

ERA Today



ELECTRONICS REPRESENTATIVES ASSOCIATION
SOUTHERN CALIFORNIA CHAPTER
February 2007 Newsletter

Strategic Planning with Bryan Shirley, CPMR

Shirley, MANA President and CEO, presented a dynamic "how to do it" Strategic Planning session for us on January 17. The crowd included eleven MANA people and two from SEMA, the automotive trade association. Bryan is one of us, having spent 22 years in the Rep business, he was CEO of Colrud-Lowery, a 20 person, PA based electro-mechanical components rep firm covering six states. He was an officer in two Chapters of ERA and was on the ERA National Executive Committee.



Bryan Shirley informed and entertained us.



This crowd was very interested in planning techniques



Chapter president Gary Smith opened the meeting.



Smith presents Bryan with a token of our appreciation.



Smith presented a New Member pin to Darren O'Donnell of VC America.



Bryan Shirley, folks from SEMA and Tom McCarthy of Quadrep enjoy a little social time before dinner



A New Member pin was later presented to John Riordan of Sales and Service, Inc.



Board members Bill Greenfield and Gary Smith discuss chapter business with trustee Harrison Frank.



Jeff Carlberg, Rick Balentine, Bill Herold & Randy Elkins enjoy some pre-dinner conversation



Bill Greenfield, Harrison Frank and Tom Felts enjoyed the program and dinner

The ERA Owner's Forum

Making Your Firm Stand Out

On November 29, 2006 we held a forum about making your firm stand out and becoming the most visible in your particular market.

Harrison Frank, our moderator, helped lead us in discussion about the importance of being known and respected by your industry, by fellow reps, principals, customers and the importance of achieving satisfaction in your chosen field for your family and yourself.

The popular lunchtime events, staged since 1995, continue to be valuable and are usually sold out. Reps gather to discuss 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. It's the one way prospective customers and principals can find member firms by product, manufacturer and company name. The directory is always be up to date since information is supplied by members directly to their own page at www.erascal.org

SOCALLEE

Southern California Electronics Expo

Orange County Fairgrounds, Costa Mesa

SOCALLEE 2007 happens on September 19. Plans are in work to improve attendance, increase the number of technical program sessions, and include local big company participation. After the 2006 show 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 it's eight year history. Most exhibitors indicated their time talking to customers and prospects was very worthwhile, even with reduced numbers, and there are local companies with significant projects in the works. While more customers would be desirable, this chapter-owned local show continues to please exhibitors and attendees.

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 casually 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?

When you have a suggestion or comment about chapter operations, or an event do you 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 2007 Board

President

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

Chairman of the Board

Tom Felts, Techrep Components
310-539-9070

Vice President

Bill Herold, Conquest Technical Sales
805-241-5118

Treasurer

Ed Reese, Motion Components
714-255-1080

National Delegate

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

Membership Chairman

Jay Walters, Signal Enterprises
951-317-6144

SOCALLEE Show Director

Bill Herold, Conquest Technical Sales
805-241-5118

Government Affairs Chairman

Bill Greenfield, Texel
714-281-4916

Distributor Chairman

Rick Balentine, Prime Electro Products
310-379-3642

2007 EVENTS CALENDAR

March 7, 2007

Chapter Event

Turbocharging Your Phone Sales

With Peter Belanger

Getting the decision maker & making the sale.

4:00 Program, 6:00 Social time, 6:30 Dinner

Holiday Inn - Torrance

Reservations are needed.

March 20, 2007

ERA SoCal Owner's Forum

SALES: How to make it happen

Managing The Process

Developing Customers

11:30 to 1:30 over lunch.

Z Mario in Irvine (formerly Chanteclair)

Reservations are needed.

April 17, 2007

Electrotech Tabletop Show

Camarillo Show

Spanish Hills Country Club

999 Crestview Avenue (Off 101 at Los Posas)

Camarillo, CA 93010

Reservations are needed.

April 18, 2007

Electrotech Tabletop Show

Goleta Show

Santa Barbara Elks Lodge

150 N. Kellogg Avenue, Santa Barbara

Reservations are needed.

March 30, 2007 in Irvine

Pi Sigma Epsilon

National Conference

Hyatt Regency Irvine, 17900 Jamboree Blvd., Irvine, CA, 949-975-1234. CPMRs can give back to their profession by volunteering as coaches and judges. To register as a coach or coach and judge, please contact ccohon@primedevices.com

April 24, 2007

Russ McNally Memorial Golf Tournament

For information:

Gary Schoenbachler: 714-544-1619

Violette Berns: 714-992-3033

Proceeds benefit the Virginia K. Crosson Cancer Center

August 2007

Sagebrush Summer Social

An Electronics Industry Social Event

Sagebrush Cantina at 4:30

23527 Calabasas Rd.

Calabasas, CA, Hwy 101, exit Valley Circle

No reservation needed.

September 19, 2007

Southern California Electronics Expo

The chapter-owned event where engineers, buyers and OEM professionals attend technical sessions and view high tech products and vendors in a casual atmosphere since 1998. Orange County Fair and Expo Center, near hundreds of OEM electronics companies. 9:00 to 4:00. 949-551-2890 www.socalee.com emailsocalee.com

October, 2007

Felix Zandman

Chairman and CEO of Vishay Intertechnology, recipient of the Musser Award for Excellence in Leadership and the 2001 EIA Medal of Honor, physicist, inventor, and entrepreneur, he founded Vishay Intertechnology in 1962, published several textbooks, many scientific papers, and holds 39 patents in the U.S. and abroad. His autobiography, entitled Never the Last Journey, recounts his story from Holocaust victim to head of an industry-leading, high-tech, multinational corporation. Vishay Intertechnology, Inc., a Fortune 1,000 Company listed on the NYSE (VSH), is one of the world's largest manufacturers of discrete semiconductors

For the latest information and event pictures go to: www.erascal.org/calendar.asp

CPMR? Need CEUs?

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

2007 ERA SoCal Committees

Committees are at the heart of chapter activities with members involved in every aspect of chapter operations. Most chapter 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.

BOARD OF TRUSTEES

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

BOARD ADVISORS

Steve Geldman, Image Associates
Bob O'Brien, Signal Enterprises
George Gibbons, O'Donnell South
Dan Parks, West Electronic Sales

BYLAWS COMMITTEE

Tom Felts
Ed Reese

FINANCE COMMITTEE

Ed Reese, Chairman
Tom Felts
Gary Smith
Bill Greenfield

PROGRAM PLANNING COMMITTEE

Bill Herold, Conquest Technical Sales, Chairman
Rick Balentine, Prime Electro Products
Joe Cottrell, Harper & Two
Jim Harper, Harper & Two
Gary Lee Smith, G.L. Smith Associates
Jay Walters, Signal Enterprises
Tim Wolfe, PMC Technical Sales

MEMBERSHIP COMMITTEE

Jay Walters, Signal Enterprises, Chairman
Bill Herold - Conquest Technical Sales
Doug Johnson - O'Donnell Associates South
Don Blankenburg - O'Donnell Associates South

TABLETOP SHOWS COMMITTEE

Bill Herold
Tom Mueller

OWNER'S FORUMS COMMITTEE

Harrison Frank, Chairman
Jay Owmbly, MANA
Gary Schoenbachler, Schoenbachler EMS
Mark Thompson, Interconex Solutions
Chris Winn, Sales & Service

GOVERNMENT AFFAIRS COMMITTEE

Bill Greenfield, Chairman

WEBSITE COMMITTEE

Tom Felts, Board Chairman
Gary Smith, Chapter President
Bill Herold, 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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