

# ERA Today



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**ELECTRONICS REPRESENTATIVES ASSOCIATION**  
**SOUTHERN CALIFORNIA CHAPTER**  
January 2008 Newsletter

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## The Open Board Meeting

### ERA SoCal Chapter Event

January 15, 2008

The Chapter Board Of Directors invited member participation in the first-ever Open Board Meeting.

In recent years chapter business has been done by elected and appointed members of the chapter board in closed meetings. This one was different, each attendee received complete support materials, including budgets. Members proposed agenda items, discussed with the board future chapter events, and make their many opinions heard.

All topics were on the table and agenda items included chapter events, owner's forums, shows, seminars, communications, the chapter directory, and membership increases. The meeting was productive and fun.

One important goal stated for 2008 is to increase member participation. Since ERA is volunteer driven, each of us has a part in the effort.

***Chapter board members heard a lot of member input at this first chapter event of 2008.***



**Dan Dillon of Dillon Technical Sales receives new member pin from Steve Tennesen**



**Monroe Bunge of Goldenwest Sales & Associates receives new member pin from Steve Tennesen**



**Bob Miller of Arrow Electronics receives new member pin from Steve Tennesen, Membership Chairman**



**Tod DeGray of Qualspec receives new member pin from Steve Tennesen**

## 2007 Was A Very Good Year

Membership was up, tabletop shows exceeded expectations, chapter meetings, owner's forums, seminars and social events continued to draw large numbers of members looking to improve their businesses and their lives by upgrading their skills and socializing with other multiple line sales professionals. We'll try to do it again in 2008.

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## ERA Owner's Forums

ERA Owner's Forums cover a wide range of rep business operations issues: leadership, company ownership, management, staffing, compensation, buy-sell agreements, disability, succession, dealing with principals and customers, commission issues, etc. These are lively sessions where some issues are "personalized" by participants and used to solve their own problem.



A typical Owner's Forum 24 place table.

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## SOCALEE: New Name, new owners

Southern California Electronics Expo will become the Orange County Electronics Show

SOCALEE 2007 happened last September. In 2008 it will be called Orange County Electronics Show and will have new owners - Gary Smith and Steve Tennessen. For info: [www.oceshow.com](http://www.oceshow.com)

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## 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](mailto:mcgillis@erascal.org)



## ERA Friday Breakfast

In December the Orange County Friday Breakfast group invited their spouses to join in the fun.

A tradition since 1996, Friday Breakfast is a fun way for members to meet casually on a regular basis. Information shared is valuable to all.

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## 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 up to date since information is supplied by members directly to their own page at [www.erascal.org](http://www.erascal.org)

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## CPMR? Need CEUs?

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

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## 2008 Chapter Committees

Committees are at the heart of chapter activities and members are involved in every aspect of chapter operations. Chapter business is conducted by the chapter office and board with committee support.

### BOARD OF TRUSTEES

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

### BOARD ADVISORS

Tom Felts, Techrep Components – Past President  
Steve Goldman, Image Associates – Past President  
Bob O'Brien, Signal Enterprises – Past President  
George Gibbons, O'Donnell South – Past President

### BYLAWS COMMITTEE

Tom Felts  
Ed Reese

### FINANCE COMMITTEE

Jay Walters, Chairman  
Gary Smith  
Bill Herold  
Ed Reese

### PROGRAM PLANNING COMMITTEE

Ed Reese, Motion Components, Chairman  
Larry Courter, Pace Group  
Jim Harper, Harper & Two  
Curtis Kaiser, Kaiser & Associates  
Frances McGillis, ERA  
Steven Tennessen, Astron Electronics

### MEMBERSHIP COMMITTEE

Steve Tennessen, Chairman  
Bill Herold - Conquest Technical Sales  
Doug Johnson - O'Donnell Associates South  
Don Blankenburg - O'Donnell Associates South

### TABLETOP SHOWS COMMITTEE

Tim Wolfe, PMC Technical Sales, Chairman  
Tom Mueller, G.L. Smith Associates  
Dave Snyder, D&D Engineering

## OWNER'S FORUM PLANNING COMMITTEE

Harrison Frank, Chairman  
Ed Reese, Motion Components  
Tony Bruno, Adhesive Brokers  
Larry Courter, Pace Technology Corporation  
George Gibbons, O'Donnell Associates  
Jim Harper, Harper & Two  
Curtis Kaiser, Kaiser & Associates  
Jay Ownby, MANA

## GOVERNMENT AFFAIRS COMMITTEE

Mark Thompson, Chairman

## WEBSITE COMMITTEE

Gary Smith, Board Chairman  
Bill Herold, Chapter President  
Ed Reese, Vice President  
Bill Perry, Webmaster

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## 2008 Chapter Board

At chapter meetings chapter board members are identified by gold badges. Talk with them there or call them anytime.

### President, Bill Herold

Conquest Technical Sales, 805-241-5118

### Chairman of The Board, Gary Smith

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

### Vice President, Ed Reese

Motion Components, 714-255-1080

### National Delegate, Gary Smith

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

### Treasurer, Jay Walters

Signal Enterprises, 951-317-6144

### Membership Chairman, Steve Tennessen

Astron Electronics, 714 427 5883

### Government Affairs Chairman, Mark Thompson

Interconex Solutions, 714-870-1937

### Distributor Chairman, Rick Balentine

Prime Electro Products, 310-379-3642

### Shows Chairman, Tim Wolfe

PMC Technical Sales, 714-579-1400

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## 2008 Chapter Calendar

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**January 15, 2008**  
**Chapter Event**

### **The Open Board Meeting**

The Chapter Board Of Directors invites members to participate in the first-ever Open Board Meeting. Cypress Courtyard by Marriott.  
4:00 Program, 6:00 Social time, 6:30 Dinner

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**February 20, 2008**  
**Owner's Forum**

### **Strengthening Your Business Structure**

- Payroll and HR issues
  - Subcontractors & subreps
  - Exempt employees
  - Compensation plans
  - Expense reimbursement
  - Avoiding an audit
- 11:30 to 1:30 at Z Mario in Irvine  
Reservations are needed
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**February 27-29, 2008**

### **ERA National Conference**

43rd ERA Management & Marketing Conference for Reps & Manufacturers to be held in SAN DIEGO  
[www.era.org/aa\\_conference/current\\_conf.html](http://www.era.org/aa_conference/current_conf.html)

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**March 5, 2008**  
**Chapter Event**

### **DIGI-Key**

Mark Larson, President of Digi-Key will tell us how they are redefining electronics distribution  
Old Ranch Country Club in Seal Beach

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**April 16, 2008**  
**Electrotech Tabletop Show**

### **Camarillo Show**

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

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**April 17, 2008**  
**Electrotech Tabletop Show**

### **Goleta Show**

Goleta Community Center  
5679 Hollister Avenue  
Goleta, CA 93117

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**April 24, 2008**  
**Spring Social Event**

### **Electronics Industry Spring Social**

Tia Juana's Long Bar at 4:30. 14988 Sand Canyon Ave (at I-5 freeway) in Irvine. Everyone in the industry is invited, no reservations are needed.

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**May 14, 2008**  
**Owner's Forum**

### **Managing The Rep Business**

Dealing with issues at the heart of the rep business: principals, contracts, commission splits and collections, lines, staffing, distributor relationships, rep websites, leadership and more.  
11:30 to 1:30 over lunch. Cypress Courtyard By Marriott. Reservations are needed

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**August 7, 2008**  
**Summer Social Event**

### **Sagebrush Summer Social**

An Electronics Industry Social Event in Sagebrush Cantina at 4:30. 23527 Calabasas Road, Calabasas, CA, Hwy 101, exit Valley Circle. Everyone in the industry is invited, no reservations are needed.

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**August 12, 2008**  
**Chapter Event**

### **US Representative Ed Royce**

Views and opinions from a pro-business congressman. 5:30 Social, 6:00 Dinner, 7:00 Program. Old Ranch Country Club in Seal Beach. Reservations are necessary

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**September 17, 2008**  
**Electronics Trade Show**

### **Orange County Electronics Show**

The event where engineers, buyers and OEM professionals attend technical sessions and see high tech products and vendors in a casual atmosphere since 1998. At the Orange County Fair and Expo Center, near hundreds of electronics OEMs.  
Orange County Fair & Expo Center. 949-551-2890

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### **ERA Southern California**

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