



NCALERA NEWS

JANUARY-FEBRUARY --

2004

PRESIDENT'S COLUMN

By John Latimer

First of all, I want to thank everyone for choosing me to be the President of this organization! I will do everything that I can to repay your vote of confidence and am looking forward to 2004.

I want to thank all those hard-working people that came before me, and particularly, my most recent mentor, Bill Hedgepeth. He assures me that he will not throw me into the wilds and will continue his sage advice.



I am delighted with this year's officers, and will be looking forward to their aggressive inputs as to how we should move forward with the Chapter.

For those that might not know me, I have been with Luscombe Engineering since 1968, when I moved West as a young, and naïve, Western Regional Manager for Luscombe's number one line (a power supply company). As you can imagine, I quickly understood just what I didn't know about the rep business! For instance, the sudden realization that all of my sales calls into the territory had been set up by the rep. I had no clue how hard it was to fill up a few days for a visiting principal!

Enough about the about the "Old Days", though! Let me address the "New Days".

It's been brutally obvious that our economy has been a problem, but on top of it, our whole way of doing business as reps has taken a huge hit. I don't need to talk about China, right?

Our organization has been caught in all of these changes. We continue, like a lot of trade associations, to struggle with membership.

We simply must find a way to make being a member of our Chapter worth the time to be involved. I'm sure I don't need to make the correlation of the exact same issue we have with our customers. What are we, as reps, contributing to the sales process? The same issue applies to the Chapter.

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More to come on all of this, but I thought I would toss out the idea (thank you, Mike Onken) that we get more involved with other rep organizations (MANA, for sure). We are not competitive organizations when it comes down to all of us surviving in the rep business! We can learn from each other.

Please feel free to get in touch with me for any ideas, complaints, or even compliments.

NCALERA NEWS

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MEETINGS & SPECIAL EVENTS

FEB 3 – REGULAR KICK-OFF MEETING, MICHAEL'S AT SHORELINE

APRIL 6 – REGULAR MEETING, MICHAEL'S AT SHORELINE.

VIRTUAL FORUM

Thanks to some persistence on the part of Craig Smith and some experience by our website collaborator, Bill Perry of Pertel Communications in Southern California, it looks like we may soon have an official "virtual" forum on the NCALERA website. To the un-initiated, this type of forum is a place to exchange information in confidence with each other on the internet -- a chat room, if you will, where practically anything goes.

The "practically anything" above is the reason for most of the delay in getting this off the ground. (The suggestion to establish the forum was only initiated during the Chapter's Owner's forum [of the sit-down, face-to-face variety] held in January!) We have to be reasonably certain that this forum is a place where positive things can get done.

We visualize the forum as a place where we can create information resources for all our members but especially those who operate in Trade Divisions (Special Interest Groups [SIGs]) other than Components. We perceive the SIG Leaders as collaborators of their section (or page), monitoring inputs so that un-wanted material is avoided.

This program may involve some expense for the Chapter so it will be discussed during the next ExComm meeting. We'll let you know the results of the discussion.

This can be an exciting addition to our website, another valuable resource for the members of NCALERA. By the way, we welcome any inputs from you, our readers.

NEWS & VIEWS

By Bob Parsons

We live by the theory that it is never too late to wish you a Happy New Year. So . . .

Happy New Year!

This being the first issue of NCALERA NEWS this year, we'll talk a bit about things that have passed and things we can look forward to. Hang on.



☀ By now, in all probability, you have given up on many of your New Years Resolutions. New Years Resolutions usually demand change. Note the capitalization above? Putting a word in capital letters implies added meaning, For instance, say *depression* and it could mean a mental state or a dent in something. But say Depression? Nobody from this writer's generation will ever forget the experience -- the real meaning, thus the capitalization of the word.

Well, here's a resolution you can make that will stand you in good stead for all year. Resolve to pay attention to the announcements we make from time to time about the activities of other Associations. The leading, most recognized such announcements comes from MRERF, having to do with the CPMR Program. But we are seeing more activity from others, mostly MANA.

MANA puts on several seminar programs each year. Most are very "compatible" with ERA reps. Both Michael Onkin and I are planning on attending and reporting on their next seminar, to be held in Oakland February 9th. We hope to see you there. Our announcement was dispatched just a few days before publication of this newsletter. Plan to get up really early that Monday and joining us at the Park Plaza Hotel in Oakland. Call the office if you have any questions.

☀ It is hoped that you did not miss KEYSTONE -- 2003 last year. Everything we hear indicates that this was a great show. (This writer has attended many such shows and *always* came away with dozens of new ideas for improving our business.) Sometimes, circumstances prevent us from attending even though we would have liked to have done so.

**MISS ATTENDING
KEYSTONE -- 2003? ALL
IS NOT LOST. MAKE
THE MEETING
FEBRUARY 3rd!**

Well, all is not lost, if you did miss the show. Mark Conley and John Latimer will share their experiences at KEYSTONE – 2003. By now, you should have received announcements of the February 3rd meeting, telling you all about it. As we say in our meeting notice, we will have a complete set of CD's ready for some lucky member who is present. Mark and John will also have a set, as well as the Power Point presentations that went with them. We will have copies of the print out sheets (the complete outline of what was said) so that you can follow along with their presentation.



Mark Conley

Expect a lot of questions and answers after the presentation. You can also expect discussions. They will welcome any inputs from the audience.

☀ As we discussed KEYSTONE, we are reminded that it has been only a few years since the independent rep lived in a "carrot-on-a-stick" world. Their willingness to enter into an agreement with a new line was based upon their belief in the potential growth of the line. It was that simple.

As a rep grew, and it became necessary to enlarge his staff, he had to add new equipment to improve the operating efficiency of the company and . . . take on new lines to help pay for it. New lines gave him additional products to sell to his existing customer base. They also enlarged his customer base. This was a real win-win situation. With proper planning and execution (and a little luck) he could build a solid company that provided a good income for himself and his staff. Sales growth and income were somewhat linear, one tracking the other fairly closely.



John Latimer

Then along came the changes. We went from a "local" economy to one of national and now global scope. Where "customer" once meant an entire company located in one area, it now can encompass several locations, virtually anywhere in the world.

How to deal with these changes is covered over and over in the KEYSTONE presentations. You don't want to miss this meeting.

CHAPTER OFFICERS CHAIRPERSONS & DIRECTORS

OFFICERS	NAME	COMPANY	A/C	PHONE	FAX
Chairman of Board	Bill Hedgpeth	Z-Tech Sales	408	257-5371	257-5651
President	John Latimer	Luscombe Eng.	408	955-9515	955-9581
Vice President	Michael Onken	Bridge Mktg.	650	827-3600	827-3609
Secretary /Treasurer	Phil Kipnis	Pacific Coast Visions.com	408	988-1444	988-1707
Membership VP	Michael Onken	Bridge Mktg.	650	827-3600	827-3609
Education VP	Michael Onken	Bridge Marketing	650	827-3600	827-3609
Special Interest Groups VP	Chris Straube	Straube Assoc. Inc.	650	969-6060	964-6526
Past President	Bill Walsh	Westech Assoc.	650	961-1422	968-9898
Past President	Chris Jumper	JEM Electronics	925	417-1033	417-1458
National Director	Mark Conley	O'Donnell Assoc. No.	408	456-2950	943-8243
Alt.National Dir.	Lon Hudson	Ross Marketing	408	988-8111	492-0197

SPECIAL INTEREST GROUP CHAIRS

Communications	Hugh Shyba	Shur Sales	408	399-7487	399-4767
Components/Materials	Alan Kuczer	Prism Technical Sales	408	248-0700	248-2797
Computer Products	David Barrios	Dali Technical Sales	650	359-3982	359-3996
Instrumentation	Brian Levien	Sentech Measurements	530	792-0175	792-0515
RF/Microwave	Charlie Dickinson	C/G/ Associates	510	790-1193	790-1383
SAVE	Phil Kipnes	Pacific Coast Visions.com	408	988-1444	988-1707

COMMITTEE CHAIRS

Ambassador	Hugo Shane	Executive Director	408	243-3372	246-4413
Ambassador	Tom Mollard	Life Member	650	968-1581	
Golf Tourney	Ron Jenkins	Westech Associates	650	961-1422	968-9898
Internet	Edward Blake	Edward Blake Assoc. Inc.	408	934-3955	956-9732
Scholarship	Brian Trankle	Jack Logan Memorial Fund	650	343-2416	
Distributor Coord.	Shirley Burres	Recht Associates	650	964-6321	964-8165

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Executive Secretary	Bob Parsons	408	243-3372	456-4413
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EDITOR'S NOTE: We are a little short this month. We were afraid, as we compiled the special report on the Rep Owner's Forum held January 8th, 2004, that we had more material than could be fitted into a single newsletter issue. Our webmaster has graciously posted the "Special Report – REP OWNER'S FORUM" on our website.