

OCEE 2000 - Equals a Member Benefit

By Harrison Frank
HFA

What do ERA reps need most? Money, customers, good feelings about life?

Well, yes to all of the above, but how do they make that all happen? Of course, exhibiting at the OCEE is a good start, and we know that many of you are doing just that. We also know that while you're at the OCEE you have to keep communicating with customers and principals by fax, email, phone, and in person.

Being at the OCEE takes care of the in person part because the customers come to you, and your trusty cell phone takes care of that. Now ERA/Southern California steps in and takes care of the rest.

We have upgraded the Chapter presence at the OCEE from a booth to

an ERA Business Center. There will be a fax/copier for you use along with a Cyber Cafe where you will be able to use computers to send or receive email, get on the Web, or connect your own lap top.

Of course, there will be tables and chairs for you use if you need to bring a customer in for a private meeting away from the activity of you booth, or maybe you just need a place to sit and rest your legs and feet.

All of this is available to you at no extra cost, just another benefit of ERA membership. Our mission is to make it easier for you to sell parts. Be sure and stop by Booth 642 to take care of business and to say hello.

Oh yes, if you're still on the fence about exhibiting at OCEE, there are still a very few booths available - and a chance to be a part of this growing Southern California experience.



ERA Today On-Line - and on E-Mail

There are two ways to receive your copy of ERAToday.

1. It is 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.

2. It is on e-mail as an attachment to a message sent to all member firms reporting publication of a new issue. Again, it is readable with Adobe Acrobat. Members are encouraged to forward the ERA Today file to principals, distributors, customers and prospects to spread the word about ERA activities.

Oh yes, there is a third means of obtaining ERA Today. A hardcopy in black-and-white format can be had on request to the ERA office.

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Looked at the ERA Web Lately? Things Are in a Changing Mode



By Bill & Pat Perry
PerTel Communications

(Editor's Note: Bill and Pat Perry operate PerTel Communications, a Mission Viejo-based computer consulting firm. They work with the Southern California Chapter in developing and expanding the ERA webpage.)

I am sure you have heard the phrase "If you are not on the web, you don't exist." The Internet web presence of ERA is very important in order to keep our presence known throughout the industry. If you have visited our website recently at <http://www.erascal.org> you will have noticed several changes have been made. We will sum them up here for you.

The new look of the ERASCAL home page was actually started last June with the center logo including our Southern California palm trees and being surrounded with many general links to areas of interest. The links actively highlight providing good feedback to users of the page. They know when it lights up that they are about to select THIS one! All of the most recent browsers support these active selection links.

About Us is a summary of information that existing members and potential new members might want. It con-

tains the details of membership in the Southern California ERA. Member Benefits, a comprehensive overview of the various aspects of the local ERA activities, includes the chapter meetings and topics, ERA's commitment for marketing, show activities, ERA national items and the costs of membership.

An exciting new page for our site is What's New. Still in development, this will be the place to go for quick, short-term announcements posted by ERA staff. We hope that this will become a dynamic page with useful information for all ERA members.

If you go to the Roster link you will find a complete list of current members. This list is divided into two pages to make downloading onto your computer quicker and easier. Members who have their own web site have hyper links on these pages so that, with a click, the web surfer can immediately be at the rep firm's web page.

A brand new section we have recently added is the Directory. With this new page the printed version of the ERA Directory is now available directly on line. There are four sections available for browsing:

- the Directory portion with each member rep's information
- the Manufacturer's Index with a list of all manufacturers submit-

ted to the ERA by reps as of September, 1999, as associated with their rep firm

- the Personnel Index which lists all the personnel in the member's firms
- the Product Cross Reference, which lists major product types, associated manufacturer and associated rep firm.

Programming this directory area proves to be quite a challenge. The challenge is that what looks great in the printed version is not necessarily easy to read on the web. These sections will be under revision next. Our goal is to make these four sections extremely useful to both engineering designers and to manufacturers looking for new reps.

We have three sections under Additional Resources: Friendly links, Members Only, and Bulletin Board. Two of these have been activated - Friendly Links and Members Only.

Friendly Links is a list of Internet links that we feel will be useful to members, engineers and others browsing the site. Included is a small logo of each link to make this area more interesting and informative.

Members Only is a password-protected area and currently contains documents that the ERA has created to help the member reps so that they can be more effective in their business. Some of these are a Sample Contract, a Sample Employee

Handbook and the most recent version of the ERA chapter bylaws. All of these are in Word format to be as useable as possible. Click on them to download them onto your computer. ERA members are supplied the user name and password to access this area of the website - and please treat the password as confidential but use the material in your professional dealings. As additional resources are requested, they will be added to the Members Only area.



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A TRINKLE VISIT



Bob Trinkle, former ERA National President, was the attraction for the January 18 Chapter meeting, and quite an attraction he was. His talk, "Why Reps vs Direct: a discussion of sales force philosophy," drew rapt attention from his audience at the California Yacht Club in the Marina del Rey. At left, Bob was congratulated after his talk by Chapter President Jay Ownby and at right, he enjoys an informal moment with ERA National Executive Vice President Ray Hall who showed up for the occasion.

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The third section, Bulletin Board, still in the planning stage, will be where members can go to exchange ideas and information on an interactive basis.

Calendar is now updated on a regular basis with the most recent show and other event information. One great feature we have added is registration buttons for the Electro-tech tabletop Shows. Both attendees and exhibitors can now easily register for these events on-line.

A member can register and at the same time specify the tables needed and other important details by filling in the registration form and hitting the submit button. The form is then immediately e-mailed to the ERA office. All of the details are summarized in the e-mail and we will know exactly what you will need for the show.

We have recently begun publishing the ERA Today on-line in the PDF format. This is a very popular format that stores the complete graphical and textual information from the newsletter in a file. It can be read with a special piece of software called a "reader." Adobe Acrobat makes the reader and it is

available on-line for free. We have included a link on this page to a location on the Internet where you can get this reader for your own use. Currently, we have the last three newsletters on-line and will be adding the new ones as they are published.

Your ERA web site has been under frequent revision since last August and we are striving to make it a useful tool for you in managing your business and representing products. If you look for the 'Last Update' date at the bottom of each page you will know just how recent the information on that page is.

We invite your feedback. Tell us what you think and how we can make it better for you and your business.

Ever wonder about the difference between the 'web' and the 'Internet'? In the next issue of ERA Today, we will provide a glossary of web terms.

(The Chapter appreciates members' comments and suggestions about the webpage. Please send ideas to the office [phone] 310-466-8370, [fax] 310-446-8390 or [e-mail] myers@erascal.org

Lines

Sierra Wireless Systems

3152 Sierrana Dr.
Shingle Springs, CA 95682
Phn: (530) 676-2090
Fax: (530) 676-2091
Email: johnno@swwsystems.net
Webpage: www.swwsystems.net

Amplifiers, up/down converters and frequency multiplies from .5 to 75 GHz, RF/microwave and millimeter wave.

Contact: John O'Neill

Veltek International Inc.

915 Hartford Turnpike
Shrewsbury, MA 01545
Phn: (508) 845-9888
Fax: (508) 845-9895
Email: veltekii@aol.com
CCTV cameras, VCRs, other CCTV equipment
Contact: Ben Renshaw

It's Spring, It's Time for Electro-tech Shows

It's up to four for the number of ERA and NEDA Electro-tech shows scheduled for late April in Santa Barbara, Thousand Oaks, San Fernando Valley and South Bay regions - the annual "spring fling" that attracts engineers, managers and purchasing executives to a display of products and services available from reps, distributors and, for the first time, manufacturer members.

Yes, there will be four, count 'em four, shows this year.

1. Thousand Oaks - Los Robles Golf Club, Tuesday, April 18 - 11 a.m. until 2 p.m.

2. Goleta - Santa Barbara Elks Club, Wednesday, April 19 - 11 a.m. until 6 p.m. (note the extended hours).

3. Los Angeles International Airport - Proud Bird Restaurant, Wednesday, April 26 - 11 a.m. until 2 p.m.

4. San Fernando Valley - Knollwood Country Club, Thursday, April 27 - 11 a.m. until 2 p.m.

Signups are under way now. If you want to be a part of these informal, midday and afternoon events that attract local professionals who can spare only an hour or so away from their desks, contact the ERA office. Signup forms were sent via e-mail and are on the ERA website (<http://www.erascal.org>) - click on calendar.

The web will be the major concentration for promotion, although brochures will be sent to more than 4,500 potential attendees in the show areas. Exhibitors will receive show flyers by e-mail and by mail and will be asked to forward show invitations to customers and prospects on their company mailing lists. Brochures will be mailed and announcements will be placed with companies. A newspaper advertisement will be published in an expansion of a promotional effort.

As usual, a light lunch and beverages will be served during the shows.

Meet New Members

Four new members have joined the Southern California Chapter in the first two months of the year. Let's meet them.

Bailey & Associates - 2030 Main St., Irvine; Components/Materials Division. Tammy Bailey and Kitty Woodworth.

Coleman Connection, Inc - 230 S. Catalina Ave., Redondo Beach; Components/Materials Division. James and Mary Coleman.

Harding Sales Associates - 22381 Espuella Dr., Santa Clarita; Components/Materials Division. Lloyd A. Harding.

Instrument Engineers - 12335-7A World Trade Dr., San Diego; Components/Materials Division. Jimm Hoffmann and Richard Hoffmann.

Special Seminar: New ERA Contract

The new ERA rep-principal contract will be dissected at a Special Seminar Wednesday, March 29 at the Summit House in Fullerton with the attorneys Leslie Marell and Sharon Mazin reviewing the provisions of the model agreement they developed.

The forum will look at the provisions of the contract and their application to specific aspects of rep-principal relations — from split commissions to territory assignments to offshore questions to issues in dispute.

Specific questions regarding negotiations and arbitration will be reviewed.

Marell and Mazin will be available during the seminar for general legal questions and circumstances.

The Special Seminar will begin at 11:30 a.m. and conclude promptly at 1:30 p.m. To attend, notify the Chapter office at (310) 446-8370 (phone), (310) 446-8390 (fax) or myers@erascal.com

Need an LCD Computer-Operated Projector?

The Chapter has purchased a high-quality LCD computer-operated projector for meetings and other activities and it is available for rent to member companies at a bargain rate of \$100 per day of use. That's about one-sixth of the price to rent an LCD from an audio-visual company or a hotel. And a bargain for firms using this technology for presentations to principals and prospective principals.

The projector is a high quality Panasonic model PT-L557U with:

- High brightness and resolution (480,000 pixels x 3 panels format, 1,500-lumen offers clear images even when ambient light level is high)
- 20-inch to 300-inch projection from 2 to 44 feet.
- Input accepted from VGA, SVGA, XGA and MAC compatible computers.
- Remote control
- Six video signals accepted - PAL, SECAM, NTSC, PAL-M, PAL-NM, NTSCA4 43, and S-video.
- Wireless mouse.
- Laser pointer on remote control.

And more ...

Members may use the projector on a first-come basis with a three-day window per one-day use — one day for delivery and one day for return. The unit will be shipped via UPS or other courier with the Chapter paying the outbound charges and the member firm paying return transit charges. Penalties will apply if the machine is not returned promptly.

Questions and reservations? Contact the ERA office at (310) 446-8370, fax at (310) 446-8390 or e-mail at myers@erascal.org

Calendar

March

Each Friday

Orange County Reps Friday
Breakfasts, Mimi's Cafe, 17th Street
and 55 Freeway, Tustin,
7 a.m.

March 10

San Fernando Valley Reps Friday
Breakfast, Lamplighter Restaurant,
Nordhoff and DeSoto, Chatsworth,
7:30 a.m.

March 20-23

National Industrial Automation
Show and Conference,
McCormick Place, Chicago

March 20-23

Orange County Electronics Expo
(OCEE), Orange County
Fairgrounds, Costa Mesa

March 29

Special Seminar - The New ERA
Contract - Attorneys Leslie Marell
and Sharon Mazin, Summit House,
Fullerton, 11:30 a.m.

April

Each Friday

Orange County Reps Friday
Breakfasts, Mimi's Cafe, 17th Street
and 55 Freeway, Tustin,
7 a.m.

April 13

ERA Annual National Conference,
Baltimore, MD

April 14

San Fernando Valley Reps Friday
Breakfast, Lamplighter Restaurant,
Nordhoff and DeSoto, Chatsworth,
7:30 a.m.

April 18

Electro-tech tabletop show, Los
Robles Golf Club, Thousand Oaks

April 19

Electro-tech tabletop show, Santa
Barbara Elks Club, Goleta

Chapter Membership Approves New Bylaws

The Southern California Chapter has a new set of bylaws - well, not completely new but revised to provide consistency in form and language, to reflect Chapter and ERA National recommendations and to authorize a new category of distributor member. The Bylaws were approved by a near-unanimous vote of member firms taking part in a February election.

Most of the Bylaws revisions fall into the housekeeping category - eliminating some duplications, establishing common references for Chapter activities. But several basic changes were approved:

1. Authorization of additional classes of membership (beyond Regular Member) as may be designated and approved, initially the creation of a distributor category.
2. Removing trade division chairs and the senior Wescon director from the Board of Directors (reorganization of the Wescon operation has eliminated the Wescon Board of Directors) and adding the Orange County Electronics Expo Show Director "and such other members as may be prescribed by the Board."
3. Establishing formal job descriptions of Chapter officers and the Executive Director.
4. Creating a Chapter Executive Committee composed of the Board Chair, President, Vice President, Treasurer and National Delegate.
5. Formally defining the Orange County Electronics Expo, sponsored by the Chapter.

The new Bylaws became effective in mid-February.

April 26

Electro-tech tabletop show, Proud
Bird Restaurant, LAX

April 27

Electro-tech tabletop show,
Knollwood Country Club, San
Fernando Valley

May

Each Friday

Orange County Reps Friday
Breakfasts, Mimi's Cafe, 17th Street
and 55 Freeway, Tustin,
7 a.m.

May 3-4

Del Mar Show, Del Mar
Fairgrounds, Del Mar

May 9-11

Electro Show, Boston

May 12

San Fernando Valley Reps Friday
Breakfast, Lamplighter Restaurant,
Nordhoff and DeSoto, Chatsworth,
7:30 a.m.

May 16-18

Electronic Distribution Show and
Conference (EDS), Hilton Hotel, Las
Vegas

May 21-24

Electronic Components and
Technology Conference, Caesar's
Palace, Las Vegas

May 23

ERA/NEDA Joint meeting,
Queen Mary - (date tentative)

ERA Today

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