



Mid-Dec. 2007

ERA, Northern California Chapter
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A word from the past:

My fellow Road Warriors,

It's with some what mixed emotions that I turn the chapter gavel over to the very qualified and capable Brad Bowman. Brad has been my strong right arm for the past two years as we evolved the chapter. I'm delighted that we were able to assure the financial security for future generations. The funds we were able to save will be re-invested in new programs for our fellow members. Earlier this year we asked for your input and the new board is committed to bringing as many as of those ideas possible to fruition.

I also hope that the foundation we've worked on for the past two years to bring new young blood into the chapter will continue. Not that I don't enjoy seeing old faces, but we need to strive to involve our younger members where possible. It's our hope that by increasing the educational opportunities we will provide an attractive draw to bring in new members.

I wish to thank everyone for the courtesy shown me during my term. As Chairman of the Board I will continue to be involved in the chapter, helping Brad and the new board as we continue forward.

See everyone at the next event.

Phil Kipnis

Soon to be Past President in 21 days, but who's counting....

Upcoming events:

All ERA Reps and Manufacturers:

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

* The opening general session of the conference is bound to be a blockbuster! We can guarantee that the program, "AN ECONOMIC UPDATE ... IN LAYMAN'S TERMS," will be unlike any economic presentation you've ever attended. That is, unless you were among the lucky reps who heard Dr. Martin Regalia at Keystone 2003 and gave him a rousing standing ovation. Dr. Regalia is the long-time chief economist of the U. S. Chamber of Commerce and a Washington insider who peppers his presentations with marvelous anecdotes as well as insightful observations and plenty of data. Be sure to arrive on time because this session is a definite "don't miss!"

* ERA's room block at the Del Mar Hilton is filling up quickly. If you have not already done so, and even if you have not yet registered for the conference, please make your room reservation FIRST. Just use this link --

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

* All ERA members should have now received the updated program brochure for the conference with details on all general sessions and the roster of breakout seminars. You can also view and download the new brochure (and the registration form) at --

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

As always, our Committee thanks you for your support and looks forward to seeing you in February.

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

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

* Is the traditional sales function still necessary? What do today's customers REALLY need and want from suppliers and reps? How are reps gaining critical "face time" with customers? These are just a few of the questions that are sure to

generate lively debate during the general session titled "MEETING THE CHALLENGE OF CHANGE IN TODAY'S SALES FUNCTION," scheduled on Feb. 28. The savvy panelists who will discuss these issues and ask for YOUR input are:

- Steve Cholas, group publisher, Hearst Electronics Group;
- Dick Neumann, national sales manager of Grayhill, Inc.;
- Scott Schafer, senior VP of sales and marketing of Pelco;
- Doug Canterbury, president of Luscombe Engineering;
- Robert Logan, CPMR, president of Kruvand Associates; and
- Moderator Bob Terwall, retired president of Cherry Electrical Products.

* More than 120 reps and manufacturers have now made room reservations in ERA's block at the Del Mar Hilton. If you have not already done so, please reserve your room(s) ASAP. Just use this link to the ERA page on the Hilton Web site --

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

* If you are able to enjoy some "down time" over the holidays, it's an ideal opportunity to review the program details and register for the Conference. To access the updated program brochure and registration form, just go to

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

As always, our Committee thanks you for your support and looks forward to seeing you in February.

Our Committee also wishes you a happy, healthy holiday season!

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

On behalf of the ERA Management and Marketing Conference Committee, we hope you are planning to attend the 2008 event on Feb. 27-29 at the Hilton San Diego Del Mar.

We believe our concise but powerful program will deliver an outstanding ROI for both reps and manufacturers in all segments of our industry. For details and registration information, go to

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

WE URGE REPS TO INVITE YOU PRINCIPALS TO JOIN YOU IN DEL MAR, AND WE ALSO HOPE MANUFACTURERS WILL ENCOURAGE YOUR REPS TO ATTEND. It will take just a few minutes to send your reps or principals a quick note with this link to our Web site, letting them know that you are attending and inviting them to join you.

We will truly appreciate your follow-up on this request, and to show our gratitude, WE WILL BE AWARDED iPOD NANOS to the rep attendee(s) with the most principals registered for the conference and the manufacturer attendee(s) with the most reps present. If there are ties, we'll be ready with multiple prizes.

Your one-to-one communication with your principals or reps is the most MOST VALUABLE endorsement our conference can enjoy. We know that ... we're asking for your support ... and we thank you!

Best regards,

John O'Brien, CPMR
Chair, ERA Conference Committee
jobrien@cbane.com

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QUICK LIST

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Sanmina-SCI

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Senior Industries, Inc.

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Sumitronics Asia Pte. Ltd.

Product Group: Consumer Electronics, Materials, Assembly & Production

Total Power Int'l, Inc.

Product Group: Components, Computer Products, Instrumentation & Sensors

Transitronix

Product Group: Components

UTI Technology Inc.

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

Wellex Corporation

Product Group: Consumer Electronics, Communications, Instrumentation & Sensors

It is with the deepest sadness that we must report that ERA's treasured friend, Erin Anderson, passed away at her home in France on Nov. 21. She was 52.

For over a quarter century, Erin was a key academic researcher and author on the rep function. She was an associate professor in the Marketing Department of the Wharton School of the University of Pennsylvania from 1981 to 1994. She then was named the H. Loudon Chaired Professor of International Management and Professor of Marketing at INSEAD in Fontainebleau, France, an institution considered the most renowned business school outside North America. At the time of her death, she was INSEAD's Dean of Executive Education and the faculty representative on the INSEAD Board.

When she was a graduate student at UCLA more than 27 years ago, Erin wrote her doctoral thesis on the manufacturers' representative function. While researching that thesis, she met ERA Hall of Fame member Bob Trinkle, and they forged an enduring friendship and working partnership. "Trink" introduced Erin to ERA, and with strong support from ERA's leadership, she developed a number of rep-related research projects involving our association and its members. She also later conducted research projects under the auspices of the Manufacturers' Representatives Educational Research Foundation (MRERF).

Erin and Bob Trinkle recently co-authored the book, *Outsourcing the Sales Function: The Real Costs of Field Sales*. The book received wide praise in both academic and business circles as a definitive analysis of the outsourced sales function and the true costs of field sales.

Some of you may be aware that Erin had been battling brain cancer for some time. Her husband, Hubert Gatignon, wrote to "Trink" on the day after she died that she had been improving to the point that her tumor had disappeared. She felt so well on Wednesday that she went swimming in the family pool, but she apparently suffered a seizure that caused her to drown.

In addition to her husband, Erin is also survived by her two daughters, Aline and Valerie. The funeral service will be held on Tuesday, Nov. 27, in France.

To honor her memory, the Wharton School and INSEAD have established the Erin Anderson Excellence in Education Fund to support PhD candidates in the field of marketing at both schools. For details on donating to the fund and to read her colleagues' memories of Erin, please go to --

<<http://www.insead.edu/facultyresearch/areas/marketing/memorial/index.cfm>>http://www.insead.edu/facultyresearch/areas/marketing/memorial/index.cfm

ERA will, of course, be making a contribution to that fund, and we know that many of Erin's friends in ERA will be doing the same.

"Trink" rightly says that Erin Anderson "had to be the most knowledgeable academic on the planet regarding the manufacturers' representative function." For that reason and so many more, she will be deeply missed.

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

New Officers

President: Brad Bowman; Electro-Sales
Vice President: Mark Holcomb; O'Donnell Assoc. North
Secretary: Larry Loeswick; LS Engineering
Treasurer: Sandy Smith; Electro-Sales

Education Chair: open

Colt candidates: Larry Loeswick 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