

# ERA Today



**ELECTRONICS REPRESENTATIVES ASSOCIATION**  
Southern California Chapter  
April 2009 Newsletter

## Where is the Economy Going? Our March 24 Chapter Event



P. Jacob Yadegar is president of Emprean Funding and author of the popular newsletter, Money Matters!



We absorbed information for more than one and a half hours, with a lot of questions and answers.



This was a highly informative event with many questions from the interested attendees.



Jacob Yadegar is presented with a token of appreciation by chapter board chairman Bill Herold.

Our session with Jacob Yadegar was outstanding, the insight and education into what is currently going on in our economy was very useful for any businessman. While scheduled to speak for 30 to 40 minutes, he was still going strong at 90 minutes with lots of Q&A.

Jacob walked us through the causes for our economic crisis and the steps required to dig ourselves out of it and while we didn't enjoy hearing about how long and hard this downturn will be, his knowledge and expertise were evident and he told it like it is.

## Negotiating – from Both Sides of The Table



Merle W. Roberts, CPSM taught us about negotiating at the Odyssey Restaurant in Granada Hills on March 11.



Merle, as a gifted and effective presenter, teaches both buyers and reps in a painless and fun manner.



The NAPM-SFV and MANA 70 person joint meeting was attended by 11 members of ERA Southern California.

Still 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

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## 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

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## 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.

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## 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.

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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 Associates  
Dean R. Marxer, Marble Associates  
Gabriel Sanchez, Sanaco Electronic Sales

## **MEMBERSHIP COMMITTEE**

Steve Tennesen, 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, Bill Herold**

Conquest Technical Sales, 805-241-5118

### **Treasurer, Tim Wolfe**

PMC Technical Sales, 714-579-1400

### **Membership Chairman, Steve Tennesen**

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

- 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 share techniques that work in rough times

- 11:30 to 1:30 over lunch
  - Cypress Courtyard By Marriott
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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 24, 2009

Chapter Event

### THE ECONOMY, WITH JACOB YADEGAR

He's president of Empyrean Funding and author of the popular newsletter, Money Matters!

- 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 (New location)  
Santa Barbara, CA 93110

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April 8, 2009

Electrotech Tabletop Show

### CAMARILLO SHOW

4690 Calle Quetzal, Camarillo (A new location)  
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 PLUS

MERGERS and ACQUISITIONS FORUM

- 4:00 to 6:00, followed by dinner
  - 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 TBA (Planned but not confirmed)**

- 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**

**REP BEST PRACTICES**

Maximize revenue and reduce expense

- 11:30 to 1:30 over lunch
  - Cypress Courtyard By Marriott.
  - Reservations are needed
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**November 3, 2009**  
**Chapter Event**

**Program TBA**

- Cypress Courtyard by Marriott.
  - 4:00 Program, 6:00 Social time, 6:30 Dinner
  - Reservations are necessary
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**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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**We are the Southern California chapter of the Electronics Representatives Association.**

Our function is to 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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**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)