

ERA Today



Newsletter of the ERA Southern California Chapter January 2003

Chapter Meetings

are the "big events" that draw a lot of members together at once to enjoy meaningful and educational programs, spend some social time, have a nice dinner and still head for home by 8:00.



Mel Daskal at our December 3 Chapter Meeting presented tax and financial information valuable to small businesses.



Members Listened and took notes. For many, Mel's tax guidance more than pays for their dues.



BOB BAXTER, Until Recently our national Delegate, receives the ERA Chairman's Award, presented by current National Delegate, Jay Ownby. The award reads: Chairman's Award - Robert Baxter - For your exemplary representation of the Southern California Chapter and for creating an outstanding and dynamic working relationship with your Chapter and ERA National. Congratulations, Bob!



Sharon Mazin, Attorney came to hear Mel and mix with chapter members. She specializes in independent sales reps and offers free consultations to chapter members. 818.886.5580
SharonM9@aolcom

Domain Name Ownership – Keep It Current

By Bill & Pat Perry, January 3, 2003

You purchased a domain name. Congratulations! Your domain name makes it easy for your customers to find you. SUPER! Now how do you protect ownership of your name?



First of all you don't actually own your name. Your domain name is leased – usually for a period of 1 to 5 years. It is easy to forget about this, especially on the longer lease times. Over this period you may have also moved your office and changed your email address for one reason or another. When it comes time to renew the domain name lease, the registrar will send an email to the email address of record. But you may not receive it. They may also send a renewal notice to your mailing address of record. Again, you may not receive it.

If you do not renew your lease on time, your domain name may be snatched up by another business and you could lose the right to use it. Your customers will be doing business with another company! At the very least, when your domain name expires your web page will be turned off. And it is inconvenient and difficult to get it turned back on. If your domain name is leased by someone else, you may never be able to get it back.

What steps can you take to prevent this? We recommend that you check your domain name lease at least once per year and that you update it as often as you make changes to important pieces of contact data. You can usually find out the details at your registrar in the "Whois" section of their website. For instance the Verisign (previously Network Solutions) website for "Whois" is located at:

<http://www.networksolutions.com/cgi-bin/whois/whois>

You should be able to find the "Whois" link somewhere on the home page of your registrar. When you go to this page, enter your domain name and submit it for review. You will receive a report of the information as recorded at the registrar. If it has changed you need to contact the registrar and have it updated. The current phone number at Verisign is 866-893-6565 and their service over the last year has improved dramatically.

We hope this helps you in your business. If you find you need help with locating and renewing your domain name we would be glad to assist you at PerTel. Give us a call at 949-830-2092 or email us at bill@pertel.com.

Wishing you the best in 2003, Bill & Pat Perry.

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COMPUTER PROJECTOR

It is available for your presentations and meetings. Still only \$100 per day. Call the office. 949-551-5200



Membership Chairman, Tom Felts tells about recent successful efforts to recruit new members.

OCEE is now Southern California Electronics Expo

The new name reflects the fact that future promotion will include all of Southern California. The show will be held September 24, 2003 in the Orange County Fair and Exposition Center. For exhibiting information call 949-551-2890 info@occe.net

ERA Friday Breakfast

with your ERA friends continues to be a fun and productive way to share information and solutions to problems. You enjoy people who share your interests and still get to the office at a reasonable time.

- * **ORANGE COUNTY:** Tustin
Every Friday at 7:00
Mimi's, 17th Street at 55 freeway
- * **SOUTHBAY:** Manhattan Beach
First Fridays at 7:30
Luigi's 5267 W. Rosecrans
- * **THE VALLEY:** Chatsworth
Second Fridays at 7:30
Lamplighter, DeSoto & Nordhoff

Chapter Directory

Our ERA SoCal chapter directory remains the standard for the industry. This resource provides the one way prospective customers and principals can find member firms via the web. Members enter and update their own data without intervention by the office. Data entry is quick and easy. Users can easily use the cross references and find members by product, manufacturer or company name. www.erascal.org

BUYING, SELLING, MERGING

An ERA SoCal Chapter Event

Thursday, January 30, 2003

Have you done it? Thought about it? Discussed it? There is a lot of recent activity and likely will be more before it slows down. How do you begin? How do you structure it? What are the rules?

Bryan Shirley is with Colrud-Lowery, an ERA Member manufacturer's rep firm in New Jersey. He presented this program at the ERA National Conference, and to ERA Chicagoland Chapter where attendance equaled the number of chapter firms.

An in depth look at the critical elements of buying, selling or merging rep companies. Focusing on 1) Valuation, 2) Structure of the Deal (payments), 3) Making it work. Included are how/where to find a deal, the sensitive issues of dealing with perceptions of principals (manufacturers) and the critical nature of communication with employees.

Besides, this is one more golden opportunity to spend time with fellow reps and distributors! Cypress Golf Club in Los Alamitos, CA. 4:00 P.M. Program, 6:00 P.M. Social & Dinner

Chapter Officers:

- **President**, George Gibbons
- **Chairman of the Board**, Dan Parks
- **Vice President**, Bob O'Brien
- **Treasurer**, Steve Geldman
- **National Delegate**, Jay Ownby
- **Membership**, Tom Felts
- **Government Affairs**, Ron Schwartz
- **OCEE Show Director**, Gary Smith

Trustees:

- Bill Sullivan,
- Harrison Frank,
- John Buffa,
- Rich Grenn

Association Office:

Executive Director, Dennis McGillis
Assistant Director, Frances McGillis

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ERA SoCal Committees, 2002 - 2003

Committees are the heart of ERA and committee members are involved in every aspect of chapter operations. Chapter business is conducted by the chapter office and Chapter Board with support from many committees. Their actions and recommendations to the Board make things happen. Below is a list of ERA SoCal Chapter Committees with member phone numbers included so they can be easily reached with comments or suggestions.

BOARD OF TRUSTEES

Bill Sullivan 949-770-6229 Chairman
John Buffa 714-692-8880
Harrison Frank 760-758-2400
Rich Grenn 714-731-2222

BYLAWS COMMITTEE

Jay Ownby 949-581-1211 Chairman
Bill Quinton
Gary Schoenbachler
Ed Reese
Ted Wiltse

FINANCE COMMITTEE

Steve Geldman 818-597-0712 Chairman
George Gibbons
Bob O'Brien
Bill Greenfield

GOVERNMENT AFFAIRS COMMITTEE

Ron Schwartz 818-346-8384 Chairman

PROGRAM PLANNING COMMITTEE

Bob O'Brien 818-957-0640 Chairman
Dave Burgener
Roy Burtrum
Bill Greenfield
Mark Sabine
Gary Schoenbachler
Bob Stukenberg

MEMBERSHIP COMMITTEE

Tom Felts 310-539-9070 Chairman
Steve Geldman
Mark Thompson
Tim Wolfe
Roy Burtrum
Don West

SOCAL EE COMMITTEE

Gary L. Smith 714-701-1800 Show Director
Harrison Frank Show coordinator
Steve Tennesen Assistant Show Director

OWNER'S FORUM COMMITTEE

Harrison Frank 760-758-2400 Chairman
Tammy Bailey
David Derksen
Jimmy Hill
Gary Luthy
Dave Weathers
Ted Wiltse

SHOWS COMMITTEE

Gary L. Smith 714-701-1800 Chairman
Dave Snyder

TECH FOCUS COMMITTEE

Jay Walters 818-957-0640 Chairman
Doug Johnson
Jeanne Ogren
Kelly Carlberg

WEBSITE COMMITTEE

Dan Parks 714-375-6500 Chairman
George Gibbons
Bill Perry