



NCALERA NEWS

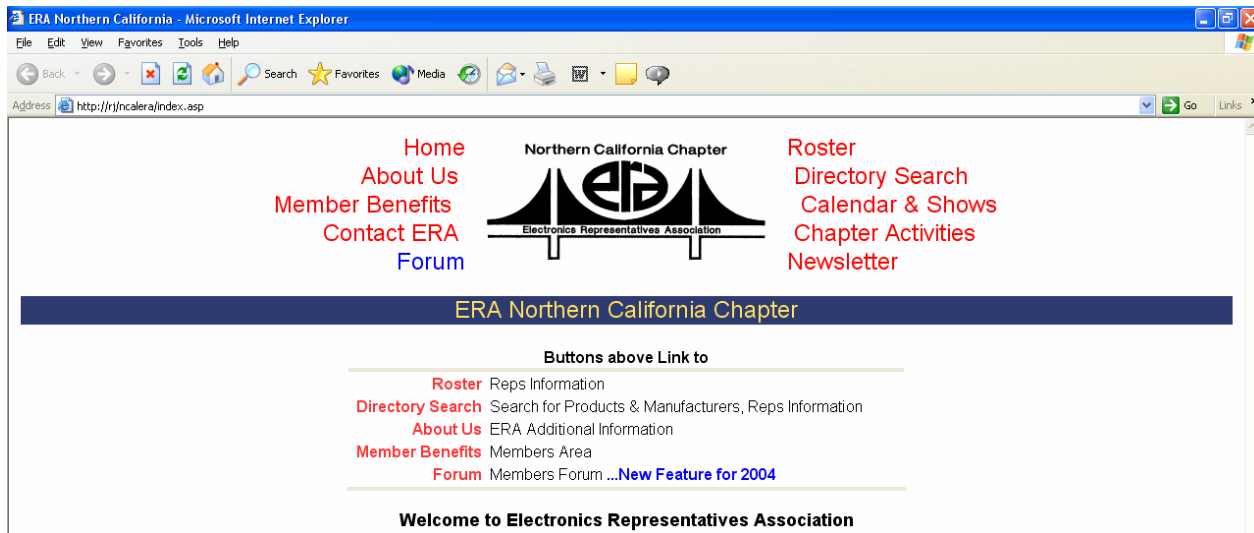
MAY-JUNE

2004

SOMETHING NEW HAS BEEN ADDED!

By the Forum Committee

Take a look at the newest version of our website, www.ncalera.org. Here's the top half of the home page as you will see it June 1st.



Notice the new entry, [Forum](#), on the table of headings above? Click on that and you get right into the virtual forum. You'll then have to register so that we will know who you are and then you are off and running. You'll get answers to questions of every type, ranging from how to find a new sales person to how to deal with a principal who violates some accepted rules of order.

The committee has made a substantial investment of time and money to get this going. This forum can be a valuable member benefit for those who use it. Go to Page 4 for a detailed set of instructions on how to set all this in motion and start reaping the harvest of new ideas right away.

It's a 3 step process To register to use the Forum: First, click on the Forum link on the table of headings above. Then: (Cont. Pg. 4)

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NCALERA NEWS

Is published bimonthly by the Northern California Chapter of the Electronics Representatives Assn. R.W (Bob) Parsons, editor.

Note: If you have received this newsletter by mistake, please send an e-mail request and we will remove your name. Send to: info@ncalera.org

This newsletter is published in .pdf format, which gives you a full color presentation. .pdf can be viewed using Adobe's Acrobat Reader, free on their website. Just go to www.adobe.com and download the program.

MEETINGS & SPECIAL EVENTS

**JUNE 8TH – REGULAR MEETING,
MICHAEL'S AT SHORELINE**
**AUGUST 3RD – REGULAR MEETING,
MICHAEL'S AT SHORELINE.**
**SEPTEMBER 27TH – GOLF TOURNEY
CROW CANYON COUNTRY CLUB**

**EXCITING
SPEAKER FOR
JUNE MEETING**



Mike Langberg is Personal Technology Columnist of the San Jose Mercury News. He writes the Tech Test

Drive column reviewing new products for consumers, appearing in the Tech Monday section, also a second column on technology topics that appears in the Business section on Thursdays. Mike will talk about how digital technology is transforming information, entertainment and communications, as well as how low-cost manufacturing in Taiwan and China is reshaping the consumer electronics industry.

We picked up one of his recent articles having to do with AT&T's newly released CallVantage service for unlimited phone calls through the internet – VoIP. This service has been around for awhile but this is a new approach well worth examining.

VoIP is part of a system of internet communications generally referred to as

“peer-to-peer.” It produced (originally) the NAPSTER program (and its related challenges). We wanted to know more so we browsed his personal website, www.langberg.com. We found that he had written several very interesting articles, including one on Skype, a similar program being offered by the inventors of Kazaa – a program that replaced Napster. If you are into this “world” -- check it out.

Editor's note: We were particularly struck by one of his features on “Pursuing e-mail freedom.”

Not everything Mr. Langford says will be directly pertinent to your every-day work. But the area of expertise that he represents can certainly have an effect on your *customers* in indirect fashion. If nothing else, you will identify another source of information on things to come. We are looking forward to hearing him speak.

PRESIDENT'S COLUMN

By John Latimer

It's hard to believe that the first half of the year has passed already! It's nice to see, though, that the local economy continues to climb back every month. Most of the reps that I talked with in the past month agree that it's much better, but sure has a long way to go before we'll see those empty parking lots fill up!

I am still very optimistic about the future for reps with one important qualifier: *Change or die!* This challenge has been repeated over and over again for the past couple of years. At last, however, we are starting to see a lot of reps get creative about the way they are approaching the future.



For obvious reasons, I can't go into the specifics, but I've been very impressed with some of our Chapter members actions. There have been some mergers of companies, but there have been a lot of creative "alliances" put together to pool lines and staffing. I know of at least three reps that have moved from traditional "hard" products into the services business. Think about the outsourcing that we are facing with the CM's, ODM's, Foundries, and take advantage of repping those kinds of services.

Changing gears a bit, I hope that you got a chance to read the articles that Harry Abramson of Electronic Salesmasters has written about the politics of China as it relates to the migration of technology (let alone manufacturing) to China. Electronic Distribution published it in their EDS edition, and ERA National sent it out to all members as an email.

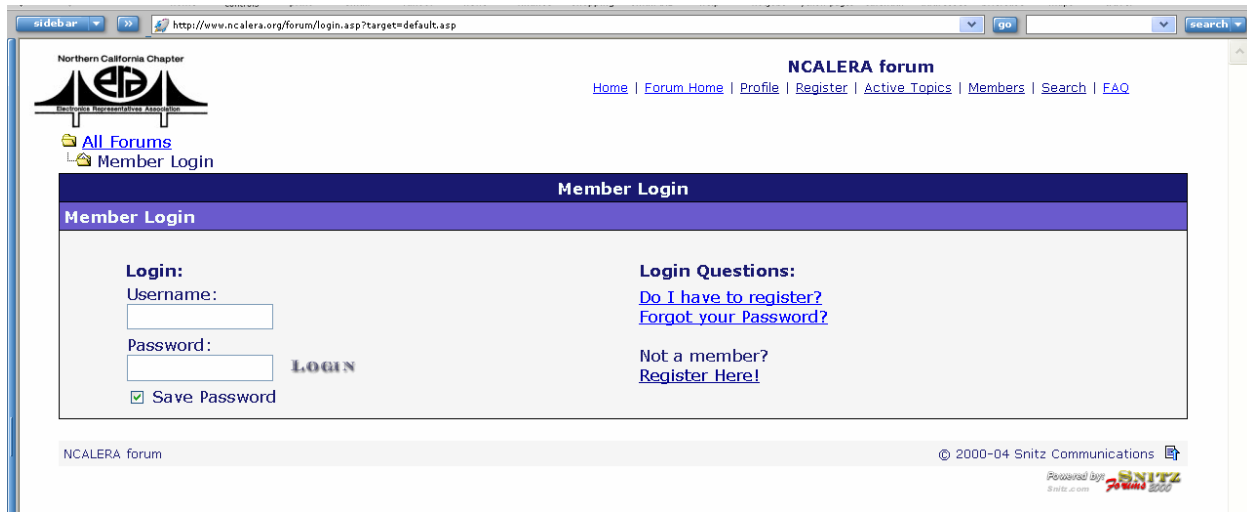
He touched on one thing, though, that I would suppose escapes most of us, and that's the political battle going on in Taiwan. I know I didn't pay a lot of attention to the elections there, including what appeared to be an attempted assassination!

I had a conversation a few days ago with three people from a Taiwanese line we represent, who patiently explained why all of us should be interested in what's going on with their politics. Taiwan is almost evenly split between those who want to join China, and those who don't. Of interest, is that the industrial side in the North is in favor of joining China, and the non-industrial side in the South is not.

If those who favor continuing the split from China takes political power, my Taiwanese principals agreed, there will be a very short (three day) tactical war with China, and the outcome will be that China takes over. Nobody wants to shut down the electronics industry in Taiwan, hence the tactical war, avoiding the industrial sites.

An interesting, yet frightening scenario, and let's hope it doesn't happen!

(Continued from Pg. 1) Complete the “Register Here” function shown under “Login Questions:” below. Read and “agree” to the forum “Privacy Statement.”



Next, you will be shown a registration table which is pretty straight-forward. As it indicates, all spaces marked by a red star must be completed. You start with a valid email address, a username and password.

- We suggest that your username be descriptive of who you are because your username is displayed when you post something. Examples of usernames already in use are Bill Walsh, bobparsons, edblake, John Latimer, and MikeOnken.

Your pass word must be at least four characters, any combination of letters and/or numbers, upper or lower case. You must also fill in your Name (First Name & Surname) and company, so we know who you are.

Click “Submit” and you will get an automatically generated email (after the “admin” reviews your application). Read this e-mail and click on the link provided. This takes you back to the Forum and tells everyone that you entered a valid e-mail address. You are now registered and can continue to use the forum at will. All you have to do is log on each time.

⚙ **Technical help** is available from Ron Jenkins or Ed Blake. Exercise discretion, remembering that these are both working reps and cannot always supply “instant!” help.

Forums have 3 types of users: Regular; Forum Moderators ; and Administrators. *Moderators* are users who oversee individual forums & topics. These volunteers help keep topics alive and well. **We need additional moderators to help out.** Moderators can sign up thru Ed or Ron who are *Administrators*. Let us know what Forum you like to moderate. There can be multiple moderators per forum. Again, **Moderators control individual forums. They may edit, delete, or prune any posts in their forums. If a user has a question about a particular forum, he should direct it to the forum moderator.**

New users could gain by reading the FAQ's before they sign up. FAQ link is on the sign in / sign up page (shown above) which you see every time you access the forum.

NEWS & VIEWS

BY Bob Parsons

May 19th was a very good day. Over 20 of us all gathered at the Villa Hotel in San Mateo to say farewell to Marie Lape. (We had hoped that Jean could have been there but he wasn't feeling well.) Thanks to the efforts of Hugo and Hanna Shane we had a private room, a waitress from the bar, a great buffet, and a good time. Not bad.



There was the usual "standing around" period where seldom-seen old friends talked about their activities, their aches and what it is like around their place(s) this day and age. Admittedly, this was not a universally young crowd. Starting from the left, you'll see Craig Smith chatting with John Sessoms and then



Ben Barden, Brian Trankle, Lou Gado and Ted Tilton.



Again to the left is Lon Hudson, Ron Jenkins and Charlie Shaw.

The luncheon was good. We were impressed that many were not really interested in lunch. Another reflection of our collective age? Not unexpected.

The real interest was stimulated after lunch when Hugo Shane gave us a little history of the Lape's collective contribution to the Chapter.

- Jean was the chapter Archivist for years, not to ignore his help in the legal department. He could have been a lawyer, based upon the concise and correct interpretations we gained every time something came up that didn't seem completely correct. There's no telling how many times his comments helped avoid serious consequences.
- Marie was the Chapter's Executive Secretary for 19 (count 'em) years. Both decided that the turn of the century was a good time to start winding down. As of May of 2000 she became a full-time housewife for the first time in a long time and except for helping Jean in his final years as a rep, she did pretty well as she pleased.

I was impressed with the thoroughness of her work. I managed to get a few “Help!” calls off to Marie during the first year or so. She was always gracious and willing to talk me through the challenges. Great memories Marie!



And of course, no party would be complete without a few gifts. Kevin Frost came up first with a bag full of goodies, starting with a delightful card. The caption read something like, “Oh, go ahead, we’ll get along without you.” The picture is of three babies.

There was a beach towel, to better facilitate *Southern* California living. And, of course **Sun Glasses!**



The Shanes added a nice “Boom Box” with CD player to keep them company while on the beach, or anywhere else, for that matter. Jean and Marie -- we all wish you well. Enjoy life as much as you can -- be healthy -- and happy!

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 -- the end of September -- has historically had 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. (The view below, taken last year from the main dining room, will give you a taste of what to expect.)

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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CHAPTER OFFICERS CHAIRPERSONS & DIRECTORS

<u>OFFICERS</u>	<u>NAME</u>	<u>COMPANY</u>	<u>A/C PHONE</u>	<u>FAX</u>
Chairman of the 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	927-3609
Secretary-Treasurer	Phil Kipnis	Pacific Coast Ventures.com	408 988-1444	988-1707
Membership VP	Michael Onken	Bridge Mktg.	650 827-3600	927-3609
Education VP	Michael Onken	Bridge Mktg.	650 827-3600	927-3609
Special Interest Grp,VP	Chris Straube	Straube Assocs. Inc.	650 969-6060	964-6526
Past President	Bill Walsh	Westech Assocs.	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
Alternate Ntnl. Dir.	Lon Hudson	Ross Marketing	408 988-8111	492-0197

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Communications	Hugh Shyba	Shur Sales	408 399-7487	399-4767
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
ESI*	Phil Kipnis	Pacific Coast Ventures.com	408 988-1444	988-1707

COMMITTEE CHAIRS

Ambassador	Hugo Shane	Past Ex. Director	650 593-8964	
Ambassador	Tom Mollard	Life Member	650 968-1581	
Golf Tourney Chair	Ron Jenkins	Westech Assocs.	650 961-1422	968-9898
Internet	Edward Blake	Edward Blake Assoc.	408 934-3955	956-9732
Distributor Coordinator	Shirley Burres	Recht Assoc.	650 964-6321	964-8165

CHAPTER STAFF

Executive Secretary	Bob Parsons		408 243-3372	246-4413
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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.