

NEWS

September-October

1999

GOLF

CHAIRMAN

Ron Jenkins

1999 ERA GOLF TOURNEY HUGE SUCCESS

The ERA Golf Tourney was held at Crow Canyon Country Club in Danville on Monday, September 27. The 92 entrants gathered to compete for a total of 35 prizes. Once again, we were blessed with perfect golf weather. The course was in great condition.

Following a grilled BBQ lunch, the representatives, distributors and manufacturers teed off at 12-30. The cocktail hour and settling-up-side-bets immediately followed the round in the beautiful Crow Canyon Club House. Everyone enjoyed dinner and during the dessert course **Ron Jenkins** and **Don Onken** announced the winners.

The field consisted of three flights for Handicap players and three flights for Callaway-Non Handicap players. Each flight had five winners. The podium was busy for a while.

All winners were presented with gift certificates, and the first place finishers also received trophies. (Their pictures are on the next page. The non-handicapped, Calloway winners are shown above and those with handicaps are below.) See the listing below for their identity.

There were also winners for the closest to the hole in one shot on the Par 3 holes.

Congratulations to **Jim Krakowski**, this year's new first time low gross winner (shown at the above with Ron Jenkins). He shot a very good score of 73.

The winners are:

Low Gross (73) - Jim Krakowski, Future

Low Net - 1st Place

- Flight 1 (68) - **Bob Sickels**, Projections Unlimited
- Flight 2 (63) - **Charlie Brenner**, O'Donnell
- Flight 3 (61) - **Earle Rinker**, Retired



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Low Callaway – 1st Place

- Flight 1 (73) - **Mike Bolen**, Zippertubing
 Flight 2 (72) - **Steve Hughes**, Thomas & Betts
 Flight 3 (73) - **Leland Wardell**, Reptron

Low Net - 2nd

- Flight 1 (72) - **Don Onken**, Bridge
 Flight 2 (64) - **Bob Slocum**, Z-Tech
 Flight 3 (69) - **Doug Britt**, Future

Low Callaway - 2nd

- Flight 1 (73) - **Graig Fraser**, Ewing Foley
 Flight 2 (74) - **Don Lynn**, Lyn-Tron
 Flight 3 (74) - **Bill Stewart**, Stewart-Fullerton

Low Net - 3rd

- Flight 1 (72) - **Bill Dayton**, Ross
 Flight 2 (66) - **Lindsley Ruth**, TTI
 Flight 3 (69) - **Jim Burke**, Retired

Low Callaway - 3rd

- Flight 1 (75) - **John Anderson**, Anderson ECD
 Flight 2 (74) - **Mike McAllister**, Z-Tech
 Flight 3 (74) - **Don Stevens**, Mectronic

Low Net - 4th

- Flight 1 (73) - **Andy Keuser**, Retired
 Flight 2 (68) - **Louis Bottini**, Lodan West
 Flight 3 (71) - **Ray Del Bucchia**, Retired

Low Callaway - 4th

- Flight 1 (77) - **Ben Barden**, Westech
 Flight 2 (75) - **Steve Metz**, All American
 Flight 3 (74) - **Eric Robinson**, Engineering Sol'n

Low Net - 5th

- Flight 1 (74) - **Dave Recht**, Recht Assoc
 Flight 2 (69) - **Kevin Fahrner**, Fahrner-Miller Assoc
 Flight 3 (72) - **Bill Walsh**, Westech

Low Callaway - 5th

- Flight 1 (77) - **Joe Churchill**, Lamda
 Flight 2 (75) - **Bill Muir**, Novacap
 Flight 3 (74) - **Mike Onken**, Bridge

Closest to the Pin on a Par 3:

- Closest - #4 10' 9" - **Mike Onken**, Bridge
 Closest - #8 2' 4" - **Mark Holcomb**, O'Donnell
 Closest - #12 13' 1" - **Don Lynn**, Lyn-Tron
 Closest - #16 1' 7" - **Barb Meng**, Ross



**Don't miss
 WESCON
 99!
 October 19-21
 at the
 San Jose Convention Center**

1999 Electronics Industry Christmas Party (Second Notice)

This year, we are pleased to announce our annual holiday party, which will be held at **Villa Montalvo** in Saratoga on **December 8th**. The “Villa” is considered by many to be one of the most beautiful settings for a holiday event in the Bay Area.

The event will feature gourmet catered hors d’oeuvres, a full no host bar and relaxing (live) background music. As always, the event supports local charities and a good portion of the cost of your ticket goes directly to those charities.

Valet parking will be available at the Villa for our guests.

Please put down December 8th on your calendar!

More information to come.



Craig Smith

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

Nov 2 (Tues) [Chapter Meeting](#)

SPECIAL EVENTS

Oct 19-21 **WESCON 99**
San Jose Convention Center

Dec 8 **All Industry
Christmas Party**

April 9-13, 2000
Baltimore, MD
National ERA Conference
Field Sales 2000:
Redefining the Profession
Plan for it!

ERA NEWS

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Electronic Manufacturers
Representatives Assn.**

Edited by R.W. (Bob) Parsons

Note: You may receive this newsletter as an attachment to an e-mail message. Just send an e-mail request to: info@brmsales.com

The newsletter is sent in .pdf format, which gives you a full color presentation when viewed on Acrobat Reader, available free from Adobe Systems.

To download Acrobat Reader go to:
<http://www.adobe.com>

Don't miss WESCON 99!

October 19-21 at the San Jose Convention Center

Mid-Year Report

Your recent mail should have contained the ballot for the new officers for the year 2000. Make certain that you respond. We would like them to be counted and ready for announcement at the meeting to be held November 2. The nominations were submitted at the most recent meeting, held in conjunction with the Golf Tourney.

We are rapidly approaching the big event publicized recently in a special edition of the Newsletter — **WESCON 99**. Be certain you encourage your customers to **ATTEND THE SHOW**.

Bob Parsons has prepared a special edition of *ERA News* reporting on the recent Small Rep Firm Forum held in Chicago by ERA. Since it is specialized, you can get a copy from him by sending him an e-mail at robert@brmsales.com."

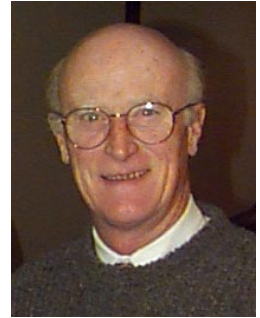
Jack Heidmiller our National Director attended the Board of Governors meeting recently held in Chicago. At our next meeting, he will be giving a short summary on some of the highlights.

The summer issue of the *Representor* has some very interesting articles. Be sure to take a look at the lead article "Technology" and the usage polls. Also the **Jack Berman** article on how we use our time was interesting.

See you at the November meeting! It should be quite interesting. . .

PRESIDENT'S COLUMN

Bill Walsh



Members enjoy dinner at the Crow Canyon Country Club as they await the Awards Presentation at the Annual Golf Tourney

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October 19-21 at the San Jose Convention Center

NEWS AND VIEWS

The program was billed as a discussion on the future of Distribution and Repping, primarily as affected by e-commerce. What was said at the meeting, August 3rd., could be summarized by the speaker's comment, "Paranoia is good." The world in which reps live and work is changing rapidly and we reps had best stay alert to what's happening. Not every change is beneficial.

Paul Esling, shown at below with **Al Telford** (right), was our speaker at the meeting. Paul is Manager of Sales and Business Development for **Celestica Corp.**, the third largest Contract Manufacturer (CMS) in the U.S. As was the case in June, the room was more crowded than usual and buzzing after the meeting.



The Internet is everywhere, seemingly doing everything for everybody – yet somehow still falling short in many ways. But, as Paul pointed out, the Internet has accelerated the development of a Global Economy. The driving force seems to be the presence of the **Dells** and the **Ciscos** of the world. Their demonstrated ability to control the flow of products from design to shipment is driving an ever-increasing awareness of the need for Supply Chain Management.

Mr. Esling cited the example of a tissue and toilet paper industry spokesperson, who indicated that they tracked their product's flow from "stump to rump." Paul gave another, more genteel example, that of the maker of jeans. There, when the retailer scans the bar code on the end product at the cash register, everybody in the supply chain is notified – the weaver; the button maker; the zipper maker

and the myriad functions in between. All this happens, in a matter of seconds.

He continued talking about a long-standing truth in our industry that is being challenged. Traditionally, we deal with three factors in a purchase – time of delivery, quality level and costs (faster, better, cheaper – the hot buttons of any transaction). You can push any two of the buttons and the third is usually negatively affected. Get it fast with high quality and expect to pay more. Sacrifice quality and the cost come down. Keep both quality and cost under control and the time stretches out, particularly at the front end.

Today, the Cisco/Dell model demands all three! This is reflected in

the trend away from the "Purchase-Order-with-Schedule" mode of operation. Now, they talk "forecasts." The customer provides his suppliers with a forecast; agrees to a price; and leaves it up to his supplier to set up a delivery plan to meet the forecast.

Paul points out that the distributor is struggling to establish his place in the supply chain. His obvious competition is the Contract Manufacturer (CMS). Less obvious are the support folks who are becoming key links in the supply chain, the shippers. **FedEx**, **UPS** and **Penske** are typical of this ilk. They are regularly investing massive amounts of money to develop sophisticated IT (Information Transfer) systems to stay abreast of the status of all their delivery commitments. The shippers are encroaching on

EDITOR'S COMMENTS

Bob Parsons



The development of the CMS is impacting the rep as well as the distributor.

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the traditional role of the distributor, that of maintaining a “buffer” stock. As the “just in time” concept filters down the supply chain, the “hold” time is reduced. This often enables the shippers to hold merchandise while demand catches up with supply. The key to the shipper’s ability to do all this profitably is the aforementioned IT capability. They know where everything is and when it is scheduled to be received. ·

The development of the CMS is impacting the distributor greatly as was mentioned before. We will see where they are also influencing the rep. Paul pointed out that Celestica is now getting closer and closer to the level of conceptual design. They now offer complete design engineering service, and he cited the example of one recent exchange with **Hewlett-Packard** where all Celestica received was a set of design parameters and an operating objective. Celestica then did the entire design. Stump to Rump? You bet! This indicates that the rep must now call on the CMS to carry out his traditional function of creating demand. In other words, getting the product designed-in.

It was at this point that the presentation became a bit “fuzzy.” In all fairness, Mr. Esling didn’t set himself up as a guru with all the answers. As a result, answers were scarce. As he brought the rep into the picture, his “paranoia is good” expression started to make a lot more sense. Just like that of the distributor, the rep’s future position is apparently still being defined. The rep, for instance, is a territorial function in a global economy. **Solectron**, **Celestica**, **Jabil**, all represent the typical multi-location CMS. Their design-engineering efforts are often at a remote (to us) location. These activities are still small as a percentage of their overall business so one cannot expect this function to be at every site. But, the popular expression (slightly paraphrased) applies here, “What’s a rep to do?”

The rep’s plan of action must certainly be adjusted to the size of their companies and the type of lines they represent. Certainly the **Quadreps** and **Moulthrop Sales** (our first and sixth largest

member firms among the larger reps) will see things differently than the 35 member firms with 1-3 employees, at the low end of the totem. The large reps probably have the commodity lines, ranging from semiconductors to resistors and all points in between. Their market is characterized by ever decreasing average selling prices, more and more splits, and a heavy dependence upon distributors. Their customers may very well be in highly sophisticated fields, yet be faced with the same price pressures as the purely consumer-product manufacturers.

The small rep may very well make inroads into the Ciscos of the world, since the very existence of certain system requirements demands the support of smaller, very technically oriented suppliers. In the Navy, years ago, we used to refer to items such as this as “parts, peculiar,” referring to parts whose use was limited to specific equipments. Few systems go out the door without containing a small number of parts peculiar. So, the impact of the conditions we have discussed thus far will be much more dramatic on the large firms. This is today! There are firms in the 5-8-employee range, however, who must also look at this condition with care. Remember the phrase, paranoia is good.

WEB SITE UPGRADE NATIONAL ERA

As you may know, National is in the final throes of a major up-grade of the Locator as well as their Lines Available service. Both services are going on their web site and they will no longer print a Locator.

All members in good standing will get an automatic E-MAIL hyperlink. You should know, however, that the only way that you can get your WEB SITE hyperlinked under the new structure is to purchase a display ad in the new locator.

They expect to be fully up and running in time for **WESCON-99**. We’ll report more details next issue.

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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:

| | | | | | |
|------------------------------|-----------------|---------------------------|-------|----------|----------|
| Chairman of the Board | Lon Hudson | Rock & Associates | (925) | 462-6211 | 462-6206 |
| Past President | Kevin Frost | Ross Marketing Associates | (408) | 988-8111 | 492-0197 |
| Past President | 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 |
|--------------------|-----------------|-----------------------|-------|----------|----------|

CHAPTER STAFF

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

1 "Key issues regarding the rep business are presented to help you *grow* your business — and stay in business."

2 "Having manufacturers in attendance provides *unique insight* into the rep-principal partnership."

3 "Networking face-to-face with peers, manufacturers and consultants is a *big-time* opportunity for growth."

4 "The body of *knowledge* presented by conference speakers (reps, manufacturers, academics and consultants) is informative and *worthwhile*."

5 "ERA puts together conferences that prepare its members for what's coming, not what's past."

6 "Every rep who attends — large or small — is *better prepared* to manage changes in the rep business than those reps who don't attend."

7 "The table top suppliers' exhibits offer hands-on *opportunities* to try

out the newest technology and services being used by reps today."

8 "The breakout sessions contain tons of *'how to'* information and alone are worth the price of admission."

9 "The program is designed for reps by reps, which gives you the edge on knowing what reps will need

to *succeed* in the future."

10 "ERA's conference is the most *valuable* learning tool reps have."

10 Reasons Why You Should Attend ERA's 2000 Management & Marketing Conference

Education You Can't Get Anywhere Else!

This message contributed by your fellow reps who believe ERA's conference is the best way to enhance their professionalism and business growth.

**April 9-13, 2000
Omni Hotel
Baltimore, Maryland**



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