

## ERA WITHDRAWS FROM ECI WESCON Educational Trust Created

*By Bill Sullivan, Trustee, former ECI Director*

**I**n 1973, several ERA reps from Northern and Southern California had conversations with the L.A. and San Francisco Bay Councils of the IEEE concerning ERA becoming involved in WESCON. WEMA, IEEE's previous partner, had decided to quit the arrangement they had with IEEE. At that time, WESCON, founded in 1946, had a moderate following on the West Coast. The engineers believed that the show could become stronger and better by the inclusion of ERA in the show ownership.

In April of 1974, ERA bought 30% of the parent company of Wescon, Electronics Conventions Inc. (ECI). In 1974, ERA did not have the resources to come up with the \$47,496.00 necessary to buy into ECI. The call went out to the membership of the Northern and Southern California Chapters for loans to buy the shares of ECI. The rep community stepped forward and supplied the loans to the two chapters that allowed them to buy into ECI. It was because of So Cal ERA members like Harrison Frank, Ed Landa, Rick Weis, Jack Berman, Jack Carter, Art Eggert, etc. that ERA was able to buy into ECI. (Our apologies to the other chapter members that were involved with the loans in 1974 that are not listed here.

Unfortunately, there are no accurate records available from that time).

Wescon grew and prospered through the years. With annual distributions to the chapters and councils we were all able to run significant programs for our members. It was also enlightening and fun to be involved with Wescon, either on committees or on the boards. Many people, through the years, have put a lot of effort into making Wescon the significant event it became. It was a great experience working with ECI staff, committee members and board members through the years.

In 1999, it became obvious to the ECI Board that because of the decline in exhibitors and attendees it would be advantageous to team up with a major European show. Discussions were held with Electronica concerning the possibility of jointly producing a show with them in the U.S., and in other international locales. After several months of discussion it became obvious that the joint venture would not happen. During talks with Electronica, a new idea came up. Why not join forces with a media company and produce Wescon and other events together? It would give ECI the strength of a partner with publications. This possibility was pursued for the next 18 months by the ECI Board to no avail.

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## ERA withdraws from ECI; creates trust fund

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During this period, the enthusiasm that our principals had for Wescon was waning. Tight advertising budgets, interest in vertical shows, or concern with strengthening the bottom line by principals led the Northern and Southern California ERA chapters to consider leaving active participation in ECI. Last June ERA gave ECI notice of the intent to disengage from ECI, effective at the end of December 2000.

Although we are no longer involved in the management of ECI, we will all continue to be involved with our principals in

Wescon. As one member says, "If it sells parts, we'll be there".

On January 30th of this year we received a check from ECI for



*Jay Ownby, Board Chairman; Bill Sullivan, Trustee; Bill Quinton, President with the bank receipt from the freshly deposited SoCal ERA Educational Trust funds.*

\$1,086,660.00 as ERA's share of the company. The chapter set up an educational trust and the funds were invested in the

"Southern California Chapter of the Electronics Representative Association Educational Trust". This trust was funded and set

up to insure that ERA reps in the future will be able to enjoy the same types of programs we enjoyed in the past. The trust has been structured to insure that the principal is secured and the chapter can run significant programs in perpetuity.

Next time you run into one of the old timers, who funded our original participation in Wescon, give them a thank you. Without them there would be no educational trust today.

## FROM THE PRESIDENT

*By Bill Quinton, Lorill Electronic Sales Chapter President*

**M**arch already...I can't believe two wet and soggy months have passed since 2001 began. We are just a month away from the ERA 2001 National Conference in Monterey—a hotbed of opportunities for us as representatives: networking, brainstorming sessions, a little spring vacation, another excuse to skip work and play golf. But seriously, the conference does provide us with a glimpse of where ERA National is going in the next 5-10 years. We must use this opportunity to know how National is evolving and where we as a chapter fit in. In these fast changing times, this road map is essential if our organization is to survive and flourish. If we do not keep up with our marketplace and forces effecting it, we will be of no use to our members.

In 2001, ERA Southern California will re-evaluate itself and its role. As an organization, ERA has been of great value to the independent rep firm over the years. But times are changing and so must ERA. How we do business, with whom we do business, and what it takes to

succeed....they are not the same as they once were. In every uncertainty though, there is new opportunity for success.

ERA is an organization whose mission is based on helping you, the manufacturer's rep, succeed. This year we will be taking a hard look at what this organization offers you. We will be trying to understand what the rep role will be in the next 5 or 10 or even 15 years. We will be searching for new and different ways to support you and your rep firm in the future. This cannot be done in a vacuum. The Board of Directors and our new Chapter Executive Directors have been in this business a long time. But sometimes that is not enough. It may actually hurt our ability to judge where things are going. We need your input and the input of all of your employees. This year, I challenge you to bring us your "Wouldn't it be nice if...." comments. It doesn't have to be formal or fancy. Come up to us at a meeting, send us an email, give us a call. Let us know what you need as reps. Let us know where you think we should be going and how you think we should get there. Please help us make the ERA of tomorrow be as useful as the ERA of yesterday and today. We can only succeed with your help!

I hope that 2001 has been good to you so far. Have a great Spring!

## OCEE Moves to September

By **Harrison Frank**  
HFA

What a wonderful opportunity to show your stuff to Orange County electronics OEM customers at the best time of the year in Southern California's hottest market. We moved OCEE to September 12 & 13, 2001 at the Orange County Fair & Exposition Center. Summer is easy, but business starts cooking in the fall. Your customers



return from vacation, refreshed and eager to get going. OCEE is an ideal place to meet them and let them know how your products will solve their problems.

Our last three shows were in March, after a bunch of other January, February, and March electronic related shows. Worst of all, in the middle of the rainy season. In spite of all this, OCEE provided great exposure, and significant leads for our exhibitors. Now we have OCEE positioned at the start of the fall business season with no conflicts. Best yet, it won't rain in September, the days are long, and the weather is very pleasant. All of this will help OCEE become an even more productive and heavily attended show.

Get more information about exhibiting in OCEE, and reserve your booth space now by calling (949) 551-2890 or emailing us at [info@ocee.net](mailto:info@ocee.net). Look us up on the Web at <http://www.ocee.net>

## NATIONAL DELEGATE MESSAGE

By **Bob Baxter**  
ELSCO Electronics, Inc.

I am sure we all go through periods where we wonder about the value of the ERA National. It is part of my job to assure you that the National organization is a necessary part of, not only our own Chapter's life, but also of the function of the Independent Sales Rep. in general. There are lobbying efforts and alliances with similar industry groups. Working within a volunteer organization presents its share of challenges and ERA National helps prepare us with the Chapter Officer's Leadership Training (COLT) program. Our Chapter makes sure all of our Chapter officers have received this training. The National organization also supports the local Chapters by providing a stable of speakers and facilitators for our Chapter meetings.

These are challenging times for all trade organizations. Membership has fallen in all groups, but ERA membership has fallen much less than some other groups. The programs our organization provides are light years ahead of nearly everyone else. One reason is that our membership participates in and supports its activities. We actively seek the benefits of the

educational programs and "give back" to the extent we can. We know our fellow Reps and can seek council among them when needed.

Probably the most important and informative event ERA provides is the Management and Marketing Conference. The conference this year (the 39th) will be held in Monterey, California April 21st through the 25th. The presentations and breakout sessions are always pertinent to our activities, the information is timely and important. I encourage you to attend. The cost is minimal for the benefit received and the location on the West Coast makes it very attractive. This Chapter needs to support National programs and this is a great opportunity to do just that. The Southern California Chapter is the most active Chapter in the country and I would love to see attendance at this conference dominated by our membership.

Everyone should have received information from ERA National to register for the conference. If, for some reason you have not, contact the local office at 949-551-5200 or go directly to National at 312-527-3050. You can register on line at [www.era.org](http://www.era.org). See you in Monterey!

### CHAPTER ROSTER UPDATE check your data!

The chapter website roster contains basic information about every member firm. Name, address, phone, fax and a hyperlink to your own company website. Is your information up to date? Is your hyperlink active and pointing to the right place? Please check and contact the office if not.

## Mel Daskal - Financial Advisor



*Mel Daskal, long-time SoCal Chapter financial advisor accepts a Thank-You plaque from Chapter President, Bill Quinton at our November 2000 Chapter Meeting. An expert on rep finances, Daskal again provided colorful, timely and meaningful financial advice to a full house along with substantial support materials.*

### CHAPTER COMMUNICATION weekly email keeps members informed

Chapter members receive useful information via weekly email containing info about local breakfast meetings, lines available, people available, computer maintenance hints and more. Much of it is supplied by members who find something of interest to ERA reps and pass it along. To participate, send email to [info@erascal.org](mailto:info@erascal.org). Unfortunately, those few without email cannot participate in this instantaneous exchange of information. Some firms are not receiving this valuable communication because we do not know their email address.

### COMMUNICATION WITH YOUR BOARD

#### see them at meetings with gold badges

The Chapter Board is interested in what you think. If you have an opinion about anything regarding ERA Chapter management, meetings, shows, dues, newsletter, services, programs, Owner's Forums, or anything about our Chapter, talk to any director at a Chapter Event or call the office at 949-551-5200, or send an email to [info@erascal.org](mailto:info@erascal.org). It will be considered by the Board. This is an organization of sales reps. We should have the best customer relations anywhere!

## ERA REGIONAL BREAKFASTS

Problem solving  
in three locations

ORANGE COUNTY, Every Friday:  
Mimi's, Tustin, 7:00 AM

SOUTHBAY, First Fridays:  
Luigi's, Manhattan Beach, 7:00 AM

SAN FERNANDO VALLEY, Second Fridays:  
Lamplighter, Chatsworth, 7:30 AM

ERA Breakfast meetings are unstructured, social gatherings of reps where casual discussions cover whatever topic comes up. There is no agenda. Reps are good at problem solving and these get-togethers provide a sounding board for new ideas, as well as a source for solutions to common problems.

### ERA Chapter Billing Made Simple

Dear Member,

It has been brought to my attention that the billing of dues and other miscellaneous items is confusing. I hope the following explanation will help.

ERA Southern California bills its members using its Fiscal Year, which starts on September 1. We bill in advance for dues and afterward for events like meetings, shows, etc.

Members may pay their dues using the quarter system or pay in full. Any function that your company attended in the first quarter of the 2000/2001 billing, in September, October or November, 2000 will show up on your second quarter bill, December, 2000, January, February, 2001.

So, if you paid your dues on September 1 and participated in an event in September, October or November you will be billed in December for the event. Any function you attend in December, January or February will be billed in March, 2001.

If you have any questions about your invoice, please do not hesitate to give me a call. I like to talk to you anyway. (949) 551-5200

Sincerely,  
Frances McGillis

### MARCH 7 OWNER'S FORUM OVERSOLD

### BRUCE MAY EMPLOYMENT DOCUMENTS AVAILABLE

#### Bruce May caused huge draw

Twenty-seven rep firm owners recently tried to fit in twenty chairs at the lovely Chanteclair Restaurant. Fortunately, the Chanteclair staff was up to the challenge, finding food and chairs for our crowd. This was an unusual Owner's Forum event with a "special guest," labor expert and attorney, Bruce May who advised how employers can protect their firms from labor problems. May has been a friend of the chapter for ten years.



*Bruce May at our January "Hiring" Meeting. Bruce also helped make us smarter about legal aspects of personnel issues at our March 7 Owner's Forum*

From our January 24 Chapter Event with Bruce May, the Labor Attorney, and Bob Zierk, the Avnet VP-Human Resources, the Chapter Office has available the following files, courtesy of Bruce May. All are Word files you can edit to meet specific needs. Bruce suggests he review them after you edit. Call the office to have them e-mailed as attachments or snail-mailed on a diskette.

- Application For Employment
- Arbitration Agreement
- Confidentiality Agreement-Short Form
- Employment Interview Do's & Don'ts
- Master Letter - Credit Reporting - FCRA (561674 & 94290)
- Notice To Applicant - Consumer Report-FCRA (562926 & 561674)
- Offer Letter - Sample - Straight At-will
- Offer Letter (Extended At-will Clause)
- Offer Letter (Commissions)
- Pre-employment Inquiries
- Rights Under Fair Credit Reporting Act (FCRA) (962926 & 92490)

**“ROSETTANET is a freight train moving at express speed.  
If you're not on board, You will be run over!”**

*Robin Gray, Executive VP, NEDA.*

Do you want to know a lot about rosettanet? Go to [www.rosettanet.org](http://www.rosettanet.org)

Perfect real-time information. Efficient e-business processes. Dynamic trading-partner relationships. New business opportunities. This is what RosettaNet is about.

A self-funded, non-profit organization, RosettaNet is a consortium of major information technology (IT), electronic components (EC) and semiconductor manufacturing (SM) companies working to create and implement industry-wide e-business process standards.

RosettaNet is named after the Rosetta Stone, which, carved

with the same message in three languages, led to the understanding of hieroglyphics. RosettaNet, like the Stone, is breaking language barriers and making history.

By establishing a common language — or standard processes for the electronic sharing of business information — RosettaNet opens the lines of communication and a world of opportunities for everyone involved in the supplying and buying of today's technologies. Businesses that offer the services and tools to help implement RosettaNet processes gain exposure and business relationships. RosettaNet-adopting companies reduce costs, raise pro-

ductivity and engage in dynamic, flexible trading-partner relationships. End users enjoy speed and uniformity in purchasing practices.

#### OWNER'S FORUMS CONTINUE

Our chapter invented the Owner's Forum and they continue to sell out. They are simply rep owners around a lunch table discussing an interesting subject for two hours. A moderator helps to keep it moving. Members know a lot and everyone wants to attend these popular forums. There is no presenter or teacher. No one knows the rep business better than reps.

# Databases - What are they? And how can they help your business?

By Bill Perry, Pertel Communications  
Chapter Webmaster

**W**e keep hearing more about databases every day in business news and Internet trade publications. In this article we will give a brief overview of databases - what they are and how they can help you in your business.

A database is really just a collection of information that can be used to create reports. The data is organized to make reporting easier. There are many applications that help us create and maintain databases. Historically, DB2 was one of the early and widely available databases distributed to run on IBM PCs. It is still distributed by IBM today. QnA is also a database that is still used by many. QnA users continue to get great performance from this database design. Today, Microsoft Access is extremely popular and widely distributed. It is simple to use, has a great user interface and is compatible with other Microsoft office products. It typically is delivered with every copy of Microsoft Office. At PerTel we also use specialized tools to work with databases such as Visual Basic for application development and ASP for web development.

Most of us have used spreadsheets such as Excel. A spreadsheet is certainly a form of a database, but, it is not relational. A relational database uses tables that are related to each other and contains specific data, reducing the need for duplicate information and also reducing gaps in the data that is stored.

An example of a spreadsheet database is the ERA list of rep firms. In that list we have addresses, phone numbers and a great deal of additional information. We could have one line for each rep firm that we entered. So far so good. But now let's look at the blank information that we are storing. Some rep firms have only a few employees and some have many. If we make a

column for employees, how many columns do we make? If we choose lots of columns, then in the mix of firms we are maintaining, there will be lots of empty spaces in the many employee



columns. If we think about addresses, some reps have one location and some have many. As you consider this you can see that the spreadsheet is getting quite large in order to accommodate all these extra pieces of information, and a lot of blank spaces are turning up.

A database on the other hand, by breaking the information into tables and then relating them, allows us to enter only the information that applies. Reps with just a few employees have just a few entries in the employees table and those with many have many entries in this table. Reps with a single address are entered once in the address table and reps that have multiple addresses are entered multiple times in that table. You might begin to see how this could save storage of information. But what is unseen is that this reduction in storage also enables an increased speed in accessing the information. When we want to consider the employees of rep firms we deal with the table of rep firm names and the table of employees. We do not have to deal with the entire database as a whole thus allowing higher speed manipulation of data.

Design of the database is important. When initially designing a database we need to think about how we want to use the data once it is entered, and the relationships of the pieces of data. The way we design the tables and their relationships can create a smooth operation for database inquiries, or a complete nightmare. For this reason the design step is extremely important. Unwieldy, poorly designed databases are difficult to use and manage. Preplanning the

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## Databases and How They Can Help You

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uses for the data you are about to store can alleviate this nightmare.

As you can see, setting up a spreadsheet is simple compared to setting up a database. So when do I need to setup a database? One indicator is if the spreadsheets you are using are getting too large to handle. Another reason is reports from the spreadsheet are not attractive or there are simply things you cannot find and report easily. You may also want to share certain information over the Internet such as customer specific details, samples tracking, and other sales related data. A database makes this much easier to accomplish.

So what applications would prompt you to use a database? A sales organization with multiple sales personnel, representing multiple lines, with multiple commissions at different percentage levels might be one. Another application is to deliver information over the Internet that is searchable by a number of different search terms making it easier for customers to find information on your site. Internet search engines like Yahoo use databases in this way. There are also endless applications where data is shared through printed reports, display screen reports or other media.

A big new area for use of databases is collaboration between users over the Internet. A database for a company may contain frequently updated information that the employees need to access. Also each employee may have inputs to the database that other employees need to view. This can be done over the Internet. The term "virtual

office" is being realized by many users across the city, county, nation and world. E-commerce is another use of databases on the Internet. The inventory a company sells over the Internet is searchable so buyers can make purchases using database technology. Product line information is contained in databases so engineers can find and design components into new circuits.

The Southern California ERA is preparing to publish their member data including lines represented, descriptions of those lines, and rep contact information on the Internet. This will make it easier for principals looking for new lines to find qualified rep firms. It will also be easier for design engineers, purchasing agents, inspection personnel and others to find the technical information they need to do their jobs leading to increased sales for everyone.

We at PerTel Communications are familiar with both database creation and maintenance. If you have questions or wish to discuss database design or maintenance for your firm, please contact us via email at [info@per-tel.com](mailto:info@per-tel.com) or by phone at 949-830-2092. Also, if you have a request for an article for this newsletter, please let us know that and we'll

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### CHAPTER EVENTS INFORMATION website now under chapter control

Do you know where to find details of future ERA SoCal events? Our web site calendar at [www.erascal.org](http://www.erascal.org) has the information.

## MEMBERSHIP GROWTH IS EVERYONE'S JOB

*By Bob O'Brien  
Signal Enterprises  
Membership Committee Chairman*

All of us joined the ERA for different reasons such as the insurance program, the tabletop shows, the chance to meet our competitors, or to learn how to run our businesses better. The reasons why we stay in the ERA might be different than when we joined. Whatever the reasons that keep us in, a large and varied membership is essential to attain and maintain these benefits that we are all after

I would like to ask for your help to keep this large and varied membership. As membership chairman, my committee and I are trying to grow our membership. To do this, we first are trying to create the best list of potential members possible. If you know of a rep that is a potential member please let someone on the committee know about him or her. With this target list we are going to invite these firms to attend some of our meetings. If you know someone you can bring to a meeting please do so and we will pay for both of you to attend. We also plan to have a luncheon or two for prospective members and we would appreciate it if you could get some of your non-ERA acquaintances to attend so we can give them the hard sell (just kidding).

Besides getting new members to join, our job on the committees is to keep the old members. We find that if firms are active they stay but if they are not active they drop out after a few years. I have to admit that for years my firm just attended the meeting or

*continued on the next page*

# Calendar

## *dEvery Friday*

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

## *First Fridays*

Southbay Reps  
Friday Breakfast,  
Luigi's, 5267 W. Rosecrans,  
Manhattan Beach, 7:00 a.m

## *Second Fridays*

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

## April

### **April 10, 2001**

#### Chapter Event

Headliners: Major Customers  
Tell Us About Their Business.  
Knowledgeable speakers from  
companies important to our busi-  
ness such as Alcatel, Comtel,  
Emulex, Xircom, and others tell  
us about their business  
Porter Valley Country Club  
Northridge, 4:00 p.m.

### **April 11, 2001**

#### OWNERS' FORUM

**How To Win Big On A Budget**  
Make your company presence felt  
big-time without spending big  
bucks. Includes staffing and  
independent contractors.  
Summit House  
Fullerton 11:30 a.m.

### **April 18 ERA SHOW**

Goleta, Elks Lodge  
Wednesday, 11:00 - 2:00  
Attendee Registration:  
[www.erascal.org/calendar.html](http://www.erascal.org/calendar.html)

### **April 19 ERA SHOW**

San Luis Obispo  
Veteran's Hall, 802 Grand Ave.  
Thursday, 11:00 - 2:00  
Attendee Registration:  
[www.erascal.org/calendar.html](http://www.erascal.org/calendar.html)

### **April 21-25, 2001**

ERA National Conference  
The Era Conference provides an  
educational resource through the  
electronics industry's only event  
designed exclusively for profes-  
sional field sales reps and manu-  
facturers who sell through reps -  
or want to - or should - the annu-  
al ERA National Management &  
Marketing Conference.  
Monterey, CA  
[www.era.org/conference](http://www.era.org/conference)

### **MAY & Beyond**

#### **May 2-3, 2001 DMES**

Del Mar Electronics Show  
Del Mar, CA  
[www.vts.com/delmar](http://www.vts.com/delmar)

#### **May 15-17, 2001**

EDS / Las Vegas, NV  
[www.edsc.org](http://www.edsc.org)

#### **Jun 6, 2001**

Chapter Event / ERA-NEDA  
B2B, Rosettanet  
Queen Mary, Long Beach

#### **Jun 13, 2001**

OWNERS' FORUM  
The Many Skills Involved In  
Growing Your Business  
Moderator: Harrison Frank.  
Summit House, Fullerton, 11:30

#### **September 12-13, 2001**

Orange County Electronics Expo  
[www.ocee.net](http://www.ocee.net)  
Orange County Fairgrounds  
Costa Mesa, CA

# MEMBERSHIP

*continued from the previous page*

two that sounded of interest to us and skipped the rest. We really started benefiting only after we started attending all of the meetings, and our people started getting involved on a couple of the committees. The owner's forum's, the chapter meetings and the management conferences plus the networking have really helped us grow our firm and make it more professional. If you are not very active you could be missing out.

One of the other things we are trying to do on the membership committee is to improve the product that we are selling. If you have ideas of things we could do or programs that the ERA should present, give us a call and we will pitch them to the ERA Board.

Listed below are the Membership Committee members. Note that I have added you to our committee. Please give us a call, send us a fax or e-mail us with prospective members, program ideas, or your plan to bring a prospective member to one of our meetings. Helping the ERA grow benefits us all. Thanks for your help.

#### Membership Committee

Bob O'Brien, Signal Enterprises,  
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818-957-4851(fax),  
[bob@signalent.com](mailto:bob@signalent.com)

Michael Cremen	562-921-4423
Randy Elkins	818-597-1075
Tom Mueller	805-520-1037
Jay Ownby	949-581-1211
Ed Reese	714-255-1080
Mark Thompson	714-870-1937
YOU	



**COMPUTER PROJECTOR**  
*ERA owned, it really helps a meeting*

The Chapter-owned computer projector is available for your presentations and meetings. It makes a meeting come alive with full-screen computer graphics, animation and sound. It will even project VCR images with sound. It is available to member companies at the great rate of \$100 per day, far less than from an audio-visual company or hotel. It's a bargain for firms using this technology for presentations.

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

- High brightness and resolution for clear images even in high ambient light.
- 20-inch to 300-inch projection from 2 to 44 feet.
- Accepts Input from VGA, SVGA, XGA and MAC compatible computers.
- Remote control
- Six video signals accepted - PAL, SECAM, NTSC, PAL-M, PAL-NM, NTSCA3 43, AND S-video.
- Wireless mouse.
- Laser pointer on the 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 can be shipped via UPS or other carrier with the Chapter paying the outbound charges and the member firm paying for return transit. Penalties will apply if the machine is not returned promptly.

Contact the ERA office at (949) 551-5200, fax at (949-551-1162, or e-mail at mcgillis@erascal.org

**2001 CHAPTER SHOWS PLANNED**  
Goleta and San Luis Obispo

**GOLETA SHOW**

Date: April 18  
Hours: 11:00 TO 2:00  
Location:  
Santa Barbara Elks Lodge  
150 N. Kellogg Avenue  
Santa Barbara, CA 93111

**SAN LUIS OBISPO SHOW**

Date: April 19  
Hours: 11:00 TO 2:00  
Location:  
San Luis Obispo Veterans Hall  
801 Grand Avenue (at Monterey)  
Grand offramp southeast 1/4mile

**MEETINGS IN SAN FERNANDO VALLEY**  
"The Valley" receives some action

Two recent Owner's Forums and April 10 Chapter Meeting help San Fernando Valley members stay informed. Steve Geldman has helped the ERA SoCal Chapter Board refocus attention on the needs of members in The Valley. As evening commute times stretch, meetings too far from home or office seem impossible to attend. The answer seems to be having events in multiple locations. The danger lies in having so many that attendance is reduced below the critical mass needed and an event simply may not work. Chapter officers continue to experiment with ways to help every member participate.

**CHAPTER OFFICE KEEPS BUSY**  
much to do, not enough time

Freshman executive director and assistant director, Dennis and Frances McGillis were asked recently by her father (who didn't know there were trade associations, let alone association managers) what they did in their new job as association managers. Dennis described the usual expected duties: arrange meetings, coordinate events, work on the website, etc. The comeback was, "Okay, but what do you do?" So, a four page list of duties plus a supplement page was sent. At the next family visit the only question was, "Do you really do all of that?" The answer, of course, is that they do all of that and a lot of things that cannot be put on a list. McGillis said, "When a member wants something, we find a way to do it, there is nothing more important. The member is our customer."

Friends ask, "Are you really having fun?" and the answer is always yes.



# Chapter Officers

President

**Bill Quinton**

Chairman of the Board

**Jay Ownby**

Vice President

**Dan Parks**

Treasurer

**George Gibbons**

National Delegate

**Bob Baxter**

Membership

Bob O'Brien

Government Affairs

**Ron Schwartz**

## Divisions

Communications

**Larry Weber**

Sound/Signal/Security/AV

**Ron Schwartz**

## Shows

OCEE Show Director

**Bob Baxter**

Electro-Tech

**Gary Smith**

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**Dennis McGillis**

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## ERA TODAY

ERA Today is published by the Southern California Chapter of the Electronics Representatives Association as a service for its member firms. Editorial offices are located at 15186 Normandie Avenue, Irvine, CA 92604

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