



NCALERA NEWS

MARCH-APRIL

2005

NEWS & VIEWS

By Bob Parsons

Our last meeting was a lively one, to say the least. John Latimer, outgoing President, started the meeting off handily with presentations of plaques and awards for those having served during the past year. Phil Kipnis received his award for having served as Secretary/ Treasurer for the year. Unfortunately, his picture didn't turn out well.



Then Michael Onkin received his award for being practically everything else last year. He was Membership Chair, Educational Chair and Vice President, all at the same time! His was the second Golden Eagle award, given only when exemplary work has been accomplished. Isn't this nice?



As the new President, we have already observed the dynamics of Michael. Not only is he getting things started and done, he has already set up and chaired an Owner's Forum. This was a lively event involving some 18 members, mostly owners. Since the subject matter was around distribution, there were a few there who were distribution specialists. More, later.

We had the folks in from Corrient,

www.corrient.com, who gave a good presentation of their software program. They do essentially what one normally expects from ACT! but with a few tricks that make them unique. We talked with "D," Danelle Oravetz, an owner pictured on the next page, to see how things went for them. There was some activity but it appears that many are committed to ACT! and can't bring themselves to shift.

IN THIS ISSUE

News & Views	Pg. 1
Announcements	Pg. 2
President's Column	Pg. 4
Chapter Officers	Pg. 5

NCALERA NEWS
is published by the
Northern California Chapter of the
Electronics Representatives Assn.
R.W. (Bob) Parsons, editor.

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.

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



"D" at work.

Editor's note: ACT! is currently going
through changes of their own. As often
happens, as software designs go through
necessary growth, changes are not always
understood by the user, nor considered by

the designers. We'll try to keep you posted.

☀ **The Owner's Forum** was advertised as a "closed door" meeting with no minutes or reports being put out afterwards. We are not certain that anything was all that controversial, but it was probably just as well that no reports be made. There very well may be some activity at EDS this year that might not otherwise have taken place. Well done!



We would hesitate to call the meeting's atmosphere as "tense." Members present, however, were anything but casual, as the pictures clearly show. The suggested agenda had been sent out beforehand with requested input from each person attending. The subjects were clearly understood and each received a good share of attention.

One look at these pictures will confirm what we believe -- there will be more of this kind of special activities. For instance, our Education Committee is currently putting together a very timely program on the use of portable devices in communications. Watch for an announcement soon for an April 20 meeting.



☀ We are rather looking forward to the next meeting. Brad Bowman, our current Secretary, will be returning from attending the annual COLT training session at National. Brad will give us run-down on what he learned at the program. We expect that he will relate some of the views of our new Executive VP, Rich Rust.

For those not familiar, COLT is the Chapter Officers Leadership Training program put together by National every year for those new to Chapter management roles. They deal mostly with getting the jobs done rather than Robert's Rules and the like. This is also a chance to establish a sense of continuity among the Chapters. National goals are laid out for everyone's benefit.

☀ Finally, we had to say goodbye to two of our past presidents in March. First Burt Frauman, president in 1970, passed away on the 19th. Bill Mackin, president in 1976, followed a few days later on the 29th.

Burt was a true gentle man, as one member put it. A WWII Air Force veteran, Burt grew up in Chicago, was one of several we know who started at Shur Brothers and came to California to become Sales Manager for Perlmuth Electronics. He started and operated Frauman Associates for some 40 years. That's longevity!

Bill and I met in the early 60's in Southern California, working with Litton Industries, Components group. The next thing we knew we had both been relocated to Northern California -- me still with Litton and Bill starting a new rep company with Pat Morton with the clever name of M&M Electronics. Yes, they passed out M&M candies as calling cards! M&M gave way to Quadrep which became one of the larger reps in the territory. Bill retired a few years ago and satisfied one of (we presume) his life long dreams to spend his retirement traveling. For awhile, he bragged that he took his annual vacation once a month. He had slowed down the past few years but was traveling in the Mediterranean near Spain when he had a fatal heart attack.

Another commented that "our numbers are thinning." Indeed. But such is life, as we are wont to say.

PRESIDENT'S COLUMN**BY Michael Onkin**

One theme I've emphasized this year is the need for reps to support each other. After all, we are peers more than competitors.

One general question all small business owners ask themselves is, "Am I doing the right thing?" No matter the experience, success or confidence any rep may possess, we all face the world as an isolated entity amidst a world of turbulence and change. To help combat this, periodically our chapter holds "Rep Owner Forums". Unlike a traditional meeting, the rep-owner forum gives each firm the opportunity to confidentially share strategies and ideas on various "sensitive" subjects.



Recently we held such a forum covering distribution issues. I found it very comforting to hear other rep firms, both large and small, facing the same issues in a similar way. I suppose I was expecting or hoping for some epiphany, which did not occur this time. That is just fine though, since the support structure our chapter offers is not only about learning new ideas, but also about reinforcing and reaffirming our own beliefs and practices. I encourage each of you to e-mail me with ideas for the next rep owner forum, which may enlighten, or simply comfort.

Michael Onken**Michael@bridgerep.com**

CHAPTER OFFICERS, CHAIRPERSONS & DIRECTORS*

OFFICERS	NAME	COMPANY	A/C	PHONE	FAX
*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 PRES.

Communications	Hugh Shyba	Shur Sales	408	399-7487	399-4767
Component/Materias	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	Charlie Dickenson	C/G Associates	510	790-1193	790-1383
ESI (formerly SAVES)	Chuck Gorley	Pro Rep Corp.	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
Distributor Coordinator	Shirley Burres	Recht Associates	650	964-6321	964-9165

CHAPTER STAFF

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

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