ERA *Today*

ERA SoCal Newsletter　　　　　　　**November 2004**

ELECTRONICS REPRESENTATIVES ASSOCIATION
SOUTHERN CALIFORNIA CHAPTER

State Senator Tom McClintock

Senator McClintock addressed issues of importance to California businesses. Worker's Comp, traffic, quality of life, and a whole bunch more.

Chapter VP Tom Felts introduced Senator McClintock

Thanks to many months of effort by Bill Herold, our chapter event with State Senator Tom McClintock was a roaring success. The senator spoke from personal experience about growing up in Southern California in the 1960s and how different it is now,

about raising his own children here, and where California is and where he thinks it is going.

Making a dramatic point about why people leave California for other western states he suggested we imagine standing on the Colorado River where on one side is a coastal land with the most wonderful weather in the world, thousands of acres of fertile fields, and abundant natural resources of every kind. On the other side is a hostile, dry desert with little reason for anyone to want it. Why would people who have lived in California move there?

Our members were very much in tune with his comments about Worker's Compensation Insurance reform. He pointed out the state of Arizona spends one third as much as California on workers comp and receives a better result. His suggestion to adopt the Arizona statute was very popular with our group.

Chapter President, Steve Geldman presents Senator McClintock with a certificate of appreciation.

ERA Friday Breakfast

Meet early to share food, news, camaraderie and solutions to problems.

Breakfast at Mimi's

7:00 in the morning is the right time to exchange information about what is going on in the territory.

ERA Southern California Chapter

offers many activities and resources such as professional seminars, business and sales training, regional trade shows, a weekly email newsletter, the ERA Today newsletter, and much more. For more information: 949-551-5200 or mcgillis@erascal.org

The Chapter Directory

Is your page up to date? Our directory remains the industry standard. It's the way prospective customers and principals can find member firms by product, manufacturer or member company. Members enter and maintain their own data at www.erascal.org

CPMR? Need CEUs?

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

Owner's Forums Always Popular

The popular lunchtime event continues to be a valuable time for reps gathering to discuss common problems and solutions. Owner's Forums do not have outsiders present, our own members share their considerable expertise.

Our 2004-2005 Officers

President
Steve Geldman, Image Associates
805-777-1106

Chairman of the Board
Bob O'Brien, Signal Enterprises
818-957-0640

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Tom Felts, Techrep Components
310-539-9070

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Gary Smith, G.L. Smith Associates
714-701-1800

Government Affairs Director
Ed Reese, Motion Components
714-255-1080

Distributor Chairman
Dave Burgener, Projections Unlimited
714-544-2700

Wireless Internet Access
for Road Warriors

By Jay Ownby

You're on the road…

- **You just finished a call, and you need to send an email before your principal goes home for the day; or**

- **You're pulling into the customer's parking lot and you need to download a data sheet that you just realized you left at the office; or**

- **You're expecting a quote by email that you need for the next call;**

- **Or…**

You know there are several options for accessing the Internet while on the road. You've heard other reps talk about them, but you don't have a clue what hardware and software are required, how much they cost, how well they work, or how to sign up even if you did know.

Well, it turns out that there are indeed a number of options, including hardware & software options, and performance/cost tradeoffs. If there is a single source for the information needed to make a selection I haven't found it. However, thanks to a discussion at a recent Owners Forum, I was prompted to look into the situation. I found the information available to be generally poorly presented and often confusing. I worked through a half-dozen or so web sites and came up with a reasonably good summary of the options available. The following is not intended to be complete or even absolutely accurate, and some of the information may be out of date by the time you read this. However, it's a start. You really can do just about anything on the Internet while on the road that you can do from your office – you just have to decide how much equipment you want to buy and how much you want to spend for service.

At one extreme, you can actually send and receive email and access web sites using only your cell phone. And it's cheap – only about **$5 per month** (plus airtime). But it's slow, and the display capability for web sites on a cell phone screen is obviously limited.

At the other extreme, a notebook computer with wireless capability can do everything you can do with your desktop computer, and just as fast, for about **$80 per month**. The only problem with this option is that it's currently available only in a limited number of major metropolitan areas and airports, and only from Verizon for now.

Between these extremes are a number of options, summarized on the next page.

Mobile Wireless Internet Access

	Equipment	Speed	Cost	Disadvantages	Advantages
Dialup	Cell Phone Only	14.4 kbps	$5 per Month plus Airtime	Slow Limited Display Capability Uses Airtime	Internet access anywhere your cell phone works
Dialup	Cell Phone and Notebook	14.4 kbps	$30 for Mobile Office Kit plus Airtime	Slow Uses Airtime	Internet access anywhere your cell phone works
Free Hotspots	PDA or Notebook with PCMCIA Card	802.11 Speeds	Free	Hotspots not often in convenient locations	Speeds comparable to DSL and cable
Wide Area Wireless	PDA or Notebook with PCMCIA Card	40-60 kbps	$80 per Month	Relatively Slow	Internet access almost anywhere your cell phone works
Commercial Hotspots	PDA or Notebook with PCMCIA Card	802.11 Speeds	$6 per Hour to $30 per Month	Internet access only at Hotspot locations*	Speeds comparable to DSL and cable
Wide Area Broadband	Notebook with PCMCIA Card	802.11 Speeds	$80 per Month	Internet access only in major metropolitan areas**	Speeds comparable to DSL and cable

*e.g. T-Mobile - Borders, Kinko's, Starbucks, Airline Frequent Flyer Clubs

**Currently available in 14 major metropolitan areas and eight airports (Verizon), nationwide rollouts are planned by Verizon, Cingular, & Sprint.

Note: A PCMCIA card is not required for newer notebook computers with Intel® Centrino™ Mobile Technology.

Thanks to Doug Canterbury of Luscombe Engineering for stimulating the research on this project, and Mark Thompson of Interconex Solutions for technical oversight.

Thanks to Jay Ownby for compiling and creating this comprehensive article.

CALENDAR
of future events

December 1, 2004
HEALTH SAVINGS ACCOUNTS – (HSA)
Chapter Event
4:00 Program, 6:00 Social time, 6:30 Dinner
Cypress Courtyard by Marriott
Reservations are needed.

Jan 10 - 12, 2005
MD&M + ELECTRONICS WEST
Anaheim Convention Center

Jan 6 - 9, 2005
CONSUMER ELECTRONICS SHOW
Las Vegas

Jan 25, 2005
SOFTWARE
Owner's Forum
Cypress Courtyard by Marriott

Feb 3, 2005
REGIONAL MANAGERS
Chapter Event
4:00 Program, 6:00 Social time, 6:30 Dinner
Cypress Courtyard by Marriott

Mar 3, 2005
LAS VEGAS SHOW
Electrotech Tabletop Show
Hotel San Remo

Mar 16, 2005
REVENUE
Owner's Forum
Cypress Courtyard by Marriott

Apr 12, 2005
GOLETA SHOW
Electrotech Tabletop Show
Santa Barbara Elks Lodge

Apr 13, 2005
SAN LUIS OBISPO SHOW
Electrotech Tabletop Show
San Luis Obispo Veteran's Hall

Apr 20, 2005
**COMMUNICATING WITH
ENGINEERING AND PURCHASING**
Chapter Event
4:00 Program, 6:00 Social time, 6:30 Dinner
Cypress Courtyard by Marriott

Apr 27 & 28, 2005
DEL MAR ELECTRONICS SHOW
Del Mar

May 3 - 5, 2005
EDS
Las Vegas

May 11, 2005
OFFSHORE MANUFACTURERS
Owner's Forum
Cypress Courtyard by Marriott

May 25, 2005
60 YEARS AN ERA CHAPTER
Chapter Event
4:00 Program, 6:00 Social time, 6:30 Dinner
Cypress Courtyard by Marriott

Jun 22, 2005
REP SOFTWARE
Owner's Forum/Seminar
Cypress Courtyard by Marriott

Sep 13, 2005
SOCALEE
Orange County Fair & Expo Center

For current info always check:
www.erascal.org/calendar.asp

Friday Breakfast
  In Tustin
    Every Friday at 7:00
    Mimi's, 17th Street at 55 freeway
  In Chatsworth
    Second Fridays at 7:30
    Lamplighter, DeSoto & Nordhoff

ERA Southern California 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.

2004-2005 Committees

BOARD OF TRUSTEES
Bill Sullivan, Chairman
John Buffa
Harrison Frank
Dan Parks

BYLAWS
Bill Quinton
Ed Reese
Gary Schoenbachler
Ted Wiltse

FINANCE
Bill Greenfield, Chairman
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Tom Felts

PROGRAM PLANNING
Tom Felts, Techrep, Chairman
Dave Burgener, Projections Unlimited
Tim Wolfe, PMC Technical Sales
Ed Koshinski, Luscombe Engineering
Dean Marxer, Marble Associates
Tom McCarthy, Quadrep
Bill Myers, Quadrep

MEMBERSHIP
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Roy Burtrum
Bill Greenfield
Mark Thompson
Tim Wolfe

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

OWNER'S FORUMS
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Jim Hill, Hill & Associates
Richard Grenn, Halbar
Bob Jewel, Robert Jewell & Associates
Bill Quinton, Lorill
Monroe Bunge, Goldenwest Sales
Dean Marxer, Marble Associates

SHOWS
Bill Herold, Chairman
Dave Snyder

GOVERNMENT AFFAIRS
Ed Reese, Chairman

WEBSITE
Bob O'Brien, Board Chairman
Steve Geldman, Chapter President
Tom Felts, Vice President
Gary Smith, SOCALEE Show Director
Bill Perry, Webmaster

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ERA Southern California

is a trade association for Manufacturers' Representatives and Distributors serving the electronics industry. See a lot more about us at www.erascal.org and www.era.org

Association Office

Executive Director, Dennis McGillis
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

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