



NCALERA NEWS

SEPTEMBER-OCTOBER

2005

ERA 2005 All Industry Golf Tourney Successful

By Ron Jenkins

The ERA All Industry Golf Tournament was held at Crow Canyon Country Club in Danville on Monday, September 19. The 36 entrants gathered to compete for a total of 18 prizes. Once again, we were blessed with perfect golf weather. The course was in great condition.



Following a grilled BBQ lunch the representatives, distributors and manufacturers teed off at 12:30. The cocktail hour and settling-up-side-bets immediately followed in the beautiful Crow Canyon Club House. For dinner everyone enjoyed either Filet Mignon or Chicken Wellington. During the dessert course, Ron Jenkins and Don Onken announced the winners.

All winners were presented with gift certificates. The field consisted of two flights for Handicap players and two flights for Callaway-Non Handicap players. Each flight had three winners. There were also winners for the closest to the hole in one shot on the Par 3 holes.

Congratulations to Ron Jenkins, Westech, this year's Low Gross (73) winner and Jim Fischer, MMD Components, the overall Low Net winner (67). A big at-a-boy goes to Mark Conley for his birdie on the very difficult par 4 18th hole.

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The winners are:

Low Gross (73) – Ron Jenkins, Westech

Low Net (67) – Jim Fischer,
MMD Components

Net - 1st Place

Flight 1 (68) – Mark Conley, O'Donnell

Flight 2 (69) – Bill Walsh, Westech

Callaway - 1st Place

Flight 1 (70) – Randy Bowman, Ross Marketing

Flight 2 (69) – Jim Schinkel, Joseph Electronics

Net - 2nd

- Flight 1** (69) – Richard Boucher, O’Donnell
- Flight 2** (70) – Dave Fitzgerald, Laird

Callaway - 2nd

- Flight 1** (73) – Al Lumas, Straub Associates
- Flight 2** (73) – Tom Mollard, Retired

Net - 3rd

- Flight 1** (70) – Mitch Hooley, Arrow
- Flight 2** (71) – Brad Nye, Halbar

Callaway - 3rd

- Flight 1** (74) – Bruce Arnold, Joseph Electronics
- Flight 2** (73) – Hugo Shane, Retired

Closest to the Hole on a Par 3:

- Closest - #4** 7’ 5” – Randy Silverman, Joseph Electronics
- Closest - #8** 9’ 1” – Ron Jenkins, Westech
- Closest - #12** 6’ 5” – Al Lumas, Straub Associates
- Closest - #16** 10’ 7” – Dave Cianciulli, Retired

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Editor’s Comment: Some of you may have missed our notice of the special Golf Tourney issue of NCALERA NEWS now posted on the web site, www.ncalera.org. In it were lots of pictures taken during and after the event.

We used this approach because pictures tend to be memory hogs, even when compressed into .pdf format. (The “Special,” for instance, was over a megabyte in size.) Many of our ISP’s, including mine, go crazy when such documents come through. So if you would like to see this special issue, just go to the web and get it – in living color!

Open the site, select “Newsletters” and go to “Special Golf Edition.” TaDa!

Also, notice that **PAST PRESIDENT’S NIGHT** will be on November 8th this year – **THE SECOND TUESDAY!** The date of this event was changed to make certain of not interfering with any election activity. It was decided that it might be more appropriate to change all activities for all years than to try to remind everybody on the important years. So, consider this a non-reminder. See you November 8th.

NEWS & VIEWS

By Bob Parsons

Computer Chaos



The Educational Program bearing that name was held as planned on Thursday, August 25th. Generally, it was well received. With better coordination, it could have been much better. Joe Foos, the speaker (and Lan Logic Sales & Marketing Manager), demonstrated a high level of awareness of the topics presented. Before the presentation was over, the audience literally took over the presentation, limiting the in-depth discussion to security matters alone. Mr. Foos was just as disappointed as were we for the way things were carried out.

Was the show a success? We think so. In our follow-on presentation of this subject, we will organize the subject matter and break it down to better manageable size chunks Mr. Foos has indicated that he is willing be back for a second presentation – this time with better awareness of how the show should be conducted.

Obviously, the subjects of Internet Security and the closely related e-mail security are vital to every rep company and cannot be over-stressed as to its importance. There will be a meeting of the Education Committee and we'll let you know what's resolved.

We are investigating Lan Logic's various programs. They provide e-mail hosting and security measures custom deigned for the individual client. Their 20 people are all trained engineers and able to quickly review on-going inquiries and/or challenges. This includes Security, System and Network assessments.

They provide e-mail hosting and security measures custom deigned for the individual client.

Of particular interest is their E-Mail hosting service. For a minimum fee, \$10.00 per month, per chair, they will set up a Microsoft Exchange server for users. This service will enable reps to have more than one e-mail address, on line and protected with the latest security measures.

The Lan Logic hosting service will permit this office, for instance, to use a www.ncalera.org sending address for our e-mail. We are investigating options available from the current ncalera.org ISP, as well. This would certainlybe a great improvement in our operation.

Their service does not require a change of ISP's. In fact, they are not an ISP themselves. We will keep you posted on this venture.

☼ IRS Changes Auto Mileage Allowance for Balance of 2005

This is right out of Ray Hall's Tip of the Month!

Thanks to Dennis McGillis, the manager of Southern California ERA, for this reminder about the auto mileage allowance increase just approved by the IRS for the remainder of this year. Because of higher prices at gas pumps nationwide, the IRS has increased the mileage reimbursement rate that employees claim when using personal cars for work.

The new rate for the last four months of this year is 48.5 cents a mile, a whopping increase over the previous rate of 40.5 cents. At the end of the this year, the tax agency plans to look again at gas prices and reevaluate the rate.

48.5 cents a mile!

How's that for a break?!

☼ CPMR

Being a CPMR (Certified Professional Manufacturers Representative) is becoming the benchmark in the eyes of an ever-growing number of sales executives among our principals. This chapter is committed to continuing the growth and acceptance of this program. So far, this Chapter has graduated 17 CPMR's.

If that paragraph above looks familiar, it is because it was the opening of a recent announcement sent to the membership. As a result, we have another applicant and should get more. There will be a special meeting in the not too distant future where we honor those 17 plus the graduates of the current class. They meet January 8 – 12, at Arizona State in Tempe, AZ.

During the special meeting next year, more will be told about the program – how and why it was born – its success to date – and why every rep should be so honored. Watch for our announcement.

President's Column

By Michael Onken



Often I find myself reminding principals it is the rep charter to gain print position. I emphasize with them the strong relationships I have developed with the design engineers.

However, I now ask what it means to be focus on engineering design. My eyes usually light up anytime the word “engineer” appears on a customer’s business card. However, even engineering is being outsourced to Asia and elsewhere! And does engineering even have the final authority over a design? What about program, commodity, safety, manufacturing, and marketing managers? That’s right, I wrote “marketing”.

Recently my co-worker worked very diligently on a custom design for a Tier 1 OEM. She convinced our principal to tool a new component at its own cost. Our competitor (represented by one of our past-presidents) even tooled the same design and both manufacturers enjoyed a split on the first orders. Then, (drum role, please), the **MARKETING** managers decided they didn’t like the look of the new design and changed the spec back to the former (standard) component. Ouch.

... over \$700 was left on the table because of (a) program manager's interference.

Another example is an OEM (through the safety engineering manager) who brought me in to help solve a problem. They were paying \$1200 for a value-add solution that had design flaws. My principal solved all of its inherent problems and could offer this improved solution at \$800. I was concerned about leaving so much profit on the table. The situation worsened when the program manager told my principal the end customer was another OEM who enjoyed contract pricing- the price dipped below \$500. In sum, I was successful with the safety engineers, not the design engineers. Then over \$700 was left on the table because of the program manager’s interference.

I believe it is worth recounting the above stories as a continual reminder that our survival will hinge on a rep’s ability to manage as much of the sales process as possible, in spite of changing economic conditions. This process extends to just about anyone at a customer who makes eye contact or answers the phone!

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Ambassador	Tom Mollard	Life Member	650	968-1581	
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CHAPTER STAFF

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