

ERA Today



**ELECTRONICS REPRESENTATIVES ASSOCIATION
SOUTHERN CALIFORNIA CHAPTER
February 2006 Newsletter**



Neal Reitz is thanked by Tom Felts



Joel Girsky, Jaco CEO is thanked by Gary Smith



Neal's advice continued to be solicited at dinner



The Joel Girsky meeting drew 92 people

Accounting For Reps

November 30, 2005 Chapter Meeting

Neal Reitz, CPA, MBA shared his accounting expertise with us. A recognized expert with 32 years of tax and accounting experience, Neal specializes in individual and corporate tax preparation and financial planning. His client list includes several rep firms.

He told us how to keep more of what we make and minimize the taxes. How to make the right decisions when planning for the future. Much Q & A was included.

Neal instructed us in many areas including financial and tax planning, business form, whether to incorporate, budgeting and reporting, investing, mortgages, and insurance for health, life, auto, home.

"The World According To Girsky"

Wednesday, January 25, 2006 Chapter Meeting

The very knowledgeable and entertaining Joel Girsky had a lot to say about the state of the electronics industry – where we've been, where we are now and what to expect for 2006 and beyond.

A major point in his talk was the decades-old ongoing consolidation of electronics component manufacturers, and the fact that distribution has been going through the same process for a couple of decades and representatives are going through the same cycle. All industries will continue to wring cost out of the price of going to market.

While he did not use the words, he seemed to be telling us to eat or be eaten, the consolidation will continue.



Bell Herold accepts award from Steve Goldman as "Outstanding Volunteer, 2005"



Steve Goldman accepts award from Bob O'Brien for serving as chapter President in 2005



Tom Felts accepts award from Steve Goldman for serving as Chapter Vice President in 2005



Bob O'Brien accepts award from Steve Goldman for serving as Chairman of the Board in 2005

Sold Out Owner's Forums Continue

Our last three forums were oversold, with participants in each willing to be at a side table in order to take part when the main table had already been filled to the maximum of twenty-four. The popular lunchtime events continue to be valuable, with reps gathering to discuss common problems and solutions. Owner's Forums typically do not have presenters, only reps sharing their own considerable expertise.

The Chapter Directory

Is your directory page up to date? Our chapter directory remains the gold standard among rep organizations and the one way prospective customers and principals can find member firms by product, manufacturer and company name. The directory is always up to date, as information is supplied by members directly to their own page. Members enter and maintain their data at www.erascal.org

Who do I talk to at ERA So Cal?

Do you have a suggestion, comment or complaint about the chapter, it's operation, or an event and not know who to call? At each chapter meeting chapter officers are present wearing gold badges, you can simply talk with any of them. In this newsletter and on the chapter website is a list of chapter officers and committees, feel free to call anyone listed.

CPMR? Need CEUs?

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



Haas Show exhibitors ready to show their wares.



The aisles were busy with Haas specifiers



The ERA SoCal show registration team

Haas Show Sold Out, Declared a Hit

The folks at Haas Automation welcomed us with open arms. They allowed room for our tabletop show to have 40 tables in their production area. We sold all forty and could have sold more. Of the one hundred engineers employed at this facility, fifty-seven were invited by management to participate in the show. All of them were there. Several reps who thought they knew all about Haas mentioned being surprised to find applications here they did not previously know about.



Likewise, several Haas engineers were heard expressing satisfaction with newly discovered solutions they had been seeking. These popular events have been staged by ERA SoCal members since the late 1960s.

Thanks to Jaime Cusiquanti of Sensortek for the nifty Haas Automation Show graphic shown here.

ERA Friday Breakfast

These groups meet early to share food, news, camaraderie and solutions to problems. It is one of the many benefits of membership. A tradition since 1996, Friday breakfast is a great way for reps and distributors to meet on a regular and informal basis and the information shared is valuable to all. It helps maintain our ongoing sense of community

ERA SoCal Tabletop Show

The Goleta Show happens April 4, 2006. An exhibitor application is on the chapter website under Calendar

ERA Southern California Chapter

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

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ERA SoCal Officers in 2006

President

Tom Felts, Techrep Components
310-539-9070

Chairman of the Board

Steve Goldman, Image Associates
805-777-1106

Vice President

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

Treasurer

Bill Greenfield, Texel
714-281-4916

National Delegate

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

Membership Chairman

Jay Walters, Signal Enterprises
951-317-6144

SOCALEE Show Director

Bill Herold, Conquest Technical Sales
805-241-5118

Government Affairs Director

Ed Reese, Motion Components
714-255-1080

Distributor Chairman

Dave Burgener, Projections Unlimited
714-544-2700

Who is ERA Southern California?

The Southern California Chapter is one of the largest in the ERA. Our activities encompass education, training, publications, trade shows, networking opportunities and the opportunity to interface with reps, distributors and manufacturers for discussion of issues and problem solving .

The Southern California territory stretches from Central California through Orange County and the desert counties into Southern Nevada. Many Southern California reps have extensive business operations in San Diego and Mexico.

Members in Southern California are professionals; ERA helps them maintain that sharp edge with services, programs and benefits that enhance their knowledge and expertise.

ERA manufacturer's representatives are highly motivated, independent business people who sell electronic products for more than one manufacturer to customers in an exclusive geographic territory. In our case, the southern part of California.

Our members are experts who know the territory and are skilled in identifying new customers and opportunities. They add customers, serve existing customers and manage strategic accounts. Their customers range from giant companies to emerging accounts.

The ERA Southern California Chapter offers many activities and resources such as professional seminars, business and sales training, regional trade shows, a weekly email newsletter, this ERA Today newsletter, regular breakfast meetings, and much more. For more information, call 949-551-5200, check our website www.erascal.org or e-mail the Chapter office: mcgillis@erascal.org

2006 EVENTS CALENDAR

Jan 25, 2006

JOEL GIRSKY, JACO CEO

Chapter Event

Old Ranch Country Club

March 14, 2006

NORTHROP GRUMMAN SHOW

Electrotech Tabletop Show

Woodland Hills

March 21, 2006

MANAGING YOUR COMPUTER SYSTEM

ERA Owner's Forum

Backup. Protection from viruses, spam and spyware.
The right software for your business. Staying in touch
while out of the office. Where to get help.

Apr 4, 2006

GOLETA SHOW

Electrotech Tabletop Show

Santa Barbara Elks Lodge

September 20, 2006

SOUTHERN CALIFORNIA ELECTRONICS EXPO

Orange County Fair & Expo Center, Costa Mesa

9:00 a.m. to 4:00 p.m.

949-551-2890

www.socalee.com

dennis@socalee.com

For current information and more event pictures see:

www.erascal.org/calendar.asp

FRIDAY BREAKFAST

TUSTIN

Every Friday at 7:00

Mimi's Cafe, 17th Street at 55 freeway

CHATSWORTH

Second Fridays at 7:30

Mimi's Cafe 19710 Nordhoff Place

(One block north of Nordhoff & Corbin)

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.

ERA SoCal Committees

BOARD OF TRUSTEES

Dan Parks, Chairman
Harrison Frank
Bob Baxter
Bob O'Brien

BYLAWS

Bill Quinton
Ed Reese
Gary Schoenbachler
Ted Wiltse

FINANCE

Bill Greenfield, Chairman
Bob O'Brien
Steve Goldman
Tom Felts

PROGRAM PLANNING

Gary Smith, Chairman
Jim Harper
Bob O'Brien
Joseph Dulansky
Rick Balentine
Tom McCarthy

MEMBERSHIP

Jay Walters, Chairman

SHOWS

Bill Herold
Tom Mueller

OWNER'S FORUMS

Harrison Frank, Chairman
Jim Hill
Jim Mahon
Jay Ownby
Candice Scanlon
Gary Smith

GOVERNMENT AFFAIRS

Ed Reese, Chairman

WEBSITE

Steve Goldman, Board Chairman
Tom Felts, Chapter President
Gary Smith, Vice President
Bill Perry, Webmaster

ERA Southern California

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

Association Office

Executive Director, Dennis McGillis
Assistant Director, Frances McGillis

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