

# ERA Today



---

## **ELECTRONICS REPRESENTATIVES ASSOCIATION** Southern California Chapter August 2008 Newsletter

---

### **Congressman Ed Royce**

**Conversation with a Congressman**  
**An ERA Southern California Chapter Event**  
August 12, 2008

As advertised, this event really was conversation with a pro-business congressman. Congressman Royce told us about legislation and other U.S. government activity affecting small business as well as future action we should be aware of. He spoke for a half hour and then we asked questions for a full hour about subjects affecting our industry. He gave complete no-nonsense answers to every query and we got the latest, up to the minute info about gasoline prices, taxes, the economy, association health insurance legislation and other small business issues.

This mid-summer chapter event was popular and timely. Ed Royce spoke for a long period about where we are and his views about how we can improve things. We then spent an hour asking him questions and enjoying his very well informed answers.



**Our group was absorbed, listening to what the congressman had to say.**



**Congressman Royce is a very entertaining and informative speaker.**



**He may be a politician but he is also pro-business and really spoke our language.**



**Chapter president, Bill Herold, presented the congressman with a token of our appreciation.**



**Old Ranch Country Club meeting rooms feature walls of glass opening to the golf course.**



**Danielle did a great job of seeing we had the proper food and beverages.**



**Judging by their expressions, these people had a great time with Frances McGillis and Jim Goss.**



**At this table were three past chapter presidents, Bob O'Brien, Steve Goldman and Tom Felts.**



**Another table of folks enjoying dinner at Old Ranch. It is always good and the desserts are special.**

## The ERA-SoCal Sagebrush Social

This August 7 event in Calabasas drew more than 200 people to the fun all-industry gathering.



Event organizer and ERA-SoCal chapter president Bill Herold with his lovely wife Vi.



Scott Waterbury of Prism Assoc., Harvey Magidow of HM Assoc. and Steve Goldman of Image Assoc.



Keith with Astron, Mark with Allied and Joe with Harper & Two



Rick Balentine from Prime Electro with Billie Mahda from Arrow



Diane of Arrow, Jo of Source Photonics, Karen of All Tech Electronics, Gary of Conquest with wife Nadine.



Jane, Jo, Rick with Arrow, Sue with PUI, Bob with All American, Kyle with Jaco



**Robert with Groh Associates, Tejuan with Fralock and Jim with Alcatel-Lucent**



**1804 Tom with Luscombe and Verne with PowerPlus with a nice lady whose name we do not have.**



**Steve from Avnet, Alex from Stellar, Joe & Dan from Harper & Two**



**Steve from Kemet and Alain from Arrow, and another nice lady whose name we do not have.**



**Ken and Phil from Avnet**



**Tim having fun with Kat from H2Scan**



**Mark from Allied, Nadine and husband Gary from Conquest and Stephanie from Arrow.**



**Good looking young folks from Avnet and Future were spotted in this crowd.**



**Fernando from National Semi and Val from Avnet with one more nice lady whose name we do not have**



**The patio was full of electronics industry people talking shop for the entire evening.**



**Vinnie from Avnet, Fernando from National Semi and Matt from Sensortek.**



**Everyone enjoyed the great company from a whole crowd of others in the same industry.**

## ERA-SoCal 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 table for twenty-four.

---

## ERA-SoCal FRIDAY BREAKFAST

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. Venues in Chatsworth and Tustin make it convenient for most members to participate.

---

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

---

## CPMR? Need CEUs?

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

---

## We're Southern California ERA

With activities and resources to improve the multiple line sales function - professional seminars, business and sales training, regional trade shows, newsletters, and more. For information: 949-551-5200 [mcgillis@erascal.org](mailto:mcgillis@erascal.org)



## 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 of directors 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

---

## **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 Tennesen**

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

---

## **2008 Events Calendar**

---

**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
  - Reservations are needed
- 

**February 20, 2008**

### **Owner's Forum**

#### **STRENGTHENING 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
- 

**February 27-29, 2008**

#### **ERA NATIONAL CONFERENCE**

43rd ERA Management & Marketing Conference for Reps & Manufacturers, held in San Diego.

---

**April 16, 2008**

### **Electrotech Tabletop Show**

#### **CAMARILLO SHOW**

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

---

**April 17, 2008**

### **Electrotech Tabletop Show**

#### **GOLETA SHOW**

Goleta Community Center  
5679 Hollister Avenue  
Goleta, CA 93117

---

**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.

---

---

**May 20, 2008**

**Owner's Forum**

**MAKE MORE MONEY, HAVE MORE TIME**

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
- 

**June 4, 2008**

**Chapter Event**

**A SALES SEMINAR**

Making the sales process easy for you and the customer, with Chris Jennings of the Sandler Institute

- 4:00 Program, 6:00 Social time, 6:30 Dinner
  - Park Avenue Restaurant in Stanton
  - Reservations are necessary
- 

**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.

---

**August 12, 2008**

**Chapter Event**

**US REPRESENTATIVE ED ROYCE**

Conversations with a pro-business congressman.

- 5:30 Social, 6:00 Dinner, 7:00 Program.
  - Old Ranch Country Club in Seal Beach.
  - Reservations are necessary
- 

**September 10-11, 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. At the Orange County Fair and Expo Center, near hundreds of electronics OEMs.

**[www.OCEShow.com](http://www.OCEShow.com)**

---

---

**October 2, 2008**

**Owner's Forum**

**Taking Your Firm To The Next Level**

**Managing On Reduced Commissions**

**When To Hold 'Em or When to Fold 'Em**

Revenue, lines and people are key to making the leap from small firm to big one. Buying a rep firm or selling yours are important events.

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

**October 15, 2008**

**Chapter Event**

**SMALL BUSINESS LEADERSHIP COUNCIL**

with John Satagaj, SBLC President

- Cypress Courtyard by Marriott.
  - 4:00 Program, 6:00 Social time, 6:30 Dinner
  - Reservations are necessary
- 

**October 21-24, 2008**

**MRERF Sales Training Event**

**CSP TRAINING PROGRAM**

Certified Sales Professional Training

Anyone calling on customers will find great value in this MRERF CSP Program in the LAX Hilton.

[http://mrerf.org/img/c/f184485/csp\\_2008\\_mreref.pdf](http://mrerf.org/img/c/f184485/csp_2008_mreref.pdf)

---

**November 12, 2008**

**Owner's Forum**

**HR ISSUES**

With Bruce May, labor attorney

- 1:30 to 1:30 over lunch.
  - Cypress Courtyard by Marriott
  - Reservations are necessary
- 



**ERA SOUTHERN CALIFORNIA**

Dennis McGillis, Executive Director

Frances McGillis, Assistant Director

15186 Normandie Ave.

Irvine, CA 92604-2933

949-551-5200 phone

949-551-1162 fax

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

[www.erascal.org](http://www.erascal.org)