

ERA Today



ELECTRONICS REPRESENTATIVES ASSOCIATION
SOUTHERN CALIFORNIA CHAPTER
November 2006 Newsletter

Rep Mergers & Acquisitions

Owner's Forum, July 19, Marriott Courtyard, Cypress

Sixty-one participants from three states gathered in the middle of July for the largest Owner's Forum in our ten year history for an event we really should call a seminar. We changed the format from our usual square table for twenty-four participants to a classroom with head table for the panel of expert reps who have been involved in M&A plus Mel Daskal, the rep accounting wizard who wrote the book on this topic. Forum participants were the main source of information, including significant expert opinions added by the panelists.

Moderator Jim Harper kept the meeting moving at a rapid clip and made sure virtually everyone in the room was involved in the information exchange.

Six participants were from San Diego with others from as far away as Seattle and Albuquerque. This popular topic will definitely bear repeating.



The experts: George Gibbons of O'Donnell South, Jim Harper of Harper & Two, Mel Daskal of Daskal/Spector Accountancy, Bill Hicks of Carlberg & Associates, Bob O'Brien of Signal Enterprises.



Using a wireless microphone, Jim Harper moved about fielding questions and answers.



Good questions and answers flowed freely from everyone in the room. Lunch was good, too.

Roy Vallee, Avnet CEO

On The Evolution Of Our Industry

October 24 Chapter Meeting, Old Ranch Country Club

This program was particularly interesting for those in electronics distribution and those reps who sell products through them, although the market information was fascinating and informative for everyone.

Roy Vallee shared his thoughts about the evolution of the tech industry, showing how component manufacturers and their OEM customers have learned to regulate the boom and bust cycles which were believed to be inherent in the industry. From his perspective as CEO of the largest supplier of electronics components in the world the information comes with a high degree of credibility.

The Southern California Chapter of ERA invited everyone in the electronics and related high-tech industries to this event which directly addressed issues facing us today. One hundred and seven people were there.



Vallee used an effective PowerPoint presentation



Jim Harper introduced his friend, Roy Vallee



The final slide was a playful poke at Jim Harper



107 industry people gathered to hear Vallee



Chapter VP Gary Smith thanks Roy Vallee

Chapter Officers Honored

2006 is another successful year for ERA SoCal

We are meeting our budget, our programs are highly successful, and membership appears to be on an upward track for the first time in many years. All in all 2006 was a very good year.

Outgoing 2006 ERA Southern California officers were thanked for their contribution to the success of the chapter and were each awarded plaques noting their year in office. Chapter president, Tom Felts passed out the awards at the October 24 Chapter Meeting, our final gathering for 2006.



Gary Smith, Chapter Vice President, receives award from Tom Felts



Bill Herold, SOCALEE Show Director, receives award from Tom Felts



Bill Greenfield, three-year Chapter Treasurer, receives award from Tom Felts



Jay Walters, Membership Director, receives award from Tom Felts



Steve Geldman, Chairman of the Board, receives award from Tom Felts



Ed Reese, Government Affairs Director, receives award from Tom Felts



Tom Felts, Chapter President, receives award from Steve Geldman

SOCALEE

Southern California Electronics Expo Held September 20, 2006 in Costa Mesa

After this electronics industry trade show in Orange County Fairgrounds, 90% of exhibitors responding to a post-show survey said they were happy and will return in 2007. Perhaps indicative of local industry changes, the 2006 show had the smallest attendee count in its eight year history.

Most exhibitors indicated their time talking to customers and prospects was very worthwhile, even with reduced numbers there are local companies with significant projects in the works. While more customers would be desirable, this chapter-owned local show continues to please both exhibitors and attendees.

In 2007 SOCALEE will happen on September 19. Plans are in work to improve attendance, increase the number of technical program sessions, and include local big company participation.



Carlberg Associates



Prime Electro Products



Merit Cables



Falcon Sales had a car in their booth



Techrep Components



Antique fire engine adds some color



Halbar Associates



People enjoyed the antique cars

Columbus Wrong - World is Flat

ERA Owners Forum, May 25, Chanteclair in Irvine

With 50/50 ERA and non-ERA reps participating, this event was rich with content in many ways. A "flattening" of the industrial world is affecting everyone in commerce. Discussions about how to take advantage of it included representing offshore manufacturers here, representing US manufacturers in China, importing products under your own name, and providing services other than traditional rep services, such as engineering, billing, warehousing, etc. This event was oversold and participants overflowed to side tables.



A table for 24 – prepared for our May 25 Owner's Forum

The Sagebrush Summer Social

August 10 in Calabasas

The Annual Sagebrush Summer Social in Calabasas was a huge success, in spite of rather "toasty" temperatures, with more than 100 industry folks in attendance. Reps, distributors and customers alike had a great time. And many have requested that we do this more than once a year! Industry veterans got a chance to re-connect and catch up with old friends and colleagues and there were also many "new" industry people there who had a chance to mingle and share their stories too! Keep your eyes open for details if we do another "industry social" some time this winter. Special thanks to all of those who spent time getting the word out and taking time to send emails and personally invite people. Without your support this would not have been a success...and you know who you are: Joe, Steve, Tom, Harvey, etc.

(Thanks to event organizer Bill Herold for this report)

Election of 2007 Officers

September Chapter election contained no surprises

The people submitted to members by the Nominating Committee for positions of president, vice president and treasurer were elected without opposition. People in new positions for 2007 include:

Chairman of the Board – Tom Felts

President – Gary Smith

Vice President – Bill Herold

Treasurer – Ed Reese

Our National Delegate, currently Gary Smith, is elected by separate ballot every three years.

Other board positions appointed by the Chapter President with concurrence of the board include:

SOCAL EE Show Director, Bill Herold

Membership Chairman, Jay Walters

Government Affairs Chairman, Bill Greenfield

Shows Chairman, Bill Herold

Distributor Director, Rick Balentine

Board of Trustees Meets With ERA SoCal Board

The trustees who run the chapter trust operate autonomously and meet with the chapter board a couple of times each year to keep board members apprised as to the status of the trust, most recently at the October 24 board meeting. The trustees are:

- Dan Parks, Chairman
- Bob O'Brien, Vice Chairman
- Harrison Frank, Treasurer
- Bob Baxter, Secretary

Making Your Firm Stand Out

**Becoming THE visible sales group in your market
An ERA Southern California Owner's Forum**

How to be the most visible by building a unique business and marketing it correctly.

- November 29, 2006
- 11:30 to 1:30 over lunch
- Cypress Courtyard by Marriott
- Reservations are needed: 949-551-5200

ERA SoCal Owner's Forums

These popular lunchtime events continue to be valuable and usually sold out. Reps gather to discuss common opportunities, problems and solutions. Owner's Forums typically do not have presenters, only reps sharing their own 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 should always be up to date since information is supplied by members directly to their own page 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.

ERA Friday Breakfast

San Fernando Valley and Orange County groups meet early to share food, news, camaraderie and solutions to problems. It is one more benefit of membership. A tradition since 1996, Friday breakfast is a great way for reps and distributors to meet informally on a regular basis. The information shared is valuable to all and helps to maintain our ongoing sense of community

ERA Southern California

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

Who should I talk to at ERA?

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.

ERA SoCal 2006 Board

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

SOCAL EE Show Director

Bill Herold, Conquest Technical Sales
805-241-5118

Government Affairs Chairman

Ed Reese, Motion Components
714-255-1080

Distributor Chairman

Rick Balentine, Prime Electro Products
310-379-3642

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 chapter office and board with committee support. Committee actions and recommendations make things happen. Below is a list of current Chapter Committees and their members. Please contact any committee chairman for more information.

ERA SoCal 2006 Committees

BOARD OF TRUSTEES

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

BYLAWS

Tom Felts
Ed Reese
Gary Schoenbachler
Bill Greenfield

FINANCE

Bill Greenfield, Chairman
Steve Goldman
Tom Felts
Gary Smith

PROGRAM PLANNING

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

MEMBERSHIP

Jay Walters, Chairman

TABLETOP 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

Association Office

Executive Director, Dennis McGillis
Assistant Director, Frances McGillis

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