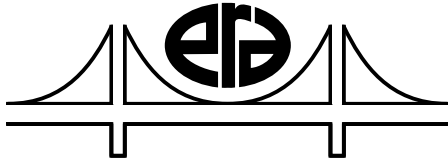


Electronic Representatives Association



NORTHERN CALIFORNIA CHAPTER

# NEWS

May-June

## 1999

GOLF

CHAIRMAN

**Ron Jenkins**



# ERA Annual Golf Tournament Update

**T**his year's Golf Tournament is scheduled for Monday, September 27th at Crow Canyon Country Club in Danville. The day's schedule is:

10:30 - 11:30	Check In and Match—Making
11:00 - 12:00	Lunch (Grilled Chicken, Burgers & Dogs)
- 12:15	Shotgun Start
5:00 - 6:00	No-host Cocktail Hour
6:00 - 7:30	Awards Dinner

The practice range is not available. We will play 19 holes. The 1st hole is for practice and to loosen-up those tight muscles.

Prizes will be awarded in three divisions: Gross, Net (NCGA Index required) and Callaway (non handicap players). The Net & Callaway will have 3 flights each.

Entries will be mailed in July. Please return completed entries promptly to secure your reservation.

For additional information you may contact the golf committee:

<b>Ron Jenkins</b>	Westech Sales	(650) 961-1422
<b>Bill Walsh</b>	Westech Sales	(650) 961-1422
<b>Don Onken</b>	Bridge Marketing	(650) 827-3600

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

## CHAPTER DIRECTORY

*By Steve Ross*

Did you know that our chapter directory is advertised to interested sales managers that read the *ERA Locator* and the *Mectronic Buyers Directory*? Through reciprocal space agreements, our full-page ads are placed at no charge to the chapter. In a typical year, sales managers request more than 300 chapter directories. Just another member benefit to add to your list.

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# Mid-Year Report

**W**e're half way through the year and there is a lot going on in the Chapter. I thought I would bring you up to speed on a few things.

Thanks to all of you who contacted me regarding **National's Dues** and **Membership Restructure Proposal**. I received numerous e-mails, faxes and phone calls. I find it encouraging that so many of you are interested in and see the value of belonging to ERA. As a result of your efforts, ERA National has decided to solicit more input and study the issues more closely before doing anything.

The **Computer Training Program** has been a huge success. There are only a few opening left for this year. You may want to check with Marie to see if you can still get one. By the time the program is complete for this year we will have trained over 200 of our members. Should we do it again next year? Let me know.

**Steve Ross** is working on next year's **Directory**. He is reviewing the format, content and distribution. If you have comments or suggestion, he would appreciate hearing from you.

Your Internet Committee is in the process of creating a **New Web Site**. If you have any suggestion or want to help, let **Ed Blake** know.

**Wescon** is generating a lot of excitement this year. It's going to be a great show and it's fun to be a part of it. I'm sure **Kevin Frost** would appreciate your help. Call him and volunteer.

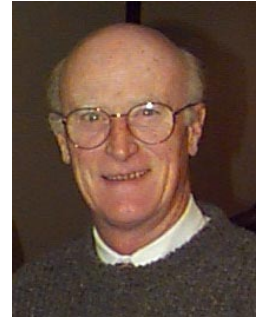
The number of **Member Companies** is dropping. The main reasons are mergers and career changes. If you know of a potential new member, let us know.

There are several **Leadership Opportunities** open in our chapter. If you're interested please let me know and we can discuss one that you might be of interested to you.

The new **Rich's Business Directories** is almost ready. We will be announcing this year's program and special discounts soon.

## PRESIDENT'S COLUMN

**Bill Walsh**



## 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.

### MEETINGS

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

### SPECIAL EVENTS

- Oct 19-21 **WESCON 99** at the San Jose Convention Center
- April 9-13, 2000 — Baltimore, MD  
Plan for the next **National ERA Conference**  
[Field Sales 2000: Redefining the Profession](#)

## SPEAKER ANNOUNCEMENT

*By Al Telford,  
Senior VP and Program Chairman*

Our speaker for June 8 th, ERA local chapter meeting is **Ed Markiewicz**, VP Sales for **Sharp Electronics** in Camas, Washington. Ed will talk to us about "How to interview for a Big Line." He is an excellent speaker with a lot to say. We are giving him a full hour and I expect most of us will be really motivated to change our presentation techniques after the talk.



**Al Telford**

# NEWS AND VIEWS

Those of you who receive (and read) the *ERA Member Report* have observed that the next annual ERA conference will be held April 9-13, 2000, in Baltimore, MD. Entitled, “Field Sales 2000: Redefining the Profession.” The general program chair will be **Robert Walsh**, CPMR, and President of **Coakley, Boyd and Abbett** in the New England Chapter. **Dick Neuman**, OEM Sales Manager for **Grayhill, Inc.**, ably assisted by **Brad Starr**, CPMR, Carolinas Chapter, will be coordinating the manufacturer side of the program.

It appears to this writer that *Redefining the Profession* is a very well selected topic for the end of the millennium (and beginning a new series of year designators – 2000). Our scope of vision is somewhat limited, in that we see things more or less from a “local” view. We do talk with other people, however, and we see and hear about changes taking place that need attention. This conference can be a great place to start.

We have talked with several that attended the last conference, held in Maui last Spring. The general comments were quite favorable. I talked with **Jack Berman** who has probably attended more of these conferences than any man alive, with the possible exception of **Ray Hall** himself. Jack heads up the organization and coordination of the table talks, informal “chat” periods where the reps at each table discuss specific issues. Each morning, Jack meets with the table talk leaders and briefs them on what is coming up that day and what the reports should stress.

Jack noted that this year’s table talk activity was the very best. Conference management gave them a lot longer to participate, particularly as applied to the \*reporting section. Always in the past, there was a reluctance to rob from other activities, but this year? *Voila!* It worked like a charm.

It is always a pleasure talking with Jack. Not long ago, Jack and his wife Pearl won a *Charleston* contest in Las Vegas. I jokingly asked him if they were the only ones who remembered the *Charleston* and he reassured me that they had taken lessons. Quite a guy, at any age. Congratulations, Jack.

He also noted that the number of new manufacturers attending the conference is increasing each year. The total number went down this year (from last year’s Arizona location) but guessed that not too many company presidents would be willing to go to the expense of sending their sales managers off to Hawaii to learn.

Learn?

The Baltimore location should attract a much larger number of Manufacturers. This is another valuable reason to plan on attending yourself — next year. Not only do you get a chance to meet these people, you can indirectly and directly influence how they think about the profession. Remember that many of them, particularly the new visitors, are there to see how reps work; learn about their operations; and to see how they (the sales managers) can be more effective working with them!

The timing is perfect for those of you who have ideas that might be of value to the leadership of the Baltimore bash. Since many are involved, **Janet Hipp**, of the **ERA National Office**, indicates that suggestions can be sent to [info@era.org](mailto:info@era.org) and they will be distributed to the proper party. And of course, ole Bob welcomes your input.

- Another of the indications of change is the decline in membership in our chapter. We have observed a slow but consistent decline in the number of people who join for the first time (none to report this issue) and every year we lose a few at dues time. We do not know if this is a reflection of how few new rep companies are being formed, or whether it reflects a general attitude toward trade associations in general. It’s probably a mixture of both.

As we reviewed the list sent us by our able Chapter office manager, we noted that of the baker’s dozen memberships “up-for-grabs,” only one indicated that membership was not cost effective. Five just didn’t pay their national dues – an easy way out if we ever saw one. The rest either left the business or merged with another rep firm. In most cases, the merged parties remained in ERA. (The list we reviewed was not “final.” Some of the reluctant members may end up remaining in the fold.)

*Continued on page 4— NEWS & VIEWS*

## EDITOR’S COMMENTS

**Bob Parsons**



## News & Views

“... the number of new manufacturers attending the conference is increasing each year.”

Continued from page 3—NEWS & VIEWS

*Editor's Note:* For those of you who may question the wisdom of reporting such negative actions, please remember that over 100 renewed their membership and are active members!

Reps express concern that the existence of the web and its influence on our business present confusing signals about how that business is conducted. E-mail, for instance is seen by many as a blessing. Others see it as a pain in the you-know-what. (We know of one busy rep-owner that sends and receives over 100 e-mail messages in a day. Even his employees send him e-mail!)

Many reps have their own company web sites. The general level of preparation and maintenance costs vary, but all wonder how effective these sites are. Virtually all have hyperlinked to those of their principals who have sites but nobody knows for sure how it all goes together to create (or facilitate) sales. The web really does remain a mystery. We have heard and observed a lot of comments about how to measure how well we are doing on the Internet. This applies to our Chapter's Web Site, and to those who have their own web sites. Measurement is difficult. Nothing is really certain.

- This writer's ISP (Internet Service Provider) has started a new weekly service in which the total number of "requests" for a given page or portion of a page (in the case of pictures, graphs, etc.) is tallied. It is/was quite a revelation.

**Doug Linder** of NARA (the National Archives and Records Administration) states, "trying to draw conclusion from web server statistics is like trying to nail Jello to the wall." All that can be truthfully said is that (a) we receive at least as many hits as are listed and (b) each different site that accessed us accounts for at least one unique user.

*Ed's Note:* There is lots of reading on this. Mr. Linder's comments are quite comprehensive and can be found on

<http://gopher.nara.gov:70/Oh/what/stats/webanal.html>

**Gary Plotnikoff**, a columnist for the *San Jose Mercury News* Computer section, covered some

new developments in his column of May 23<sup>rd</sup>. He notes that the market research firm, **Cyber Dialogue**, has tied survey figures derived from the U.S. Census (1997) together with the results of 1000 interviews held in December, 1998. After lengthy discussion, Gary stresses that Cyber's figures are *strictly estimates*.

<http://www.sjmercury.com/columnists/plotnikoff>

If you really want to get into this analysis process, we recommend going to the author of our ISP's service, **Dr. Stephen Turner**. His program is called "analog." Find him at <http://www.statslab.cam.ac.uk/~sret1/>. Note: That "cam" in the address above is not a typo. It is short for Cambridge University. Dr. Turner is British. He also is an accomplished statistician. Be prepared to get a complete analysis of what can and cannot be tallied.

You can have *Analog* on your computer free, if you can work your way through the download process. As is often the case, it is not easy. In fact, Dr. Turner has a regular "help" mailing list. He sends regular advice to the brave and fearless. This writer will continue to take the easy way out and let his ISP do the work.

We designed our web site on Microsoft's Front Page. You may have decided upon a professional site developer. Either way, you are or can be provided with lots of goodies to make your site useful, unique, attractive, and so forth. One, the "Hit Counter," is only of use to the owner of the site since most are not selling space on their site to advertisers. After doing this research, you may note that this feature has been removed from our site. It turned out to be useless since we are getting ten times as many visits as was indicated on the hit counter.

- Thanks to each of you who take the time to comment on our efforts. It's great for the ego and partially makes up for the time the newsletter demands. On the other hand, we like it or we wouldn't do it. So, until they throw us out, everybody wins.

*"Trying to  
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*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	Westech-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