

# MEET THE BOARD

With so many members, it is not easy to get to know every rep, associate, and service provider.

"Meet the Board" is a new addition to the HIRA website that gives readers the chance to learn a little bit about our elected board, including how their time is spent in and out of the office.

For this profile, meet Larry Schrock. He has been in the rep business for 36 years and has been active in HIRA for 25+ years. He has served on the HIRA Board for many years.



**Larry Schrock**  
HIRA Board – Representative  
Director  
2020 - 2021  
  
Owner/President  
L. Schrock Companies, Inc.

**How long have you been a member of HIRA?**

25 + Years

**What is it about HIRA that makes you continue your membership?**

A great source for new ideas and sales concepts from people in the industry

**How long have you been in the Medical Device Manufacturing business?**

36 years

**Briefly describe your rep firm?**

We are a sales and marketing firm. We bring new products to the industry. Help companies gain more market shares for their products.

**What Innovations, best practices and/or changes has your company made recently?**

Web site, social media, using Zoom for meetings and presentation

**How has your product sector and/or marketplace changed in the last two years?**

We concentrate more on the Corp IDNs, contract folks, new construction

**What have you learned and/or what contacts have you made through HIRA that have had the greatest positive impact on your business?**

The network of ISRs

**What is one interesting fact that people may not know about you?**

I like to farm and restore old tractors

**Tell us a little about yourself, outside of your work.**

I love to garden, design new concepts for products, sing and antique restoration