

## Get Answers to Your Burning Business Questions

The Consumer Technology Association (CTA)<sup>™</sup> Mentor Program helps CTA members get the information they need to run their businesses more effectively. Seasoned CTA member veterans are available at CTA events and at the annual CES for one-on-one mentoring meetings, as well as throughout the year by phone/Skype. If you have any questions about the program, please contact Deb Kassoff at [dkassoff@CTA.tech](mailto:dkassoff@CTA.tech) or 703-907-7655.

## What CTA Members Say About the Mentor Program

*I came across the mentor program and filled out the form. In a matter of days, I was connected with current and former CEO's and industry leaders - I'm not kidding, these people are the real deal. I was able to...ask any questions I had - whether it be about the CES show, the inner-workings of the industry, or product development. The preparation the mentor program gave me allowed for an incredible roll-out. That access would not be possible without this program.*

Mike Sorrentino, EyePatch Case

*More mentors! More meetings! One of my best meetings at CES came from CTA's Mentor Program! Our mentor approached the meeting like an ally, gave me valuable insight, and helped us make business connections!*

Nikki Braziel, Octa

## CTA Mentors

<b>Name</b>	<b>Title, Company</b>
Melissa Andresko	Communications Director, Lutron
Scott Benedict	Senior Buyer, Sam's Club
Eric Bodley	President & CEO, Future Ready Solutions
Gregory Borchardt	Managing Director, Caerus Ventures
Bruce Borenstein	Global VP of Sales, Nuheara
Max Borges	President, Max Borges Agency
Paul Brown	President, Innovative Consulting & Marketing
Kevin Buchanan	President, Home Entertainment, Inc.
Michael Chass	SVP/Media Solutions, Owner IQ
Kristen Cook	Executive Vice President & Managing Director, BDS
Leo Dardashti	President, Atlantic
Eric Davidson	President, American Automation & Communications
Ray Di Filippo	VP Sales, DBD Enterprises
Bob Fields	President, Beason Technology Group
Ron Freeman	President & CEO, AAMP of America
Mark Friedman	President, The New York Marketing Team
Joellyn Gray	Director/Marketing & Imaging Division, Fujifilm

Rip Hanks	President & CEO, Centerpin Technology
Robert Heiblim	Principal, BlueSalve Interim Consulting
Helen Heneveld	President, Bedrock Learning
Roger Heuberger	Director, Heuberger Business Resources
Steven Hill	President, Straight Wire
David Kaplan	Principal, Custom Business Solutions
Mark Karnes	Sr. Director/Strategy and Business Development, Cobra
Bruce Kuperman	National Sales Manager, QDI
David Lorsch	CEO, DC Genius
Ken Lowe	Co-Founder & Vice President, Vizio
Thomas Malone	President, Voxx Advanced Solutions Group
Enrique Muyschondt	President, Desktopfab
Frank Parrotto	COO, Matrix Advisors
Eric Reed	Vice President/Entertainment & Tech Policy, Verizon Communications
Larry Richenstein	Managing Director, Peak Ventures
David Rodarte	CEO, Changing Velocity
Mike Ryan	President and Managing Partner, Ryan Retail Consulting
Paul Sabbah	President, Stamford International
Jon Sienkiewicz	Vice President/ Marketing, URC (Universal Remote Control)
Jake Sigal	CEO, Tome Software
Herman Sperling	CEO Founder, HJS Markets
George Stepancich	CEO, Invisionate
Coleen Sterns Leith	President, Marketing Matters
Bill Stewart	President & CEO, Petra
Steven Tiffen	President and CEO, The Tiffen Company
Sally Washlow	President, Cobra
Bill Wayne	Director/Global Sales, Etymotic Research, Inc.
Skip West	President/CEO/Owner, MAXSA Innovations

### Frequently Asked Questions

#### **What does the CTA Mentor Program provide?**

The program provides one 30-minute, confidential discussion between you and any CTA Mentors with whom you are paired. Each Mentor is a seasoned industry veteran and member of CTA, who volunteers to serve in this role to give back to the industry and to help ensure other CTA member companies receive the guidance they need to be successful.

#### **How do I get to meet with a Mentor?**

To get started, simply complete a brief Mentor Meeting Request [here](#). Be sure to include a brief but thorough description about your company and the general issue or concern you wish to discuss with a Mentor. The more clearly you articulate your goal for the meeting, the easier it will be for Mentors to know if they're the right fit for you.

### **How is a Mentor selected for me?**

Each Mentor meeting request you submit is reviewed by each CTA Mentor who has expertise in the business topic related to your request. Those who feel they can provide you valuable advice will initiate a meeting with you; you will either receive an email with the Mentor's bio and their contact information for you to reach out to them to schedule a date and time to meet, or the Mentor will initiate contact with you or request you contact them directly.

Please note that, because the program shares your request with a number of CTA Mentors who may be an ideal match, you may have the opportunity to meet with more than one Mentor. You should feel free to pursue a meeting only with the Mentors you wish, and each meeting is an incredible opportunity to gain valuable insight.

### **How many Mentor meetings requests may I submit?**

As many as you wish. Simply submit a separate meeting request for each different business issue you want to discuss through the program.

### **Are there any issues off-limits for the Mentor program?**

Neither party (Mentee or Mentor) is permitted to pitch or attempt to sell products or services to the other party. Additionally, CTA strictly adheres to the CTA Legal Guides which include a section on improper activities prohibited during CTA programs. The CTA Legal Guides prohibit discussions involving, but not limited to, restraint of trade agreements, pricing, pricing policies, terms and conditions of purchase and sale, company costs for production or distribution, future plans of products, or boycotting customers or products. Both parties are required to acknowledge their acceptance of the CTA Legal Guides in order to participate in the Mentor program.

Should a Mentee attempt to discuss any issues in violation of antitrust guidelines, the Mentor will end the meeting immediately.

### **Where and how do I meet with a Mentor?**

The mentor program is available year-round, with the two parties meeting in-person at CTA events, such as CES, or by phone or Skype. Mentors and mentees determine when, where and how to meet based on their schedules.

For Mentor meetings during CES, private meeting rooms can be booked at any of the four CTA Member Lounges located throughout the show venues. Just be sure to contact CTA staff in advance to request a meeting room be reserved.

### **How should I prepare for a Mentor meeting?**

Mentors are eager to know as much about you/your company in advance of your meeting so that they can prepare to meet with you. Reach out to your Mentor and ask if there's any information about your company they feel would be helpful to them. Be sure to be on time for your meeting, or communicate with your Mentor if you need to reschedule or will be late for your meeting.

Should you have any specific questions about the Mentor program simply contact CTA staff at [membership@CTA.tech](mailto:membership@CTA.tech).

### **Become a CTA Mentor**

Join the ranks of a select group of CTA industry veterans and become a CTA Mentor. Mentoring is an opportunity to give back and share your skills and industry knowledge with other CTA members.

CTA Mentor qualifications:

- business owner, executive officer or entrepreneur (active or retired) with at least 15 years of progressive experience in the CE industry
- able to commit to a minimum of two hours per year to meet with mentees at CTA events/CES or by phone/Skype

Interested in becoming a mentor? Contact Deb Kassoff at [dkassoff@CTA.tech](mailto:dkassoff@CTA.tech) or 703-907-7655 for more information.

### **CTA Mentor Program Guidelines**

The CTA Mentor Program is designed to help business owners and entrepreneurs address specific issues related to their business or improve their business acumen. Mentors will meet one-on-one with members at specific CTA events (or by phone) to provide advice, assistance and feedback. CTA membership is required to participate in the Program.

Private 30-minute one-on-one Mentor meetings can be scheduled at the CTA events/ CES. Each meeting must be requested separately by completing all fields in the online Mentor Meeting Request Form.

Above is a list of CTA Mentors available to meet with you. Please bear in mind that CTA Mentors are industry professionals who have offered to provide CTA members their guidance and advice as a courtesy on behalf of CTA. Should you wish to continue consultation with any of the Mentors, they may be willing to do so on a private, professional basis. Mentees should not utilize this program as an opportunity to advance opportunities specific to the Mentor's company or involve Mentors in meetings intended to gain access to the Mentor's firm.

Please know that both Mentors and Mentees are expected to arrive on-time and at the designated location for scheduled Mentor meetings. Parties must contact one another in the event of delays or to request that a Mentor meeting be rescheduled or canceled. Mentees who do not show up for scheduled meetings and do not forewarn their Mentor in advance may be refused participation in the Program in the future.

All Mentees are required to email their Mentor(s) prior to their scheduled meeting, providing background about their company and what they wish to discuss during their meeting(s).

This is an incredible opportunity for all members to meet with industry professionals who can help you take your career or business to the next level!