



ERA SOUTHERN CALIFORNIA WEEKLY NEWSLETTER

Information of Interest to Southern California
Electronics Representatives and Distributors

October 31, 2011 (Happy Halloween)

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Events to put on your calendar

Thursday, November 10 – Owner's Forum
THE CARE AND FEEDING OF GREAT PRINCIPALS
How to keep them happy and make more money

Thursday, November 17
NAPM-SFV and APICS-SFV Dinner Meeting
NEW TECHNOLOGIES: A SHORT LOOK AT THE LONG VIEW
Info: www.napmsfv.org/dinner-meetings

October 25 Chapter event

WHAT REPS LOOK LIKE FROM THE OTHER SIDE
What manufacturers see when they look at your firm



Scott Lindberg, CPMR owned a successful ERA rep firm in the Rocky Mountain territory before switching to the other side eight years ago. He is now VP of Sales at Microsemi, a billion dollar semis manufacturer.



Scott gave a captivating and often embarrassing talk about how manufacturers do not understand reps and the need for reps need to educate them.



Scott is presented with a token of appreciation by chapter president Tim Wolfe after his presentation.

2) PC, SMARTPHONE & TABLET

TURN OFF LOCATION TRACKING IN iOS 5

iOS 5 is definitely worth the upgrade. You can learn all about the new features in this tip (www.komando.com/tips/index.aspx?id=11508) There are a lot of good things in there.

To get iOS 5, make sure your computer is running iTunes 10.5 (www.komando.com/downloads/category.aspx?id=2267)

Then just plug in your Apple gadget. When iTunes asks if you want to upgrade, click the Upgrade button and follow the directions. Make sure you back up your gadget first in case something goes wrong.

Now, you may remember a while back it came out that iOS 4 was storing every location you've ever been in an unsecured file. Apple said it was a bug in the software and got rid of the file. Still, some people were angry that Apple would track their location at all.

Well, iOS 5 has location tracking plus. This is thanks to the updated Region Monitoring system in the Core Location function. Basically, it makes your phone always aware of your location.

Your phone can share your location with location-based apps like Foursquare, Find My Friends, navigation apps or any other app that wants it. Additionally, the app doesn't have to be open to get the information.

There are some good points to this. With the Find My Friends app (www.komando.com/apps/category.aspx?id=11518) the app doesn't have to be open to share your location with friends, if you've approved it. You can also use Region Monitoring to set up location-specific reminders. For example, it might remind you to get bread when you get near a grocery store.

Still, not everyone likes this kind of thing, so Apple has made it simple to turn off. Just go to Settings>>Location Services. You can turn off all location services at once or choose to disable it on a per-app basis from a list.

Not a fan of sharing your location? Well, there are ways you might be sharing your location without realizing it. Learn how these work and how to stop them.

(From Komando.com)

SIRI COULD COMPROMISE YOUR NEW IPHONE

Siri is Apple's new digital personal assistant built into the iPhone 4S. By giving it voice commands, you can schedule events, set alarms, search the Web and send email and text messages.

By default, Siri even works when the iPhone is locked and that is causing some concern. That means unauthorized users can bypass your security to send messages in your name or mess with your appointments.

To keep this from happening, go to Settings>>General>>Passcode Lock and turn the Siri option to Off. You can still use Siri when the phone is unlocked.

Want Siri-like features on your older iPhone or Android? Download these great apps:
www.komando.com/apps/category.aspx?id=11492

(From Komando.com)

3) BUSINESS

AEROVIRONMENT LANDS \$7.3M ORDER

Monrovia-based Aeroenvironment, the developer of unmanned aircraft systems, has signed another multimillion dollar order from the U.S. military, the firm said Thursday (10-20). AeroVironment said it received a \$7.3M order from the United States Army, for its Puma unmanned aircraft systems logistics support services over the next 12 months. The firm's Puma is being used by the United States Special Operations Command (USSOCOM). Aeroenvironment develops both unmanned aircraft systems as well as electric vehicle charging systems.

(From socaltech.com)

SPACE X HAILS ASTRONAUT MILESTONE

Hawthorne-based Space Exploration Technologies, the commercial rocket firm headed by technology mogul Elon Musk, said Thursday (10-20) that it has completed a major milestone in its efforts to fly astronauts to the International Space Station. The company said it completed a preliminary design review of its launch abort system, for use with its Dragon spacecraft. The firm said its approval by NASA of the latest design brings it closer to providing human spaceflight to the ISS. SpaceX--which is in the midst of projects to deliver cargo to the ISS--is hoping that NASA will open up the possibility of flying human beings into space with its spacecraft. SpaceX has been lobbying towards

acceptance of using the firm's own craft for delivering humans to space, saying that it currently costs American taxpayers as much as \$62 million per seat on the Russian Soyuz spacecraft; SpaceX said it can deliver astronauts to space for \$20M per seat, with a capacity of seven astronauts at a time.

(From socaltech.com)

10 SECRETS OF SUCCESSFUL LEADERS

Number 9: Keep your team engaged. Great leaders give their teams challenges and get them excited about them, says leadership expert Stephen Covey, author of *The Seven Habits of Highly Effective People* (Free Press, 1989). He pointed to the example of a small pizza shop in a moderate-sized town that was killing a big fast-food chain in sales. The big difference between the chain and the small pizza joint was the leader, he says.

Every week he gathered his teenage employees in a huddle and excitedly asked them: "What can we do this week that we've never done before?" The kids loved the challenge. They started texting all their friends whenever a pizza special was on. They took the credit-card machine to the curb so passing motorists could buy pizza right off the street. They loaded up a truck with hot pizzas and sold them at high-school games. The money poured in and the store owner never had problems with employee turnover, says Covey, who is based in Salt Lake City, Utah.

Read the full list: <http://goo.gl/Mmvil>

(From www.entrepreneur.com)

CLEARLIGHT PARTNERS SELLS CONNECTOR FIRM

Newport Beach-based private equity firm ClearLight Partners said Friday (10-21) that it has sold 100 percent of Switchcraft Holdco, Inc., a manufacturer of high-performance electronic connectors, cable assemblies, and other products, to HEICO Corporation. Financial details of the deal were not announced. ClearLight has \$600M in assets under management.

(From socaltech.com)

APPLE MAY REINVENT TV

Remarks by late co-founder Steve Jobs in a new biography have set off a flurry of speculation that Apple will roll out a TV set that could

remake the industry.

Perhaps fittingly, a possible answer came posthumously from Jobs himself. The television set, the quintessential squawk box of the 20th century, is ripe for a reinvention, the Apple co-founder said before he died Oct. 5.

Apple and Jobs have a record of taking existing technologies and redesigning them with an emphasis on visual simplicity, allowing users to play songs, open applications and make calls with the click of a mouse or the swipe of a finger with little technical knowledge required.

But over the last decade, television systems have gone in the other direction, with remote controls sprouting dozens of buttons, many for obscure functions that consumers don't use. Meanwhile, cable TV's grid of hundreds of shows and channels has become overgrown and difficult to navigate.

Brian White of Ticonderoga Securities wrote to investors Tuesday that he had seen "concrete evidence that an Apple Smart TV was already flowing through factories over in China in early stage pilot and prototype production."

White believes that Apple will be able to charge twice or even three times the going rate for TVs because of what he called Apple's "unmatched aesthetics, expansive digital ecosystem and overall quality."

Full story: <http://goo.gl/h5o8k>

(From latimes.com)

4) INTERESTING STUFF

SENIOR DISCOUNTS

Gone are the days of your grandmother's "early bird special" at the local diner. As baby boomers reach retirement age, hundreds of retailers are featuring new and improved discounts exclusively for the 60 and older crowd. Here is a list of senior savings that will help you keep more cash in your pocket. Whoever said getting older was a bad thing, obviously didn't know about these fantastic senior discounts!

Printable PDF: <http://goo.gl/PwzTV>

(From bradsdeals.com. Thanks to Bill Norman)

STRESS

A young lady confidently walked around the room

while leading and explaining stress management to an audience; with a raised glass of water, and everyone knew she was going to ask the ultimate question, 'half empty or half full?' she fooled them all..."How heavy is this glass of water?", she inquired with a smile.

Answers called out ranged from 8 oz. to 20 oz.

She replied, "The absolute weight doesn't matter. It depends on how long I hold it. If I hold it for a minute, that's not a problem. If I hold it for an hour, I'll have an ache in my right arm. If I hold it for a day, you'll have to call an ambulance. In each case it's the same weight, but the longer I hold it, the heavier it becomes." She continued, "and that's the way it is with stress. If we carry our burdens all the time, sooner or later, as the burden becomes increasingly heavy, we won't be able to carry on."

"As with the glass of water, you have to put it down for a while and rest before holding it again. When we're refreshed, we can carry on with the burden - holding stress longer and better each time practiced. So, as early in the evening as you can, put all your burdens down. Don't carry them through the evening and into the night... pick them up tomorrow.

Whatever burdens you're carrying now, let them down for a moment. Relax, pick them up later after you've rested. Life is short. Enjoy it and the now 'supposed' stress that you've conquered!"

(Thanks to Sylvia)

THE BEST WAY TO DECANT WINE

Wine lovers have known for centuries that decanting wine before serving it often improves its flavor. Whatever the dominant process, the traditional decanter is a rather pathetic tool to accomplish it. A few years ago, I found I could get much better results by using an ordinary kitchen blender. I just pour the wine in, frappé away at the highest power setting for 30 to 60 seconds, and then allow the froth to subside (which happens quickly) before serving. I call it "hyperdecanting."

Although torturing an expensive wine in this way may cause sensitive oenophiles to avert their eyes, it almost invariably improves red wines – particularly younger ones, but even a 1982 Château Margaux. Don't just take my word for it, try it yourself.

From: <http://goo.gl/hcp6S>

(Thanks to Bill Sullivan)

QUOTES

All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence.

–Dr. Martin Luther King, Jr. (1929-1968)

To find joy in work is to discover the fountain of youth.

– Pearl S. Buck, writer, missionary, winner of the Nobel Prize for literature (1892-1973)

(Thanks to Michael Josephson)

5) CHARACTER

A GOOD COMPANY AND A SHARP AX

Ben was a new lumberjack who swung his ax with such power he could fell a tree in 20 strokes. In his first few days he produced twice as much lumber as anyone else. He was making quite a reputation for himself but by week's end, he was less productive.

One friend told him he had to swing harder. Another said he had to work longer. He tried both but neither worked. Finally, an old fellow asked Ben how often he sharpened his ax. Ben said he had no time to sharpen his ax because there was too much to do.

What this parable teaches us is that we will work harder and accomplish less if we don't make the time to sharpen our tools — our minds and bodies — with rest and recreation.

Some employees pride themselves on their fanatical work ethic, passing up vacations and working long hours without realizing how much their effectiveness is reduced. When we exceed the limits of our intellectual or physical stamina — and everyone has limits — the quantity and quality of our work suffers — and so does the quality of our lives.

Some companies pride themselves on their workaholic culture and prize employees who spend almost every waking hour on the job. They encourage executives to set such a demanding example that subordinates feel guilty, insecure, or inadequate unless they match the boss's limitless dedication.

This may seem to work, but it is not a sensible or humane long-term strategy for the employee or the company.

Fatigue affects judgment and mental acuity resulting in costly mistakes. It also makes employees short-tempered and impatient at work and home, wreaking havoc on office and personal relationships.

Finally, it drives away talented workers who insist on a healthy work-life balance.

A good company needs good people, and good people need a good place to work.

By Michael Josephson, October 18, 2011

EVENTS INFORMATION

www.erascal.org/Calendar.asp

SMALL BUSINESS LEGISLATIVE COUNCIL

When congress is in session, each Monday a new SBLC newsletter appears on the chapter website in the Members Only area of Member Benefits:

www.erascal.org/membership/index.asp

SOUTHERN CALIFORNIA LINES AVAILABLE

Are you looking for lines? Shedding some? The chapter website has a local Lines Available listing in the Members Only area of Member Benefits. Member firms shedding a line can list it by emailing info to the chapter office: mcgillis@erascal.org Please say whether you want contact info included.

Manufacturers looking for a rep can have a message sent via email to member firms and listed 90 days on the chapter website for a single \$50 fee.

WHO WE ARE

Associations have the power to transform society for the better. Southern California ERA produces dozens of educational, trade show and social events each year, publishes ERA Today Newsletter and a weekly email newsletter, provides hundreds of web-based tools and resources, and helps members connect via meetings, forums, seminars and other activities aimed at helping, educating and improving the professionalism of members. www.erascal.org

Do you have something to share?

Is there something that should be included here? An article? Information? Item for sale? An opinion? Let me know: mcgillis@erascal.org

CPMR? Earn CEUs

ERA Chapter educational events may be used for CEUs. Each hour of educational content counts for 1/10 CEU. Need more CEU information? <http://mrerf.org>

CHAPTER OFFICERS AND COMMITTEES

are listed here: www.erascal.org/aboutus.asp

LINKS TO MAJOR TRADE SHOWS

are on the chapter planning calendar:

www.erascal.org/Calendar_Planning_2009.xls

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Southern California Chapter**

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