

ERA Today



ELECTRONICS REPRESENTATIVES ASSOCIATION SOUTHERN CALIFORNIA CHAPTER

April 2007 Newsletter

Turbocharging Your Telephone Effectiveness

An ERA All-Reps Event with Peter Belanger, at the Holiday Inn - Torrance on March 7

Making appointments and getting your message to the right person are important keys to sales success. Peter Belanger shared immediately-usable best phone practices he has implemented in scores of Fortune 500 companies to help us reach the right person and get our message heard.

Peter is an accomplished trainer of telephone sales techniques who helped us understand the ways to make telephone contacts more productive for all concerned, particularly our customers.



Everyone uses the phone and Peter kept our attention for 90 minutes of non-stop telephone help.



We all found we were not using the best phone techniques. Peter demonstrated the right way.



Peter included a demonstration of telephone conversation difficulties.



The demonstration proved none of us was very good at using words only to describe things.



Dinner followed the talk about telephone techniques so everyone had a chance to discuss what they learned.



Chapter Programs VP, Bill Herold presents Peter with a token of our appreciation after his great presentation.



Chuck Cooper of Chuck Cooper Company and Bud Blackstock of G.L. Smith Associates at the dinner.



Chapter Government Affairs Officer, Bill Greenfield happily announced his upcoming retirement



Chapter board chairman, Tom Felts and Peter Belanger enjoy some animated discussion.



Our Board of Directors met for four hours of chapter business prior to the chapter meeting.

ERA Tabletop Shows

...always please the exhibitors & attendees!

The New Camarillo Show

More than 115 attendees registered for this new event in Spanish Hills Country Club. 54 display tables awaited them in a beautiful setting.



The Traditional Goleta Show

More than 145 attendees registered for this longest running of our shows. We had 53 exhibit tables and a delicious lunch in the Santa Barbara Elks Lodge.





A typical ERA Owner's Forum 24 place table setup.



Breakfast at Tustin Mimi's on March 30 with eleven

OWNER'S FORUMS

On March 20, 2007 we held a forum about **Developing And Managing Sales**, not sales people.

Our moderator, Harrison Frank, lead a discussion of cold calls, telephone appointments and how to get to see the customer. New ideas and traditional methods were discussed, including Mark Thompson's use of candy, flowers and thank you notes

These popular lunchtime events, held since 1995, continue to be valuable and sold out. Reps gather to discuss opportunities, problems and solutions. Owner's Forums typically do not have presenters, only reps sharing their own expertise.

SOCAL EE

**Southern California Electronics Expo
Orange County Fairgrounds, Costa Mesa**

SOCAL EE 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. Most exhibitors indicated their time talking to customers and prospects was very worthwhile, and some local companies have significant projects in the works. While more customers would be desirable, this chapter-owned local show continues to please exhibitors and attendees.

We're ERA Southern California

Offering activities and resources to improve the multiple line sales function. Professional seminars, business and sales training, regional trade shows, a weekly newsletter, the ERA Today newsletter, and more. For information call 949-551-5200 or email mcgillis@erascal.org

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 for eleven years, Friday breakfast is a great way for reps and distributors to meet casually on a regular basis. The information shared is valuable to all.

ERA SoCal 2007 Board

At chapter meetings chapter officers wear gold badges, talk with them there or feel free to call them.

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

SOCAL EE 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 (not the people)
Developing Customers
11:30 to 1:30 over lunch.
Z Mario in Irvine (formerly Chanteclair)

April 17, 2007

Electrotech Tabletop Show

CAMARILLO SHOW

Spanish Hills Country Club
999 Crestview Avenue (Off 101 at Los Posas)
Camarillo, CA 93010

April 18, 2007

Electrotech Tabletop Show

GOLETA SHOW

Santa Barbara Elks Lodge
150 N. Kellogg Avenue, Santa Barbara

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@primedevelop.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

ERA SoCal Owner's Forums

May 9, 2007

MANAGING THE REP BUSINESS

Dealing with issues at the heart of a rep operation: principals, contracts, commission splits and collections, lines, staffing, distributor relationships, rep websites, leadership, plus "fat cat" and "graying" syndromes.

- 11:30 to 1:30 over lunch.
- Cypress Courtyard By Marriott

The final two:

Oct 4 – The Business Part of the Rep Business

Dec 11 – Innovative Ways to Make Money

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 dennis@socalee.com

October 24, 2007

Dr. FELIX ZANDMAN, Vishay Founder

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

2007 ERA SoCal Committees

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

BOARD OF TRUSTEES

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

BOARD ADVISORS

Steve Goldman, 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 Owmy, 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

CPMR? Need CEUs?

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

The Chapter Directory

Is your directory page up to date? Our chapter directory is 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

ERA Southern California

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

Association Office

Executive Director, Dennis McGillis
Assistant Director, Frances McGillis

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