



NEWS

Message from the President

March – April

2000

What an exciting year 2000 has already become. With all the challenges facing the Rep today and into the future, taking on this new position has been both educational and inspirational to me. The assistance that I have been receiving on every level has enhanced my education regarding the inner workings of our chapter of ERA. I encourage everyone to get involved at one level or another, even if only to bring and/or receive fresh new ideas.

In April, I am attending the National ERA Conference in Baltimore and I am looking forward to speaking with many of the attending Reps and Principals about their ideas of Representation in the new century.

PRESIDENT

Chris Jumper



ON A LOCAL LEVEL

Many of our members have been open and candid with their thoughts about the future of Rep Sales. With reps facing rapidly changing dynamics in their respective specialties. Topics such as Contract Manufacturing; Bin-Stocking Distribution; POS; Split Commissions; Trade Shows; Internet; and Hybrid Stocking Rep Firms (to name a few) are on the minds of every Rep at our meetings. Coming together to share ideas with our fellow Reps on how to keep pace with rapid changing market trends and how to stay on pace for the future is vital.

In the past, before every meeting, division group meetings would take place to discuss these very issues affecting their industry needs. I encourage all members to contact your division vice presidents and/or committee chairpersons to get involved in these discussions once again.

The future of our chapter is membership. The Northern California Chapter has historically been one of the most active and strongest in the nation. By volunteering your time or just your thoughts, getting involved at any level, the Northern California Chapter will fair well. We can continue expanding the number of dedicated professionals that make up all our division groups within our membership.

COMPUTER CLASSES ARE AN OVEWHELMING SUCCESS!

John Raimondo (CMG PREMIER) is doing an excellent job taking over the Educational Program where **Jon Bunce (Agenda Sales)** left off last year. The COMPUTER MAGIC TRAINING computer classes are filling fast and we are looking to expand the educational program in the future to include other types of training. In fact, the next meeting, April 4th, is featuring the owners of COMPUTER MAGIC TRAINING. They have prepared a special interactive presentation for the attendees, so please be sure to be there. If anybody has any ideas for a specific training need, please contact John.

FUTURE GUEST SPEAKERS

Brian Everhart (EVERHART, INC.) our current Sr. Vice President, is lining up some exciting speakers for our future meetings! Currently, he has lined up a key speaker from the SOURCEBOOK, and he is working with other key players in the valley to discuss issues that affect our territory, such as Supply Chain Management.

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NEWS FROM NATIONAL

The **38th Management and Marketing Conference** is just around the corner and this is the place to be on April 9th for your Field Sales 2000 solutions. In addition to a long list of great speakers and outstanding seminars there are two special meetings you may want to attend.

- On Monday, Apr 10th the Small Rep Firm SIG (Special Interest Group) and the newly formed Large Rep Firm SIG will hold breakfast meetings at 6:30AM at the Omni Inner Harbor Hotel.
- And on Thursday, April 13, the final day of the National Conference, the ERA Chapter Leadership Council will hold its annual meeting and conduct aCOLT refresher course for ALL chapter officers.
- Chapter Presidents (CLC) Meeting is also scheduled for 9-11 AM.

At the ERA National level many topics concerning the programs and projects that are ongoing and here is a quick update.

Staffing changes: Long time ERA resource manager, **Janet Hipp**, made a surprise departure this January. She now works as a staff VP with a publisher of a number of corporate "in-house" magazines where she will focus more on publishing and editing. We all wish her success in her new responsibilities.

Locator has gone CD, and all members should have received the new release. This replaces the 3 pounds of dead tree and is a great reference for telephone and addresslookups. The Locator is also on the web site (www.era.org) where manufactures can take information off the database.

National's web site designers have gone through many rounds and are in their fifth implementation strategy. The good news is it didn't cost extra for putting out the Calendar, Locator, Educational Material and general Data and Information about ERA.

Principal Information Exchange (P.I.E.).

From time to time the National office gets calls from rep members who want details on potential principals and have this service is available to us. Here's how it works: member firms file a form with ERA National, listing the names of manufacturers about whom they are willing to share information. Subsequently, any rep member who contacts National for information about any manufacturer with a P.I.E. file will be referred to the member, opening up the channels of communication, from rep to rep

A special thanks to **Tom Birks**, VP for R/F Microwave, for helping us get a booth in the **Wireless Show** in San Jose. Also, **Brian Trankle**, Membership VP, for managing the booth staffing with member reps.

NATIONAL DIRECTOR'S REPORT

Jack Heidmiller



*The
Locator is
now on CD
and on the
Web*

**Don't miss ERA's 2000
Management and Marketing
Conference**

April 1-13 in Baltimore MD

NEW MEMBERS **Calendar of Events**

We welcome the following new members:

Randy Borowicz

Huan Nguyen

Sysygy Resources

2116C Walsh Ave., Bldg. 9C1
Santa Clara, CA 95050
408-727-6026
408-727-6029
Fax: 408-567-0740
randy@susygy.com
Components; MAT

Jim Cyr

Westron Sales Inc.

7640 Las Positas Rd.
Livermore, CA 94550
925-960-9643
925-960-9600
Fax: 925-960-9640
jcyr@westronsales.com
www.westronsales.com
Components

Richard Ramm

Embarc Inc.

740 Freeport Blvd., #103
Sparks, NV 89431
775-331-6883
800-615-7266
Fax: 775-331-4054
embarc2@worldnet.att.net
www.embarcinc.com
Sound, Audio Visual

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

MEETINGS

April 4 (Tues) [Michaels at Shoreline](#)
June 6 (Tues) [Michaels at Shoreline](#)
Aug 1 (Tues) [Michaels at Shoreline](#)
Sept 11 (Mon) [Golf, Crow Canyon Country Club](#)
Nov 7 (Tues) [Michaels at Shoreline](#)

SPECIAL EVENTS

Christmas Party [TBA](#)

Continued from page 1— PRESIDENT

We want to encourage special guests that can offer their time to speak at our upcoming meetings (or at a specially arranged lunch meeting) on a variety of topics. Anyone who has a specific person in mind for this type of engagement, please don't hesitate to contact Brian.

FIRST QUARTER FOOTNOTES

I would like to offer my appreciation to **Hugo Shane (CALTRON COMPONENTS)**, **Bill Walsh (WESTECH ASSOCIATES)**, and **Marie Lape** (ERA Secretary) for their support and assistance. "Instant" presidency doesn't give much time for a learning curve and they have been invaluable.

Here's to an even more exciting second quarter!

Help Us Cut Waste

Until I was elected to an officer position in the organization, I wasn't aware of how much work and cost is involved to keep the Chapter running. For instance, I had no idea what the average cost is of our meals were at our Chapter meetings until I had to sign the checks. Unfortunately, some of the cost is waste; brought about by "no-shows" - people who indicate that they are coming, then do not appear for one reason or another.

The reason I mention it is that we have an average of five to six no-shows every meeting. We spend around \$125 each meeting to cover no-shows who, for a one reason or another, do not call **Marie Lape** and tell her they won't be attending the meeting. Yes, we would spend the money anyhow, if they attended the meeting, but we lose the input and feedback that is vital to a "meeting" environment.

That's all it takes; a simple phone call the day of the meeting.

The same is true if they didn't fill out the form to tell us that they planned to attend the meeting and then appear, as if by magic. There is a huge effort involved in planning the meals each meeting. We can usually do some last minute scrambling at the meeting if we have an extra guest or two to add another meal. (Yes, sometimes "no shows" are of value.)

So do yourselves and your fellow members a favor. Let us know your plans.

BEHIND THE SCENES

Tom Birks
Chapter Secretary



Making the Data Available

One of the responsibilities that a web site chairman has is reporting to the ERA membership at large about how our site is doing in terms of visitors. Thanks to an incredible data collection program, we are able to collect and analyze information about how our site is performing in cyberspace.

This analysis is going to become a regular event and well it should be. Our web site is very active. For instance, during the months of January and February alone, we received 27,528 total hits on the server, making up 3,757 sessions served. This translates to roughly 175 *hours* of active web activity! The reports we receive are very lengthy, so we will pass along the statistics we think you want and need. We are investigating how we might give you specific reports on your web site and will pass this along when available.

Any member of the ERA can obtain the same data. One can view the data either by the Day, Week, or Month. If you want to visit the statistics collection page, point your browser to <http://209.213.96.77> (Enter it exactly as you see it here). When the page comes up, enter the following into the dialog window: NCALERA.ORG, click on the "Summary" button provided, select day, week or month and browse to your heart's content. You can print it out for more detailed study.

WEB SITE STATISTICS

Ed Blake
Web Site Chairman



Computer Magic Speaks at April Meeting

Sharon Root and Ron Gallagher of [Computer Magic Training](#) will be our speakers at the April 2nd meeting. Sharon will be bringing us up to date on how the training programs have gone over the past year, which have been the most popular and how the future looks. Ron will be demonstrating 5 great computer tips ‘n’ tricks. Members will be able to pick up a few quick ‘n’ easy techniques that will immediately help them improve their Excel spreadsheets and PowerPoint presentations! Time will be provided for questions and answers for those of you who still haven’t tried their service.

We were curious about the subject and spent a little time talking with Sharon. Some programs are just not being used as much as it was thought they might. Since we get such a fabulous rate, we thought it appropriate to do a little selling.

One of the most widely used programs among the members is ACT!4 and now 2000. This contact control program has been around for a long time and yet the up-coming April 24th session on ACT!4 (all day Monday, for a change) may very likely be cancelled unless more sign up, and right away.

We took a look-see at the outline of the training sessions to determine whether or not we would personally profit. Frankly, there would be a lot of duplication for this writer, having been an ACT! user for several years. But there are a lot of things where we would see an immediate profit by attending – even with all our experience. This is a good indication that many reps and their employees would profit a great deal by taking the course. It is not too late to sign up.

EDUCATION
CHAIRMAN

John Raimondo



*John Raimondo
(CMG Premier)*

ERA NEWS

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**Northern California Chapter,
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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>

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

**on April 1-13
in Baltimore MD
--- See Page 9**

NEWS AND VIEWS

We have had several important conversations since publication of our survey results in our last issue regarding the challenge of split commissions (credits). We note that there is to be a special presentation during the up-coming National Conference on how manufacturers can better allocate funds to justify paying more to the design-in rep. Is this the answer? We wonder. But something is always better than nothing at all. If only a few conscientious principals hear the message and take action that will improve the lot of their reps, great!

We talked with several contract manufacturers, including Paul Esling, Gateway Sales Manager for Celestica. You may remember our write up about Paul's comments at one of our meetings in our September-October, '99 newsletter. The general feeling is that the CMS is unable to truly track where his procured products originated.

We are not at all certain they want to. When push gets to shove, we always have to ask the question, what's in it for them? Even though they are getting directly involved in design work, control is most frequently with their customers. However, we see certain commodities, connectors immediately come to mind, being selected by the contract manufacturer. But even this is apparently off a list of suppliers accepted (dictated?) by the customer.

Would they always want you to be all that well informed? Well, we are reminded of actions that caused all kinds of challenges during that era when distributor POS reports were new. Distributors provided extensive information to their principals, even profit margins. The challenge came about when other distributors were suddenly privy to that information, sometimes (often?) taking the business away from the original distributor. The result at one time was that POS reports became extremely difficult to obtain, and the information provided was substantially limited.

Who was at fault? It is not necessary to point fingers because it varied from situation to situation. Suffice it to say, the CMS's reluctance to help identify customers, part numbers, and what-have-you could emulate from fears that a similar set of circumstances could occur.

It appears that the burden of tracking must fall on the rep's shoulders — like it or not. As Walter Cronkite used to say, "that's the way it is." This somewhat puts the rep at the mercy of his customer. There are those who go out of their way to help their reps, remembering that they always need good vendors and that by taking care of them, they get better service. (This, plus the knowledge that it costs them nothing to provide the information and, by doing so, they may be able to negotiate better deals.)

Further, we know that certain practices of our principals are carried on with the naïve belief that it doesn't matter. And, in fact, it may not. When a principal is important to the rep in terms of income, attraction of other good lines and adding to the rep's reputation as a leader in his field — who's going to complain if certain actions do not meet with his immediate approval? Not many.

We could go on about how it really *does* matter, but that is another discussion.

SURVEY POSTING

Rep members will receive a notice via e-mail, in the very near future, of our next survey posting. We are going to develop a series of inputs that will help us better understand (1) why members join ERA and (2) *what can be done at the local level to make ERA more effective for its members.*

While we are contacting all members initially, we are ultimately interested in those members who operate in Trade Divisions other than the Components Division. We may eventually contact reps outside our Association, to get their input. Our goal is to develop programs that will not only increase our membership, but also improve the lot of all our members.

This was partially motivated by Ray Hall. We talked during WESCON and he alluded to several things we could do, perhaps even involving other Trade Associations. Not much came of the discussions, but ideas are hard to suppress. So, here goes.

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EDITOR'S COMMENTS

Bob Parsons



We are interested in surveying members who operate in Trade Divisions other than Components.

Continued from page 5— *NEWS & VIEWS*

It is necessary, by reason of the location of our survey-management program, to post the survey on our Rep Talk web site. Nothing is being hidden. There are some strictly ERA matters that are really not in our customer's interests, not to mention our principal's. This allows us to communicate with members of other Chapters, to get input from them. It will also facilitate communications with non-members without involving ERA. You'll see a hyperlink on your notification e-mail.

We have received word that Southern California will cooperate and the Pacific Northwest (formerly Cascade) Chapter leadership is showing interest. They have chosen to start with their Board of Directors, as a trial run.

For those not familiar with Rep Talk, it is your editor's personal web site, non-profit, run as a way to give something back to ERA and the industry that has been good to us. We have been active in the industry since the early 1960's and consider membership in the organization an asset. Will we ever try to make a profit? We'll see how it works out and let you know. We will never sell your name or try to take advantage of our relationship with ERA.

ADVERTISING IDEA

The development of modern computer technology and the advent of e-mail have created some new opportunities for enterprising principals and reps alike. New line announcements, special trade show events, new product developments; all may be quickly and effectively transmitted via e-mail.

There are many sources that now provide access to their mailing lists, much as they have provided for years. You submit the copy (message) and they send it to their list. Generally they send back a report showing how effective the mailing has been. The cost, compared to old-fashioned U.S. Mail, is nominal.

These are "opt-in" lists, indicating that the recipient has agreed up front to receive such announcements. If one is on their list and wants to be removed, they can "opt-out." The key here? No spam.

The cost? Considerably less than direct U.S. Mail. We checked out a 5000-piece list of EDN readers, by job title, by zip code and found the cost to be just \$750. That's roughly \$0.15 each name, via e-mail, with a complete delivery report at the end. (Naturally, as the name count goes up, the costs come down.)

Here is the link to Cahners that produced the numbers above. Cahners, by the way, can supply lists from over 135 different magazines and newsletters:

<http://www.cahnerslists.com/news/press101999.asp>

There are quite a few other publishers who offer the same service at roughly the same pricing.

There are some definite techniques that improve the effectiveness of such an e-mail campaign. The selectivity offered, plus the proliferation of "bodies" residing in our marketplace, improve the odds that with planning, your rep company name could be placed before a bunch of people. (You can find left-handed, female engineers specializing in electronic cook books – well, almost.)

Need help? The list sales people will give you some, maybe all you need, depending on your objectives. More complex challenges may require professional Public Relations help.

IN CLOSING

Remember that what we sell is our training, our experience and our contacts. We amplify all this with hard work, tenacity and sometimes, very broad shoulders. We are experts in our field, managing our territory for our principals.

P.S. Here's an update on **Al Allen**. You may remember this former salesman for **Ross Marketing** has been living with ALS (Lou Gehrig's disease) for several years. I'm happy to report that he is still alive and as well as can be expected. He has moved to Roseville, mainly to live in a house that is equipped for the handicapped. He spirits are good and he will welcome e-mail from any of you -- aeallen@jps.net.

*Announce
new lines,
trade show
events, and
new product
developments
quickly and
effectively
via e-mail.*

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	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
Materials, Assembly & Production	Bill Hedgpeh	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 Associates	(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

President Services, Inc.	Bill Walsh	Westech Associates	(650)	961-1422	968-9898
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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**



ELECTRONICS REPRESENTATIVES ASSOCIATION

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