



**ERA SOUTHERN CALIFORNIA
WEEKLY NEWSLETTER**

**September 16, 2013
Information of Interest to Electronics
Representatives and Distributors**

The September 10 CHAPTER EVENT



MANA CEO Charles Cohon delivered a terrific two-part talk about shaping your line card and maintaining the right kind of communication with principals.



Bill Herold was awarded the William E. Sullivan award, our chapter's highest honor, in recognition of his exceptional contributions over many years.



Chapter VP David Berryman presented Charley Cohon with a small clock as a token of our appreciation.



Chapter president Doug Johnson announced the planned departure of Dennis and Frances McGillis on April 1, 2014.



Doug Johnson introduced Jennifer Chilcote, our incoming chapter executive. She managed our very successful charity golf tournament benefiting Operation Homefront.

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Oct 7-10 - ERA National Conference

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October 7-10

[ERA NATIONAL CONFERENCE](#)

46th Management & Marketing Conference

Oak Brook Hills Marriott Resort, Oak Brook, IL

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ONLINE USER MANUALS

When electronics and appliances start acting up, it's time to grab the manual - if only you knew where it was. Or, maybe the manual has been digitized and uploaded to ManualsOnline.

ManualsOnline is a database of manuals for more than 600,000 products, from printers to power tools, TV and video games to computers and fitness equipment. All are free to access. You can even read helpful hints and advice from other users.

If you sign in to ManualsOnline using an email address or Facebook account, you can scan copies of your own user manuals so you never lose them again. Plus, other members of the community can benefit from your manual.

Link: www.manualsonline.com

From: <http://goo.gl/acCfcJ>

(From komando.com)

A SERIOUS HIDDEN SECURITY THREAT

2013 has not been good for Java. The widespread cross-platform programming system has been under constant attack from hackers.

Java's developer, Oracle, has released patch after patch after patch, but hackers keep finding new flaws. So it might surprise you that the big problem I want to talk about today isn't a new flaw in Java.

Don't stop reading though, because this problem is even more serious. I'm talking about flaws in older versions of Java like Java 6 and earlier versions of Java 7. Hackers have been releasing more and more attacks that target these flaws.

Disturbingly, security researchers found that half of computers running Java are still using version 6. Yours might be too, even if you've updated Java to the latest version. How does that happen?

Before I answer, I should mention that it doesn't matter if you use PC or Mac. In fact, there's a scary Mac Trojan going around right now that takes advantage of old Java versions. If you visit the wrong website, you could be infected.

So, how can you know if you're safe?

Read more about the latest entry in this never-ending security saga and how to stay safe: <http://goo.gl/yUha8B>

(From komando.com)

3) BUSINESS

WESTERN DIGITAL BUYS VIRIDENT

Irvine-based Western Digital is making a big acquisition this morning (9-9), saying that it is paying approximately \$685M in cash to acquire flash storage maker Virident. Western Digital said that server side flash storage maker Virident will be acquired by its subsidiary, HGST. Virident was a developer of server side, PCIe flash solid state disk drives, and was venture backed by Artiman Ventures, Cisco Corp., Globespan Capital Partners, Intel Capital, Mitsui & Co, Seagate, Sequoia Capital, Spansion, and others. WD said it was advised by RBC Capital Markets in the deal, with Virident advised by BofA Merrill Lynch. WD said the deal is worth \$645 million in enterprise value, net of Virident's estimated cash balance at closing.

(From socaltech.com)

VIASAT HIGH SPEED SATELLITE INTERNET

Carlsbad-based satellite operator ViaSat reports this morning (9-9) that it has launched its new, high speed satellite Internet services in Florida. ViaSat said its new Exede Evolution satellite Internet plan is available across all of Florida's 67 counties, offering up to 12 Mbps service to users. ViaSat is offering up to its new, high speed access for \$64.99 a month. ViaSat's new satellite supports downloads of up to 12 Mbps and upload speeds of 3 Mbps, which it says is faster than typical DSL. ViaSat says it already has 550,000 subscribers using its Exede satellite Internet services.

(From socaltech.com)

NOVATEL WIRELESS CUTS 75 JOBS

San Diego-based wireless modem manufacturer Novatel Wireless announced a big layoff today, as part of a restructuring effort at the company. Novatel said it would cut approximately 75 to 80 employees as part of the restructuring, which it said would "maximize efficiencies and optimize business operations" at the company. The wireless communications equipment maker said the cuts will save it \$10 to \$11M annually. Novatel makes a range of wireless communications equipment, which connects PCs and other devices into cell phone data networks. The company is also behind the popular MiFi portable Wi-Fi hotspot.
(From socaltech.com)

AEROVIRONMENT ARMY CONTRACT

Monrovia-based unmanned aerial vehicle maker AeroVironment announced Monday (9-9) that it has received a \$36.7M order, for its Switchblade tactical missile systems. AeroVironment said the order came from the United States Army Close Combat Weapons Systems Program Executive Office Missiles and Space (PEO MS), and that it is working with ATK on producing and delivering the systems.
(From socaltech.com)

MICROPOWER TECHNOLOGIES' NEW CAMERA

San Diego-based security technology developer MicroPower Technologies has rolled out a new infrared camera which can wirelessly send its images up to a half mile away. The venture-backed startup--which is backed by Karmel Capital, Motorola and the Tech Coast Angels--said its new Helios IR camera consumes less than 1/10th the power of standard, industry cameras, and is powered by solar energy and a lithium battery. MicroPower says its camera is capable of running continuously for up to five days on a single charge. MicroPower is led by Aaron Tankersley. The company's cameras are aimed at letting companies deploy security

cameras without having to deal with all the cabling, power, digging, and other issues typically encountered in installations.
(From socaltech.com)

PANASONIC AVIONICS IN-FLIGHT WI-FI

Panasonic Avionics, the arm of Panasonic which develops in-flight wireless equipment, said today (9-11) that it is in a deal with Intelsat to provide coverage and capacity for its in-flight Wi-Fi services. Panasonic Avionics, which is based in Anaheim, said it will use Intelsat's 33e satellite to cover airplanes traveling from Europe to South East Asia and Europe to North Asia. Financial details of the link were not announced by the company. Panasonic's Wi-Fi system will tap into the Ku-band capabilities of Intelsat's satellite, in order to deliver in-flight Wi-Fi, mobile phone, and live television.
(From socaltech.com)

EDF RENEWABLE ENERGY IN WIND DEAL

San Diego-based renewable energy developer EDF Renewable Energy has signed a deal with General Electric, covering the supply of up to 200 megawatts of wind turbine generators from GE. Financial details of the relationship between the two was not announced. According to the two, GE will supply its turbines for a number of U.S. wind projects beginning construction this year. EDF Renewable Energy says it has 4,000 MW of developed projects across 16 states.

(From socaltech.com)

4) INTERESTING

QUOTES

Tough times don't last; tough people do.
~Anonymous
(Thanks to Bob Evans, EK Associates)

"We make a living by what we get. We make a life by what we give."
- Featured on the print Warm Sunbeams.
(From www.simpletruths.com)

Events Information

www.erascal.org/Calendar.asp

SMALL BUSINESS LEGISLATIVE COUNCIL

When congress is in session, each Monday a new SBLC newsletter appears on the chapter website in the Members Only area of Member Benefits:

www.erascal.org/membership/index.asp

SOUTHERN CALIFORNIA LINES AVAILABLE

Are you looking for lines? Shedding some? Our chapter website has a local Lines Available listing in the Members Only area of Member Benefits.

Member firms shedding a line can list it by emailing info to the chapter office: mcgillis@erascal.org

Please say whether contact info should be included.

Manufacturers looking for a rep can have a message sent via email to member firms and listed 90 days on the chapter website for a \$50 fee.

WHO WE ARE

Associations have the power to transform society for the better. Southern California ERA produces dozens of educational, trade show and social events each year, publishes ERA Today Newsletter and a weekly email newsletter, provides hundreds of web-based tools and resources, and helps members connect via meetings, forums, seminars and other activities aimed at helping, educating and improving the professionalism of members.

www.erascal.org

Have something to share?

Is there something that should be included here? An article? Information? Item for sale? An opinion? Let me know:

mcgillis@erascal.org

CPMR? Earn CEUs

ERA Chapter educational events may be used for CEUs. Each hour of educational content counts for .1 CEU. More information: <http://mrerf.org>

CHAPTER OFFICERS AND COMMITTEES

The complete listing is here:

www.erascal.org/aboutus.asp

LINKS TO MAJOR TRADE SHOWS

are on the chapter planning calendar

www.erascal.org/Calendar_Planning_2012.xls

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