

REP FIRM MERGERS & ACQUISITIONS

The June 23 Chapter Event



A panel of experts who have “been there” helped us understand merger and acquisition fine points: George Gibbons of O’Donnell South, David Sandberg of RD&D Sales Engineering, Mike Baghramian of Bager Electronics, accounting expert Morris Spector of Daskal/Spector Accountancy and our moderator, Jim Harper of Harper & Two.

With sixty reps participating, this third chapter event of 2009 was not only educational it was also a great time for everyone involved. Jim Harper recruited the panel of experts and he conducted the forum with considerable input from all participants. Many questions were answered and potential problems addressed by the experts.



Questions flowed freely from the whole group.



Rep accounting expert Morris Spector is presented with a token of appreciation by chapter VP Jay Walters.



Expert panelists carefully explained the solutions.



Mike Baghramian accepting a token from Jay.



The group intently listened to questions and answers.



George Gibbons accepts a token from Jay.



Dave Sandberg accepting a token from Jay.



Discussion is always lively when reps enjoy dinner.



Event producer and moderator Jim Harper is thanked by Jay Walters on behalf of the entire chapter.



Dinner time is always good for discussion.



Social time and dinner followed the interesting forum.



Enjoying conversation after the very active forum.

TIA JUANA'S SPRING SOCIAL

It was a great time. Our Electronics Industry Social Event on May 20 at Tia Juana's Long Bar in Irvine.

Everyone in the industry was invited, with no reservations needed – sixty customers, distributors and reps enjoyed the great company, along with sponsored food and drink. A 6:30 drawing saw dozens of gifts distributed to participants. Thanks to Mark Stander and his committee for making it happen.



Rick Balentine, Gary Smith and George Gibbons had a good time at Tia Juana's, along with everyone else.



Beth Baker, Derek Lee and Mark Stander enjoyed the crowd. The camaraderie, food and drinks were great.

CPMR? Earn CEUs

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

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.

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

OUR CHAPTER

Associations have the power to transform society for the better. The Southern California Chapter ERA produces dozens of educational, and social experiences each year plus professional seminars, business and sales training, regional trade shows. We publish this ERA Today Newsletter and a weekly email newsletter, provide hundreds of web-based tools and resources, and help members connect via meetings, forums, breakfasts and other activities. For more information: 949-551-5200



2009 Chapter Committees

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

BOARD OF TRUSTEES

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

BOARD ADVISORS (Past chapter presidents)

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

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 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

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 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





2009 Events Calendar

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
-

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
-

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

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

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
-

April 7, 2009

Electrotech Tabletop Show

GOLETA SHOW

Page Youth Center, 4540 Hollister Ave (New location)
Santa Barbara, CA 93110

April 8, 2009

Electrotech Tabletop Show

CAMARILLO SHOW

4690 Calle Quetzal, Camarillo (A new location)
Camarillo, CA 93010

May 6-7, 2009

Del Mar Electronics Show

www.vts.com

May 12-14, 2009

EDS

Las Vegas

www.edsc.org

May 13, 2009

NAPM-SFV SUPPLIER NIGHT

Odyssey Restaurant in Granada Hills

info@napmsfv.org

818-993-0995

www.napmsfv.org

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.

May 31 - June 4, 2009

MANA fest 09

Henderson, NV

www.manaonline.org

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
-

August 6, 2009

SAGEBRUSH SUMMER SOCIAL

An Electronics Industry Social Event

Sagebrush Cantina at 5:00

23527 Calabasas Rd., Calabasas, 101 at Valley Circle

Everyone is invited - no reservations are needed

August 12, 2009

Chapter Event

SALES COMMUNICATION TECHNOLOGY

LinkedIn, MySpace, Facebook, Twitter, PDAs, texting, YouTube, blogging, podcasts, Yahoo, Google, Webware, Google docs, VOIP and more plus explanations & demos. We'll learn when and how to use them for business.

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

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

October 6 - 8, 2009

ERA NATIONAL CONFERENCE

44th ERA Management & Marketing Conference for Representatives & Manufacturers, in Chicago. www.era.org/aa_conference/index.html

October 14, 2009

Owner's Forum

REP BEST PRACTICES

Key things reps do and how to improve them.

Lines management, reporting, work habits, communication, time management, etc.

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

November 3, 2009

Chapter Event

PROFESSIONALISM

What is it? What does it cost? What are the attributes of a professional? Does it add value?

With Merle Roberts, C.P.M.

- 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 from the sales person's perspective.

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

FRIDAY BREAKFAST

It's business, and it's social.

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.

Tustin

Every Friday at 7:00. Mimi's Cafe,
On 17th Street at 55 freeway

Chatsworth

Second Fridays at 7:30. Mimi's Cafe
19710 Nordhoff Place, Chatsworth
A block north of Nordhoff & Corbin



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