



## **ERA SOUTHERN CALIFORNIA WEEKLY NEWSLETTER**

**Information of Interest to Electronics  
Representatives and Distributors**

**November 18, 2013**

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#### **1) EVENTS & NEWS**

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**Our November 13 - Chapter Event**

**STRATEGIC PLANNING**

**with Bob Terwall and Bryan Shirley**

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For our final 2013 Chapter Meeting, ERA President Bob Terwall and popular chapter presenter Bryan Shirley agreed to repeat their well-received presentation from the ERA National Conference. They told us why it is important to have a plan and, how to do it.



**Bob Terwall and Bryan Shirley repeated their strategic planning session done in October at the 2013 ERA National Conference in Chicago**



**David Berryman, chapter programs VP, introduced the speakers**



**Berryman presents Bob Terwall with a token of our appreciation.**



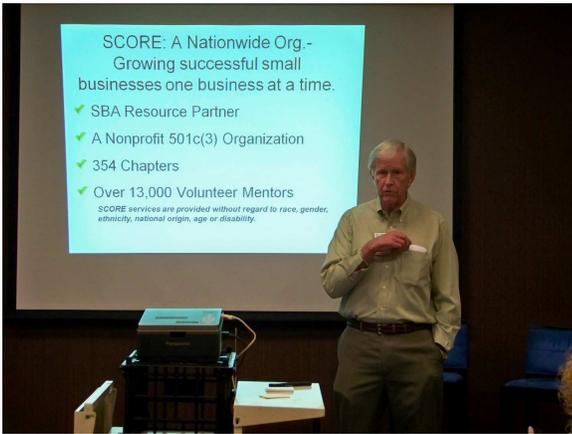
**Chapter president Doug Johnson presents a plaque to outgoing treasurer Tom Scoullar.**



**Johnson presents a plaque to outgoing vice president David Berryman**



**Berryman turns the tables and presents a plaque to outgoing president Doug Johnson.**



**SCORE member Bill Greenfield told us about the organization's no-cost small business mentoring, volunteer provided consulting, and business training workshops.**

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## **2) PC, SMARTPHONE & TABLET**

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### **UNLIMITED FREE TEXTING**

Text messaging is the way most smartphone users connect. If you send a lot of texts, pay-per-text plans can get expensive - especially if you have teenagers. How would you like to eliminate those fees?

With **textPlus**, that dream is a reality! It assigns you a number and allows you to text any U.S. or Canadian number at no charge. Picture messages and group chats are included, too.

What's more, you can voice call any other textPlus user for free, or use your device as a walkie-talkie. These features work over Wi-Fi so you don't even need a cellular connection.

When you aren't on Wi-Fi, textPlus does use your cellular data plan. So be sure to watch your data usage!

Cost: Free

Links: [icon icon](#), [play.google.com](#), [windowsphone.com](#)

(From [komando.com](#))

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## **PHONES YES, BUT NO CALLS**

Passengers can now use their mobile phones on aircraft -- but not to make phone calls.

"Voice communications, or voice calls, in a confined space such as an aircraft is simply something our customers do not want," said Paul Skrbec, a spokesman for Delta Air Lines.

Full story: <http://goo.gl/yycXJl>

(Bloomberg.com. Thanks to smartbrief.com)

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## **EASILY RECOVER LOST FILES**

Nothing's more frustrating than realizing you need that file you just deleted. It seems like there's no way to fix that mistake, but there is!

Recuva scans your hard drive for deleted photos and other files such as emails, videos and documents. Recuva can also handle flash drives, memory cards and iPods.

Just choose a drive, if you have multiple hard drives to scan. Recuva then lists any deleted data that can be recognized as files. It also rates the condition of each file. Some files may already be partially overwritten.

A checkbox accompanies each item in the list. Just select which you want to recover and click the Recover button. Recuva prompts you for a place to save the recovered files.

The whole process can take a while, but it's well worth it to save your important information.

Note: The free version of the program is on the left. It doesn't come with support from the developer. Under "Download From," select Piriform.com and save the file. Then run it to use the program.

Cost: Free

Link: <http://goo.gl/ReNWCp>

System: Windows

(From Komando.com)

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### **FREE SPEED BOOST**

There are a few proven ways to speed up your computer. You can read all about them in this essential tip. Unfortunately, these solutions can take time, money and effort. What if there was a free way to speed up programs without much effort? You're in luck!

Click here to simply and automatically increase the performance of your programs:  
[www.lunaworx.net/2010/05/19/luna/topwinprio](http://www.lunaworx.net/2010/05/19/luna/topwinprio)

(From komando.com)

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### **WAS YOUR ADOBE ACCOUNT HACKED?**

You may remember a story last month about the major security breach at Adobe, the maker of Photoshop, Reader, Flash and a dozen other popular programs.

The initial reports said hackers stole usernames, passwords and even encrypted credit card numbers for 2.9 million Adobe customers. Well, now there's news that the attack affected at least 150 million customers!

To make matters worse, the average consumer isn't always informed about major security breaches like this one. That means hackers could have their hands on your private information - and you might not even realize it!

If you've ever had an Adobe account or use an Adobe product, I recommend checking right now. It only takes a couple of minutes.

Full article: <http://goo.gl/JdCRRh>

(From komando.com)

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### 3) BUSINESS

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#### **NEVER LOSE YOUR GLASSES**

Santa Barbara-based Phone Halo, the developer of devices which help people track such things as their wallet, remote control, or more using their smartphone, said it is developing a product which will help people keep track of their eyeglasses. The company said Friday (11-8) that it has launched an Indiegogo campaign for its latest device, a sensor which attaches to a user's eyeglasses and lets them find those glasses with their smartphone. Phone Halo also brought its first product--a Bluetooth-linked wallet tracking device--using crowdfunding, about a year ago.

(From socaltech.com)

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#### **UNEMPLOYMENT AND INFLATION**

##### Targeting Two Imperfect Metrics

In December of 2012, the central bank to the United States, the Federal Reserve, made an unprecedented statement. For the first time in history, the Fed announced it would not reduce its stimulative efforts of low interest rates and asset purchases until a specific rate of unemployment and inflation was met[1]. Before this announcement, the specific targets and thresholds the Fed looked for to adjust monetary policy was not revealed to the public. By explicitly stating what the Fed is looking for to change their stance on monetary policy, the market will try to anticipate and "front-run" Fed actions as inflation and unemployment data nears or distances from their stated threshold rates. The rates the Fed acknowledged it is looking for are an Unemployment Rate of 6.5% and an Inflation Rate between 2.0 and 2.5%. As long as employment remained high and inflation was

contained, the Federal Reserve would continue with its simulative measures.  
Click to read more: <http://goo.gl/lnH6eX>

From David Ventura – ERA Associate Member  
For additional information you can contact  
David at (949) 223-8362

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#### **PEREGRINE POWERS SMARTPHONE**

San Diego-based Peregrine Semiconductor is supplying its components as part of a new, Pantech smartphone device, the company announced Wednesday (11-13). According to Peregrine Semiconductor, its UltraCMOS main-antenna tuning switches are being used as part of the new Pantech Vega Secret Note LTE-A Phablet, as part of that devices mobile wireless antenna system. Shipment volumes and financial impact of the design win were not announced. Peregrine said that Pantech's device is being offered as part of SK Telecom's network in Korea. Peregrine's devices are used to improve the performance of the wireless antenna on the device, and reduce battery usage.

(From socaltech.com)

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#### **UNWANTED TRANSUNION SERVICE**

While temporarily lifting my credit freeze last January, I asked Transunion for a free credit report via their website. In mid-November we found Transunion has been billing us \$16.95 per month since January for an unwanted credit monitoring service.

When called for an explanation they said I signed up for it, although I certainly would not knowingly do so, since a free credit freeze accomplishes the same thing.

Watch what you click, and read your credit card bill carefully.

Dennis McGillis

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#### **4) INTERESTING**

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#### **QUOTES**

From Regina Brett's "45 Lessons Life Taught Me" in The Cleveland, OH Plain Dealer

5. Pay off your credit cards every month.
6. You don't have to win every argument. Agree to disagree.
7. Cry with someone. It's more healing than crying alone.
8. It's OK to get angry with God. He can take it.
9. Save for retirement starting with your first paycheck.

(Thanks to Marlene )

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## 5) CHARACTER COUNTS

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### **DON'T BRAG, BUT BE PROUD**

Today, after winning a big game it's common for athletes and fans to chant, "We're number one," in a classless display of self-praise that comes off as conceit and disrespectful taunting. I sometimes feel that way about materials praising America. Still, national pride is important. Reminders about the high principles on which this nation was based are essential to keep our idealism alive.

A listener once sent me an essay commenting on a report that someone in Pakistan had offered a reward to anyone who killed an American. To tell potential assassins what to look for, the unidentified author wrote that it's hard to identify Americans because they are of every nationality and religion. In fact, he said, "there are more Muslims in America than in Afghanistan. The only difference is that in America they are free to worship as each of them chooses. An American is also free to believe in no religion. For that, he will answer only to God, not to the government or to armed thugs claiming to speak for the government

and for God.”

This is a legacy of freedom we have a right to be proud of. We also can be proud that despite high rhetoric, no other country gives as much or as often to aid the poor and oppressed, including those in Afghanistan.

We shouldn't boast or brag or claim superiority. After all, what we do is often in our self-interest. But we should embrace for all to see the ideals that lead us to what Lincoln called “our better angels.”

This is Michael Josephson reminding you that character counts.

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### **Events Information**

[www.erascal.org/Calendar.asp](http://www.erascal.org/Calendar.asp)

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### **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](http://www.erascal.org/membership/index.asp)

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### **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](mailto: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.

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### **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](http://www.erascal.org)

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### **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](mailto:mcgillis@erascal.org)

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### **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>

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### **CHAPTER OFFICERS AND COMMITTEES**

The complete listing is here:

[www.erascal.org/aboutus.asp](http://www.erascal.org/aboutus.asp)

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### **LINKS TO MAJOR TRADE SHOWS**

are on the chapter planning calendar

[www.erascal.org/Calendar\\_Planning\\_2012.xls](http://www.erascal.org/Calendar_Planning_2012.xls)

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