



NCALERA NEWS

JULY-AUGUST

2004

President's Column

By John Latimer

I want to share a few things with you that have been weighing on my mind regarding the future of the Chapter. "It is time that the Chapter members "suck it in" and get really proactive about getting both existing members and, especially, new prospects to the meetings." This was the response I received when discussing this with Mike Onken, our hard working Vice President and man-of-many-hats. We have been having a lot of conversation on the subject recently. It fits my thoughts to the tee. Watch your current meeting announcement and see the first of the ideas we are putting to work to meet this objective.



The same need exists for getting our members who have not already been giving of their time to take on some of the Chapter's workload. Heck, that's how I got recruited after years of being on the sidelines!

You may, or may not know, that we have made it a requirement that CPMR scholarship recipients must volunteer for a role in the Chapter. That's a big step forward and our scholarship recipients can expect a "call to service."

We've been talking about having formal committees under some of the VP positions, especially Membership, Education, and the Vice President (speakers). The committee might just be two to three people, but the idea is to spread out the workload. These are really important functions in the Chapter, and we should be driving it with more than one person.

It's time that all of us contact people in the Chapter who haven't been at a meeting for a while. If need be, shame them into coming! Mike has been lining up some darn good people to speak at our meetings. They need to know that!

If you are an owner, bring one of your key employees. We especially need to include the people we/you are grooming for

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NCALERA NEWS

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MEETINGS & SPECIAL EVENTS

- AUGUST 3rd – REGULAR MEETING MICHAELS' AT SHORELINE**
- SEPTEMBER 7 THRU 11 – ERA's 41st MANAGEMENT & MARKETING CONFERENCE. PHOENIX, AZ**
- SEPTEMBER 27th – GOLF TOURNEY CROW CANYON COUNTRY CLUB**
- NOVEMBER 2nd -- REGULAR MEETING – PAST PRESIDENT'S NIGHT -- MICHAELS' AT SHORELINE**

(Cont from Pg. 1) future leadership roles. They are the people that will ensure the Chapter's existence in the future! If this gets to be a financial issue for a few more dinners, we'll deal with it, happily!

The Chapter Officers need everyone's commitment to help. For those of you who have been Chapter Officers, you know what I'm talking about.

For all of you wonderful folks who have been "putting your time in" for years with the Chapter, my hat's off to you. Now, let's get busy getting the next generation of leaders into the Chapter. Now is the operative word!

NEWS&VIEWS

By Bob Parsons



We had a very interesting meeting-day Tuesday, June 8th. You will recall that ole Bob didn't get our reservations for the year in on time so we met on the *second* Tuesday in June, rather than the first. All the rest will be as announced and will occur as posted on our website.

We started early that day, giving the Forum Committee a chance to present the forum in simulated live format to those who showed interest in it. Around 12 were present and

the questions were lively. The committee pretty well followed the pattern set up in the May-June Newsletter. There were several interesting variations that came out.

Once you have joined (subscribed to) a forum, you will be automatically notified by e-mail when a new posting is made. This keeps you alert as to when you should visit again. When you find an article that is of interest to you, you may e-mail it to a friend who may share your interests.

The committee would like to get around fifty people interested enough to keep things busy. Look it over today and see its benefits.

□ We welcomed German guests, Andy Kunz and Reiner Hecker, WIMA executives visiting Shur Sales, their local rep. They are shown at the right.



□ The real fun began when Michael Onken introduced the speaker for the evening, Mike Langberg, of the San Jose Mercury News (shown below).



Columnists for major newspapers attract a lot of attention from people who are interested in gaining favorable publicity. The result is that these writers are deluged with “stuff” from all sides in and around their specialty. Their success depends upon how long they select topics of interest and their ability to write in an interesting fashion. That combination engenders a “following” which also sells newspapers. That is the ultimate objective, of course.

Mr. Langberg has mastered that combination and it is reflected in his longevity at the “Merc” -- over ten years, now. Mr. Langberg considers himself at the “end of the supply chain.” He addresses the technical world, but more from the consumer end than that of the technical folks like us. However, it was interesting to observe how he held his audience captivated. In this case, we were the consumers since he talked about things that are of interest to us, while not directly leading to business.

(see) things in a “today” perspective.

He also discussed DVD rentals by mail; Video conferencing; GPS on a cell phone; Wireless networking and VoIP, telephone connections over the internet! He observed that “futurists always over-estimate the short-term effects and underestimate the long-term.” His Silicon Valley experience probably led to, “In a strong wind, even turkeys can fly!”

He pointed out the importance of seeing things in a “today” perspective. One example given was the story of Kodak. Here is a company that was a world-renown leader in their field – film! The introduction of the digital camera concept changed their position dramatically. They did everything right as they stepped into the camera market, yet their business plan isn’t working. From all appearances, they are dying.

Another company cited as being in danger of going away is TiVo. While they made advances greatly assisted by alliances with others, they failed to tie down all the parts of their package and are now being attacked by well-heeled and better positioned competitors. Mike gave them a year.

Go to www.langberg.com to see Mike’s current output. Keep in mind that the links to specific articles are not permanent. He is given a certain amount of space on the Merc’s website so he must remove some really good stuff after so long a time. I’m guessing that

they have some kind of “hit-count” device installed in their system and when people stop looking, the article is gone.

To our knowledge, nobody as a group puts more time into trying to define “today” as do a bunch of reps!

MEMBERSHIP! WELCOME BACK!

or just plain welcome, as the case might be.

▣ By now you have noticed our new membership efforts. (Read in our meeting announcement, for instance, how you can win a \$100 gift certificate at Frys!) If not, pay more attention. Just be assured that they are coming!

Our world is beginning to turn in what might be described as a more normal fashion – if we can only ease or erase the memory of at least three years of very frustrating work.

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We can remember the challenges reps faced as a result of off-shoring; tracking design-in’s; tracking orders shipped overseas; getting paid! But the real challenge over the past three years has been a general decline in business! The turnaround is what is giving reps the incentive to “feel better.”

There is an old saying that still applies. “Reps are paid today for work they did 18 months ago!” In case you haven’t noticed, 18 months ago is right in the heart of the recession.

The trade media are showing some positive notes, but the Stock Market hasn’t yet completely caught up. Therefore, motivated by nothing more than a collective “gut feel” and awareness of the difficulty of keeping up with things, our members are sounding a lot more optimistic today than they did just a few months ago.

So, when you see members listening intently to good speakers, as they did with Mike Langberg last month, know that non-members will see the value of membership. Watch for an emphasis on other activities specifically designed to get new members involved and non-members aware of what membership can mean for them! Count on it!

ERA ANNUAL GOLF TOURNAMENT

By Ron Jenkins

The 2004 Golf Tournament is scheduled for Monday, September 27 at Crow Canyon Country Club in Danville. This venue is the best-valued lunch, golf tournament and banquet offered anywhere in the bay area. The costs are under review and expect to be just \$130 per player. Everything is included except the no-host cocktails.



Crow Canyon is a premier private club nestled against the foothills of Mt. Diablo. It is a relatively short course of 6052 yards; however it still offers a significant challenge for every level of golfer. There are numerous bunkers, several waterholes and out of bounds on all holes to add to the difficulty and offer the shot-maker a satisfying risk reward opportunity.

Dinner choices this year will be Grilled Filet Mignon with Wild Mushrooms and Jack Daniels Sauce or Chicken Wellington with Mushroom Duxelle and Puff Pastry, Bordelaise Sauce.

The tournament date at the end of September has historically perfect weather. The temperature is cooler than the hot summer days, the fall rains are a few weeks off and the course is in perfect condition.

Prizes are awarded based on individual stroke play in three divisions: Gross, Net (NCGA Index required) and Callaway (non handicap players). The Net & Callaway will have 3 flights each. Awards go to about one third of the field.

☀ Entries will be mailed in August. Please return completed entries promptly to secure your place. 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
11:00-12:30 - Lunch (Grilled Chicken, Burgers & Dogs)
12:30 Shotgun Start
5:00-6:00 No-host Cocktails
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.

For additional information you may contact the golf committee:

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Come join the fun.



CHAPTER OFFICERS CHAIRPERSONS & DIRECTORS

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Past President	Bill Walsh	Westech Assocs.	650 961-1422	968-9898
Past President	Chris Jumper	JEM Electronics	925 417-1033	417-1458
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Components/Materials	Alan Kuczer	Prism Tech. Sales	408 248-0700	248-2797
Computer Products	David Barrios	Dali Tech. Sales	650 359-3982	359-3996
Instrumentation	Brian Levien	Sentech Measurmnts	530 792-0175	792-0515
RF/Microwave	Charlie Dickenson	C/G Associates	510 790-1193	790-1383
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COMMITTEE CHAIRS

Ambassador	Hugo Shane	Past Ex. Director	650 593-8964	
Ambassador	Tom Mollard	Life Member	650 968-1581	
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*ESI – Electronic Systems Integration (Formerly SAVES) - This Trade Group name was changed to better reflect the near and long term objectives of both National and the Trade Group.