

ERA NEWS

NORTHERN CALIFORNIA CHAPTER

ERA ANNUAL GOLF TOURNAMENT SCHEDULED

JULY-AUGUST
2000

This year's Golf Tournament is scheduled for Monday, September 11th at Crow Canyon Country Club in Danville. This is one week prior to the WESCON show in LA.

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



Ron Jenkins

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 were mailed in July. Please return completed entries promptly to the ERA Office to secure your reservation.

For additional information you may contact the golf committee listed below. Please call if you have any questions or care to make any suggestions. Ron Jenkins

Westech Sales	(650) 961-1422
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THANK YOU FROM MARIE LAPE

We were pleased to pass on a copy of a very nice letter of thanks from our former Executive Secretary, Marie Lape, for her going-away gift (Marie is shown at right in her natural habitat – taking notes at a recent meeting). The letter was sent to Hugo Shane, our Executive Director, with whom Marie had worked closely. Her going-away gift was a day at a spa with all the trimmings and here is what she had to say:



Marie Lape

“The big day at the spa was yesterday. It was fascinating and very luxurious. I thank you for making the arrangements and all the members for giving me such a thoughtful gift – as you said, a day of pampering.

I have read about spas for years but never even considered going to one. In my mind it was something to indulge in when you became rich and famous. There is always something new to learn, and all of you presented me with this opportunity to try something new.

I took full advantage of a Swedish massage, light lunch, back treatment, facial, and make up lesson, plus the purchase of two wonderful products. The shower was an engineering marvel: push buttons for facial soap, body gel, shampoo and hair conditioner.

All the staff are certificated in their fields; the masseuse had courses in anatomy, eight courses in psychology and I was impressed.

Many, many thanks to all of you for a wonderful day.

Sincerely,

Marie Lape”

It goes without saying, Marie, you are welcome and deserved the “treatment.” We hope you had fun Marie. Now you can figure out how to get Jean to pop for more such visits. :-)

FIELD SALES CONFERENCE -- 2000

The 38th conference, held in Baltimore April 9-13, 2000, was the third I attended in the past 6 years. It was one of the best because it was an “in the trenches” type of meeting for field sales. No matter what we call ourselves, we are field salesmen. This year’s theme was “Same Game—New Rules.”



Jack Heidmiller,
National Delegate

The Omni Inner Harbor Hotel hosted us and may not have been the best in town, but the ERA staff made things work and accommodated all our needs for the great programs scheduled at the hotel. There were lots of restaurants and nightlife around the Inner Harbor area and most were within our budget. The low airfare was a big plus making it possible to bring the whole office.

Some key sessions I enjoyed were:

- Understanding when you are at risk for losing a major line and how to prepare a workable disaster plan.
- E-Commerce and the Web, B to B. (Business-to-Business)
- The changing market and how to organize for it.
- Developing new ways of bringing additional value to our principals and customers.
- How to make certain all of our business processes are in accordance with our core value.
- Analyzing the impact of changes in Distribution and Contract Manufacturing.
- Washington perspective-Business & Economic outlook.

Would I do this again? You bet! It’s the best way to reinforce the basic sales techniques needed to stay on top of products and training.

Some of my fondest memories are the breakout sections for reps and manufactures on over 22 topics -- from “care and feeding of principals” to “how to track split commissions in this global market.” The fringe benefit was the networking with reps from around the states and the international scene: such as Canada, UK, Israel and
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FIELD SALES
CONFERENCE -- 2000

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the Far East. Same problems, different areas, but all loaded with ideas.

I encourage all to start planning now for next year. The conference will be held at the Hyatt in Monterey, from April 21 thru April 25, 2001. See you there.

Editor's note: For those who have never attended a conference, regardless of your specialty, don't miss this opportunity! We'll be putting out regular notices about the event, so watch for the sign up request.

Calendar of Events

Here is a tentative schedule for a Chapter Activities for a the year 2000. It is subject to revision, so check this listing from issue to issue.

MEETINGS

August 1 (Tues.)	Michaels at Shoreline
Sept. 11 (Mon.)	Crow Canyon Country Club
Nov. 7 (Tues.)	Michaels at Shoreline

SPECIAL EVENT

Dec. 6 (Wed.) All Electronic Industry Charity Event
Villa Montalvo -- See write up
on the next page.

ERA NEWS

Published bi-monthly by the
Northern California Chapter,
Electronic Manufacturers
Representatives Association.
Edited by R.W. (Bob) Parsons

Note: Those who request it may receive this newsletter as an attachment to an e-mail message in .pdf format. This can be downloaded and read on Acrobat Reader, available free From Adobe Systems
<http://www.adobe.com>.

Just send an e-mail request to:
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New Member

IO2GO Company
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THE ELECTRONIC INDUSTRY HOLIDAY PARTY.

We are pleased by the tremendous response from those who wish to support this year's event. Most encouraging is the response from our Distributors -- especially the "major" players. This year's event will definitely be the culmination of many years of hard work by many people.

The Villa Montalvo will be decked out for the Holiday -- valet parking, and a similar, albeit, enhanced menu of Hors D' Oeuvres will be offered. As always, a substantial portion of the ticket sales goes to The Oakland Children's Hospital, and the Lucile Packard Hospital for Children at Stanford. Sponsorship's for this year's event are still available. For further information, call:

Steve Ross @ 408-988-8111
or Craig Smith @ 408-248-0700.



Craig Smith
Committee Chair

PRESIDENTS COLUMN

MEETING OUR GOALS!

With the education program going strong with the Computer Magic Training Classes, our Education Committee Chairperson, John Raimondo and I are in discussions with our last speaker, Mark David, in creating a sales training course utilizing Mark's expertise and software program, THE SNAP SALES MACHINE. With his personal attention to our chapter, we are continuing to expand our goals to enhance the educational programs. Make sure everybody in your office is aware of the extremely discounted computer classes and the upcoming opportunity to get advanced sales training from an expert in the field. These programs enrich our membership and offer tangible benefits to owners and employees alike.

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Christopher Jumper,
President

(President's column, Continued)

SHOWCASE or not to SHOWCASE

NCD is the latest customer to pull out on July 10, sounding the death knoll for the SHOWCASE program (at last count: 2 showcases in storage, 2 missing, 3 accounts left). This will serve as notice for those still enjoying the program to speak up. The Chapter has been paying \$30.00 per month for the storage of the showcase cabinets for over 2 years! Do the math and suddenly, this program demands attention because it is costing our chapter negative revenue for a non-profit program. Contact your Showcase Committee Chairperson, Gary Zabel, 650-367-9000, who can provide details of the program's future if you are interested.

IT IS TIME TO GET INVOLVED!

We are calling on all members to become more active than ever as we are looking for volunteers to join committees, become Chairpersons, and Division Vice Presidents. As always, we encourage all members to join our various committees and contribute on the various issues that affect our chapter. It is a wonderful chance to get to know your fellow reps, exercise your ideas, help implement changes, and learn about what is cooking on our chapter's agenda. Your input is an invaluable resource, so look in your handy ERA Membership Directory, or look on our web site, and look up the respective committees and contact the Chairperson. They will be happy to hear from such enthusiastic members. And for all of those who would be interested in the latest news and technologies that influence our territory, look up the Division Vice Presidents and ask them how you can get involved in the next planned discussion. Please take the time to get to know your chapter and reap its benefits. Individual involvement is the key to our future success.

*We are calling
on all members
to become more
active than ever*

COLT RESCHEDULED

The ERA COLT sessions for August has been canceled and rescheduled for November 9-11 in Chicago due to a lack of attendees.

NEWS AND VIEWS

Does anybody remember Y2K? First off, the Y2K bug was so well prepared for that virtually nothing happened to make this new century any different than the last. Even the expression Y2K generates little response today. It has come and gone, almost un-noticed. As is often the case, “preparation” made the difference, taking the bang out of the event, making it just another day.

More changes are happening more rapidly in our business than ever before. Communications are more rapid and comprehensive. We marvel at the Internet (those who acknowledge its existence) but can hardly escape from the telephone in all its variations. Some reps do not feel dressed until their cell phone is in place.

Many reps are so occupied by the phone that there just isn't time to walk across the room or down the hall to speak to an associate, some not 10 to 15 feet away. Instead, they send and receive dozens of e-mail messages each day right from within their organizations.

Some might say, “So what?” Well, the facts are evident that the successful rep is rolling with the punches of progress. He adds new equipment and personnel. He changes his line structure. He learns this new technology. He adjusts.

We hate to admit to our age, but we have witnessed a lot of these changes in the rep industry. We can remember when consumer reps were the dominant part of a chapter's membership and OEM reps used to count their distributor's inventory for them. POS had not been invented. Many component principals paid 7.5% commissions and the occasional 10% was not unheard of. And the dominant source of business for the OEM rep was the military.

Then came semiconductors. The advent of and popularity of the product exploded. In the beginning, the semi people were wholly unpredictable.

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Bob Parsons, Editor

As competition increased, their pricing became almost predatory. Initially, they cut rep's commissions on large orders. Before long they cut them on everything. But the sales numbers were large and semi lines were still few and far between. The Semi Reps became rich in spite of the cutting and slashing. Today, the rep suffers from splits. Fortunately, the market has also exploded; else the large commodity rep could not exist.

Their principals, as a group, rarely really understood their relationship with their reps then, particularly in the financial realm. Many would say that they still don't! They appear to think strictly in terms of sales dollars. Bookings and shipments are key to their calculations because it is here that their profitability is determined.

In fact, it is *revenue* that enables their reps to operate efficiently. It is the need for revenue that demands that reps work with several other compatible lines. The key word above is *demands!*

Can we change this today? We doubt it. Fortunately, some of the more sophisticated principals are aware. Their Rep Councils, combined with the measure of their rep's reactions, are showing the way to constructive partnerships. But all too many fail to see, let alone heed the warning signs.

We wonder how many principals are "comfortable" with their rep organizations, even while living through a period of unprecedented prosperity.

Many reps have found the solution in mergers. Our chapter has experienced a gradual decline in membership as reps join forces to reduce overhead, increase their visibility, and attract better lines.

The number of *people* hasn't changed that much. (A few have left the business in order to gain a more stable income or what they perceive as a more rewarding future. It may be the "If you can't beat 'em – join 'em" syndrome.) Whatever their real or imagined motives are, income and opportunity are still the driving forces for sales people.

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When possible, a few reps have changed their direction, adding lines that demand more up-front engineering. While the lead-time to receipt-of-actual-commission-dollars is longer, such products are more readily identifiable. Splits are more easily tracked. Principals also learn that the design-in rep's influence doesn't stop with the first out-sourced order placement.

Don't worry about losing your current high-dollar-producers if you take this tack. You can still give them the attention they require. A rep's line card is often the most dynamic part of his business. In all likelihood, a new line will not create any challenges for them.

The success of our Computer Magic Training educational program is a positive indicator that many of our reps are adjusting to the new technology required by this business today. We note that the largest overall member-users of this educational program have sent several of their employees to the classes, on several different computer programs.

We want to thank all the members with whom we have had contact. Everyone has been great as we waded through the details of this new task. Things are beginning to go together in an understandable manner. Actually, we have had few challenges that have gone un-answered to date.

WESCON is September 19-21, 2000
Their keynote will feature

"The Changing World of Test Instrumentation"

Current and near-future states of test instrumentation will be the hot topic of discussion at one of this year's Wescon 2000 Keynote events, moderated by Jon Titus, Editorial Director of *Test & Measurement World* magazine. A Roundtable of high-level industry experts will address the topic of changing test instrumentation, each from his respective angle on the industry. The keynote will be held on the first day of Wescon 2000, September 19th at the Anaheim Convention Center. The

session is open to all show attendees at no additional charge.

"The line between computers and instruments is blurring," says Jon Titus. "Today it is very difficult to tell the two apart and, in fact, it is immaterial. The traditional bottleneck in instrumentation hasn't been in hardware, it's been in software. We are finally getting to a point where that's becoming a non-issue because there is so much good software available these days. Microsoft's Plug and Play initiative and the capacity of the PCI Bus has made the PC an attractive platform for instrumentation."

Panelists for the Keynote will include experts from Keithley Instruments, Inc., Tektronix, Inc.,; LeCroy Corp.,; National Instruments Corp.; and Agilent Technologies.

For more information about attending Wescon, visit www.wescon.com, or call 800-877-2668.

Until next time . . .

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.

2000 - Chapter Officers, Chairpersons & Directors

Executive Committee

Officers			Area	Telephone	Fax
President	Chris Jumper	JEM Electronics	(925)	417-1033	417-1458
Senior Vice President	Brian Everhart	EVERHART, Inc.	(408)	865-0344	865-0343
Treasurer	Tracy Rodriguez	Ewing-Foley, Inc.	(408)	342-1200	342-1201
Secretary	Tom Birks	Left Coast Ventures, Inc.	(408)	378-5620	378-8347
Membership VP	Brian Trankle	Brian Trankle & Assoc.	(650)	595-4004	595-0292

Division Vice Presidents:

Communications	Mark Logie	RSVP Associates, Inc.	(408)	467-1200	467-1250
Components	Chris Straube	Straube Associates	(650)	969-6060	964-6526
Computer Products	Eric Robinson	E. S. West	(408)	565-9050	565-9055
Instrumentation	Ted Tilton	Gado Instrument Sales	(408)	736-8191	739-9826
Mats, Assy & Production	Bill Hedgpeth	Z-Tech Sales	(408)	257-5371	257-5651
RF/Microwave	Tom Birks	Left Coast Ventures, Inc.	(408)	378-5620	378-8347
Sound, A/V, Security	Phil Kipnis	Multi-Media Marketing	(408)	988-1444	988-1707

Executive Committee (The following plus officers noted above)

Board of Directors:

Chairman of the Board	Bill Walsh	Westech Associates	(650)	961-1422	968-9898
Past President	Lon Hudson	Rock & Associates	(925)	462-6211	462-6206
Past President	Kevin Frost	Ross Marketing Assocs.	(408)	988-8111	492-0197
National Director	Jack Heidmiller	The Heidmiller Group	(650)	960-3933	390-0650
Alternate Director	Craig Smith	Prism Technical Sales	(408)	248-0700	248-2797
Director: ECI	Dick Foley	Ewing-Foley, Inc.	(408)	342-1200	342-1201
Secretary: ECI	Hugh Shyba	Shur Sales	(408)	399-7487	399-4767

Committee Chairpersons

Ambassador	Ray Del Bucchia	Life Member	(510)	736-8797	
Ambassador	Tom Mollard	Life Member	(650)	968-1581	
Archivist	Jean Lape	J.E. Lape Company	(650)	345-3021	345-3952
Directory	Steve Ross	Ross Marketing Ass.	(408)	988-8111	492-0197
Distribution	Susan Cullen	Moulthrop Sales, Inc.	925)	461-7100	461-7120
Education	John Raimondo	CMG Premier	(408)	248-3890	985-0832
Golf Tournament	Ron Jenkins	Westech Sales	(650)	961-1422	968-9898
Internet	Edward Blake	Edward Blake Assoc. Inc.	(510)	770-9058	770-9698
Newsletter	Bob Parsons	BRM Sales	(408)	246-4582	246-4413
Showcase	Gary Zabel	James S. Heaton Co., Inc.	(650)	367-9000	367-7158

National officers

Chairman of the Board	Clark Moulthrop	Moulthrop Sales, Inc.	(510)	461-7100	461-7120
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Chapter Subsidiary

Pres., Services, Inc.	Bill Walsh	Westech Associates	(650)	961-1422	968-9898
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Chapter staff

Executive Director	Hugo Shane		(408)	243-3372	246-4413
Bus. Office Mgr.	Bob Parsons		(408)	243-3372	246-4413

<http://www.ncalera.org/oldnews.pdf>