

ERA Today



December 2003

Newsletter of the ERA Southern California Chapter



Sagebrush Mixer

July 17 at the Sagebrush Cantina in Calabasas, organized by Steve Goldman. These casual events have proven to be very popular, with participants demanding more.

Do You Need CEUs?

ERA Chapter Meetings and Owner's Forums can be used for CEUs. One more good reason to participate.

Chapter Meetings

These are our "big events" that draw a lot of members together to enjoy meaningful and educational programs, a little social time, a nice dinner and we usually head for home by 8:00.



Orange County Social

August 20 at the Doubletree Hotel on MacArthur Boulevard at 55 freeway near John Wayne Airport provided a fun venue for customers, distributors and manufacturers' representatives.

2004 ElectroTech Shows

These small tabletop shows do well while many larger shows struggle. Customers and exhibitors enjoy the friendly atmosphere. Our 2004 shows are scheduled for the following dates: Las Vegas, March 10; Goleta, April 7; San Luis Obispo, April 8.

January 21 Owner's Forum

Optimizing Your Cost Of Doing Business

First of four in a series on being a better rep

Control expenses of every kind: insurance, travel, facilities, communication, worker's comp, personnel, legal etc.

Roy Vallee, Avnet CEO at October chapter meeting



Roy Vallee accepts chapter recognition award from chapter vice president, Bob O'Brien.



The 126 person audience of representative and distributor people was very receptive to Roy Vallee who has "been there and done that" as a former Southern California field sales person and as a regional sales manager. We can relate.

A Member Benefit

(By Jay Ownby, ERA SoCal National Delegate)

If you are a member of the Southern California Chapter but not a member of ERA National, one of the benefits you regularly miss is "Ray's Tip of the Month".

Here's what you missed in November, a gem of information you can use with your current and prospective principals -- especially those who are not convinced about the cost-effectiveness of going to market through reps.

At KEYSTONE 2003, Bob Terwall, president of Cherry Electrical, told our attendees about an internal study conducted earlier this year by his national sales VP and accounting manager. He asked them to objectively compare and analyze the actual costs of selling through reps in all Cherry's territories versus what it would cost the company to use factory salespeople. The results were pretty startling to some but not to those of us who understand the value of reps.

Across all the Cherry territories, the "typical" cost of using direct salespeople was projected to be 2 to 4 times the current cost of selling through reps. Bob reported that, to go direct, Cherry's sales expense would increase about 122%. (And please be sure you quote this figure correctly. It's 122% -- NOT 22%.)

Why Network?

One line that you wouldn't have known about otherwise can pay your chapter dues for many years.

Dr. Esmael Adibi of Chapman University at December meeting



Dr. Adibi of Chapman University was, once again, one of the most popular speakers ever at an ERA meeting.



Dr. Adibi understands the economy and tells it like it is.

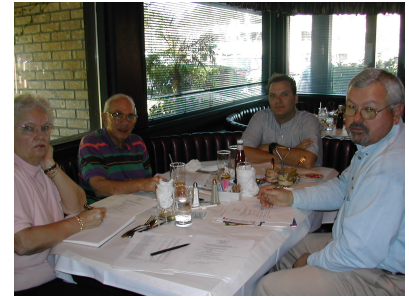
While annual productivity improvement is running at 7%, business growth is running at a slightly slower pace. He explained that until business growth exceeds productivity increases, there will be no real job growth.



The questions continued long after the talk was over



Thirsty folks lined up soon after hearing the positive economic news.



SOCALEE Committee
Members at work on a very successful 2003 SOCALEE.

SOCALEE-2004

SOCALEE-2003 was the best show in our six year history! Attendees and exhibitors declared it a huge success and want to participate again. However, we believe everyone will be better served in 2004 by supporting Wescon-2004 at Anaheim Convention Center September 21-23. So, instead of having a SOCALEE-2004 we will support Wescon. In turn, Wescon will support SOCALEE September 14, 2005. www.socalee.com

The Computer Projector

Chapter owned, it is available for your presentations and meetings. still only \$100 per day. Just call the office. 949-551-5200

Chapter Directory

Our ERA SoCal chapter directory remains the industry standard. This resource is the way prospective customers and principals can find member firms via the web. Members easily enter their own information. Users easily find members by product, manufacturer or member company. www.erascal.org Printed copies are available from the chapter office.

2003- 2004 CALENDAR OF EVENTS

Oct 23, 2003

Chapter Event

Roy Vallee, Avnet CEO

Spend some time with the number one guy from the number one distributor, worldwide.

4:00 Program, 6:00 Social time & dinner

Marriott Courtyard, Cypress

Dec 9, 2003

Chapter Event

What Is It With Our Economy?

Featuring Dr. Esmael Adibi, Chapman University

Hugely popular and fun with understandable, useable economic information. 4:00 Program, 6:00 Social time & dinner. Reservations are needed.

Marriott Courtyard, Cypress

Dec 10 - 12, 2003

Seminar

MRERF "Skills for Sales Success" Seminar

Nelson & Associates host the MRERF Skills for Sales Success seminar at their offices in Santa Fe Springs.

Jan 6 - 8, 2004

MD&M + Electronics West

Anaheim Convention Center

Jan 8 - 11, 2004

Consumer Electronics Show

Las Vegas

Jan 21, 2004

Owner's Forum

Optimizing Your Cost Of Doing Business

First of four in a series on being a better rep

Control expenses of every kind: insurance, travel, facilities, communication, worker's comp, personnel, legal etc.

February 2, 2004

Chapter Event

Legal Symposium

Contracts, collections and other legal issues.

Courtyard By Marriott, Burbank, 4:00 PM

Reservations are needed

Feb 16, 2004

Owner's Forum

How To Prosper In The Rep Business

Second of four in a series on being a better rep

Profiles, interviews, presentations, websites, lines, opportunities, leveraging ERA membership, etc.

Mar 2, 2004

Chapter Event

CEM, Distributor & Representative Panel

How to help each other generate business.

Mar 10, 2004

LAS VEGAS SHOW

Electrotech Tabletop Show

Las Vegas, NV

Mar 23, 2004

Owner's Forum

Training Your Manufacturers

Third of four in a series on being a better rep

Sales meeting, territory visits, factory visits, trade shows, expense sharing, line synergy, rep time, etc.

Apr 7, 2004

GOLETA SHOW

Electrotech Tabletop Show

Santa Barbara Elks Lodge

Apr 8, 2004

SAN LUIS OBISPO SHOW

Electrotech Tabletop Show

San Luis Obispo Veteran's Hall

Apr 15, 2004

Chapter Event

Bruce Goldberg, CEO, All American Semi

The state of the industry. Are we in recovery?

Apr 28 & 29, 2004

Del Mar Electronics Show

Del Mar, CA

May 4 - 6, 2004

EDS

Las Vegas

May 18, 2004

Chapter Event

Legal Professionals Panel

Contracts, collections, what you can and can't do.

Jun 15, 2004

Owner's Forum

Financial Planning For Your Future

Fourth of four in a series on being a better rep

Planning for hard times, upturns, personal finances, pension and profit sharing plans, retirement and estate planning, etc.

Sep 8 - 11

ERA National Conference

Phoenix, AZ

Sep 21 - 23, 2004

WESCON

Anaheim Convention Center

For latest info: www.erascal.org/calendar.asp



The ERA Southern California Board of Directors

At the annual board planning meeting in Santa Ana last August. The ERA SoCal Board plans all chapter activities along with budgets and direction for all meetings, forums, seminars, shows, socials, etc. This is a great group of people.

ERA SoCal Committees

Committees are at the heart of chapter activities with members involved in every aspect of chapter operations. Most business is conducted by the office and board with committee support. Their actions and recommendations make things happen. Below is a list of Chapter Committees. Please contact any committee chairman for more information.

BOARD OF TRUSTEES

Bill Sullivan, Chairman
John Buffa
Harrison Frank
Rich Grenn
Dan Parks, Nominee

BYLAWS COMMITTEE

Jay Ownby, Chairman
Bill Quinton
Ed Reese
Gary Schoenbachler
Ted Wiltse

FINANCE COMMITTEE

Bill Greenfield, Chairman
George Gibbons
Bob O'Brien

PROGRAM PLANNING COMMITTEE

Steve Goldman, Chairman
Jim Goss
Jim Harper
Bill Herold
Mark Thompson
Don West

MEMBERSHIP COMMITTEE

Tom Felts, Chairman
Roy Burtrum
Bill Greenfield
Mark Thompson
Tim Wolfe

SOCAL EE COMMITTEE

Gary L. Smith, Show Director
Steve Tennessen, Assistant Show Director
Harrison Frank, Show coordinator

OWNER'S FORUM COMMITTEE

Harrison Frank, Chairman
Tammy Bailey
Michael Elovitz
Jim Harper
Dan Parks
Ted Wiltse

SHOWS COMMITTEE

Gary L. Smith, Chairman
Dave Snyder

WEBSITE COMMITTEE

George Gibbons, Chairman
Bob O'Brien
Bill Perry



Friday Breakfast in Chatsworth

**At the Lamplighter, DeSoto & Nordhoff on the
Second Friday of each month at 7:30 AM.**

Meeting casually with ERA friends is a fun way to share information and solutions to problems. Members enjoy others who share their Interests and still get to the first customer at a reasonable time.

Tustin –

Every Friday at 7:00

Mimi's, 17th Street at 55 freeway

Manhattan Beach –

First Fridays at 7:30

Luigi's 5267 W. Rosecrans

Chatsworth –

Second Fridays at 7:30

Lamplighter, DeSoto & Nordhoff

ERA Southern California Chapter Officers

President, Bob O'Brien

Chairman of the Board, George Gibbons

Vice President, Steve Goldman

Treasurer, Bill Greenfield

National Delegate, Jay Ownby

Membership, Tom Felts

SOCALLEE Director, Gary Smith

Trustees

Bill Sullivan

Harrison Frank

John Buffa

Rich Grenn

Association Office

Dennis McGillis, Executive Director

Assistant Director, Frances McGillis

15186 Normandie Ave.

Irvine, CA 92604-2933

949-551-5200 phone

949-551-1162 fax

www.erascal.org

info@erascal.org

