

## CRITERIA & APPLICATION PROCESS

### Who was Bill Freeman?

[Bill Freeman](#) was the Founder and CEO (“Chief Entertainment Officer”) of [SPIRIT GROUP, INC.](#) He was also an AIM/R Past President (2006 - 2007) and a huge supporter of the Association as well as the Rep Advantage in the supply chain. He believed in the importance of education and training as key components to bettering the Rep Function. The Certified Professional Manufacturers Representative ([CPMR](#)) credential is one of those components.

Still to this day, his company believes in the value of professional development and has 3 Certified Professional Manufacturers Representatives ([CPMR](#)) on staff, as well as a Certified Professional Sales Consultants ([CPSC](#)). Professional sales training, knowledge of consultative selling techniques, and three years of executive education provides an understanding of how to run an effective and forward-thinking manufacturers’ rep firm.

To honor Bill’s memory, AIM/R has established the [Bill Freeman Memorial Fund](#).

---

### Award Amount:

Pending the size and merit of the applicant pool, the AIM/R Bill Freeman Memorial Fund will distribute **monetary awards each year** to cover the tuition for qualified applicants pursuing Level 101 of the [CPMR](#) certification with [MRERF](#). The [CPMR](#) requires a 3-year commitment.

Upon completion of the certification ([CPMR](#)), graduates will also receive a *complimentary registration* to the AIM/R Annual Conference.

### Applicants are to be:

- Individuals with a minimum of 3 years, full-time employment and professional experience with a Rep Agency or Rep Agencies.
- Individuals currently employed (full-time) with an active Rep Agency serving the plumbing, HVAC, and irrigation industry that is also an *active* member of AIM/R.
- Individuals seeking the CPMR certification as offered by MRERF.

### Award Recipients are to be:

- Individuals in good standing with the Rep Agency community in North America.
- Individuals in good standing with the CPMR certification process.
- Individuals in good standing with the CPMR certification program.

### Application Process:

Applicants for the Bill Freeman Memorial Fund will do the following by the stated submission deadline:

- Complete the **online application**.
- Respond in a meaningful manner to the **essay questions** through the online application:
  - *Why do you want to seek this certification?*
  - *What is your plan for completing the CPMR certification plus exams? By what approximate year will you graduate?*
  - *What is your plan for completing the CPSC certification (one year)? What support – financially or other – are you receiving from your employer for pursuit of the CPMR?*
  - *How will the CPMR certification impact your professional journey?*
  - *Why is the Rep Function important to your industry?*
- Provide a **Letter of Recommendation** from a Principal with Rep Agency where candidate is currently employed.
- Submit a professional **Resume** to AIM/R at [info@aimr.net](mailto:info@aimr.net).
- **Questions?** Contact AIM/R at [info@aimr.net](mailto:info@aimr.net) or at 630.942.6581.