

ERA today



ELECTRONICS REPRESENTATIVES ASSOCIATION SOUTHERN CALIFORNIA CHAPTER

November 2009 Newsletter

The ERA-SoCal Chapter Event on November 3

PROFESSIONALISM

with Merle Roberts, CPSM, C.P.M.



Merle read to us several items from his well-worn little book of quotations.

Every inch the professional, thoroughly entertaining and informative, Merle Roberts is well known as a purchasing instructor and management trainer. He has taught purchasing and supply management at four colleges over twenty-three years.

We know it's important to be professional, and his program answered frequently asked questions about why and how. For people at all levels it provided a hands-on approach, along with discussion of the meaning and attributes of professionalism.

In difficult times, one of the smartest things we can do to ensure professional success is to keep our skills up-to-date. ERA-SoCal helps members with programs featuring industry experts. This program was intended for everybody.

Merle Roberts has presented over 900 seminars, is a past President of the National Association of Purchasing Management - Orange County, and has served as their Certification Chairman since 1981. He has been recognized over the years for his outstanding work in the area of professional development.

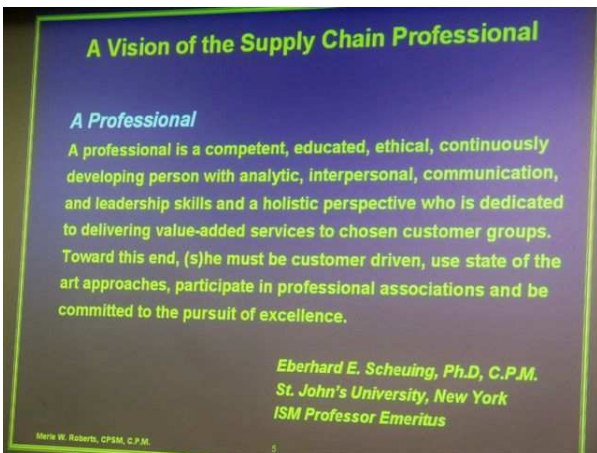
Recurring audience-named attributes of professionals: they are trustworthy, take pride in their work, are educated, participate in professional associations and benefit from the legitimacy conferred on those who do these things.



Merle Roberts accepts a token of thanks from chapter VP, Jay Walters



A dynamic presenter, Roberts kept everyone present involved throughout the entire presentation.



Each participant received a copy of the PowerPoint pages Merle used to address the points he made.



Our group was continuously entertained and educated by Merle



An Owner's Forum table set for twenty-four.

CPMR CEUs

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

Recognizing Chapter Service in 2009

Standing in for Chapter President Ed Reese, Chapter Vice President Jay Walters presents plaques to outgoing 2009 Board Members



Tim Wolfe, Treasurer



Steve Tennesen, Membership Chairman



Mark Thompson, Government Affairs Chairman



Doug Johnson, 2009 Shows Chairman



Bill Herold, Chairman of the Board



Mark Stander, Distributor Chairman



Bill Herold returns the favor for VP Jay Walters

2010 OFFICER ELECTION

In September we elected chapter leadership officers to serve for all of calendar year 2010.

- President, Jay Walters, Signal Enterprises
 - Vice President, Tim Wolfe, PMC Technical Sales
 - Treasurer, Steve Tennessen, Astron Electronics
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2009 NATIONAL DELEGATE ELECTION

In January we elected Bill Herold of Conquest Technical Sales as our National Delegate. He serves as a member of the ERA National Board and a member of our Chapter Board.

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



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

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, and regional trade shows. We publish this 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 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
- 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
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August 6, 2009

SAGEBRUSH SUMMER SOCIAL

An Electronics Industry Social Event

Sagebrush Cantina at 5:00

23527 Calabasas Rd., 101 at Valley Circle

Everyone is invited - no reservations 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
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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

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

...is business, and it's social.

A tradition since 1996, Friday Breakfast is a fun way for members to meet casually on a regular basis and the 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, 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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