

ERA *today*



ELECTRONICS REPRESENTATIVES ASSOCIATION SOUTHERN CALIFORNIA CHAPTER

AUGUST 2009 NEWSLETTER

The August 12 Chapter Event

SALES COMMUNICATION TECHNOLOGIES

This was an event where some people who were not sure they could learn something immediately useful and valuable simply stayed away. The forty of us who were there certainly know better; when your customer searches for a vendor by using a social networking site, you really need to be on it.

Rebekah King, our teacher, explained for us the application of several modern communication tools. We examined LinkedIn, MySpace, Facebook, texting, Twitter, YouTube, blogging, podcasting and more. She signed on to some of the sites and walked us through it while explaining how they could be useful... or not. For sales guys it sounds like everyone should be on LinkedIn. Many other social networking sites seemed somewhat less compelling.



Rebekah titled her presentation Social Networking & Related Technologies. Although addressing a large group, her presentation felt like one-on-one conversation. She answered dozens of questions throughout the ninety minute session.



Chapter VP Jay Walters demonstrated some of the dozens of free online Google applications that can help us from any location. He told how Google docs and Skype VOIP help his company communicate with customers, principals and associates anywhere.



Our group was really into understanding how modern communication technologies can help in business. The answers were both positive and negative.



At this table were assistant director Frances McGillis; chapter president Ed Reese; Martha Reese; Don Hosmer of Ramsgate Technical Sales.



Rebekah told us how and where to start a blog as well as why and what to include. It's not for everybody but can be a huge asset for the right business.



Enjoying conversation at dinner after the program are Maggie West of House of Batteries; Bryan Shirley of MANA; Richard Kass



Seen here, Mary Lynn Jordan and Dave Burgener of Projections Unlimited; Darren O'Donnell of Nordic Semi. Dinner was fun, we talked about the program.



Discussion at dinner with membership chairman Steve Tennesen; our speaker Rebekah King; chapter treasurer Tim Wolfe; Don West of House of Batteries

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 Geldman, 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
Dave Burgener, Projections Unlimited
Rich Unruh, SMD
Mark Stander, TTI

TABLETOP SHOWS COMMITTEE

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

OWNER'S FORUM PLANNING COMMITTEE

Harrison Frank, Chairman
Jay Walters, Signal Enterprises

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 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



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
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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
-

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 Emphyrean 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

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
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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/Skype 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 and 75th DIAMOND JUBILEE in Chicago for Representatives & Manufacturers
www.era.org/aa_conference/current_conf.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? How 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 (Like an Owner's 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



ERA SOUTHERN CALIFORNIA

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