



## NCALERA NEWS

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### SPECIAL WESCON EDITION - OCTOBER 2001

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Because of its close proximity to our November 6<sup>th</sup> regular meeting, we decided to put out a WESCON 2001 Special edition. A lot of important things happened this year and our members should be aware of them. Shows, and particularly WESCON, are a changin'. In this issue we will talk about:

1. What happened this year in the way of attendance, interest, exhibitor reactions and even a little about profits.
2. Rep reactions in general.
3. Future activities.

☀ It would be ludicrous to state that things were as good as two years ago. Nothing is as good as two years ago unless it is a bottle of fine wine that has profited by the additional aging.

But business was good. Actual paid attendance was just under 13,000. This slight drop-off beats the heck out of the 30+% experienced by other shows.

More important to the show management – the show made a profit. As was the case of many of the exhibitors, there was some concern as to *how many* would show up with credit cards in hand. *Enough.*

Put another way, ECI is not taking all this lying down. Later on we will relate some of the steps they are taking that are deliberately designed to enhance the show's image -- more than that – *the level of acceptance.* This can be measured by booth sales and attendance. Often overlooked by reps is the kind of reactions they get from their technical sessions. This was well accepted this year.

☀ As we wandered the show floor, we looked for people from our member companies. We found quite a few, took a few pictures and generally satisfied ourselves that there were enough there to get a reaction.



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John Sessoms of Adtek was manning the booth of the principal with whom he had engaged in legal hassles.



(Members will recall some of his statements in our recent discussion about legal challenges and how to handle them. He's living proof that if you have the patience {and the money to last them out} you can get a decent settlement and retain the line.)

Kevin Frost was his usual commanding self. Here he shares technical wizardry with a couple of customers. (It took a little doing to get this shot because of the crowd, believe it or not.)



The Pentagon Company is one rep who still likes to have all his principals in

one large booth. Shown below is Al Theis with one of his principals alongside. (Al is the one on the left.)

*Editor's Note: There is a lot to be said for this kind of display. Busy? Yes. But as the shows become more specialized, it is easier to get clients' attention this way. The rep's pre-show publicity tends to be very focused.*



Generally speaking, those reps who were actually *participating* in the show – manning either their own or their principal's booth – were relatively happy with what was going on. (Having spent a few hundreds of hours standing booth duty, it is understandable that reactions are not comparable to getting a big order, or picking up a new line. Work is still work and booth duty is work!)

It is rather difficult to get enthusiastic reactions from people who are going through difficult times. Nothing in our lifetime compares with the trauma brought about by the terrorists' attacks on our country. But bad business is *home!* And business is more bad than good. All things considered – The rep reactions are not all that unexpected.

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Everything we read indicates that things are going to turn around in the Spring. That sounds like an eternity when meeting payroll is cutting into an owner's personal earnings. But that is a fact of life that we must face and adjust to.



Hugh Shyba and his principal were doing a little training during a lull period. At least they are happy.

And Lon Hudson carried on with gusto in one of the Ross Marketing booths. Another happy face -- doing his thing.



ERA National was there as always. Chris Kosch is giving someone the business as only he can. It is reassuring to see the corporate attorney, the insurance guru and people there to give reps answers during the show. Yes, they also talk to manufacturers but that is their job, as well.



☀ We had quite a chat with Donna Call, the President of ECI, about the general reaction to the show. Talk about optimism! This is one up-beat lady, if there ever was one. Check out that smile!



The first thing we asked her had to do with rumors that WESCON was moving back to San Francisco. It is true. For all the challenges getting up to "the city" from Silicon Valley will create, their reasons are valid. Too many engineers look upon the show as a "local" event. The bad thing about this is that they would go into their office and forget to come to the show.

Originally, show management forecasted an increase in attendance

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with the San Jose location. Not so. In fact, the number of attendees actually went down. This can be measured by the pre-registrations prior to the September 11 fiasco and activity in '99.

The new Moscone-West center affords ample room for all the show's activities, including growth! (Those not regular visitors to the Moscone area might not recognize the place today. This is an entirely new facility, across the street, diagonally.)

And, the belief is that out-of-town folks will be traveling again in 2003. San Francisco is a very attractive venue, when compared to San Jose. From an international standpoint, nothing on the West Coast compares to the city.



Here's the rest of the WESCON sales crew, ready for orders.

☀ Another addition to the event will be an entirely new show, held simultaneously with WESCON. It will be called SOHO (Small Office Home Office) and will target folks who sell to this market. This will include many software firms, hardware that includes cell phones, PDI's and all kinds of telephony equipment. It looks exciting, to say the least.

The initial show will be in Southern California, next year. We'll have a lot more to say about SOHO once that event has been completed.

☀ Reps can once again encourage their principals to attend the show, or better yet, participate. A booth is not cheap, but nowhere else can a manufacturer get the one-on-one exposure that a trade show of this magnitude offers.

☀ Watch for the announcement of our next meeting, Past President's Night. That will be Tuesday, November 6<sup>th</sup>. We promised them dancing girls last year, after we forced them to sit through not one, but *two* presentations. There is every indication that the dancing girls may be missing but we will have something of interest, that's for sure.

☀ The response to our directory solicitations has been excellent. Well, we did have to do a little telephoning -- and more than one rep indicated that the packet we sent was on the bottom of the pile. But all in all, it appears that we will be well represented.

At least one member did not know that their registration in the directory entitled them to a generic page on the web site. We corrected that and they will go on any day now.

There are some new ideas percolating around the web site among the chapter membership. Do not be surprised if there are a few changes in the next few weeks.

Our next issue comes out November 30.