

# NEWS

March - April

## 1999

EDUCATION  
CHAIRMAN

**Jon Bunce**

# Education & Training Program Starts with a Bang!

Some time ago, **Sharon Root** and **Ron Gallagher**, of **Computer Magic Training**, spoke at one of our meetings, telling us about the type of programs they were teaching. They address the needs of all kinds of folks, ranging from seniors expressing the need to keep up with their grandchildren to business people like us, just trying to make a buck. It took some doing (and a lot of follow-up) but the program was designed and is off to a great start.



Members participate in classes with only ERA Members present. That way, the questions and the answers are relative and they don't get hung up on other needs – like real estate or teaching in college. The chapter subsidizes the cost so that the individual layout in dollars is minimal.

To date, three classes have been completed – all full and well received. The first was on the Internet, more specifically, Microsoft Internet Explorer. The second was ACT!4, and finally, Word97. All three were Level 1, beginner's classes. We have yet to hear a complaint. Not only are all the key points covered, Ron gives out a lot of short cuts not in the books. The pace of training is well modulated. Each student has his or her own computer to work on.

With the second phase of courses filling, we can't over emphasize the importance of getting your registrations in immediately to **Marie Lape** in the ERA Chapter office as soon as possible. We are listing the second phase course with dates and seats available for your convenience. Once again, your seat will not be confirmed until the ERA has received you check, which should be sent to: P.O. box 545, San Carlos, CA 94070 Attn. Marie Lape:

Here are some of the courses offered and the date of offering. Remember, many are sold out!

<u>CLASS:</u>	<u>DATE:</u>
Microsoft Word 97 .....	5/3 & 5/4
Act 4.0 Level II .....	5/10 & 5/11
Excel, Level 1 .....	5/19 & 5/20
Quicken .....	6/7 & 6/8
Microsoft Internet Explorer .....	6/16 & 6/17
Word 97 Level II .....	7/6 & 7/7
Powerpoint 97 .....	7/14 & 7/15
Excel Level II .....	8/9 & 8/10
Outlook Level II .....	8/18 & 8/19

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# Why should I to belong to ERA?

**M**any times I'm asked that question. The answer is simple, but requires your involvement. ERA is a group of people who have gotten together to provide for each other those things that individual companies need but only groups can provide. The following is a list of that which comes to my mind.

Support Groups	Educational and Training Programs
Networking Groups	Internet Presence
National Organization	Membership Directory and Product Guide
Company Credibility and Identity	Newsletter
Major Trade Show	Group Discounts

When I left a major corporation to start our company, I found a tremendous void. All of the support functions that had been provided for me were no longer there. I had to fend for myself. In my search for an easier answer, I found that the support I needed was available in the form of trade organizations. As I became involved, I found that others were addressing the same challenges as I and in many cases had already found solutions and helped me find a solution. All I had to do was to ask, to listen, to become involved and to contribute.

How many times has each of us needed a tip on a new line; information on a prospective principal; advice on how to handle a difficult regional sales manager; a key contact at a customer; advice on a new computer system; guidance through the bureaucratic maze; or just someone to go to lunch with who's in the same boat.

These are the things that ERA provides for me and can provide for you as well. Take advantage of the opportunities available. Come to the meetings. Have lunch with other members. Tell the chapter what you need. Get involved. You will be surprised at the benefits and the value you will receive from your membership.

## Calendar of Events

Here is a tentative schedule for Chapter Activities for the year 1999. It is subject to revision, so check this listing from issue to issue. All meetings are scheduled on the first Tuesday of the appropriate month, unless otherwise noted.

### MEETINGS

- Apr 13\* (Tues) [Chapter Meeting](#)
- June 8 (Tues) [Chapter Meeting](#)
- Aug 3 (Tues) [Chapter Meeting](#)
- Sept 27 (Mon) [Meeting & Golf Tourney](#)
- Nov 2 (Tues) [Chapter Meeting](#)

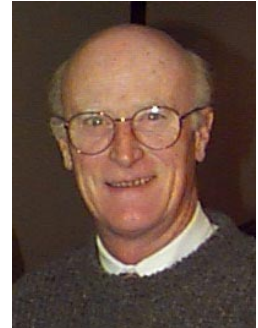
\*Changed due to conflict with National Conference

### SPECIAL EVENTS

Oct 19-21 **WESCON 99**  
to be held in the San Jose Convention Center

## PRESIDENT'S COLUMN

**Bill Walsh**



## MEETING ANNOUNCEMENT

*By Al Telford, Sr. V.P.*

ERIC FAUST, financial advisor with Morgan Stanley Dean Witter will speak at our next meeting, April 13, 1999. Eric is a graduate of the University of Wisconsin. He is a conservative, long-term investor. He has been with Dean Witter for a little less than a year.

Eric will be talking on asset allocations - i.e., diversity. Discussed are stocks, bonds and mutual funds and the correlation between them and the value of diversification in an investment strategy. He will talk for 25-30 minutes plus Q&A. Mr. Faust also offers free consultation on asset allocation, customized to each individual's needs.



# DATE SET FOR ERA ANNUAL GOLF TOURNAMENT

**T**he date for this year's Golf Tournament has been set for Monday, September 27 at Crow Canyon Country Club. Note that the last issue's Calendar had Tuesday as the day of the event, MONDAY is the correct day.

Please mark your calendar today. Crow Canyon requires that we guarantee 100 players. We will need your support and suggest that you pass the word to your rep, distributor and direct factory friends who may be interested in this event. Golf will be followed by dinner and awards in the Club House.

Please call if you have any questions or care to make any suggestions:

**Ron Jenkins**, Westech (650) 961-1422

Look for updated information in subsequent issues of ERA News.

*Editor's Note:* Non-golfers are welcome to attend the brief meeting held afterwards.

GOLF  
TOURNAMENT  
CHAIRMAN  
**Ron Jenkins**



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# DIRECTORY UPDATE

*By Steve Ross*

The 1999 edition of the chapter directory was printed and distributed to the membership during the month of January. It contains a newly updated list of product categories. As in the past, additional copies shall be mailed to sales managers inquiring about reps, to members of the Silicon Valley Chapter of the **National Association of Purchasing Managers**, to local distributors and to a select group of engineering managers listed in **Rich's Guide**. In addition, some directories will also be available for distribution at **WESCON**.

Please note that we have traded advertising space at no cost to the chapter with the **ERA (National) Locator** and with **Mectronics Buyers Directory**. This additional exposure will help us to place our directories in the hands of those who desire them. If you have any questions or suggestions, please contact **Steve Ross** at (408) 988-8111 or [steve@rossmarketing.com](mailto:steve@rossmarketing.com).

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# NEWS AND VIEWS

**A**re we getting too old, or did the first quarter sneak by when we were not looking? It certainly seems that way. Now, here it is tax time, and some of us are not even started! We hope that you are better prepared, your tax burden is huge (there is a message there) and that you are ready for the rest of 1999.

## INITIAL SURVEY A HIT!

Our survey, faxed this time, was a roaring success. We have identified those who have computers, and our e-mail notification list is now much bigger than before. More important is the fact that very few members are not computerized.

Well over 85% of the membership have computers and send and receive e-mail. This means that barely a dozen of our member's inputs will/would be left out if we decided to stop sending faxed surveys altogether. We will query the executive committee about this and get a reaction from those members present at the next meeting, April 13<sup>th</sup>. Please understand that we want and value all our member's inputs, including those who are not on computers. It is simply a matter of time available to tally and coordinate manually those last few responses. We'll see.

Our next survey will be one designed to determine on what subjects you want additional information. For instance, one rep wrote in that he would like additional data on commission rates paid. We'll include a list of subjects for you to select.

## SURVEY RESULTS

First off, let's see what is happening. Over 85% of the membership have and use computers. The vast majority of them use a variation of the PC, with only 15% using the Mac.

We were surprised to see that over two-thirds of the membership are using two or more computers on a network. Somewhere along the line, we will want to get closer to this information. It may be very important to determine (1) how you are networking your computers and (2) whether or not it is buying you anything.

Another surprise was the dominance of Netscape among browsers, over 60%, with 31% using Internet Explorer, and 15% using AOL. Two are on the Microsoft Network and just 1 uses the newer Opera system. If you recall, we also asked about which programs you used most frequently and here are the results:

<u>Function</u>	<u>Percentage</u>
Word Processing	100
Spreadsheet	96
Contact Control (ACT!, etc.)	88
Sales Analysis	70
Presentations	67
Financial Data (Quicken, etc.)	73
Web Site Maintenance	42
In-Computer fax service (WinFax, etc.)	40

This was not a scientifically designed survey. Questions arise that could alter the apparent results slightly. For instance:

Are the computers really networked, talking to each other and sharing equipment such as printers, etc., or do they just share telephone lines?

How many selected Spreadsheets AND Sales Analysis duplicating the results?

And, does that large a majority really use the Presentations software?

## EDITOR'S COMMENTS

**Bob Parsons**



## News & Views

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## FINALLY

We see a lot of good things going on in the chapter. Younger people are stepping up to the challenge of service in the chapter. This is important to us all. For those of you looking at potential service for the first time, remember that only by your involvement will this chapter grow as it has in the past. If you stretch your imagination only a small amount, you will see that your service actually helps the industry. It certainly helps ERA as an organization.

For those in the older generation, be patient. All those years of experience may have generated hardening of the ideas. We live in a dynamic world, and nothing is like it used to be. Try to balance the on-going need for the wisdom of antiquity with the equally needed exuberance of youth.

Continued from page 1— EDUCATION

Watch for announcement of new programs.

Efforts are now in place to allow members in a hurry (or those with special needs) to attend what CMT terms “public” classes. This allows some to get training when they might not otherwise be able to make it.

Due to the tremendous success of this extended learning curriculum, (offered by ERA through CMT) we can also announce another special opportunity for ERA members and families beyond the ERA course schedule. We have negotiated a \$30 per person saving for the “public” courses offered by CMT through 1999.

For example, most CMT courses are offered to the public at \$159 per person, except for *Outlook 98, Act 4.0, Access 97, Adobe Pagemill 2.0* and *MS Front Page*, which are offered to the public for \$179 per person. Therefore, by scheduling directly through CMT, ERA Members and family are eligible to enroll for \$129 and \$149, respectively, based on class availability. (Contact Sharon Root. See below.)

Remember, for enrollment into the public courses offered by CMT, and to receive a schedule of classes offered, please contact CMT directly **408.261.2600**.

We are extremely pleased to see the ERA Members taking advantage of this extended education curriculum. Once again, due to the rapid success and interest in the first series of courses offered, we highly encourage all of you to enroll immediately by sending your checks to ERA to reserve your seats. A complete list of classes appears below. Schedules will be published from time to time.

**Bill Walsh** is to be commended that this effort was brought to fruition during his presidency.

## computer magic training



Sharon Root



Ron Gallagher

## Computer Magic Training Course List

### Windows

*Computer Basics for New Users*  
*Introduction to Windows 95*  
*Intro to Windows 95 for Mac Users*  
*Internet with MS Internet Explorer*  
*Word 97 Level I*  
*Word 97 Level II*  
*Excel 97 Level I*  
*Excel 97 level II*  
*PowerPoint 97*  
*Access 97 Level I*  
*Outlook 98 Level I*  
*FileMaker Pro 4.0 Level I*  
*FileMaker Pro 4.0 Level II*  
*Front Page 98 Level I*  
*ACT! 4.0 Level I*  
*Quicken 99 Level I*

### Mac

*Computer Basics for New Users*  
*Intro to Macintosh*  
*Mac Secrets & Troubleshooting Tips*  
*Internet with Netscape Navigator*  
*Word 6 Level I*  
*Word 6 Level II*  
*Excel 5 Level I*  
*Excel 5 Level II*  
*PowerPoint 4*  
*FileMaker Pro 4.0 Level I*  
*FileMaker Pro 4.0 Level II*  
*Adobe PageMaker 6.0 Level I*  
*Adobe PageMaker 6.0 Level II*  
*Adobe PageMill 2.0*

*The Northern California Chapter of ERA is one of the most active chapters within the national association and it has won numerous awards for its service to the electronics industry. The chapter's success is a direct result of the interest and the effort put forth by its members.*

## 1999 Chapter Officers, Chairpersons & Directors

### EXECUTIVE COMMITTEE

#### OFFICERS

			Area	Telephone	Fax
President	Bill Walsh	Westecb-Featherstone	(650)	961-1422	968-9898
Senior Vice President	Al Telford	Marcon Sales Inc.	(408)	263-3660	263-3695
Treasurer	Tracy Rodriguez	Ewing-Foley, Inc.	(408)	342-1200	342-1201
Secretary	Pat Kehoe	Recht Associates	(650)	964-6321	964-8165

#### DIVISION VICE PRESIDENTS:

Communications	Eric Robinson	E. S. West	(408)	565-9050	565-9055
Components	Chris Jumper	JEM Electronics	(510)	417-1033	417-1458
Computer Products (CDC)	Les Zoltan	Computer Modules, Inc.	(408)	496-1881	496-1886
Instrumentation	Ted Tilton	Gado Meas. & Control	(650)	493-8600	493-8522
Materials, Assembly & Production	Doug Evans	Evans Associates	(510)	855-0618	855-0921
RF/Microwave	Mark Logie	RSVP Associates, Inc.	(408)	467-1200	467-1250
Sound, A/V, Security	Brian Trankle	Brian Trankle & Assoc.	(650)	595-4004	595-0292
Membership	Brian Everhart	EVERHART, Inc.	(408)	865-0344	865-0343

EXECUTIVE COMMITTEE (The following plus officers noted above)

#### BOARD OF DIRECTORS:

<b>Chairman of the Board</b>	Lon Hudson	Rock & Associates	(925)	462-6211	462-6206
<b>Past President</b>	Kevin Frost	Ross Marketing Associates	(408)	988-8111	492-0197
<b>Past President</b>	Craig Smith	Prism Technical Sales	(408)	248-0700	248-2797
National Director	Jack Heidmiller	The Heidmiller Group	(650)	960-3933	390-0650
Alternate National Director	Craig Smith	Prism Technical Sales	(408)	248-0700	248-2797
Director: Wescon, Senior	John Latimer	Luscombe Engineering	(408)	370-2020	374-8663
Director Wescon	Kevin Frost	Ross Marketing Associates	(408)	988-8111	492-0197
Director: ECI	Dick Foley	Ewing-Foley, Inc.	(408)	342-1200	342-1201
Secretary: ECI	Hugh Shyba	Shur Sales	(408)	399-7487	399-4767
Director: ECM	Hugo Shane	Caltron Components Corp.	(408)	748-2140	748-2141
President: Services, Inc.	Charles Shaw	Shaw-Tech, Inc.	(408)	866-6628	866-6620

### COMMITTEE CHAIRS

Ambassador	Ray Del Bucchia	Life Member	(510)	736-8797	
Ambassador	Tom Mollard	Life Member	(650)	968-1581	
Ambassador	F.W. Moulthrop	Life Member	(925)	284-7509	284-1315
Chapter Archivist	Jean Lape	J.E. Lape Company	(650)	345-3021	345-3952
Directory	Steve Ross	Ross Marketing Associates	(408)	988-8111	492-0197
Education	Jon Bunce	Agenda Sales	(408)	437-0777	437-0587
Golf Tournament	Ron Jenkins	Westech Sales	(650)	961-1422	968-9898
Internet	Edward Blake	Edward Blake Assoc., Inc.	(510)	770-9058	770-9698
Membership	Brian Everhart	Everhart Inc.	(408)	865-0344	865-0343
Newsletter Editor	Bob Parsons	BRM Sales	(408)	246-4582	246-4413
Showcase	Gary Zabel	James S. Heaton Co., Inc.	(650)	367-9000	367-7158
Distributor Liaison	Steve Martin	Caltron Components Corp.	(408)	748-2140	748-2141

### NATIONAL OFFICERS

National President	Clark Moulthrop	Moulthrop Sales, Inc.	(510)	461-7100	461-7120
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### CHAPTER STAFF

Executive Director	Hugo Shane		(650)	341-3596	345-3952
Executive Secretary	Marie Lape		(650)	341-3596	345-3952