

ERA Today



ELECTRONICS REPRESENTATIVES ASSOCIATION
SOUTHERN CALIFORNIA CHAPTER
August 2007 Newsletter

The Rep Software Shootout

On July twenty-fifth five rep-friendly software company reps each gave our group of fifty manufacturer's rep folks a five minute description of their product followed by three rounds of individual thirty-minute in-depth presentations where everyone could hear a detailed talk by three vendors. The only gripe heard? People wanted to see all five!



The five vendor reps: Jim Minyard of Dataforce, Louis Lavin of MrsWare, Jim Adam of RPMS, Gil LaCroix of Dynamacs and Scott Mayo of EmpoweringSystems. These great guys came from TX, MA, FL, NY and KS.



We addressed software specifically for reps. Some were strong on sales applications and some on reporting about commissions. Some are web-based. Here Jim Minyard answers one of many questions.



Chapter president, Gary Smith presented new member pins to Larry Courter of Pace Group (l) and Scott Larson of S.A. Larson & Associates (r).



Dinner followed the software presentations. This was an ALL-REPS event and half of those attending were not ERA members, many of them are MANA members.



At dinner a good time was had by everyone as we renewed old acquaintances and made a bunch of new ones. Rep software is of interest to everyone.



Members and non-members enjoyed each other and their differing points of view. Activities with other reps joining in have proved very rewarding.



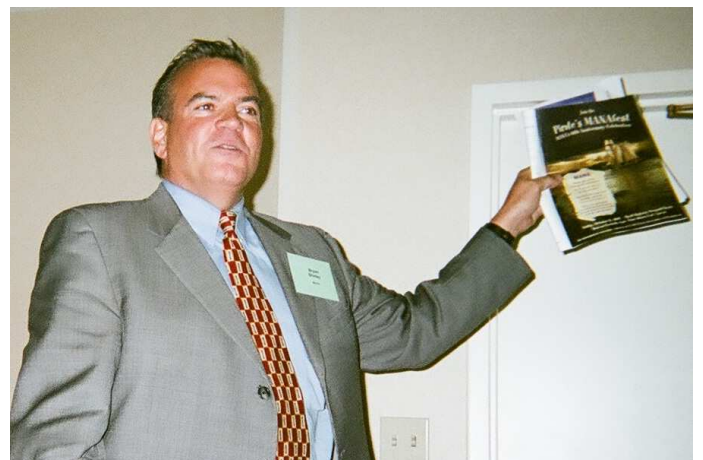
The software vendors sat throughout the room so everyone had a second chance to ask more questions. The vendors were only too happy to participate.



Everyone had a good time. Problem solving and conviviality are part of any rep gathering, particularly when they come from various industries.



The conversation was lively, as it always is when a bunch of reps get together. Rep software seems to be of interest to firms of all sizes.



Bryan Shirley, MANA president, invited everyone to MANA's 60th anniversary bash to be held in the Hyatt Regency, Newport Beach on October 12, 2007.



A typical ERA Owner's Forum 24 place table.



Orange County Breakfast in Tustin Mimi's

Managing The Rep Business

Our May 9, 2007 ERA Owner's Forum covered a wide range of rep business operations issues: leadership, company ownership, management, staffing, compensation, buy-sell agreements, disability, succession, fat cat and graying syndromes, dealing with principals, commission issues, etc. This was a lively session where some issues were "personalized" by participants and used to solve their own immediate problems.

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 Southern California ERA

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 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.

ERA SoCal 2007 Board

At chapter meetings our officers wear gold badges. You can talk with them there, or call them anytime.

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

Shows Chairman, Tim Wolfe

PMC Technical Sales, 714-579-1400

2007 EVENTS

March 7, 2007

Chapter Event

TURBOCHARGING YOUR PHONE SALES

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)

Reservations are needed.

April 17, 2007

Electrotech Tabletop Show

CAMARILLO SHOW

Spanish Hills Country Club

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.

April 24, 2007

Russ McNally Memorial Golf Tournament

For information:

Gary Schoenbachler: 714-544-1619

Violette Berns: 714-992-3033

Proceeds to 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, collections, lines, staffing, distributor relationships, websites, leadership, plus "fat cat" and "graying" syndromes.

- 11:30 to 1:30 over lunch.

- Cypress Courtyard By Marriott

August 9, 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

Oct 4, 2007

ERA SoCal Owner's Forum

The Business Part Of The Rep Business

- 11:30 to 1:30 over lunch.

- Cypress Courtyard By Marriott

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

December 11, 2007

ERA SoCal Owner's Forum

INNOVATIVE WAYS TO MAKE MONEY

- 11:30 to 1:30 over lunch.

- Cypress Courtyard By Marriott

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 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. See more about us at www.erascal.org

The Association Office

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Assistant Director, Frances McGillis

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