



# NCALERA NEWS

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JULY-AUGUST 2001

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## WATCH FOR YOUR AUGUST 7 MEETING ANNOUNCEMENT

Our next meeting is next Tuesday, on August 7<sup>th</sup>. Our speaker is Chip Doyle shown at right speaking at a meeting last year. He was very well received and invited back. His subject is:

### “Building a Sales Force That Sells?”

You will find this a very fitting time to hear such material because emphasis will be made on **evaluation of sales people’s performance and habits**. Members who are looking hard at reduction or replacement of staff may hear just what they need.



Here is an outline of his agenda:

- Introduction
- Identifying Salespeople Who WILL Sell vs. CAN Sell
- Understanding 4 major Hidden Weaknesses of people that look and sound great for sales but can't get the job done...
- Identifying Hunters vs. Gatherers
- Hiring Process- Determining Candidate Traits
- "Trainability"
- Compatibility with your company's model for success
- Will/won't sell successfully in your business
- Should/shouldn't be hired for a position in sales at your company
- Crucial Elements of Success
- Wrap-up and Questions

The nice part about Chip’s presentation is that you will be given an opportunity to take part in a course of instruction being set up on this very subject. You’ll hear about their successes as a result of giving this training, where others have seen measurable improvement in their sales team’s performance. Come! You’ll like it.

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**ERA NEWS****NCALERA NEWS**

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Edited by R.W. (Bob) Parsons

**Note:** You may receive this newsletter by mistake. To discontinue it, please send an e-mail request to: [info@ncalera.org](mailto:info@ncalera.org)

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

<http://www.adobe.com>

**MEETINGS & SPECIAL EVENTS**

September 24 – Golf Tourney & Meeting  
 October 16-18 – WESCON  
 November 6 – Michaels at Shoreline Regular Meeting  
 December 5 – All Industry Charity Event. Annual Holiday get-together.

**ELECTRONIC INDUSTRY CHARITY EVENT**

The Electronic Industry Holiday Party

By Craig Smith

Event Chairman



This year's event will be at The Villa Montalvo in Saratoga, the same location as last year. The event will be held on Wednesday, December 5<sup>th</sup>, from 6:00 PM to 10:00 PM. You will be greeted at the door with free valet parking. The Villa will be decorated in the holiday spirit, and will feature a fabulous array of Hors d'Oeuvres, Grilled Tri-Tip, and Roast Turkey, including Assorted Desserts. A no-host bar will be available, though out the evening.

The purpose of the event is to provide donations to The Lucile Salter Packard Children's Hospital, and The Oakland Children's Hospital. Also, it's a wonderful time to get together with our fellow reps and our distributor partners.

Ticket pricing will be the same as last year, \$75. If you wish to see pictures of the event, and how to get tickets, log onto our Chapter's website: [www.ncalera.org](http://www.ncalera.org) or call me at 408-248-0700.



**ERA Annual Golf Tournament -  
Ray Del Bucchia Memorial**

by Ron Jenkins

This year's event is named after the late Ray Del Bucchia. Ray passed away following complications from surgery on March 16, 2001. He was a long time supporter of the ERA Golf Tournament and served as host at Crow Canyon for the past 12 years.

The 2001 Golf Tournament is scheduled for Monday, September 24 at Crow Canyon Country Club in Danville. This is 3 weeks prior to the WESCON Show.

Entries will be mailed in August. Please return completed entries promptly to secure your reservation. Dinner choices this year will be Grilled Filet Mignon with wild mushrooms and Jack Daniels Sauce or Grilled Chicken Breast and Salmon Filet with Lemon-Butter Sauce.

You can also download an Entry Form at <http://www.ncalera.org/golfentry.html>

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.

For additional information you may contact the golf committee, listed on the next page:



Ron Jenkins

*Ray . . . was a long time supporter of the ERA Golf Tournament and served as host at Crow Canyon for the past 12 years.*

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

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## **NEWS AND VIEWS**

By Bob Parsons

We hear things that are not specifically directed at us. It's not like we are eavesdropping, where one deliberately sneaks an ear into a conversation. It's more likely that people just do not consider us a threat and say things accordingly. Some topics seem to crop up regularly – visiting principals and split commissions, for instance. They occur so frequently that we decided to do a little talking around. Here are some conclusions at which we arrived:

\* Principals are nervous to a fault. They ask the same questions that they asked last month (or week, depending on how badly things are going) and they don't seem to hear what their rep's response. They simply cannot understand why certain customers are not willing to see them. They ignore the reply that *everybody* wants to see the customer, forgetting that the customer doesn't have anything to say. Business is bad for everybody, not just one principal.

Junior managers are often pressured by those for whom they work. The middle person is in turn pressured by their superiors. It is likely not too late to correct the deficiencies in their system that helped cause the challenges in the first place. But it does not seem to appear that they recognize their own involvement.

\* There are rumbles that the National Office is going to do something about putting out a "Policy Statement" on splits. We don't think so. Why would the Association take a position that has to be in conflict



with their membership's principal source of income? If the truth were known, *they couldn't do anything about it anyhow.*

We think, instead, that principals have to become aware that they will make more money by treating their reps fairly and honestly. Until they do, there will be a thousand reasons why they simply will not change their ways, regardless. If you ask them about their position, you will be surprised at their creative replies.

\* We asked one rep what he thought of our doing a survey of reps to find out which principals stood out as being examples of the *right* way to do things. This particularly applies to the subjects at hand – the handling of split commissions as well as repeated and unnecessary visits. His reply was, “forget it!” -- that practically none of his principals would fill that bill. Were I to ask him, he couldn't recommend any of his principals.

\* Some of our input had nothing to do with the dreaded splits and visiting, but rather about the territory description. One of our members had looked on the National web site and couldn't find any territory assignments spelled out. For instance, “what really is the Northern California territory? We could find nothing in writing either, but here's what we used as a practicing rep for some 20+ years. You are welcome to use it. (A whole bunch of our former principals use it as their own after seeing it for the first time.)

Eastern folks, and some of us natives, often get confused as to where Northern California begins and Southern California ends. In the early days of the state's development, there was a huge void in the population distribution between Los Angeles and San Francisco, for instance. The placement of a dividing line between the two didn't seem to matter much. Somewhere along the line, whether deliberate or by accident, the folks who laid out our counties did everyone a big favor.

As you look at the map of California, you'll notice that there is a nice clean line drawn right across the middle of the state at the bottom of Monterey, Kings, Tulare and Inyo Counties. Over time, the state's real estate folks have used that line (technically called the “meets and

*This rep . . . couldn't recommend any of his principals.*

bounds” line) as the official division between the two halves of the state.

*Unfortunately, the U.S. Post Office, in their infinite wisdom, decided to ignore the line as they laid out their Zip Codes. To assist our principals while still working as reps, we identified most all of the cities from which they might have received inquiries, orders and other related challenges -- along with their zip codes (ranges).*

This was particularly important when it came to sign up new lines. We cannot tell you how many principals picked up our territory description, carte blanche. **“NORTHERN CALIFORNIA -- from the southern borders of Monterey, Kings, Tulare and Inyo Counties, north; NEVADA, less Clark County.”** (almost a third of the state of Nevada is Clark County, home of Las Vegas along with a whole bunch of military sites.

*There is a marked customer void between ‘Vegas and the next location of companies worth thinking about, probably Bentley Nevada in Minden, a few miles south of Reno.*

**NORTHERN CALIFORNIA -- from the southern borders of Monterey, Kings, Tulare and Inyo Counties, north; NEVADA, less Clark County.**

**We are saddened to report that our long-time friend and colleague, Al Allen, passed away on August 1 in Roseville, CA, after a courageous 8-year battle with ALS (Lou Gehrig’s disease).**

**Al had been a sales engineer with Ross Marketing for 17 years. Prior to that, he was employed as a materials manager with Acronetics, a buyer with Amdahl and Mobility Systems and an engineering technician with IBM. He is survived by his wife, Elfie, and two grown children. The arrangements are pending.**

## **PRESIDENT'S COLUMN**

By Chris Jumper

**Our first REP OWNERS COUNCIL** will be at Michaels at Shoreline, Thursday, August 16<sup>th</sup> at 11:30 AM. Please plan to come armed to discuss sales strategies and survival plans for this economic downturn. It will be educational and inspirational to discuss with fellow Reps what we are all doing (or trying to do) to stay above water. According to some Reps that I have been speaking with, here are the top five "hot topics" affecting us during this climate:

- 1) What to say to a principal who wants to come in for a few days when we cannot fill up the day?
- 2) What to do when faced with layoffs and how that will affect our standing with the principal?
- 3) How to successfully adjust forecast with the principals?
- 4) How to openly discuss with our (line sensitive) principal that we may have to take on additional lines to maintain revenue?
- 5) How to motivate commission based sales personal to keep fighting?

This is the time to discuss the issues that affect us all. The setting will consist of Rep owners, big and small, openly talking about the ups and downs of this year. Nothing is taboo. We can all benefit from talking,



listening, and helping each other think and do better.

If nothing else, it will be a good time to vent the frustrations that may be afflicting our companies. From these discussions might come valuable information that may be used to educate our employees, our principals, and even us.

We'll have time to discuss this program during the up-coming ERA meeting, Tuesday, August 7<sup>th</sup> if you are not familiar with this concept. Write your questions down and we can do some homework between now and the time of the meeting.

Hope to see you there!

The Northern California Chapter of ERA is one of the more active chapters within the national association. We have received numerous national awards to prove it. Our success is a direct result of the interest and effort put forth by its members and the officers listed below, all volunteers.

**CHAPTER OFFICERS, CHAIRPERSONS & DIRECTORS**

<i>OFFICERS</i>	<i>NAME</i>	<i>COMPANY</i>		<i>PHONE</i>	<i>FAX</i>
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Senior V.P.	Brian Everhart	Everhart, Inc.	408	865-0344	865-0343
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Secretary	Chris Straube	Straube Assoc.	650	969-6060	964-6526
Mmbrshp V.P.	Tom Birks	Left Coast Ventures	408	378-5620	378-8347
Past President	Lon Hudson	Ross Mktg.	408	988-8111	492-0197
Past President	Kevin Frost	Ross Mktg.	408	988-8111	492-0197
National Delegate	Jack Heidmiller	The Heidmiller Group	650	960-3933	390-0650
Alternate Nat'l Del	Craig Smith	Prism Tech. Sales	408	248-0700	248-2797

***DIVISION V.P.'S***

Components; MAP	Doug Evans	Paxcell Group, Inc.	925 702	963-1008 -----	----- 831-1367
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Instrumentation	Brian Levien	Sentech Measurements	530	792-0175	792-0515
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