



NCALERA NEWS

MAY-JUNE

2005

COLT – Chapter Officers Leadership Training.

Meeting attendance is always a challenge for a chapter, particularly one of the larger chapters, such as ours here in Northern California. Some meetings are better than others. But, we say, expect the best and you will get it! (A few of the last Meeting guests shown on Page 2.)



Last month was an almost perfect example of this. Brad Bowman agreed, almost as he stepped on the plane, that he would take notes and give us a complete report on COLT, the National Office's Chapter Officers Leadership Program.

Take one look at the shot of the group to the left (The class of 2005!) . You might find it hard to pick out any rookies among them. Brad is 4th from the right end – next to the lady in the yellow dress –

and he could have been the rookie of the year!

He only had a couple of days after his return to get ready, but by golly, it was ready! Utilizing a custom prepared Power Point presentation, Brad gave us the low down. Most were pleased. All were glad that Brad had worked so hard at getting it ready.

Brad has supplied us with a copy of the work book provided by National at the show. Any member is welcome to spend time reviewing the material. Just say the word. We can send you .pdf copies of several key pages, just to get you started thinking for yourselves. As you peruse them, you may see challenges that your local chapter may not be addressing. If you are really sharp, you may see challenges that your own company may be facing but not truly dealing with. You may well observe the similarities between running a chapter and running a company.

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People who volunteer for work in their Trade Associations are quite often a cut above the ordinary. Check out the faces below, all of whom were present at the meeting.



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me
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Col
t is

all about ERA; the Association and the Chapters. Members who attend bring home a level of knowledge that every potential chapter officer needs and should acquire. Brad's presentation reminded us that anyone who is thinking of becoming an officer in the chapter should manage a visit to COLT. It is held once a year in Chicago; doesn't cost an arm-and-a-leg and provides the attendee a great background about their Association.

Early one, they start with a workgroup session on chapter organization and management. They develop a simple, one-page set of minutes which address most of the questions a person would have who is considering chapter leadership for the first time. This includes a Review of their by-laws; the development of a Mentoring Program to acclimate new member firms into ERA. And they lay out plans for the forthcoming year.

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.

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PRESIDENT'S COMMENTS

By Michael Onken

Whenever I see a new company sprout up, I always ask myself, "What was the driving problem that they are solving?" Beganto is one such intriguing start-up, and they will be speaking at our June 14 meeting. I met with them at EDS, and strongly encourage everyone to make a special effort to attend this meeting.

Beganto is working to solve several problems in



OUR industry! I will let them give their full presentation about how engineers can now be better-organized tracking samples and their bill of materials. However, the second part of the service relates to communication and the tracking process between reps and principals. As I understand it, our manufacturers can outsource these functions to Beganto for organizing online.

However, my real concern is that this must be a great problem if Beganto recognizes this weakness in the chain, and is offering a solution. So I must ask, are manufacturers doing a good job of processing sample requests? Are they prompt and complete in communicating that information to the reps? Is the information correct and complete? Do we even want a low-level administrative person serving as the engineer's first contact with the manufacturer? Do we want that same person screening our leads? Is there a standardized system for follow-up? Without answering those questions, I think it becomes obvious reps must re-emphasize with our manufacturers the importance of good customer service and prompt communication with its sales force.

I remember watching a television chef interviewed by Charlie Rose, and he stressed repeatedly the importance of a patron's first visit to one of his restaurants. And the second visit, etc. I know most of us are not swimming in leads, and so when an engineer requests a sample, our highest priority would seem to be to satisfy that need completely. Maybe Beganto will help; but perhaps the real responsibility rests on OUR shoulders.

NEWS & VIEWS

by R.W. (Bob) Parsons

SOFTWARE CHALLENGES.

Sometimes we fall into the trap of wanting everything we think we need. We are reminded of an expression we hear every once in awhile. "God, give me patience. **RIGHT NOW!** Well, we want to advise you, sometimes it doesn't go together the way neither we nor the supplier wanted. We are very conscious of how programs sometime act in conflict but didn't expect the pain from the two upgrades we purchased from Symantec.



We found that we could not use our normal system for sending e-mail and have any confidence that the e-mails were getting out to the right parties.

We had used their Systems works for several years with very good success. This program assists in getting one's discs properly formatted and organized. We also added their Internet Security program over the years. This latter program is essentially an anti-virus, an anti-spam and a firewall program. Everything worked fine until the upgrade. Suddenly we had conflicts a bunch, mostly because both of the 2005 versions had the anti-virus program installed, among other things. We appreciate those among our local readers who helped by responding

to our attempts to identify our problems. Enter Symantec's help group.

At their suggestion, we un-installed the Internet Security program in its entirety. They decided that since we were not connecting to a laptop, the firewall program supplied by 1)

our ISP and 2) the mechanical firewall supplied by our router was more than enough. And anti-virus protection was still afforded by Norton System Works.

Keep in mind, we are not a program testing and/or recommendation service so don't jump on the bandwagon and start un-subscribing to any program(s). Just be aware that sometimes the very latest thing can be too much. Be aware of our challenges, but let your Internet expert make the recommendations.

VERIZON CHALLENGES

It seems such a darned shame that our Educational Committee could have put so much effort into getting a good program put together, and succeeded only in risking making someone at Verizon mad. It is hard to evaluate because we tried so hard to show the Verizon people the appreciation we really felt. Our local chapter depends upon outsiders such as this team, to supply us with current up-to-date information about subjects pertinent to our business. The last thing we want to do is create the impression that we expect the moon and are never satisfied.

Is this a personal thing? Are we to only suppose that we just happened to make contact with someone who was too busy? too indifferent? or, what-ever? Well, we don't think so. At least one member of the audience attempted to sign up for their service, strictly as a result of their presentation. After two calls and the associated waits with no response, he decided to sign up with another service. Does one lost customer matter? It did when we were selling. 'Nuff said.

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BEGANTO, INC.

We are really up-beat about Beganto. They are the folks that will be talking with us during the meeting of June 14. Oh Yes, -- Ray Hall will be there! This may be the last time we can visit with Ray as he is rapidly working toward retirement. After 40+ years? Why not?

Ray and a gentlemen by the name of Rob Whalen, a rep located in the Seattle area, reached an understanding some time ago about a new venture Rob was putting together. (Rob will be the principal speaker for Beganto and has promised to relate the various steps that were taken to develop this exciting new program.) It all started with the formation of Alatron

Software Corp. Alatron offered a software suite for sample management and design win tracking. Alatron was in turn acquired by

Beganto who had developed its own sophisticated web-based system for selecting, sourcing, and tracking products through the supply chain. Responses to the announcement of the Beganto meeting has created some very positive outlooks. Several members are already users of Beganto. Several have expressed genuine sorrow at not being able to be there. (There are at least two major trade shows in conflict with our meeting date.) Sign-up to date are quite satisfactory and we expect a good crowd next Tuesday (6/14/05). Pick up on our President's Comments and plan on being there



Meeting note: You are allowed opinions and some listen, intently!



And some are just happy about the whole thing.

Join us and see what it is all about.

CHAPTER OFFICERS, CHAIRPERSONS & DIRECTORS*

OFFICERS	NAME	COMPANY	A/C	PHONE	FAX
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Instrumentation	Ted Tilton	Gado Instrument Sales	408	736-8191	739-9826
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ESI (formerly SAVES)	Chuck Gorley	Pro Rep Copr.	408	727-6105	727-1375

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