

BSA offers a variety of additional programs for in-house training, sales promotion and education.

Bearing Briefs

These special bulletins, developed by the BSA Educational Services Committee, present summarized information on topics of interest to the bearings industry. All the Bearing Briefs are available free by downloading from *Tools You Can Use* page of the BSA website at www.bsahome.org. These reports can be an excellent tool for you to provide to your customers.

The reports, which are published periodically as warranted are:

- Reduced Operating Costs Through Condition Monitoring (February 2007)
- Split Roller Bearing Technology (September 2006)
- Bearing Mounting Tools (September 2006)
- Planetary Roller Screws (May 2006)
- Spherical Plain Bearings (March 2006)
- Bearings for the Food & Beverage Industry (September 2005)
- Linear Bearings (September 2004)
- Brief History of Bearings (May 2004)
- Hybrid Ceramic Ball Bearings (March 2003)
- Bearing Standards Organizations (October 2001)
- Bearing Installation and Fitting (May 2000)
- Bearing Repair (April 2000)
- Wear Sleeves and Other Shaft Repair Options (January 2000)
- Vibration Analysis (December 1998)
- Plane Bearings (October 1994)
- Seal Selection (March 1994; Revised February 1999)
- History of Adhesives (July 1991)
- Status of Bearing Load Ratings (August 1990)
- The Domestic Bearing Industry: Investing in the Future (July 1990)
- Load Ratings & Bearing Life (April 1988)

Certified Bearing Specialist Program

The purpose of BSA's Certified Bearing Specialists program is to help members differentiate their company in the marketplace. The CBS designation certifies industry personnel as "bearing specialists", individuals with excellent knowledge in the selection, application and analysis of bearings. Complete information about the CBS program and an application is available on the *Certification* page of the BSA website at www.bsahome.org.

Sales Training Programs

Joe Ellers (The Sales Guy) and his firm, Consulting Associates, was selected to provide BSA with specialized training in sales management, sales, customer service, marketing and sales leadership, because of the wealth of knowledge Joe and his team bring to BSA.

Joe has developed BSA's Counter/Inside Sales Training Program specifically for inside sales and customer service personnel in the bearing industry. We are also pleased to provide Outside Sales and the new Sales Manager online training program.

For complete information and BSA member pricing visit www.JoeEllers.com/bsasales