

# ERA Today



## ELECTRONICS REPRESENTATIVES ASSOCIATION Southern California Chapter February 2009 Newsletter

### 2009 and Beyond

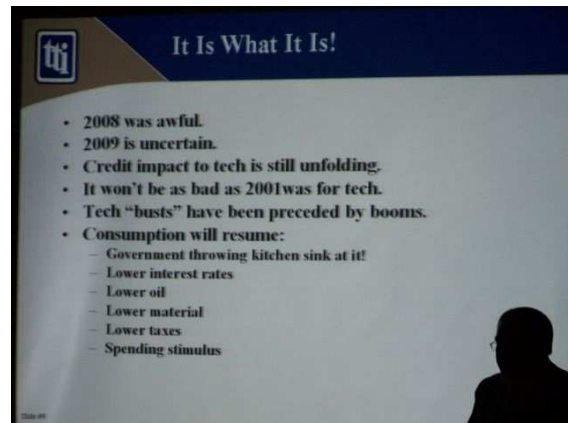
Lloyd Kaplan, COO of iSuppli and Craig Conrad, Sr. VP of TTI gave us their versions of where the electronics industry is today in the midst of a huge recession and where it will be throughout 2009 and into the future.



**Craig Conrad and Lloyd Kaplan at our January chapter meeting where they told us about our future.**

These executives from the foremost supply chain data company and the leading distributor of passives and connectors drew us a picture of the environment for electronic components in North America, Europe and Asia and helped us understand what will happen in 2009 and beyond. Their access to data and the conclusions drawn from it for our industry are second to none. Few besides them can be trusted to tell us about the coming year with any assurance.

Special thanks to Jim Harper for arranging this special and timely presentation.

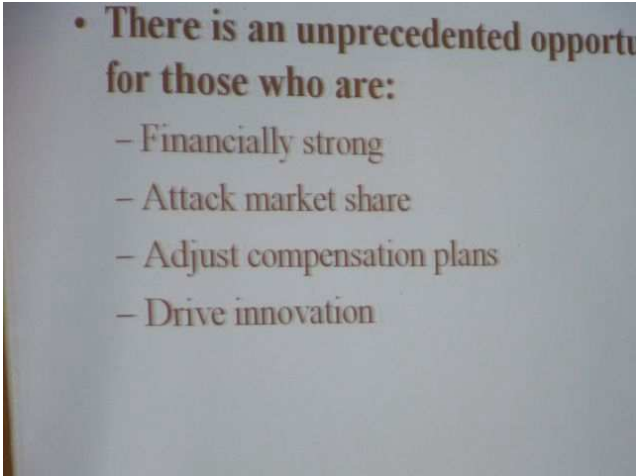


**Their messages contained some hard information:**

- 2008 was awful.
- 2009 is uncertain.
- Credit impact to tech is still unfolding.
- It won't be as bad as 2001 was for tech.
- Tech "busts" have been preceded by booms.
- Consumption will resume:
  - Government throwing the kitchen sink at it
  - Lower interest rates
  - Lower oil
  - Lower material
  - Lower taxes
  - Spending stimulus



**This was a highly informative and lively event with a crowd of 130 electronics industry attendees.**



There was also information presented about the potential for future opportunities.



We absorbed information for almost two hours, with time for Q & A.

### **New National Delegate**

Bill Herold of Conquest Technical Sales was elected in January to represent our chapter on the ERA National Board of Directors.

### **Yet to come:**

#### **Tia Juana's Spring Social**

**An Electronics Industry Social Event**  
May 20, 2009 - Tia Juana's Long Bar at 4:30 PM.  
14988 Sand Canyon Ave (at I-5 freeway) in Irvine  
Everyone in the industry is invited - no reservations

#### **Sagebrush Summer Social**

**An Electronics Industry Social Event**  
August 6, 2009, Sagebrush Cantina at 4:30  
23527 Calabasas Rd., Calabasas, 101-Valley Circle  
Everyone in the industry is invited - no reservations



A typical Owner's Forum table for twenty-four.

### **Owner's Forum - February 3**

In this forum, titled **How To Survive A Brutal Recession**, we shared real-life examples of things that work in bad times, including identifying recession proof market segments, information sharing to retain employees, creating a downside plan before it happens, hunting for good lines that are making a change due to market conditions, getting print position, investing in sales training, and helping your manufacturers create a rep council.

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.

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### **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.

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### **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)

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### **CPMR? Need CEUs?**

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

## **We are the Southern California chapter of the Electronics Representatives Association**

We provide activities and resources to improve the multiple line sales function: professional seminars, business and sales training, regional trade shows, newsletters, online assets, a chapter directory and much more.  
For information: 949-551-5200

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### **2009 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**

Gary Smith, G.L. Smith Associates – Past President  
Tom Felts, Techrep Components – Past President  
Steve Goldman, Image Associates – Past President  
Bob O'Brien, Signal Enterprises – Past President

#### **BYLAWS COMMITTEE**

Tom Felts  
Ed Reese

#### **FINANCE COMMITTEE**

Tim Wolfe, Chairman  
Bill Herold  
Ed Reese  
Jay Walters

#### **PROGRAM PLANNING COMMITTEE**

Jay Walters, Signal Enterprises, Chairman  
Jim Harper, Harper & Two  
Robert Barkle, Groh  
Dean R. Marxer, Marble  
Gabriel Sanchez, Sanaco

#### **MEMBERSHIP COMMITTEE**

Steve Tennessen, Chairman

#### **TABLETOP SHOWS COMMITTEE**

Doug Johnson, O'Donnell South, Chairman  
Dave Snyder, D&D Engineering

#### **OWNER'S FORUM PLANNING COMMITTEE**

Harrison Frank, Chairman

#### **GOVERNMENT AFFAIRS COMMITTEE**

Mark Thompson, Chairman

#### **WEBSITE COMMITTEE**

Bill Herold, Board Chairman  
Ed Reese, Chapter President  
Jay Walters, Vice President  
Bill Perry, Webmaster

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### **2009 Chapter Board**

At chapter events board members may be identified by their gold badges. Talk with them there or call them anytime.

#### **President, Ed Reese**

Motion Components, 714-255-1080

#### **Chairman of The Board, Bill Herold**

Conquest Technical Sales, 805-241-5118

#### **Vice President, Jay Walters**

Signal Enterprises, 951-317-6144

#### **National Delegate, Gary Smith**

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

#### **Treasurer, Tim Wolfe**

PMC Technical Sales, 714-579-1400

#### **Membership Chairman, Steve Tennessen**

Astron Electronics, 714 427 5883

#### **Government Affairs Chairman, Mark Thompson**

Interconex Solutions, 714-870-1937

#### **Distributor Chairman,**

Mark Stander, TTI, 949-637-4801

#### **Shows Chairman**

Doug Johnson, O'Donnell South, 714-329-5885

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## 2009 Events Calendar

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January 21, 2009

Chapter Event

### 2009 and BEYOND

- Lloyd Kaplan, COO of iSuppli
- Craig Conrad, Sr. VP of TTI

Our opportunity to hear what will happen in 2009 from industry experts with real insight into our future.

- Old Ranch Country Club in Seal Beach
  - 4:00 Program, 5:30 Social time, 6:00 Dinner
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February 3, 2009

Owner's Forum

### SURVIVING A BRUTAL RECESSION

Don't just survive - thrive.

We'll share techniques that work in rough times

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

March 11, 2009

NAPM-SFV and MANA joint meeting

### NEGOTIATING –

### FROM BOTH SIDES OF THE TABLE

with Merle W. Roberts, CPSM

Odyssey Restaurant in Granada Hills

- 5:30pm to 8:30pm
- \$25 before March 4th, \$30 after
- Reservations: [www.napmsfv.org](http://www.napmsfv.org)

Come and interface with supply chain professionals from the San Fernando Valley

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March 25, 2009

Chapter Event

### Program TBD

- Cypress Courtyard by Marriott.
  - 4:00 Program, 6:00 Social time, 6:30 Dinner
  - Reservations are necessary
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April 7, 2009

Electrotech Tabletop Show

### GOLETA SHOW

Page Youth Center, 4540 Hollister Ave.  
Santa Barbara, CA 93110

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April 8, 2009

Electrotech Tabletop Show

### CAMARILLO SHOW

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

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May 6-7, 2009

### Del Mar Electronics Show

[www.vts.com](http://www.vts.com)

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May 12-14, 2009

### EDS

Las Vegas

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

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May 13, 2009

### NAPM-SFV SUPPLIER NIGHT

Odyssey Restaurant in Granada Hills

[info@napmsfv.org](mailto:info@napmsfv.org)

818-993-0995

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

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May 20, 2009

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 31 - June 4, 2009

### MANA fest 09

Henderson, NV

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

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June 10, 2009

Owner's Forum

### MERGER and ACQUISITION FORUM

- 11:30 to 1:30 over lunch
  - Cypress Courtyard By Marriott.
  - Reservations are needed
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**August 6, 2009**  
**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, 2009**  
**Chapter Event**

**THE LATEST TECHNOLOGY**

Demonstrations of developments in webware, Google docs, PDAs, Texting, MySpace, Facebook, Twitter, YouTube, Yahoo and Google, etc.

- Cypress Courtyard by Marriott.
  - 4:00 Program, 6:00 Social time, 6:30 Dinner
  - Reservations are necessary
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**September 16, 2009**  
**Chapter Event**

**Program TBD**

- Cypress Courtyard by Marriott.
  - 4:00 Program, 6:00 Social time, 6:30 Dinner
  - Reservations are necessary
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**September 29-30, 2009**  
**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)

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**October 6 - 8, 2009**

**ERA NATIONAL CONFERENCE**

44th ERA Management & Marketing Conference for Representatives & Manufacturers, in Chicago.

[www.era.org/aa\\_conference/index.html](http://www.era.org/aa_conference/index.html)

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**October 15, 2009**  
**Owner's Forum**

**BEST PRACTICES**

To maximize revenue and reduce expense

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

**November 3, 2009**  
**Chapter Event**

**Program TBD**

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

**November 17, 2009**  
**Sales Forum**

**SALES GUYS' FORUM**

What is right and wrong with the rep business – we look at it from the sales person's perspective.

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

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