

## THE WILLIAM E. SULLIVAN AWARD

**A**t our June meeting on the Queen Mary a new ERA SoCal award was bestowed upon its initial recipient and namesake, Bill Sullivan.

Chapter members have long recognized the contribution made by Sullivan to creation and implementation of Chapter programs, events, and shows. What is not so obvious, except to fellow board members, is the large contribution he made to the business of running our organization. He has long been involved in budgeting, bylaws, finance, etc. and for many years directed our relations with ECI/Wescon.

We routinely give plaques to Chapter Officers and volunteers who contribute their time and talent to making the organization better. This time we needed something more significant. If you were there for the presentation



*Bill Sullivan with WILLIAM E. SULLIVAN AWARD*

*continued on the next page*

### Big Changes in Trade Shows!

*By Jay Ownby,  
ERA SoCal Board Chairman*

**F**or as long as most of us can remember we have had a relatively manageable schedule of trade shows in Southern California – Wescon in the fall, the San Diego Electronics Show in the winter and a variety of specialty and tabletop shows throughout the year. Replacement of the San Diego Electronics Show by the Del Mar

Electronics Show in the late spring turned out to be a positive change. Then four years ago we introduced the Orange County Electronics Show, which we have come to call “OCEE”, in the early spring. After a couple of years of exceptionally foul weather OCEE hit its stride last year and appears to be headed for the same level of success as the Del Mar Electronics Show which it was

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# Big Changes in Trade Shows!

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patterned after.

OCEE was originally scheduled in the spring to avoid any conflict with Wescon. Then last year the ERA decided to withdraw from ownership in Wescon. The circumstances that led to this decision were reported in detail in the April-May issue of the chapter newsletter ERA Today. To accommodate the subsequent Wescon move to February, we rescheduled OCEE in September to avoid conflict.

Then, things began to change...rapidly.

- After a disappointing February show, Wescon moved back to September 2002, just two weeks after OCEE.

- Canon Communications, producers of the highly successful Medical Design and Manufacturing (MD&M) and Pacific Design and Engineering (PD&E) Shows, after an unsuccessful attempt to buy Wescon, announced the formation of a new show to be co-located with MD&M and PD&E to compete directly with Wescon. Canon's new

show is called Electronics West. If you haven't heard from them, you will.

So...our principals and we are now faced with an entirely new trade show schedule that will force some hard decisions. The Del Mar Electronics Show and our smaller tabletop shows are relatively unchanged. But the move of Wescon back to within two weeks of the rescheduled OCEE has changed the relationship between these two shows from complementary to a directly competitive situation. Exhibitors who used to exhibit in Wescon in the fall and OCEE in the spring will now have to decide whether to exhibit in Wescon, or OCEE, or both in September. To further complicate things, we will have to assess the significant success many of our principals have had in MD&M and PD&E, and decide whether to exhibit in the newly formed Electronics West, or Wescon, or both.

The big decisions our principals and we will have to make are:

1. Exhibit in OCEE, or Wescon, or both in September 2002

2. Exhibit in Wescon in September, or Electronics West in January, or both

The ERA chapter leadership has struggled with this issue for several months in an effort to come up with recommendations for our members and their principals. There are no easy answers, but here are our suggestions:

1. If you must choose between OCEE and Wescon in the fall, choose OCEE. It's our show; we own it.

2. If you must choose between Wescon in the fall and Electronics West in February, we recommend Electronics West. It doesn't compete with OCEE.

Since our own OCEE now finds itself in direct competition with Wescon in 2002 we need your support and we will be offering some significant incentives to sign up for next year! See ORANGE COUNTY ELECTRONICS EXPO on page 3 for the details.

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## The William E. Sullivan Award

*continued from previous page*

at the Queen Mary, you heard Chapter President, Bill Quinton read the text from the wood base of the beautiful glass award. Here it is.

*Presented to  
William E. Sullivan*

*In recognition of exceptional contribution to the Southern California Chapter of the Electronics Representatives Association, acknowledging a level of vision, involvement, commitment, persistence and accomplishment unlikely to be equaled by others.  
2001*

With the desktop award was a large cherry wood plaque bearing the following message:

*William E. Sullivan Award  
2001*

*This first William E. Sullivan award is presented to Bill Sullivan in recognition of exceptional contribution to the Southern California Chapter of the Electronics Representatives Association, its members and partners, in a manner unlikely to be equaled. It recognizes his vision, involvement, commitment, persistence and accomplishments, including securing the financial future of our organization for upcoming generations. Bill backed up his ideas with action well above and beyond the call of duty. His many and lasting contributions were not accomplished in a moment but were the result of years of effort.*

The glass award and plaque each bear an etched likeness of Sullivan and are intended as a high level award to be bestowed upon future exceptional contributors to ERA SoCal.

# ORANGE COUNTY ELECTRONICS EXPO

*By Harrison Frank*  
**HFA**

## OCEE Has An Increased Importance

The Orange County Electronics Expo is probably one of the most important member benefits offered by ERA/Southern California.

1. It provides a low cost forum for our members to sell parts.
2. It brings income into the Chapter that can be used for other educational activities.
3. It is the only cohesive force tying together the various segments of the Orange County Electronics Industry.

Now that ERA/SC is no longer involved as an owner of Wescon, OCEE has become more important than ever to us. We need to have more individual manufacturer booths to firmly establish OCEE as successful annual event. This is where you come in.

We are asking each one of you Chapter members to support OCEE by getting at least one of your principals to buy a booth separate from yours. We will work with you on booth location so that you are contiguous with your principals' booths.

The time to do this is now. The OCEE will be presented on September 12 and 13. Our low booth space cost of \$600 for a 10" x 10", draped booth with carpet and power makes this an easy sell for a major regional trade show.



## Big Time Benefits for 2001/2002 OCEE Exhibitors

Exhibitors who have their OCEE 2001 Booth Rental fee,

and their OCEE 2002 Booth Rental deposit paid in full by August 31, 2001 will be rewarded with a free membership in the OCEE Insiders Club. The benefits are substantial:

1. Guaranteed no booth price increase in 2002.
2. Preferential booth selection (Your previous booth or first choice on available booth space).
3. Free attendee list.
4. Special recognition in the show directory.
5. First chance for promotional opportunities.

You're going to have your 2001 Both Rental Fee paid in full by August 31 anyway. For just a \$300 per booth deposit on your 2002, you get all of these benefits. Sounds like a deal too good to pass up. It's available to your principals too. Simply call Dennis or Frances at the Chapter office, and they'll take care of all the details for you.

## Goleta & San Luis Obispo TableTop Shows A Success

**O**ur chapter invented "Mini Show" tabletop shows in 1968 and has done them ever since. We had two very successful shows in 2001.

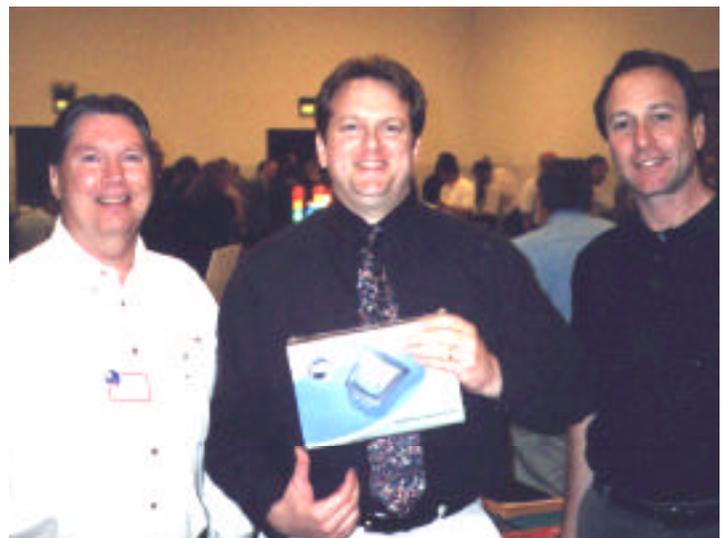
\* GOLETA: 51 tables, 137 (maybe 162) attendees.

\* SAN LUIS OBISPO: 42 tables, 71 (maybe 82) attendees.

Our traditional Goleta Show was a big success and SLO was better than anyone predicted. In Goleta, 162 total registrations were significantly up from 85 last year. Some attendees refused badges, which left the total count somewhat in doubt.

At both shows the collective promotional efforts seemed to work. They included mailing

*Continued on next page*



*AND THE WINNER IS...*

*Jim Brown of J.I.T. Supply, with the Palm Pilot he won at the ERA SoCal San Luis Obispo Show pictured with Gary Lee (left) and Steve Goldman (right)*

## WESCON 1974 Buy-In Participants Honored at June Meeting



*Milt Stolaroff, Harrison Frank, Ed Landa and Jim Reed are publicly recognized and thanked by Bill Sullivan at ERA/NEDA June Meeting on the Queen Mary*

*(From our April/May 2001 ERA Today Newsletter, by Bill Sullivan)*

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).

*(Editor's note, we later found those who participated also include Chuck Fetty, Sam Jewitt, Mark Markman, Jim Reed, Milt Stolaroff and possibly others).*

### ELECTION RESULTS ARE NO SURPRISE

The results of our May 2001 Election are in.  
Those leading ERA SoCal into 2002 are:

Bill Quinton, Chairman of the Board  
Dan Parks, President  
George Gibbons, Vice President  
Steve Goldman, Treasurer  
Bob O'Brien, Membership Chairman  
Ron Schwartz, Government Affairs Chairman  
Bob Baxter, National Delegate

### TableTop Success

*continued from previous page*

of 5,000 printed flyers, a PDF file emailed to hundreds of prospective attendees and a last minute email reminder to those who pre-registered. 75% of pre-registration was done on line at [www.erascal.org](http://www.erascal.org).

In SLO we added local radio spots, a big space ad in the local paper and drawings for prizes each half hour. The Palm Pilot drawing at 1:00 kept at least fifteen attendees around until it was over. Attendees told us they like the show and want us back again. The Veteran's Hall seems an ideal venue for our low-key event.

Many people worked to make these shows a hit. Gary Lee and Steve Goldman got prizes and radio spots donated; Gary Smith, Show Manager, was involved in decisions and planning and the exhibitors worked on attendance promotion. Tom Mueller arranged a fun Wednesday evening dinner at the Apple Farm restaurant for 25 of our exhibitors. Folks put away their own tables at SLO, since there was no hired labor available and on-site help by Bob Baxter, Bill Herold and Steve Goldman made light work of setup and teardown chores.

These shows will almost certainly repeat in 2002.

Thanks, everyone.

### DBA?

Your fictitious name filing (DBA) is good for only five years. When did you last renew it?

# SoCal ERA Educational Trust

*By Bill Sullivan,  
Chairman of the Board of Trustees*

**I**n the April / May 2001 issue of ERA Today we outlined how and why Southern California ERA separated from ECI / Wescon. The SoCal ERA BOD appointed four members to set up the "Southern California Chapter of Electronics Representatives Association Educational Trust" to preserve the proceeds of the Wescon sale for the benefit of the Chapter members. The trustees are Harrison Frank, Treasurer for a three-year term, Rich Grenn, Secretary for a two-year term, John Buffa, Vice Chairman who will serve a four-year term and I, as Chairman, will serve a one-year term as a trustee. These terms are renewable for up to two terms.

A significant amount of back-

ground work was completed during the last year by the Trustee designees. The designees acted as a committee of the SoCal ERA to ensure that when the funds became available, a plan was in place. This included lining up an investment firm, developing a proposed trust agreement, trust bylaws and the appropriate IRS filings. At the present time the Trustees are waiting for formal approval of the trust by the IRS.

An investment firm has been selected and funds received from our share of Wescon are invested. The funds are professionally managed and consist of approximately 50% in US Equities, 30% in US Fixed Income, 15% in Non US Equity and 5% in Emerging markets. This diversity should serve well in attaining the goal of an increase of 5- 8% per year over inflation on average. The investments for the Trust are

reasonably conservative.

It is the responsibility of the trustees to oversee the Trust's portfolio and keep track of the progress. Unfortunately, like many of you, the Trust rode out a bumpy period in the market during February and March. Things are looking brighter based on the returns during April and May.

The investments are tracked monthly and charted against the CPI for Los Angeles. This assures that there will always be an understanding of how the investments are doing in real dollars.

The So Cal ERA Educational Trust will insure that the SoCal ERA will be able to continue running practical and innovative programming ad infinitum.

Please feel free to contact any of the Trustees with any questions you may have.

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## ERA Southern California

*President*  
Bill Quinton

*Chairman of the Board*  
Jay Ownby

*Vice President*  
Dan Parks

*Treasurer*  
George Gibbons

*National Delegate*  
Bob Baxter

*Membership Chairman*  
Bob O'Brien

*Government Affairs*  
Ron Schwartz

*Trustees*  
Bill Sullivan  
Harrison Frank  
Rich Grenn  
John Buffa

*Shows*  
OCEE Show Director  
Bob Baxter

*Electro-Tech Shows*  
Gary Smith

*Executive Director*  
Dennis McGillis

*Assistant Director*  
Frances McGillis

*ERA Southern California*  
15186 Normandie Ave.  
Irvine, CA 92604-2933  
949-551-5200 phone  
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www.erascal.org  
mcgillis@erascal.org

# The 2001 ERA National Conference

by Bob Baxter,  
ELSCO Electronics, Inc.

**T**he ERA Annual Management and Marketing Conference, held in Monterey, CA April 21-25, was by nearly all measures a great success. The facility was excellent, the programs well prepared and everyone I talked to seemed pleased with what they could take back to improve their company. It is impossible to attend these conferences without gaining a greater respect for our function, not to mention the many Reps that volunteer their time to 'give back' something for the rest of us. I always come back with more action items than I can possibly accomplish and with a better understanding of the things I can do to improve my Rep firm.

Manufacturer members are taking a more active role in the program, so we can get a more global understanding of their wants and needs. The roundtable workshops, which include these manufacturers, offer a unique opportunity to discuss mutual issues and concerns. The subjects chosen do not necessarily lead to any conclusions, but always spark some lively discussions.

There were, in my opinion, two major themes to this conference. First is the general theme of presenting programs to help us better manage our businesses. I will invariably learn something new that I can implement when I get back. The second theme was centered on B2B and worldwide manufacturing. The primary issue here is finding a way to pay Reps for their design work when the product can be purchased anywhere in the world. It is the job of the Rep to communicate to the

Manufacturer where the materials will be purchased. Reps should also be communicating directly with other Reps in other territories to make sure they are aware of a new opportunity. It is the job of the manufacturer to facilitate the payment of as many parties as are involved. Unfortunately, this can be a manual process for many manufacturers and is complicated by worldwide pricing issues and contractual differences in different parts of the world. It is further complicated by a POS system that limits the amount of information provided to the Manufacturer. There appears to be no one in the system unwilling to provide the necessary information and all understand the need to compensate all involved. There is just no standard reporting system that will meet the requirements of today's economy. If there was a disappointing aspect to this Conference, this was it. It seems we have been talking around this issue for many years now and there are still no concrete suggestions to modify the standard forms to fix the issue.

Other than that, I would have to call the Conference a success. Now I just need to find the time to implement those things I have learned that need to be done. Next year's conference will be in Florida. Details of the location will be announced soon by National and I encourage you to attend if at all possible. If Florida is out of the question, the 2003 conference will probably be in the Phoenix area. I would hope the Southern California Chapter has a good attendance at both.

## NEW MEMBERS:

*Congratulations and Welcome to these folks*

E&E Component Sales, Steve Utterback  
US Micro Products, Dave Alben  
Stewart Marketing, Inc., Steven Stewart  
Southtaiji Components, Ltd., Suicai Zhu  
Packaging & Component Specialists, John Leone  
Rodeo Sales & Marketing, Sheila Xu  
Interdayta, Geoffrey Sakheld

## ERA Weekly Info

The ERA Southern California "Weekly Info" column is a hit with members. Many have called or e-mailed to say they found something of value in it. Originally sent as an announcement for the ERA Orange County Friday Breakfast meetings, it has grown into a weekly compendium of Chapter information, meeting announcements, computer tips, phone tips, business tips, health tips, government info, the occasional humor and tidbits of specific interest to reps. Members are invited to contribute.

OWNERS FORUMS

# Rep Firm Owners Discuss Company Growth & Expansion June 13 at Summit House

## Our Popular Forums Continue To Sell Out!

*By Harrison Frank, Owner's Forum Moderator*

A very interested group of ERA/Southern California rep firm

principals are aware of your company and its value when they start interviewing for new reps.

Other ways to grow discussed

added distributor business in conjunction with your rep business can add to the bottom line. Most of the attendees felt these non-rep activities consumed too much time, and the rep company suffered from lack of attention because of it. However, instances were cited of reps profitably and successfully having done just this. It probably boils down to having the right combination of people in place to make it happen.

Of equal importance to having good lines, is attracting and hold-



owners spent a long lunch in June, 2001 discussing the best ways to make more money by growing their companies. Of course lines were the initial focus. The consensus opinion was that growth can be achieved through a combination of selling more for existing lines, by carrying more lines, and by upgrading to better lines (sometimes easier said than done). It was felt that reps should have a continuous line acquisition program in place that includes contacting desirable prospective principals in some way on a regular basis. The purpose of this program is not to steal lines from other reps, but to make sure prin-



include merging with or acquiring another rep firm, or expanding into another territory with existing lines. Covering the new territory by traveling to it until it generates sufficient income to support a person was suggested.

Operating a niche or value

ing strong, well educated, highly motivated people. Up front aptitude testing, careful interviewing and reference checks, an attractive compensation package, and the possibility of an equity position were all considered valuable tools in achieving this goal.

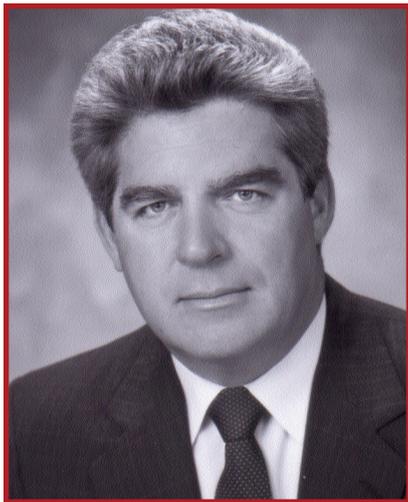
**ERA Southern  
California  
Chapter  
Officers  
and  
Resources:**

Jay Ownby, Jay Marketing  
Bill Quinton, Lorill Electronic Sales  
Dan Parks, West Electronic Sales  
George Gibbons, O'Donnell South  
Bob Baxter, ELSCO Electronics  
Bob O'Brien, Signal Enterprises  
Ron Schwartz, Bidwell-Schwartz  
Bill Sullivan, WesTec & Vale  
Gary Smith, G.L. Smith Associates  
Harrison Frank, HFA  
Bill Perry, Pertel Communications

Chairman of the Board  
President  
Vice President  
Treasurer  
National Delegate  
Membership Committee Chair  
Gov't Affairs Chairman  
Chairman, Board of Trustees  
Shows Manager  
OCEE  
Webmaster, [www.erascal.org](http://www.erascal.org)  
& [www.ocee.net](http://www.ocee.net)

## FROM THE PRESIDENT

By Bill Quinton



**C**HANGE. Looking back over the 2000-2001 year, this one word epitomizes evolution of the Southern California ERA. This year, we, as an organization, have let go of past alliances and forged new paths for the future.

We began the year by welcoming new directors, Dennis and Frances McGillis. They, along with the Board of Directors, have overseen significant shifts in the way the Southern California ERA does business. The ERA has broken off their relationship with the Wescon show, a relationship spanning many years. We felt that as business changed, our members' efforts should be focused in areas other than Wescon. We have placed the financial gain that our chapter realized from our long-standing involvement with Wescon into a special fund for the training and shaping of the manufacturer's representative of the future.

The organization has also moved a step closer to the electronic age. We have bid goodbye to the paper directory and ushered in the electronic era with our web directory. Now our pri-

mary means of advertising more accurately typifies our position on the cutting edge of technology. The Electronic Representatives Association has truly become electronic.

Doing away with the old must be complemented with creating something new. We have established the William E. Sullivan award to recognize individuals who give above and beyond the definition of volunteer. We have tried to create an award that will help us reward those individuals that are truly the heart and soul of our mainly volunteer organization.

We have organized a focus committee dedicated to examining how new technology can help the manufacturer's representative work smarter and more efficiently. We are going out to interview our customers to find out how they search for new products. We want to find out what tools they use so that we can tell our members what tools are needed to maximize success.

As we settle in for summer and prepare for the 2001-2002 year, there are many more challenges on the horizon. But E.R.A. Southern California is truly prepared to face them. Membership in the chapter is up. The new Board of Directors is chosen. Involvement is strong. The business climate may be uncertain but there is as much opportunity as there is uncertainty. The E.R.A. is poised and ready for its role in strengthening and supporting the independent representative in the Southern California marketplace. The new leadership is ready to make next year even more exciting.

## From "The New Guy"

by Treasurer-Elect, Steve Goldman

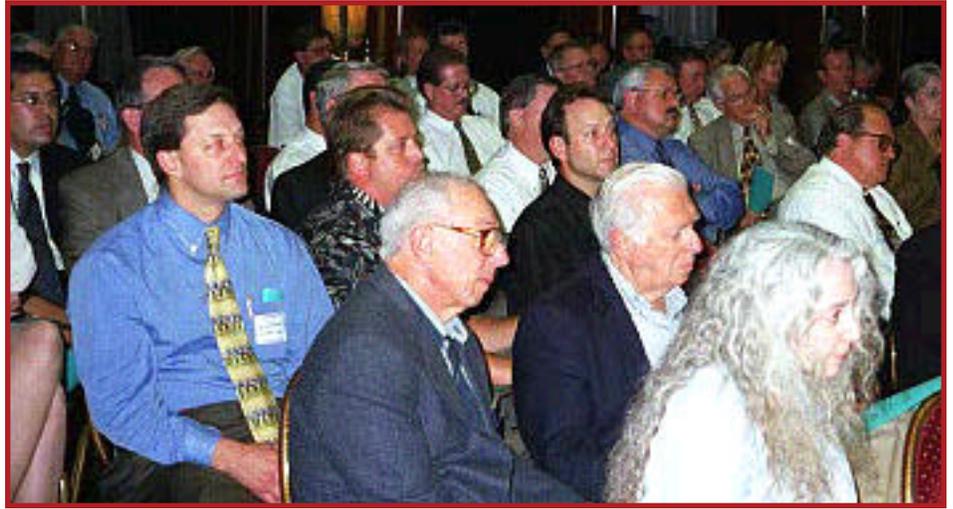
I would like to thank the current Board Of Directors and fellow SoCal ERA members for the opportunity to serve as your 2001/2002 Treasurer. Considering I once successfully balanced a check book and some months ago got an auto lease payment on time, I expect this assignment to be a breeze. All kidding aside, I plan to take this job very seriously. Recently, with the assistance of our Financial guru Bob Baxter and our current Treasurer, George Gibbons, I have had an opportunity to review our past ERA 2000/2001 budget and am now working with them toward finalizing the 2001/2002 budget. We expect this to be completed within the next few weeks.

In addition to those duties, I will also be working with Bob O'Brien as assistant Membership Chairperson. We all know that O'Brien has a big job ahead of him, so I plan to assist Bob in efforts to increase our chapter membership during the coming year. Since late last Winter as our industry turned a sudden 180° in terms of Sales, most of us think twice before spending our next dollar. One thing is for sure, understanding all the benefits of the ERA, if just for the networking opportunities between ourselves, this organization has a great deal to offer. Bob and I plan to stress this philosophy to those Rep organizations not currently in the ERA and bring them aboard.

In closing, I would like to thank Dennis and Frances McGillis leading the Chapter into the new millennium. I think most of us would agree their role within the ERA is not an easy one and will be challenging. However, we are very fortunate to have this "duet" of dedication serving our organization and moving it forward with promise and growth.

## JUNE MEETING ON QUEEN MARY A GREAT SUCCESS ERA/NEDA B2B Panel Discussion Is Lively and Informative

**D**istributor and rep folks participated in a panel discussion about the status of Business To Business activity in Southern California today. Distributor Panelists Ron Cioffi of ESCO, Bob Miller of Future Electronics, Steve Keefer of Projections Unlimited, and Joel Kelsen of Sager Electronics all answered prepared questions and told about their company involvement in B2B and their



level of involvement today. The many questions from the floor were an indication of audience interest and involvement in the topic.

*(Above): Attendees listen intently to points being made by panelists.  
(Left): Distributor Panelists Ron Cioffi, Steve Keefer, Joel Kelsen and Bob Miller.*



### USE THE CHAPTER COMPUTER PROJECTOR:

Yes, we still have it and it's great.

See full details at:  
<http://www.panasonic.com/PBDS/suport/docu.html>

Select either Operating Instructions or Brochure for Model PT-L557U.

The Chapter-owned computer projector is available for your presentations and meetings. It really makes a meeting come alive with full-screen computer graphics, animation and sound and will project VCR images with sound. 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 for 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, NTSCA3 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 apply if it is not returned promptly.

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

# ERA Life Membership Bestowed on Three

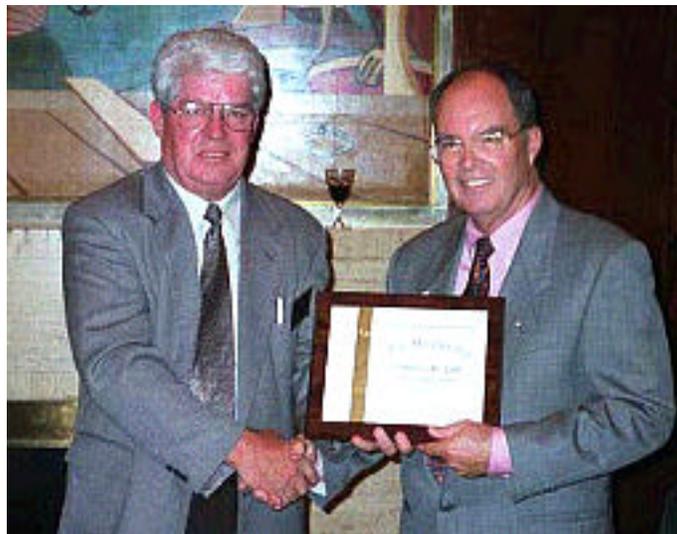
Three longtime participants in the success of ERA SoCal were honored with Life Membership in ERA at the June 6, 2001 meeting on the Queen Mary. Don West, Roger Sandmeier and Dennis McGillis were issued plaques by Chapter President, Bill Quinton attesting to their status as ERA Life Members.



*Don West receives Life Member plaque from Bill Quinton*



*Roger Sandmeier receives Life Member plaque from Bill Quinton*



*Dennis McGillis receives Life Member plaque from Bill Quinton*

# INDEPENDENT CONTRACTORS: NEW CA RULES IN 2001

- Thanks to Gary Smith for bringing this up.
- Be sure to read the last paragraph.
- The information below is from the

www.ca.gov website:

<http://158.96.231.223/eddsearch/default.asp>

(Search for independent contractor)

California State Senate Bill 542 was passed during the 1999-2000 legislative session and signed into law. This law requires businesses and government entities to report specified information to the Employment Development Department (EDD) on independent contractors.

## Who Must Report

Any business or government entity (defined as a "service-recipient") that is required to file a federal Form 1099-MISC for services performed by an Independent Contractor (defined as a "service-provider") must report. A service-recipient means any individual, person, corporation, association, or partnership, or agent thereof, doing business in this State, deriving trade or business income from sources within this State, or in any manner in the course of trade or business subject to the laws of this State.

An Independent Contractor is defined as an individual who is not an employee of the business or government entity for California purposes and who receives compensation or executes a contract for services performed for that business or government entity either in or outside of California.

## Benefits of the Program

The information you provide to EDD will increase child support collection by helping to locate parents who are delinquent in their child support obligations.

## Effective Date January 1, 2001

When Must the Information Be Reported

You must report to EDD within twenty (20) days of EITHER making payments totaling \$600 or more OR entering into a contract for \$600 or more with an Independent Contractor in any calendar year, whichever is earlier.

## What Information Must Be Reported

You are required to provide the following information that applies.

- Business or government entity's (service-recipient):
  - Federal employer identification number
  - California employer account number
  - Social security number
  - Business name, address, and telephone number
- Independent contractor's (service-provider):
  - First name, middle initial, and last name
  - Social security number
  - Start date of contract
  - Amount of contract (including cents)
  - Contract expiration date
  - Ongoing contract (check box if applicable)

Report Independent Contractor information on the Report of Independent Contractors form (DE 542). To obtain forms and/or information, call (916) 657-0529. You may also contact your local Employment Tax Customer Service Office listed in your local telephone directory in the State Government section under "Employment Development Department" or access our Internet site at [www.edd.ca.gov](http://www.edd.ca.gov). However, due to pending legislation which may affect the reporting requirements, the printed version of the DE 542 form will not be available until November 2000. For magnetic media filing, please call (916) 651-6945.

## Where to Send Reports

Employment Development Department  
PO Box 997350 MIC 99  
Sacramento CA 95899-7350  
Fax: (916) 255-3211

## ERA TODAY

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Publisher: Bill Quinton, Lorill Electronic Sales, Inc. 949-770-2637

Editor: Dennis McGillis, ERA Southern California, 949-551-5200

# The ERA Year

Our Chapter fiscal year begins September first.

Here is what we did last year:

- 74 ERA Breakfasts
- 7 Owner's Forums
- 5 Chapter Meetings
- 2 Tabletop Shows

## **Sept 13, 2000 Chapter Event**

### **KICK OFF PARTY**

Celebrating Bob & Lee Myers retirement.  
Summit House, Fullerton

## **Oct 11, 2000 Owner's Forum**

### **ADDING VALUE TO THE REP-PRIN-CUS-TOMER RELATIONSHIP**

How To Become The Rep Firm That None Of Them Can Live Without. Moderator: Harrison Frank. Summit House, Fullerton

## **Nov 14, 2000 Chapter Event**

### **THE ECONOMY**

Useful Business & Personal Economic & Financial Information  
John Welker and Mel Daskal  
Old Ranch Country Club, Seal Beach

## **Dec 5, 2000 Owner's Forum**

### **HOW TO WIN WITH PIONEERING LINES**

Moderator: Rich Grenn  
Porter Valley Country Club, Northridge

## **Dec 6, 2000 Owner's Forum**

### **TRACKING COMMISSIONS**

How To Make Sure You Get Paid For The Work You Do.  
Moderator: Harrison Frank.  
Summit House, Fullerton

## **Jan 24, 2001 Chapter Event**

### **INTERVIEWING**

Ask The Right Questions And Hire The Right People. Bruce May, Attorney & Bob Zierk, H.R. VP, Avnet guest speakers. Old Ranch Country Club, Seal Beach.

## **Feb 13, 2001 Owner's Forum**

### **THE PROS AND CONS OF BEING A STOCKING REP**

Moderator: Rich Grenn  
Porter Valley Country Club, Northridge

## **Mar 7, 2001 Owner's Forum**

### **HIRING, MANAGING & FIRING**

Run Your Business Effectively Without Getting Sued By Employees.  
Moderator: Rich Grenn  
Chanteclair Restaurant, Irvine

## **Apr 10, 2001 Chapter Event**

### **HEADLINERS**

Major Customers Tell Us About Their Business.  
Special Guest Speakers: John Buckley of Xerox  
Win Hanson of Power-One  
Gary Lenik of Pairgain.  
Porter Valley Country Club, Northridge

## **Apr 11, 2001 Owner's Forum**

### **HOW TO WIN BIG ON A BUDGET**

Make Your Company Presence Felt Big-Time Without Spending Big Bucks.  
Moderator: Harrison Frank  
Summit House, Fullerton

## **ERA SHOWS**

### **Goleta Elks Lodge**

Wednesday, April 18, 2001

### **San Luis Obispo Veterans Hall**

Thursday, April 19, 2001

## **June 6, 2001 ERA/NEDA Event**

### **B2B - Business to Business**

So. Cal. Distributors Tell About Their Commitment To and Involvement With B2B – Today's Hot Topic In The Supply Chain.

### **Guest Speakers:**

Ron Cioffi, ESCO / Steve Keefer, PUI  
Joel Kelsen, Sager / Bob Miller, Future Elec.  
Queen Mary, Long Beach

## **Jun 13, 2001 Owner's Forum**

### **THE MANY SKILLS INVOLVED IN GROWING YOUR BUSINESS**

How to attract lines, interview effectively, make dynamite presentations, negotiate contracts, and keep your principals happy. How to make your customers want to do business with you.

Moderator: Harrison Frank

Summit House, Fullerton

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

Orange County Electronics Expo

Orange County Fairgrounds, Costa Mesa, CA

www.ocee.net / 949-551-2890