



December 2007

ERA, Northern California Chapter
Airport Office Park
1400 Coleman Ave Suite F12R
Santa Clara, CA 95050
408-243-3372
www.ncalera.org

Upcoming events:

December 6, 2007: All Industry Charity Event ERA-NEDA Christmas Party at the Crown Plaza Hotel in Milpitas. If you have not made your reservations please contact Brian Trankle at btasales@aol.com

ERA Chapter to purchase \$1000.00 of the Industry annual holiday tickets (flyer included) and donate them to junior sales employees of Member Sales agencies. The purpose is to involve our younger more junior salespeople who usually don't participate in Chapter events. 1 pair of Tickets will be awarded per member agency on a first come basis. Please send your request to the office now.

Wishing all our members a Happy Thanksgiving Holiday

And a Happy Holiday Season

**51st ANNUAL
ELECTRONIC INDUSTRY CHRISTMAS PARTY & CHARITY EVENT
5:30 – 8:30 PM
Thursday, December 6, 2007
Crowne Plaza Hotel 777 Bellew Drive Milpitas, CA 95035
Ticket Prices: \$60.00 each or \$50.00 each for a minimum of 5 tickets**

All proceeds from this event will directly benefit the children at the Lucile Packard Children's Hospital at Stanford and the Oakland Children's Hospital. This year's party includes a delicious selection of theme menus, a no host bar, beautiful holiday décor and live jazz entertainment.

Per ticket cost includes a significant donation to the two children's hospitals. Come join your peers (reps, distributors and factory sales personnel) at this traditional industry gathering.

This year's live entertainment will once again be provided by "The Brian Chester Jazz Trio". The "Trio" is a long-time Central coast and Bay Area jazz band with numerous performances and recordings to their credit including recording stints with the recording artist Buddy Miles.

To obtain tickets, please complete the following:

Contact:

Address:

Number of tickets:

Please send your check payable to:

Electronic Industry Charity Event c/o Ms Bev Floyd California Capacitor, Inc.
1579 Centre Pointe Drive, Milpitas, CA 95035

We have the ability to take credit cards this year courtesy of Components Center. Should you wish to charge your ticket(s), please call Bev Floyd at 408-262-6000 with the name on the card, card number, billing address of the card, expiration date and security code.

If you have any questions, please call

Tracy Rodriguez at 408-342-2420 or John Latimer at 408-955-9515

Crowne Plaza Hotel is holding 10 rooms for those wishing to stay the night at the hotel. Reservations must be made at least two weeks prior to the event. When making the reservation please reference the event to receive the \$69.00 per night rate.

ERA Lines Available

This service is available on-line! [Click here ...](#)

Due to the Thanksgiving holiday, there will be no Lines Available Bulletin the week of November 19.

November 16 , 2007

QUICK LIST

Big Wave Power

Product Group: Components, Consumer Electronics, Computer Products, Communications

CDM Pacific, Inc.

Product Group: Components, Communications, Materials, Assembly & Production, Electronic Systems Integration Group

Creation Technologies

ETA-USA

Product Group: Computer Products, Communications

Firecomms

Product Group: Components, Consumer Electronics, Computer Products, Communications, Instrumentation & Sensors

Kaga Electronics USA, Inc. Power div.

Product Group: Components

King Cord, Inc.

Product Group: Consumer Electronics, Computer Products, Communications, Instrumentation & Sensors

Northlake Engineering, Inc.

Product Group: Components

PalConn

Product Group: Components, Communications, Instrumentation & Sensors, RF/Microwave,

RF-Lambda Inc.

Product Group: Components, Communications, Instrumentation & Sensors, Materials, Assembly & Production, RF/Microwave,

Sanmina-SCI

Product Group: Components, Consumer Electronics, Computer Products, Communications, Instrumentation & Sensors, RF/Microwave, Electronic Systems Integration Group

Transitronix

Product Group: Components

UTI Technology Inc.

Product Group: Components, Materials, Assembly & Production, Electronic Systems Integration Group

Webinars:

To All Electronics Industry Reps and Manufacturers:

ERA is proud to introduce its first series of educational WEBINARS - live, interactive seminars that can be accessed from anywhere with only a phone and high speed Internet connection. The Webinars are open to ALL ... and provide ERA Conference-quality programming in a convenient, low-cost format.

This first series of SIX WEBINARS begins on DEC. 3 and runs through early February. As you will see by the ATTACHED pdf:

- * Each Webinar runs for just an hour, beginning at 11 a.m. Eastern Standard Time.
- * Each program costs just \$65 PER CONNECTION for members (\$85 for non-members), and that one connection can be used by MULTIPLE attendees in the same location.
- * All registrants also receive a FREE recording of their Webinar for future reference or sharing with others.

You will also note that the Webinars are designed for three categories of attendees:

- * rep firm owners, presidents and managers;
- * rep firm salespeople; and
- * manufacturing sales executives.

We are delighted to be introducing NICKI WEISS, who will be presenting most of the Webinars in this first series. Nicki is our new columnist on sales skills and management in The Representor Magazine. She is a Certified Professional Coach, an experienced trainer who really knows the rep business, and an instructor in the Certified Sales Professional (CSP) program offered by our foundation, MRERF.

We are also very pleased that the Webinar on "Becoming Your Reps' Emotional Favorite" is being presented by two long-time friends of ERA - JIM HARTRANFT, formerly of Cherry Electrical Products and now an independent consultant to manufacturers, and DICK NEUMANN, national sales manager of Grayhill, Inc. They have decades of first-hand knowledge to draw from, and we are grateful that they are once again graciously sharing their know-how.

Please take a few minutes to review the ATTACHED pdf ... and share it with your employees, principals or reps, distributors and other associates.

There's something here for everyone! You can also find the Webinar details on our Web site at <http://www.era.org>.

If you have any questions, please just e-mail Tess Hill at <mailto:thill@era.org>.

Many thanks!

Tom Shanahan
ERA Executive Vice President and CEO
info@era.org

Just got word about the ERA Webinars. You can see the info on the ERA National website. They look interesting. The chapter will reimburse any member firm for 1/2 the cost if they sign up. We usually do this retroactively- i.e. submit a receipt and we issue the check.

They are \$65/85 each and there are 6 of them The first Webinar is December 3.
http://www.era.org/aa_resource/webinar_info.html

Following up on our announcement of last week regarding the introduction of ERA WEBINARS, I thought you'd be interested in seeing how the Carolinas Chapter quickly put together a plan to offer the Webinars as local events. Please see the ATTACHED pdf for the details on how Carolinas is proceeding.

The chapter will pay for ONE Webinar connection (at \$65) plus the cost of meeting space and lunch. The attendees will be able to participate in the Webinars at a greatly reduced cost and have the benefit of discussing the Webinar content with their peers. This is exactly the type of "value scenario" we envisioned for the Webinars as they were being developed. And remember ... this is just the first series of Webinars. Others will follow after our conference in late February.

If your chapter is interested in following or adapting the Carolinas example for your members, we will be glad to help in any way we can. Just contact me at <mailto:thill@era.org> or 630-545-9101 with any questions or requests.

Many thanks and best regards,

Tess Hill
Communications, Conferences & Chapter Services Coordinator Electronics
Representatives Association
Ph: 630-545-9101
Cell: 630-327-6498
Fx: 630-545-9103
E-mail: <thill@era.org>
See what's new with ERA at <http://www.era.org>.

New Officers

President: Brad Bowman
Vice President: Mark Holcomb
Secretary: Larry Loeswick
Treasurer: Sandy Smith

Education Chair: open

Colt candidates: Larry and Mark Holcomb

National Conference in February 27-29, 2008 Hilton in San Diego

2008 meeting dates:

Feb 5th

April 8th

June 10th

August Social on the 21st

September Retreat/Golf

Oct. 7th

November 11th (week after elections) Past Presidents meeting

To All ERA Member Reps:

Thanks to all the members who have entered your company data in the NEW LOCATOR. The changeover from the existing on-line directory to the NEW LOCATOR format should occur very shortly.

If your firm is not yet listed in the NEW LOCATOR, please enter your data BY WEDNESDAY, NOV. 7, by going to:

<http://www.relocatoronline.com>

Just click on SIGN UP NOW, and be ready to enter your ERA member I.D. number as your password. (Your I.D. number can be found on your dues invoices. Or, you can contact the ERA office -- at <mailto:info@era.org> or 800-776-7377 or 312-527-3050, ext. 212, to request your number.)

For members who have NOT entered their own company data by NOV. 7, the information in the current Locator will be manually entered for you. Since the new Locator features options to enter more data that principals will use to refine their

searches for reps, we strongly recommend that you enter your own information. Once entered, you can revise your data at any time.

If you have any questions about this process, please do not hesitate to contact me.

Best regards,

Tom Shanahan
Executive Vice President and CEO
Electronics Representatives Association
800-776-7377 or 312-527-3050, ext. 218
info@era.org

2008 Conference updates

Here are three quick updates regarding ERA's 2008 Conference for reps and manufacturers -- scheduled Feb. 27-29 at the Hilton San Diego Del Mar.

* All general session speakers, moderators and panelists are now confirmed ... the roster of breakout seminars is being finalized ... and an UPDATED PROGRAM BROCHURE will be mailed to ERA members on or about Nov. 7. Please watch for it. Or ... to view and download the new brochure NOW, use this link --

http://www.era.org/aa_conference/current_conf.html.

* We now have an ERA-dedicated, on-line reservation system for the Hilton Del Mar. If you are even considering attending the Conference, please MAKE YOUR HOTEL RESERVATION NOW. We expect to have to increase our room block, but the hotel will not allow us to do so until we fill a certain percentage of the already-contracted rooms. You will NOT pay a penalty if you have to cancel your reservation before Jan. 27, 2008. To make a reservation, please go to --

<http://www.hilton.com/en/hi/groups/personalized/SANDMHF-ERA-20080224/index.html>

* When you review the updated program, please note that ALL general sessions are for ALL attendees, both reps and manufacturers.

One major session focuses on "Meeting the Challenge of Change in Today's Sales Function: What Value Do (and Should) Reps Deliver? This sessions will include a brief presentation by Publisher Steve Cholas of the Hearst Electronics Group of a recent survey of customer preferences. Then program moderator Bob Terwall, retired president of Cherry Electrical Products, will lead attendees

through round table discussions to address a number of key questions. YOUR responses will then be discussed by these panelists:

- Scott Schafer, Senior Vice President of Sales and Marketing, Pelco;
- Dick Neumann, National Sales Manager, Grayhill, Inc.
- Doug Canterbury, Luscombe Engineering; and
- Robert Logan, CPMR, Kruvand Associates, Inc.

For all the details on this program and the entire ERA Conference, including registration and hotel information, go to the ERA Web link above.

As always, thanks for your support. Our Committee looks forward to seeing you in San Diego.

John O'Brien, CPMR
Coakley, Boyd and Abbett, Inc.
2008 ERA Conference Committee Chair

I would like to address the issue of not having all of the address I should have to contact all past presidents and future possible members. First I would like to apologize to those I may have offended by leaving off our list, it was unintentional. I would like to ask your help in making sure I leave no one off in the future. Please send to me, by electronic email, contact information for any you think I may have missed. I would rather double send, than not send at all. I appreciate your help and look forward to hearing from you so that I may complete this before the end of the year.



Just a few of the pictures from the Past Presidents Dinner November 6, 2007