

It's a Mel Daskal Presentation - With a Financial Menu at Lunch

Mel Daskal is full of it - financial advice, that is - and it's time for another presentation by the guru of rep accountants. The topic is "Selling Your Agency to Employees" but Mel will touch on a wide range of tax and financial issues and answer all questions.

This will be a luncheon meeting on Tuesday, November 16, and the site will be the Summit House in Fullerton. The meeting starts with a reception at 11 a.m., an hour of Mel

could spend time at home with their families in the evening.

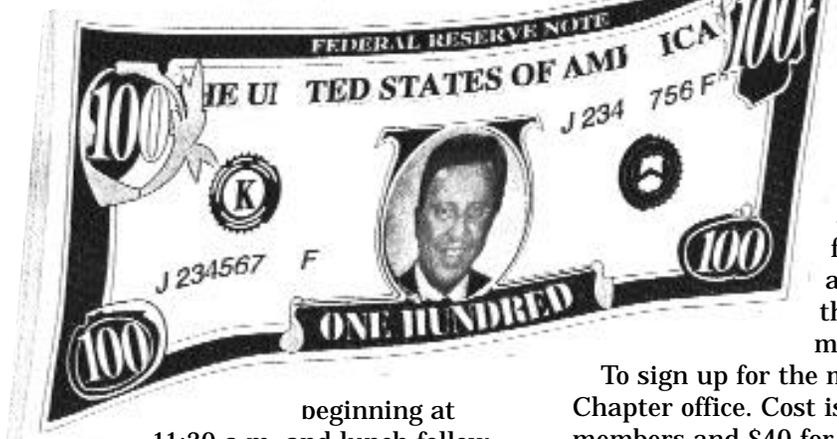
So Daskal will dispense a full load of financial information, with an emphasis on selling a firm to employees. He will delve into

- Buy-sell agreements
- Buying stock back from employees
- Non-compete agreements
- Phantom stock

- Corporate repurchase of stock
- Horror stories on how not to sell to employees

The talk will be accompanied with a handout of financial tips - available only to those attending the meeting.

To sign up for the meeting, notify the Chapter office. Cost is \$25 for ERA members and \$40 for associate members and distributors. Member companies will be invoiced in December for your attendance.



beginning at 11:30 a.m. and lunch following. The midday schedule is a response to many members who asked for a chapter meeting at noon so they

January 18: A Special Occasion

ERA will start the year 2000 with a special event that is very special indeed.

Bob Trinkle, an ERA Hall of Famer and former National President, will make his first appearance before a Chapter meeting with a talk on "Why Reps." The late-afternoon presentation will take place at the California Yacht Club in Marina del Rey.

Anyone who has heard a Trinkle presentation knows the value and lasting

quality of the experience. His selective talks at National ERA conferences have made indelible impressions and helped guide business growth and understanding of the rep function.

Members are urged to invite their principals, customers, distributors and their staffs. Prospective members will be encouraged to attend.

A date to remember: January 18, 2000.

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Wescon/99 - Technology, Exhibits and All Sorts of Other Attractions

Approximately 25,000 engineers, managers, sales and marketing professionals and purchasing executives filled the San Jose Convention Center October 19-21 for the 1999 Wescon convention and exhibition - and they got a big dose of products, ideas and even ice cream.

The exhibit hall was full with displays from manufacturers and marketers of high technology products worldwide and from economic missions promoting products from China, Taiwan, Germany, Austria, Korea, Tunisia and elsewhere, including North Dakota and Idaho. In addition, a special Technical Job Fair attracted participating companies Harris Microwave, Hewlett-Packard, Lockheed Martin, NEC Electronics and Pacific Bell.

Three - count 'em three- keynote sessions were needed:

- The growing use of mobile

phones in automobiles has increased concerns about traffic accidents and discussions involved hands-free operation including interface of the signal of a mobile phone with a car's external antenna for hands-free use.

- E-business and how it has affected the relationship between product development and customers concerned a round table which discussed business-to-business e-commerce and customer service.

- A seminar explored NAFTA's effect on tech companies with a seminar on manufacturing and supplying to electronics maquiladoras in Mexico.

There was golfer Fred Couples signing mouse pads at one booth (PartMiner) and exhibitors offering customers and prospects everything from travel alarm clocks to key rings. Wescon itself ran a lottery

ERA Owners' Forums: A Diverse Topic Menu

Southern California Owners' Forums have caught on big, with capacity audiences for nearly every one of the bimonthly sessions at the Summit House in Fullerton. The luncheon meetings bring together owners of rep firms to discuss a pre-selected topic in a two-hour-long forum.

The first forum of the season was held in October and was devoted to "managing your relationship with distribution."

The rest of the 1999-2000 schedule with meetings scheduled at the Summit House:

December 13 - Surviving adverse principal actions: buyouts, mergers, management changes and termination - Moderator Harrison Frank.

February 7 - The impact of the World Wide Web on the rep business - Moderator Bob Baxter

April 17 - Profiting from mission-

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ERA Today

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ERA Chapter Forms Alliance With Staples for Office Goods

The Southern California Chapter has entered into an arrangement with Staples, Inc. to offer member companies corporate discounts on office supplies and equipment with savings ranging from 25 percent up to in some cases 90 percent.

The new member benefit was arranged by former Membership Chair Andrea Gonzales and finalized by Membership Chair George Gibbons. The program covers the full range of products offered by the Staples stores. The program specifies telephone or fax ordering only - no need to push shopping carts or stand in line at checkout counters. All orders are paid for by individual credit cards.

Member companies are being mailed two catalogs:

1. The "Low Price Advantage" catalog with most used items and discounts

ranging from 25 to 90 percent off manufacturers' suggested retail prices listed in the catalog.

2. The "Stockplus Solutions" catalog for almost every product anyone could want. The general discount in this book is 35 percent off listed retail prices. The exceptions are items with a diamond symbol before the price where discounts received from manufacturers are passed along to buyers.

Members will deal with Staples customer service representatives who will:

- _ Take all orders by phone or fax
- _ Handle order discrepancies
- _ Handle returns
- _ Resolve any question regarding an order

The mailing to member companies will include the ERA master account number and specific phone and fax numbers.

A Legal Roadmap For Sales Reps

A "Sales Representative Law Guide" has been published by Commerce Clearing House as a comprehensive legal guide to the independent sales representative-manufacturer relationship, from contracting to termination and dispute resolution. The guide was brought to the attention of the Chapter by CPA Mel Daskal who described Commerce Clearing House as "arguably the best law and tax publisher in the country."

The guide includes the full texts of key statutes and authoritative explanations from noted distribution attorney John R.F. Baer. Written in a Q-and-A format, Baer's analysis of state laws provides a valuable frame of reference. Checklists, form contracts, practical advice on structuring relationships and a discussion of legal principles affecting those relationships are a few special features. The guide offers annual updates on new laws and amendments, together with critical court decisions.

The guide is priced at \$149 and updates are additional. For more information or to order, contact the Clearing House at 1-800-248-3248.

OCEE - Trade Shows Develop Customers

By Harrison Frank / Hfa

We have talked to hundreds of exhibitors at various trade shows about the value they received from being an exhibitor. They gave us various reasons as to why they considered trade shows valuable. There was one common thread that ran through all of the answers to our questions.

The unanimous, most valuable reason for exhibiting at trade shows is that they meet new customers with actual applications for their products that they would never had found any

other way. These new customers were simply outside their normal call pattern.

These new customers walked right up to exhibitors at trade shows and revealed themselves. Even more surprising, the exhibitors said they they only needed two to four of these new opportunities to make the whole show worthwhile.

This kind of opportunity awaits you and your principals at the March 22-23, 2000 Orange County Electronics Expo. Meet us halfway and buy a booth. Ask your principals and distributors to support you by buying a booth. Invest in a great opportunity to find new customers.

Wescon *continued from page 2*

with prizes ranging from a trip to Bora Bora to palm pilot hand computers.

Oh yes, the ice cream. Alaska Airlines showed up on Wednesday and said it wanted to thank the electronics industry for its support. It set up a station in the main lobby and gave away to all comers what have been

called variously "Good Humor ice cream bars" or "Eskimo Pies."

Some ERA members could be seen walking around with chocolate covered ice cream on a stick.

Wescon/2000 will return to Anaheim September 19-21.



New Model Contract Ready for Members

A new model contract covering rep-principal agreements has been developed for the Chapter and is available to member firms for the asking. The contract revises guidelines written six years ago to reflect new laws and procedures.

The contract is a companion document to the Employee Handbook introduced to the membership last spring.

Written by Attorneys Sharon Mazin and Leslie Marell, the model contract offers provisions in the main favorable to reps and covers sensitive areas including split commissions, "house accounts," payment schedules, settlement of disputes and termination clauses. The document reflects input from Chapter members at a legal briefing last spring.

"This is a powerful negotiating tool for the rep and presents him as an equal in contract negotiations," Mazin said. "With the guidelines, the rep has the ammunition to negotiate much more favorable agreements with his principals."

The Chapter office has the new model in hardcopy and electronic (Word7) formats. Members may obtain copies - at no cost, of course - by phoning (310) 287-1218, faxing (310) 287-1851 or emailing erascal@cogent.net.

ERA Today On-Line

ERA Today is available on-line at the ERA website - www.erascal.org - to members and electronics industry professionals. It is readable with Adobe Acrobat which can be downloaded free of charge by clicking the appropriate program on the website. Hardcopy of ERA Today may be obtained in black-and-white format only on request to the ERA office.

ERA Has California Insurance Carriers

The ERA Insurance Trust has announced a number of insurance carriers qualified to offer Association plans in medical, dental and life, accident and disability coverages to California members. According to the Trust's Pat Brown, carriers include:

Medical

- Health Net
- Blue Cross
- Aetna
- Prudential
- Sharp Health Plan

Dental

- Delta Dental
- Golden West Dental
- Safeguard Dental

Life, Accident and Long-Term Disability

Reliance Standard Insurance Co.

The plans are administered in California by Hawthorne & Associates of Orange County and San Diego.

Additional information is available from Brown at the ERA Insurance Trust, PO Box 566, Wilmette, IL 60091, phone 1-800-854-4636 or fax 1-847-256-1398.

Max Sacks Selling System Clinics Offers Sales Training Program

Max Sacks International offers monthly Track Selling System Workshops in the Los Angeles area with three days of dedicated sales training designed to improve sales production. The next workshops are November 17-19 and December 8-10 and full information is available from Max Sacks at 1-800-488-4629.

The workshops have a long relationship with ERA.

A workshop announcement notes, "selling is hard work. Fortunately, however, the seven steps of the Track Selling System makes selling an easy to understand, easy to learn science. Even better, the workshop makes selling more fun and will make you and your salespeople more money..."

Sentry Pays Dividend To ERA Safety Group

Sentry Insurance has paid a 2.8 percent safety dividend to ERA business insurance plan participants for posting lower-than-anticipated claims costs. The dividend represents premiums not needed to pay losses for workers' compensation and property/casualty coverages for ERA business insurance plan members whose policies expire in 1999.

Sentry has returned dividends to ERA firms for five of the past six years with annual percentages ranging from 2.6 to 25.4.

Information on the Sentry ERA business insurance plan is available by phoning 1-800-624-8369, extension 7253.

ERA Owners' Forums

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ary lines - Moderator Rich Grenn

June 12 - The secrets of becoming a stocking rep - Moderator Rich Grenn

August 14 - Company growth and expansion - Moderator Harrison Frank

Meeting notices are sent to each member firm about three weeks prior to each forum and signups are on a first-call, fax or e-mail basis.

Calendar

November

- 15-19 Comdex, Las Vegas
 16 ERA Chapter meeting,
 Summit House, Fullerton
 19 SSAV Meeting, Le Petit Bistro

December

- 1-3 Semicon Japan, Nippon
 Convention Center,
 Makuhari, Japan
 7-9 Online Information '99,
 London, United Kingdom
 10 Communications Division
 meeting, Sheraton Industry
 Hills Hotel
 13 Owners' Forum, Summit
 House, Fullerton

January

- 6-9 International Winter
 Consumer Electronics Show
 (CES), Las Vegas Convention
 Center
 18 ERA Chapter Meeting

February

- 3-4 National Association of Music
 Merchants (NAMM)
 International Music Market,
 Los Angeles Convention
 Center
 7 Owners' Forum, Summit
 House, Fullerton
 27-March 2
 Nepcon West, Anaheim
 Convention Center
 28-March 1
 Wireless - CTIA , New Orleans

March

- 17 ERA Chapter Meeting
 22-23 Orange County Electronics
 Expo (OCEE), Orange County
 Fairgrounds

Lines Available

Alta Southwest Corp.

1605 Pacific Rim Ct., Ste D
 San Diego, CA 92173
 Phn: (760) 661-1251
 Fax: (760) 661-1252
 Email: altasw@worldnet.att.net
 Webpage:
 www.mexonline.com/altasw.htm
 Contact: Oscar Valencia

American Circuit Technology , Inc.

5330 E. Hunter Ave.
 Anaheim, CA 92807-2053
 Phn: (714) 777-2480
 Fax: (714) 777-2483
 Single, double, multi-layer circuit
 boards, 24-49 hour turnaround
 available; testing also available.
 Contact: Labooi Zalavadia

ARAM Precision Tool & Die, Inc.

9758 Corycroft Ave.
 Chatsworth, CA 91311
 Phn: (818) 998-1089
 Fax: (818) 998-1079
 Email: araminc@ix.netcom.com

Donna Call Heads ECI Operations

Donna Call, a 20-year veteran
 of Electronic Conventions, Inc.,
 has been named Executive Vice
 President, Chief Operating
 Officer and General Manager of
 the management company for
 Wescon.

Chairman Hadi Monsef of the
 ECI Board of Directors
 announced the appointment,
 effective November 1, and
 reported ECI President Harry
 Croner will take on a special
 assignment until he retires at
 the end of the year.

Monsef said Call has been "a
 devoted, sincere and valuable
 member of our team. Donna's
 leadership capability has con-
 tributed substantially to the suc-
 cess of Wescon over the years."

Webpage: www.aram.org

Manufacturer of a wide variety of
 specialized tools, gages, jigs, dies,
 fasteners and precision parts;
 machining from prototypes, small
 run jobs and high volume CNC pro-
 duction.

Contact: Avi Amichai

Delton Inc.

1 Altamont Way
 Camarillo, CA 93010
 Phn: (805) 482-0513
 Fax: (805) 482-0673
 Email: deltronwest@att.net
 Webpage: http://www.deltroninc.com
 AC-DC and DC-DC single and mul-
 tiple output linear and switching
 power supplies from 15W to 3000W.
 400W to 3000W PFC modular con-
 figurable switching products. 100W
 to 2500W PFC single output product
 family.

Contact: Terry Stewart

Global Control Systems, Inc.

1 World Trade Center, Ste 2203
 New York, NY 10048-2299
 Phn: (212) 432-0162
 Fax: (212) 432-1141
 Email: sales@ccsma.com
 Manufacturer of valve regulated
 lead acid batteries.
 Contact: Luis Reichman

Technical Devices of North America, Inc.

Salt Lake City, UT
 Phn: (801) 288-1500
 Email: dick_dudley@tdna.com
 Webpage: www.tdna.com
 Power supplies, custom cables
 (including USB-IEEE1394, etc.) And
 offshore contract manufacturing.
 Contact: Richard J. Dudley

Rep for Hire

San Fernando Valley-Coastal Area -
 Chet Gates, 15 years experience in
 distribution and rep firms in Southern
 California. Full resume on file with
 ERA office. Chet Gates' phone: (818)
 597-0205.