



# NCALERA NEWS

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SEPTEMBER-OCTOBER 2001

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## How the world has changed . . .

since our last issue! As was the case with December 7, 1941, September 11, 2001 will “go down in infamy.” Many of us lived through both dates as adults. The general reaction we get when talking around today is that the emotions are the same – only different. In 1941 we knew who our enemy was. The country could target their thinking toward “them,” knowing who “they” were. Today’s situation leaves us not so sure.

As before, flags are waving, emotions are running high and literally thousands of men are flocking to the Armed Services’ Recruiting Stations to enlist in the service of their choice. WWII Vets had a pretty good idea of what to *expect*. Today, they do not.

We picked up an article written in the magazine, *Attenzione*, dated January, 1982 entitled “What is a Terrorist?” (How we managed to get that particular magazine/article is another interesting story we’ll save for another time.) The speaker was a Dr. Steve R. Pieczenic, a Harvard-educated physician with a political science degree from MIT, who was a renowned specialist in dealing with terrorists. He talked about these people, discussed the unique state-of-mind they shared, and pointed out how ill prepared we were to deal with them.

This was the era of the Aldo Moro kidnapping in Italy by the Red Brigades and the capture of the American Hostages in Iran. Here is one of the questions Dr. Pieczenic was asked and his reply:

“Q: Do you see it (terrorism) occurring more often in the United States in the near future?”

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A: Well, I think we are unique in many ways. It sounds arrogant, but we really are. First of all, this country is not based on ideology. Its core base, and rightfully so, is the *individual*. The individual is more important than the nation-state. Our values are not ethnocentric, they’re not ideologically based, and the system has worked. It’s tolerated a lot of violence and it’s been able to absorb it.”

And we will absorb this, as well.

**ERA NEWS  
NCALERA NEWS**

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**MEETINGS &  
SPECIAL  
EVENTS**

**October 16-18 –  
WESCON**

**November 6 – Regular  
Meeting**

**Michaels at Shoreline**

**December 5 – All**

**Industry Charity**

**Event. Annual**

**Holiday get-together.**

**February 5 – Regular**

**Meeting**

**Michaels at Shoreline**

**ELECTRONIC INDUSTRY CHARITY EVENT**

*Ed. Comment: Here is a letter from Deborah Lewis, one of the members of the Event Committee. We think you will profit from reading it.*

Dear Friends, Neighbors and Colleagues,

As you are aware, we are hosting our annual Holiday Charity Event at Villa Montalvo on December 5, 2001. In light of the recent tragedies that have occurred in New York and Washington, it has reminded us of how precious life is and how important community is. We have all been called on to come together in support of America.

We, the planning committee would like to remind you that this is the exact purpose of our holiday event. The proceeds from this event go to support The Lucille Packard Foundation & The Oakland Children's Hospital. This is part of our community. If we do not support these hospitals, who will? These hospitals and programs survive on donations alone and without them they will cease to exist.

We realize these are challenging economic times, but now more than ever they need your help. As the donations flood in for New York & Washington from around the world, these community charities are in even more jeopardy of receiving less funding. So we ask of you to please help support your community.

Tickets are available @ \$75.00/person. Checks should be made out to Electronic Charity Event and can be sent to Ross Marketing 3350 Scott Bldg. 51, Santa Clara, CA 95054.

Please help us make this another successful year for our children.

**Lucille Packard Foundation:** <http://www.lpch.org/>  
Clinical Specialties and Services At Lucille Packard Children's Hospital we specialize in something rather unique -- the care of babies, children, adolescents, and expectant mothers. Our physicians, nurses, and staff specialize in pediatric, obstetric and neonatal medicine. Our state-of-the-art facility built for children completes the package of world-class, compassionate care.

**Oakland Children's Hospital:** <http://www.kidsfirst.org/>  
Provide enduring support for life-saving treatments, cutting edge research and outreach programs that benefit children.

**PRESIDENT’S COLUMN**

By Chris Jumper

We held our first Rep Owner’s Forum on August 15, 2001 at Michael’s at Shoreline. The response was excellent. 16 Reps were there and lively discussions were going on throughout the meeting. The membership of our chapter was well represented by the combination of small to large size firms attending: each with their own perspective.

We were looking for just this kind of talking. We wanted and needed ideas and they were well represented. We opened the discussion by introducing the general subject of Visiting Principals. On the positive side, one remarked that he was seeing fewer visitors – that many of his principals were cutting back on travel as a pure economy move. (This was prior to September 11, of course.)

At least one noted the challenges he faced where principals demanded to see the larger accounts in the territory – ignoring his warnings that major accounts did not want to see just anybody, that they had their favorites with whom they were already doing business.

The exclusive territory subject came up. One rep presented an interesting idea. He has allowed, even *encouraged* his principals to set up house accounts without objection. As you might guess, this caused a few raised eyebrows, grumbling and mumbling.

Another questioned whether or not the reason for this action by the principal (expanding the coverage by the local factory salespeople) might be that the local people didn’t have enough to do. The next question was, “What’s the



principal going to do when business improves? Give accounts back? Take even more away?” This is a prime topic for future discussions.

The discussions went on. Things like the high cost of “pioneering” a line -- *retainers* and the future of retainers in our business -- commission splits and ratios came up and this generated heated response. And, there was an expression of concern as to how principals might react to necessary reductions in force by their reps. The general opinion was that principals are going through the painful process themselves, so why worry?

Even forecasts entered the discussion and went on for some time. The positions varied from that of (1) unreasonable demands by their principals, particularly from “higher ups,” to (2) the difference between a forecast and a budget.

Please keep in mind that all of the “nitty-gritty” details of these high profile discussions are kept in the meeting room and are not published. In order to enhance your individual knowledge and share your wisdom, you must attend.

We welcome any input from the membership on these or other subjects that might be appropriate for up-coming meetings. Our Education Chairman, Michael Onken (650-827-3600) of Bridge Marketing, will be getting more involved in this activity. He agrees that much of what we need to accomplish in the educational realm can be successfully executed in these forums.

**RAY DEL BUCCIA MEMORIAL  
TOURNAMENT A SUCCESS, ONCE  
MORE**

**By Bob Parsons with a lot of help from Ron Jenkins**

And a good time was had by all! How often we have seen that sentence describing one event or another. Well, this time it was for real. The Ray Del Bucci Memorial Golf Tournament was obviously one of great pleasure. The 66 contestants were all challenged but the weather was superb, even though a bit cool (this is bad?) with a few sprinkles of rain.



We mention the weather because before we were finished with dinner, the sky put on a real light show. Thunder and lightening were plentiful. In fact, the weatherman commented later on that there were over 1500 “hits” in the general area between Monterey and Santa Rosa between 4 and 8 PM. That’s a lot of lightening!

The Crow Canyon Country Club has a well-maintained course and most of our golfers always look forward to playing it. Ray Del Bucci was a club member and was in fact our sponsor for the past 12 years. There was a BBQ lunch beforehand, sponsored by WESCON. The dining room is a delight and their Chef is a pro. The dinner was delicious. The service is always the best.



We arrived late, as has been the case since giving up golf. We managed to get a few good shots. Our first encounter was with Chris Straube, correcting an

errant shot on #18. Note that form. He got close enough to 2-putt.

Some of the Ewing-Foley people came by and looked good. Here Dick Foley is shown stopping in mid-swing to argue about a bet. **BETTING?** On the golf course? Well...



0.

Steve Ross came up on #9 about that time. He missed the putt. In fact, he missed Steve Floyd, holding the flagstick.



He and Hugo Shane spent the day together. Can you imagine the tales they told? Steve just back from China and Hugo – well he has been around – and around – and around. (Only kidding, Hugo.)



Lee Meyers struck the ball well, as you can see.



He doesn't show the form of Mark Rigel, (below) of course. But then, he's been at it a lot longer. There are limits.



After the guys started coming in, we said hello to a couple of our retired members, Tom Mollard and Earle Rinker

(below). What a couple of -- jocks?



Later we caught the same two with Don Onken and Andy Keuser (who walked away with low gross – yet!). Who says practice doesn't make perfect? (Andy had played every day for a week or so – getting ready.)

As we worked our way up to the dining room, we couldn't miss the gathering of the "powers-that-be" (below, left) admiring the course from a safe distance. From left to right; Chris Jumper, Ed Blake, Bill Walsh, Brian Levian and Michael Onken.



And we couldn't miss the opportunity to get Bill and Chris pushing WESCON, could we? (below, right) Only fair after their gracious support during lunch.



And here is the list of the winners:

**Low Gross  
Net - 1<sup>st</sup> Place**

- Flight 1
- Flight 2
- Flight 3

**Callaway - 1<sup>st</sup> Place**

- Flight 1
- Flight 2
- Flight 3

**Net - 2<sup>nd</sup>**

- Flight 1
- Flight 2
- Flight 3
- Flight 2

(78) – Andy Keuser, Retired

(66) – Dick Foley, Ewing Foley

(71) – Brad Nye, Halbar North

(55) – Kerry Greene, Belden

(75) – Steve Burton, Vic-Tal

(72) – Mike LaPorte, West Penn Wire

(74) – George Zweifler, Electec Nor Cal

(70) – Todd Fiske, Future

(72) – Mark Conley, O'Donnell

(66) – Rod Mulkin

(65) – Steve Ross, Ross

**Callaway - 2nd**

- Flight 1** (76) – Randy Bowman, Ross
- Flight 2** (72) – Mitch Hartsoch, Hynix
- Flight 3** (76) – Mark Rigel, Caltron

**Net - 3rd**

- Flight 1 (3 Way Tie)** (73) – Ron Jenkins, Westech  
Don Onken, Bridge  
Steve Wilson
- Flight 2** (72) – Mike Guzman, Hitachi
- Flight 3** (69) – Jonathon Giles

**Callaway - 3rd**

- Flight 1 (3 Way Tie)** (77) – Ben Barden, Westech  
Kevin Frost, Ross  
Jim Grano, Belden
- Flight 2** (73) – Ed Lord, Ed Lord Assoc
- Flight 3** (76) – Rob Platter, Future

**Net - 4th**

- Flight 2** (73) – Charlie Brenner, O'Donnell
- Flight 3** (70) – Earl Rinker, Retired

**Callaway - 4th**

- Flight 2** (75) – Ed Lord Jr, Oasis  
Bill Lord, TTI
- Flight 3** (77) – Eric Robinson, ES-West

**Net - 5th**

- Flight 2** (75) – Rich Boucher, O'Donnell
- Flight 3** (71) – Steve Floyd, Cal Cap

**Callaway - 5th**

- Flight 3** (78) – Jeff Weseloh, Target

**Closest to the Hole on a Par 3:**

- Closest - #4** 7' 4" – Rich Boucher, O'Donnell
- Closest - #8** 19' 10" – Mark Conley, O'Donnell
- Closest - #12** 5' 0" – Kerry Greene, Belden
- Closest - #16** 14' 9" – Mike Weseloh, Target



Finally, there was a special award for Bill Dayton, who was the only golfer to get a birdie on that treacherous over-the-water Par 3, Number 6. A sleeve of new balls.

**NEWS & VIEWS**

By Bob Parsons

It goes without saying that the rep business has changed. The question is not what can we do about what has happened in the past, but – what now? What can we do *next* to avoid the effects of the extension of the downturn that is bound to happen for the next 12-or-so months? And, there is another important question we should be asking ourselves: “How can we be prepared for the upturn that is bound to happen?”



Be assured that any positive reaction to the destruction in New York and Washington will not relieve the apprehensions of your principals as they watch their business flatten and/or decline. Neither will your customers be as anxious to accommodate your needs as they struggle with the realities of this age we live in.

It does appear that principals might not be sending key sales managers or executives on airplanes out from the eastern states unless there is a very good reason to do so. (Read the papers and one might wonder whether or not those airplanes will be flying – at least as frequently as before. The airline’s losses have been staggering!)

Excellent communications will be vital, particularly in the next few months. Be ready to face an ever-increasing number of e-mail messages as you begin each day. (Take a course in speed-reading?) Learn to group your messages so that you can answer several simultaneously. Send batch replies, showing or hiding copies, eliminating multiple re-typing of messages.

Learn the habits and likings of certain people with whom you regularly communicate (among customers and principals) so as to improve your acceptability to them. The old adage, respond as sent, must be modified carefully. Good judgment tells us that certain e-mails may require *telephone* responses, telephone inquiries may be better satisfied by a well-written e-mail or fax. (In all cases, be certain you know whether or not other members of your customer or principal’s staff can view these messages. Some things are better kept private.) Be prompt!

There are procedures you must follow if you are going to lay off an employee, specifically an employee enrolled in your group benefits plans. Here is a tip from Pat Brown, ERA National’s Insurance Guru, that you can use TODAY:

**Rep Firm Owners:**

If you are facing the unfortunate situation of having to lay off an employee, here's an important tip from Pat Brown, one of our benefits experts. When releasing them, if they are members of your group benefit plan, the departing employee must be provided with:

- 1) A Continuation Rights Notice; and
- 2) A Certificate of Creditable Coverage.

There are severe penalties for non-compliance, so if you have any questions, do not hesitate to contact Pat Brown (<mailto:ABPpbrown@aol.com>) (847-256-1331) or John Doyle (<mailto:jdoyle@snip.net>)(610-971-2100) for advice and answers.

Remember, *It does not matter* if you are an ERA RepCare insurance program participant when seeking advice. As an ERA member, you have free access to assistance from these two veteran insurance and employee benefits consultants.’

Our thanks to Dennis McGillis of the Southern California Chapter for this info.

**Do not choose to ignore the opportunity to purchase a page in the new Chapter directory. The paper work should be in your hands and if not, just give this office a call and we will expedite delivery. There are good reasons for this action.**

The Directory Chairman is regularly taking steps that improve the cost-effectiveness of the directory. As a result of taking stock of distribution, he has reduced the number of issues printed. This has reduced the initial cost of your purchase. We have seen increased activity on the part of customers requesting copies. One reason for this is that the directory may be the last, great, easy-to-reach source of information around on *who* represents *which* principal in Northern California and Nevada!

The complexity of maintaining a product cross reference has prompted the Internet Committee to examine ways that they might coordinate the physical directory with each member’s listing on the web site, [www.ncalera.org](http://www.ncalera.org). There is every indication that the generic page appearing in the directory can be readily stored on the web site and linked to the member listing. When that happens, your *presence* is improved dramatically. If a rep has his own web site, the generic page can be further linked to that site. In either case, the value of your membership in ERA is immediately enhanced.

Watch for increased activity from the Education Committee. There is every indication that the Education Chairman’s activities will be coordinated with the actions of the Rep Owner’s Council(s). Our first ROC was held since the last issue of this newsletter and we are happy to report a very successful meeting.

*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>AC</i>	<i>PHONE</i>	<i>FAX</i>
Chairman of Board	Bill Walsh	Westech Associates	650	961-1422	968-9898
President	Chris Jumper	JEM Electronics	925	417-1033	417-1458
Senior V.P.	Brian Everhart	Everhart, Inc.	408	865-0344	865-0343
Treasurer	Bill Hedgpeth	Z-Tech Sales	408	257-5371	257-5651
Secretary	Chris Straube	Straube Assoc.	650	969-6060	964-6526
Membership V.P.	Tom Birks	Left Coast Ventures	408	378-5620	378-8347
Past President	Lon Hudson	Ross Marketing	408	988-8111	492-0197
Past President	Kevin Frost	Ross Marketing	408	988-8111	492-0197
National Director	Jack Heidmiller	The Heidmiller Group	650	960-3933	390-0650
Alternate Nat'l Dir.	Craig Smith	Prism Tech. Sales	408	248-0700	248-2797
<i>DIVISION V.P.'S</i>					
Components; MAP	Doug Evans	Paxcell Group	925 702	963-1008 -----	----- 831-1367
Communications; Computer Prods.	Eric Robinson	E.S. West	408	565-9050	565-9055
Instrumentation	Brian Levien	Sentech Measurements	530	792-0175	792-0515
RF/Microwave	Tom Birks	Left Coast Ventures	408	378-5620	378-8347
SAVE	Phil Kipnis	Pacific Coast Visions.com	408	988-1444	988-1707
<i>COMMITTEE CHAIRPERSONS</i>					
Ambassador	Tom Mollard	Life Member	650	968-1581	
Archivist	Jean Lape	J.E. Lape Co.	650	345-3021	345-3952
Directory	Steve Ross	Ross Marketing	408	988-8111	492-0197
Education	Michael Onken	Bridge Marketing	650	827-3600	827-3609
Golf Tourney	Ron Jenkins	Westech Assoc.	650	961-1422	968-9898
Internet	Edward Blake	Edward Blake Assoc., Inc.	408	934-3955	956-9732
Newsletter	Bob Parsons	Chapter Office Manager	408	243-3372	246-4413
<i>SERVICES, INC.</i>					
President	Bill Walsh	Westech Assoc.	650	961-1422	968-9898
<i>CHAPTER STAFF</i>					
Executive Director	Hugo Shane		408	243-3372	246-4413
Chapter Office Mgr.	Bob Parsons		408	243-3372	246-4413