



September 2007

ERA, Northern California Chapter  
Airport Office Park  
1400 Coleman Ave Suite F12R  
Santa Clara, CA 95050  
408-243-3372  
[www.ncalera.org](http://www.ncalera.org)

## Upcoming events:

The next dinner at Michael's Shoreline Restaurant is October 2, 2007. Please bring a new associate. There are 2 complimentary dinners per chapter member organization.

There are Chapter Scholarships available, please contact either Michael Onken or Phil Kipnis.

September is the time to nomination new officers. If you have ever been interested in becoming an officer, now is the time.

I am currently looking for a speaker for our October 2, 2007 meeting. What kind of speakers are you interested in? Let me know, this is your organization, let's get the people you want to hear, here.

I haven't gotten any information on Bocci. Did you have a good time? What did you like? What would you like for next year? Let me know...

Padtech Industries Ltd. has been selling product to the electronics industry since 1988. In the last few years we have moved our production offshore. The combination of our manufacturing experience, in house engineering and excellent offshore manufacturing partners has been very successful for us and we are now actively seeking reps throughout North America.

The following lines are available to be represented in your area:

Touch Screens

Membrane Switches  
Flex Circuits  
Electroluminescent Lamps  
Rubber Keypads  
Labels & Overlays  
Lenses

FYI, I will be in the Los Angeles area September 11<sup>th</sup> to 14<sup>th</sup> and would like to meet with prospective Representatives when I am there if possible.

My direct phone number is: (604) 940-3534

My email is: [dlionello@padtech.com](mailto:dlionello@padtech.com)

Website: [www.padtech.com](http://www.padtech.com)

Thank you and Best Regards,

**DAN LIONELLO**

President  
[Padtech Industries Ltd.](http://www.padtech.com)  
(604) 946-4799 x.534

[www.padtech.com](http://www.padtech.com)

September 13 , 2007

#### QUICK LIST

**Big Wave Power**

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

**Firecomms**

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

**Kaga Electronics USA, Inc. Power div.**

Product Group: Components

**Northlake Engineering, Inc.**

Product Group: Components

**Padtech Industries Ltd**

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

**RFMorecom Corea**

Product Group: Components, Communications, RF/Microwave,

**Taitron Components, Inc.**

Product Group: Components

**US A'SYCK Corp.**

Product Group: Components, Materials, Assembly & Production

**UTI Technology Inc.**

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

Group

**Wellex Corporation**

Product Group: Consumer Electronics, Communications, Instrumentation & Sensors

A large US/China investment group that I know is looking for some US representation for one of their portfolio companies. Do you know anyone in the US who has any interest in DTV modules?

Here is their product web page.

[http://www.aonvision.com.tw/pd\\_index.htm#03](http://www.aonvision.com.tw/pd_index.htm#03)

Lucas Wang  
Principal

WI Harper Group, Taipei office

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Please cc the email to my gmail account, thank you: [Lucas.wang@gmail.com](mailto:Lucas.wang@gmail.com)

[www.wiharper.com](http://www.wiharper.com)

### **ERA Tip of the Month - July 2007**

#### **This Sales Information and Training Resource is REP-SPECIFIC!**

If you are not yet familiar with the Web site and resources offered by trainer, author and business coach Nicki Weiss of Toronto, Ontario, check out <http://www.saleswise.ca>. When you click on the **Manufacturers' Agents and Rep Firms** button on the home page, you'll find plenty of useful information as well as the opportunity to request free articles and/or sign up for a free monthly newsletter.

Weiss is a veteran sales trainer who turned her sights to the outsourced field sales (rep) function several years ago because she discovered that reps are unique when compared to corporate sales types. Much of her newsletter and many articles are targeted to rep firm managers and salespeople.

Weiss will be the instructor of a November 2007 session of the Certified Sales Professional (CSP) course offered by the Manufacturers' Representatives Educational Research Foundation (MRERF) in Orlando. She will also be a contributor to future issues of ERA's magazine, *The Representor*, and a seminar leader in ERA's new Webinars, debuting this fall.

**In the upcoming LEAP year, make the extra time count  
at –**

# ERA's 43rd Management & Marketing Conference

for Reps & Manufacturers

February 27-29, 2008, at the Hilton San Diego Del Mar

(2 p.m. Wednesday through Noon Friday)

The 2008 edition of the electronics industry's ONLY educational event designed specifically for professional field sales reps and manufacturers offers GREATER value in a MORE COMPACT

time frame to LOWER the cost of attending.

Among the major topics on the preliminary program agenda are:

- Navigating the Generation Gap
- Rebuilding Relationships When Companies Change Ownership or Management
  - Establishing High Performance Teams
  - Recruiting and Marketing to the "Millennial" Generation
  - Today's Customers: How They've Changed and How to Sell to Them
- Expanding Your International Opportunities: From Logistics to Culture and Customs
  - Diversifying Your Business: It's NOT for Sissies!

**Save the dates NOW ... and plan to be there ...  
to gain MORE value in LESS time at LOWER cost.**

Electronics Representatives Association ● 800-776-7377 or 312-527-3050 ● info@era.org  
● www.era.org

To All ERA Reps:

This fall, ERA will introduce our first series of WEBINAR educational programs. These seminars will be LIVE, running about 75 minutes each. Each seminar will feature a guest speaker, an accompanying PowerPoint presentation and opportunities for participants to ask questions and interact with the presenter.

All that will be required to attend a Webinar is a phone line and Internet connection. The cost will be kept as low as possible for members, and our goal is to bring you, your employees and your principals the type of rep-specific programming that make ERA conferences, chapter programs and other educational events so valuable.

To create our first schedule of Webinars, we need YOUR INPUT via a quick Zoomerang survey. Please use the link below to access the questionnaire by AUGUST 31. It should take you only about two or three minutes to respond, and, as always, your input will be deeply appreciated.

<http://www.zoomerang.com/survey.zgi?p=WEB226TF7ZE8TY>

Many thanks and warmest regards,

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

**EDS, Where the Electronics Industry Connects, is in the process of updating their database in order to better serve its constituents and examine important industry trends. We need your help.**

EDS 2008 will be held in Las Vegas at the Paris Hotel, May 6<sup>th</sup> to 8<sup>th</sup>. It is the once-a-year opportunity for manufacturers of electronic components, supplies, and materials to meet with their current and prospective distributors and manufacturers' representatives. Please visit our web site at [www.edsc.org](http://www.edsc.org) for more information.

**Reminder- UPDATE YOUR WEBSITES!!**