



NCALERA NEWS

JULY – AUGUST

2005

The ERA – MANA joint meeting . . .

held August 2, 2005 will be remembered as one of the best of 2005. Joe Miller, President and CEO of MANA laid it on the line for almost fifty combined members of the two associations. Silicon Valley, being the magnet for the electronic community for years, quite naturally houses more ERA members than the 14 from MANA. The majority of them are located in the East Bay region and from as far away as Davis. Further, there are only about 300 names on MANA's list, only a few of whom are members. All in all, we think that the MANA representation was excellent!

Ed's note: Our best wishes go out to Charlie Shaw, a former ERA member and now with MANA, who was instrumental in getting this meeting set up. Charlie was in ICU at a local hospital. We didn't get many details but hope that he is recovering.



Much of Mr. Miller's presentation covered things that many of the audience had heard before (we older members?-). The thrust was educating principals on how to work with reps. Of equal importance was his emphasis that reps have to rate themselves higher in their own eyes. Reps must realize that there is an ever-growing need for reps and a declining number of reps available to fill those needs.

The highlights for this writer were the recommendations that if effectively carried out vitally affect the rep's business and income. Things like:

- Look for Rep Friendly principals
- Encourage the measure of *results*, not activity
- Demand well-balanced contracts, fair to both rep and principal
- Seek coverage for your rep company on the principal's liability insurance
- Support principals who pay commissions promptly, on time, and without hassles

IN THIS ISSUE

ERA-MANA joint mtg.	Pg. 1
News & Views	Pg. 3
Computer Chaos	Pg. 3
Presidents Comments	Pg. 6
Chapter Officers	Pg. 8

- **Look for planned increase in commission rates where splits are demanded so that all participants are adequately compensated!**

As you might expect, that last item got an immediate round of applause.

Good speakers have learned that one can be too good. Give an audience enough good ideas and they go numb soaking it all in. The “getting attention” phase was easily handled as Joe asked himself some questions at the end just to get things started. He related that one of the more common questions asked was “What’s in the future for reps?” He went back to his comments about the need for reps. The favorable position for reps is not limited to today. It will be that way for a long time.

NCALERA NEWS
Is published by the Northern California
Chapter of the Electronics
Representatives Association and edited
by R.W. (Bob) Parsons

The newsletter is presented in .pdf
format, which gives you a full color
presentation. .pdf Can be viewed
utilizing Adobes’ Reader, available free
on their web site, www.adobe.com.

If you are receiving this NL by mistake,
please send an e-mail and we will remove
you name. Send to: info@ncalera.org.

Rep companies will get larger. Not necessarily by mergers and acquisitions, but through growth. As their markets change, so will they, adding new lines utilizing new technologies. Manufacturers will face the reality that reps are better at selling their products than direct people and much less costly. More reps will add value to their principal’s products, special testing, marking, packaging, and yes, stocking, any requirement that meets the needs of their customers. In five years, more and more principals will be outsourcing their sales and marketing activities.

Is the small, one or two man rep dead? We don’t think so. As Joe pointed out, there will always be niches where the “inside” knowledge favors the close personal contact of the sales person. These specialty areas will support the smaller rep.

We used to have a member who lived up in the mountains near Redlands. With modern technology, he managed to work successfully out of what, from all appearances, was a remote, most unlikely location. But he was in the “spook” business (his term, not mine). He sold spy-related devices, software and hardware too highly classified to permit talking about. His territory was the eleven Western States, Alaska and Hawaii. His location was hidden to the world, an advantage in that only those with “a need to know” actually knew.

In fact, that may well be the reason he dropped out of our Association.

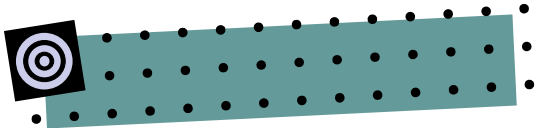
Joe spoke for just over an hour. The Q&A session was around fifteen minutes and there was a good fifteen or twenty minutes of private verbal discussions after all that. It was one of our more successful meetings. Thanks Joe.

NEWS & VIEWS

By Bob Parsons



Keep your eyes peeled for the announcement shown below. It's coming soon to all local ERA and MANA members via e-mail. Special thanks go out to the good work of our Educational Vice President, Alan Kuczer of Prism Technical Sales, Inc..



Computer Chaos?



Come join us Thursday, August 25th at 11:30am for lunch at Michaels at Shoreline with Joe Foos from LanLogic to discuss:

- VIRUSES - Protect yourself at work, at home, and everywhere in between
- SPYWARE - Learn how to prevent it, and clean it up too
- PHISHING - Don't take the bait
- SOFTWARE UPDATES - Why are they so important ?
- BACKUPS - How to ensure you never lose anything

The presenter of this program is a true guru of the computer world, a member of the technical staff of LAN Logic. LAN Logic is a local ISP and serves Prism, so Alan is very familiar with the company.

Full details will be in the cover for the flyer, out in a few days. The meeting will be held at lunch at Michael's at Shoreline.

☀ Your editor came into this industry a long time ago. Too long, some would say. But we have loved every minute of it, although a few of those moments are less-than-exemplary.

We recall our first WESCON, held at the Cow Palace, of all places. It was a zoo, in those days. People were everywhere -- maybe by the tens of

thousands. Booths were at a premium but the Cow Palace site was never used again, as I remember it. It was much better suited for cows and cowboys.

Did we mention Wescon? Well, another one of those less-than-exemplary moments has arrived. We are sorry to have to relay this announcement, a part of the Southern California Chapter's excellent weekly news bulletin (Reprinted with permission).

"Wescon Is No More

For those of us who had strong involvement with Wescon, there is sad news. The last ever Wescon show was held last April. The Wescon name will not be used on future IEEE events which are expected to be primarily technical conferences, not trade shows. IEEE-Wescon planned a co-located event in Long Beach in November 2005 but instead is returning exhibitor deposits.

Once the undisputed king of electronic trade shows, even eclipsing the famed IEEE Show (later called Electro), Wescon had attendance of more than 50,000 and booth counts in the thousands. In recent years it dwindled to a shadow of its former self.

Several suitors offered to partner with or purchase Wescon in 2000. ERA members of the ECI board were for it but the IEEE majority did not want to lose control of their technical conference and show. We tried explaining to our IEEE brethren that selling to a well-off

publication was a good way to ensure future good health for the event but it fell on deaf ears. ERA departed in January of 2001, taking our share of the reserves but no payment for our share of Wescon.

Wescon continued annual decreases in booth count and attendance. IEEE tells us Wescon 2004 had fewer than 4000 attendees and only a few hundred booths. What a shame.”

The “shame” was in the way it was handled. Shows, in general, are falling by the wayside on a regular basis. The only shows that seem to prosper are those filling a specific special niche, where attendance means a great deal to a particular group. There is one exception, not to be named herein, that seems to prosper on the basis of the “party” aspects of its program. Program?

As for Wescon? R.I.P.

☀ Back to the August meeting. Before the meeting held in June, our president, Michael Onken, suggested that we could have a very good setting for an ExComm meeting just prior to the regular chapter get-together. Arrangements were made with Michael’s and the meeting was a success. Unfortunately, Michael was called away on business and missed it.



It went so well, in fact that he suggested another meeting before this one that just passed. Yes, as luck would have it, he missed it again. The ExComm liked it so well, however, that they elected to have such a get-together before every meeting. There are details to be worked out, but it sure seems to work well – well, except for attendance.-)



As you can see, we had to work our way around the table to get everyone in the picture(s).

The emphasis during this get-together had to do with the nominating committee; who’s on it; how many nominees; and of greatest importance, the resultant nomination list? The target completion

date is to make the official announcement of the slate of 2006 Officers available for broadcast during the Golf Tourney Dinner meeting. Don’t be surprised if you are approached. And don’t harbor resentments if you are not. Just let this office know and we’ll make certain you are up for consideration.

☀ John Latimer ably filled in as president and kicked the meeting off right on time. His final act before turning the meeting over to Tom DeHart who introduced Joe Miller was to make a long awaited presentation. For three meetings, now, we had tried to find a way to present Mark Conley, our National Director a special award sent us by the National office for exemplary service to the Association. We finally managed to get together with the always busy Mark. Here are the comments accompanying the award sent us by Tess Hill, the premier get-things-done person at National:

“This year, Mark concluded his extraordinary volunteer service on the conference program committee after FOUR events. He served on the ERA conference committees in 2001 and 2002; he was the ERA co-chair of the Keystone 2003 committee, during which he worked with reps from MANA and NEMRA; and then he chaired the ERA conference committee in 2004. In these roles, he has worked with scores of reps, manufacturers, professional consultants and other speakers to develop and carry out each year’s conference program, from the initial planning stages to the final evaluations.

I have never heard this man say "no" to any



request from ERA

Conferences seem to thrive on at least some chaos, and Mark has always been calm, ready to take on ANY task, no matter how large, small or seemingly impossible. He always has done so with humor, calm and confidence.

In the last few years, while carrying out his conference committee responsibilities, he has also served as your Chapter's national delegate and as a member of the ERA National Nominating Committee. He is now also a member of the national task force developing a white paper and guidelines for handling missionary lines.

I have never heard this man say "no" to any request from ERA, and he is an exceptional example of volunteer leadership in this association.

Somebody please hug him for me! (And he did!)

Tess

Editors note: Did you ever see a smile like that before? Well deserved, Mark.



PRESIDENT’S COMMENTS

By Michael Onken

Your support appreciated, and still needed

A number of members have commented to me on the renewed interest in our chapter and our activities. Thank you to all who have contributed to make this year a success, especially the Education Committee- and it is only August! It is that time of year to accept nominations for next year’s officers. If you like what you see in the chapter (or don’t), then please consider donating a little of your time- we need you to keep the momentum building!



The Changing Role of the Rep and the Borg

A common theme among rep conversations has been the changing role of the rep. Traditionally we were responsible for sales, but I chuckle as I hear stories that manufacturers are demanding more and more services, including marketing, extensive reporting, and even debt collection. Naturally, the manufacturer expects these services done with no additional compensation.

Conversely, I hear that when reps ask for additional support at the factory or overseas, we are often left in despair. I am always looking for good analogies, and have thought of the Borg. For you non-Trekkies, the Borg are the antagonists who share a single mind across all beings. Their motives and actions are aligned, and they are driven toward that common goal. Reps and manufacturers need to think and act more like the Borg. Yes, we are “independent”. But we need to somehow all be moving in the same direction with a common goal in mind.

For example, I recently found out two of my regional managers do not get compensated for offshore shipments. Imagine how much help I will get when I ask for help tracking commissions from overseas business? Not very Borg-like. I do not know the solution to the problem, but I do know it begins with reps communicating to our principals that we are team players, but there are often inconsistencies in the sales channels that must be resolved in order to have the most efficient global sales organization.

I do not know the solution to the problem, but I do know it begins with reps communicating to our principals that we are team players.

Question: What is a Sale? Answer: A “process”, Not a Transaction

Related to the new and expanded role of the rep discussed above, I believe some of this disconnect between reps and principals can be attributed to the definition of the word “sale”. In law school, we learned on day 1 that a sale was a mutual agreement between two parties, as evidenced by a contract (written or verbal). Each party had certain obligations to deliver goods or perform services. The above definition is easy for everyone to understand. Anyone can look at a transaction in our territory and determine if sales are up or down. Sales are measurable. We all appreciate black-and-white terms. However, today’s world of global manufacturing has made things anything but transparent.

I argue that a sale is no longer an event, but a “process” and must be viewed as such.

I suggest redefining the word “sale”. A sale cannot be a simple transaction between buyer and seller. I argue that a sale is no longer an event, but a process, and must be viewed as such (and compensated as such). In Northern California, there is much we can do, but we cannot control the “sale” as defined traditionally. The “sale” involves too many other parties. We need the offshore agents to act diligently and ethically. We need reps in other territories to have good relationships when OEMs have multiple locations. We need consistent pricing, delivery and quality. At the end of the day, our principals will judge us by an event that may or may not occur, and that is irrelevant- we should be judged by whether we began the critical process that should lead to an eventual sale. Naturally, I believe generating market awareness and print position are the most important aspects of the sales “process”. Once that is accomplished, the principal should be able to complete the process (book the order) with relative ease, and compensate all parties involved in the process.

RoHS – Alterior Motives?

On a lighter side, several OEM engineers have half-jokingly shared with me their frustrations with the RoHS compliancy initiative, urging that this was an idea by the Europeans just to keep their products competitive in a tough market.

CHAPTER OFFICERS, CHAIRPERSONS & DIRECTORS*

<i>OFFICERS</i>	<i>NAME</i>	<i>COMPANY</i>	<i>A/C</i>	<i>PHONE</i>	<i>FAX</i>
*Chairman of the Board	John Latimer	Luscombe Engineering	408	955-9516	955-9581
*President	Michael Onken	Bridge Marketing	650	827-3600	927-3609
Senior Vice President	Phil Kipnis	Pacific Coast Visions.com	408	988-1444	988-1707
Secretary	Brad Bowman	Electro-Sales Associates	408	294-6299	549-9979
Treasurer	Mark Holcomb	O'Donnell Assoc., North	408	456-2950	943-8243
Membership V.P.	Chris Straube	Straube Associates	650	969-6060	964-6526
Support	Jerry Jumper Jr.	JEM Electronics	209	833-3283	833-3384
Education V.P.	Alan Kuczer	Prism Technical Sales	408	248-0700	248-2797
Support	Brent Hedgpeth	Z-Tech Sales	408	257-5371	257-5651
Support	Larry Loeswick	LS Engineering	408	464-7841	967-5884
*Past President	Bill Walsh	Westech Associates	650	961-1422	968-9898
*Past President	Bill Hedgpeth	Z-Tech Sales	408	257-5371	257-5651
National Director	Mark Conley	O'Donnell Assoc., North	408	456-2950	943-8243
Alt. National Dir.	Lon Hudson	Ross Marketing	408	988-8111	492-0197

DIVISION VICE PRESIDENTS

Communications	Hugh Shyba	Shur Sales	408	399-7487	399-4767
Component/Materials	Bill Walsh	Westech Associates	650	961-1422	968-9898
Computer Products	Brent Hedgpeth	Z-Tech Sales	408	257-5371	257-5651
Instrumentation	Ted Tilton	Gado Instrument Sales	408	736-8191	739-9826
RF/Microwave	Chas. Dickenson	C/G Associates	510	790-1193	739-9826
ESI (formerly SAVES)	Chuck Gorley	C&V Rep inc.	408	727-6105	727-1375

COMMITTEE CHAIRS

Ambassador	Hugo Shane	Past Exec. Director	650	593-8964	
Ambassador	Tom Mollard	Life Member	650	968-1581	
Golf Tourney Chair	Ron Jenkins	Westech Associates	650	961-1422	968-9898
Internet	Ed Blake	Edward Blake Associates	408	934-3955	956-9732

INVESTMENT TRUST

Chair	Bill Hedgpeth	Z-Tech Sales	408	934-3955	257-5651
Trustee	Hugo Shane	Past Exec. Director	650	593-8964	
Trustee	Lon Hudson	Ross Marketing	408	988-8111	492-0197
Trustee	Ron Jenkins	Westech Associates	408	961-1422	968-9898

CHAPTER STAFF

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

* The Board of Directors shall consist of the current and most recent three (3) former Chapter Presidents.