thrailkill



**Date of Hire:** August 2016

Scott Thrailkill is a native of Colorado where he attended the University of Northern Colorado receiving a Bachelor of Science degree in business management and marketing. His sporting goods career began as sales manager at Olin Corporation Winchester division, and Pentax Sports Optics, then worked for a local rep group for eleven years. He is known throughout his territory for his outstanding follow up and attention to detail. Scott covers Colorado, Nebraska, eastern Kansas, and Wyoming

# Roger Waterman



**Date of Hire:** May 2019

After receiving his bachelor's degree in outdoor recreation from Central Washington University, Roger began his professional career working for Stanley Tools before moving onto Maurice Sporting Goods as a professional salesman, covering areas of Western Washington and Alaska. During his first year with Maurice, Roger received the Rookie of the Year Award and throughout his 17-year tenure, continued to receive awards including Territory Manager of the Year three times and was a reoccurring member of the Multi-Million Dollar Sales Club. Based in Seattle, Washington, Roger brings a strong understanding of the distribution, retail and manufacturing markets for sporting goods. An avid outdoorsman himself, he is committed to his customers' experience and brings enthusiasm to our industry. His territorial responsibility is Washington and Alaska.

# David West



**Date of Hire:** February 2017

David comes to us from Del Mar Distributing Co., Inc. where he has been a purchasing agent. David has a long and varied background in the sporting goods industry starting with Del Mar as an outside field sales manager and buyer. From there he was employed by Dave Holder & Associates, a factory rep group. Various outdoor video enterprises, including host and producer of *Fishing Texas*, host and producer of the nationally syndicated *Cabela's American Outdoors* occupied David's working efforts. With David we are able to increase frequency of call with our key dealers in the southern Texas area.

# Bruce Wilson



**Date of Hire:** February 2009

Bruce Wilson was born in Green Bay Wisconsin and started his sales career in 1984 as a divisional sales manager for Interstates Brands Corporation. Bruce successfully managed the sales activities of thirteen route salesmen and two retail outlet stores. In 1992, Bruce was hired by Bill Hicks & Company to work with their management to develop an outside sales force. During his three years with BHC, Bruce was responsible for opening 40 new accounts in Wisconsin, including a regional and national chain. In the same three year period sales in Wisconsin increased over 200%. In 1995 Bruce accepted a position with The Cullerton Company. Over his fourteen years with The Cullerton Company, Bruce has called on or assisted other Cullerton salesmen with training and support at every key account within the territory. Over the years Bruce has been recognized for outstanding sales achievement by his customers and the factories he represents.

# Rhonda Barnes



**Date of Hire:** November 1980

Rhonda is a native of Oregon. She attended Pierce College where she majored in marketing then joined us as receptionist, secretary, and office manager. During her tenure Rhonda has continually grown in stature within our firm. She now holds the title of director of communications, which requires her to handle all aspects of communication in our sales department between our office, our sales force, and the factories we represent. Rhonda is also our information technician assisting the sales force and office staff on all computer-oriented questions.

# Jamie Footlick



**Date of Hire:** September 2020

Jamie Footlick is a native of California. After graduating UC Irvine in 1995 with a major in math and minor in statistics, she has worked in various industries as an Accountant/Controller. Jamie joined Tim Bailey & Associates as the Comptroller. Jamie handles our 401K administration, payroll and daily bookkeeping of financial transactions.

# Ana Luna



**Date of Hire:** August 2018

Ana is a native of California, and attended Santa Monica College. Before joining our company, she was project coordinator and executive assistant then was an assistant manager / buyer for five years at a hardware store in Malibu. Ana handles our sales commission structure for our sales force.

# Cherrie Makay



**Date of Hire:** September 2012

A native of Southern California, Cherrie comes to us after 23 years at a local manufacturer in the automotive industry where she supported their project design engineers and maintained the intranet support system. She has a wide variety of computer skills including strong knowledge of MS Office applications; Excel, Word, Power Point, Outlook, Project, and various database applications. Cherrie is the voice of Tim Bailey & Associates at the Northridge office.

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# Kim Smith



**Date of Hire:** August 1994

After attending Pierce College for two years, Kim transferred to the Fashion Institute of Design and Merchandising studying graphic design and marketing. This background has allowed Kim to create all our customer's flyers and sales sheets in-house as they are requested. Kim is our office manager for the Northridge office.

# JeriLynn Thrailkill



**Date of Hire:** January 2013

JeriLynn comes to us as assistant buyer at The Sports Authority in the hard lines categories. She earned a Bachelor's degree in psychology and is well versed in retail operations in the sporting goods industry with over ten years experience. Her background level offers our group a person who can assist our sales force with seasonal ad planning, reporting, forecasting, and plan-o-gram creation.



# Agoura Hills, CA Office and Showroom