



April 2007

ERA, Northern California Chapter
Airport Office Park
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Santa Clara, CA 95050
408-243-3372

A message from the President:

Tick, Tick, tick, they say time waits for no one and boy, isn't that the truth. It's already April tax day is only a few days away. Your chapter leadership has been hard at work planning the summer and fall events. Michael is working on a top secret even for the fall, but if I say any more and I'll have to shoot you. Our meetings are designed to be educational and informative. Over the years we've had some stellar speakers, many have enlightened us on current trends and topics. Some have just entertained us, no matter! If you have any ideas please email Sherri with them.

In early summer we'll all need to relax so it will be a good time for our second Bocchi Ball Blast. Better start practicing now. Details in the next Presidents message.

For those of us who made the long trek to Orlando for the NSCA show, it was wonderful to see ERA have a show presence. Besides having a large booth in the back of the hall with fresh hot coffee, ERA and NSCA sponsored a manufacturers/rep forum lunch that was both interesting from the stand point of having major AV manufacturers and REPS on the same podium addressing issues we face everyday. The second reason the forum was important was it addressed directly the need we fill in the sales channel. To hear major manufacturers like Lutron and TOA say they are committed to reps only helps us in our daily conversations with prospective principals. Additional discussion was about what makes a good rep from the manufacturers' side. Guess what, it's all about doing our job, returning calls, presenting the line to the right customer and keeping all customers aware of the lines potential. Nothing earth shattering, but really nice to hear that we're doing what's expected.

Enjoy tax day, I'll be with eighty thousand of our closest friends at the NAB show in lovely Lost Wages.....

Phil

We are currently looking at a luncheon meeting on Thursday May 24th, 2007 at Michael's Shoreline. This meeting will address the issues of Windows Vista vs ACT, and managing data flow for Reps. Clear the calendar, make sure you can attend.

To all of you that attended the dinner meeting, thank you. If you would like to contact Diana directly Diana-chapman@sbcglobal.net

April 10, 2007

QUICK LIST

AMP Display, Inc.

Product Group: Instrumentation, Automation & Controls

Elna Magnetics

Product Group: Components

Falcon Design & Mfg

Product Group: Communications, Instrumentation, Automation & Controls,
Electronic Systems Integration Group

Megatone Electronics Corp.

Product Group: Components, Materials, Assembly & Production

Polytron Devices, Inc.

Product Group: Components, Consumer Electronics, Computer Products,
Communications, Instrumentation, Automation & Controls, Materials, Assembly &
Production, RF/Microwave,

STACI Corp.

Product Group: Consumer Electronics, Computer Products, Communications,
Instrumentation, Automation & Controls, Materials, Assembly & Production,
Electronic Systems Integration Group

Sumitronics Asia Pte. Ltd.

Product Group: Consumer Electronics, Materials, Assembly & Production

Transitronix

Product Group: Components

UnitedPro, Inc. (DBA LEDPRO)

Product Group: Components

US A'SYCK Corp.

Product Group: Components, Materials, Assembly & Production,
Communications, Instrumentation, Automation & Controls, Materials, Assembly &
Production, RF/Microwave, Electronic Systems Integration Group

To All EDS 2007 Attendees:

The Electronics Representatives Association (ERA) invites you to attend our

2007 EDS KEYNOTE BREAKFAST PROGRAM

Wednesday, May 16
6:45 - 8:00 a.m.
Versailles Ballroom, Paris Hotel, Las Vegas

Program:
WHY REPS AND DISTRIBUTION WERE KEY FACTORS IN A \$1 BILLION
COMPANY'S GROWTH PLAN

Guest Speaker: Sean Harrigan, VP, Marketing and Business Development, Laird
Technologies

There is NO CHARGE for this event, and you need NOT be an ERA member to
attend, but advance reservations are requested.

Please see the ATTACHED pdf for all the details and a reservation form.

Or, you can e-mail your reservation directly to <mailto:info@era.org>. Please list the
names of attendees, and indicate whether your company is an ERA rep or
manufacturer member.

Many thanks, and I look forward to seeing you at EDS.

Best regards,

Dave Norris
Norris & Associates, Inc.
National VP & Chair, ERA Components Group

***REPS, MANUFACTURERS and DISTRIBUTORS attending
EDS 2007: Sign up now to attend ERA's breakfast program!***

This FREE event for ALL EDS attendees features a prominent manufacturing
executive profiling why his company's growth strategy counted on reps and
distribution.

Why Reps and Distribution Were KEY Factors in a \$1 Billion Company's Growth Plan

Wednesday, May 16 – 6:45 - 8:00 a.m. *(Complimentary Continental Breakfast
Included)*

At EDS 2007 – Paris Hotel, Versailles Ballroom

Guest Speaker: **Sean Harrigan**, VP, Marketing and Business Development, Laird
Technologies

Save this day and time on your EDS calendar! ERA's Annual EDS Breakfast Program brings you an insider's perspective on the growth tactics of an industry-leading, global manufacturer. The presentation by Sean Harrigan, a 30-year industry veteran now leading Laird's new marketing and business development organization, will cover:

A profile of Laird Technologies; and

The decision points that drove the development of Laird's current channel strategy.

REPS: Invite your principals and distributor partners to join you. **MANUFACTURERS:** Urge your reps and distributors to attend. **DISTRIBUTORS:** Bring your suppliers and reps.

There is **NO CHARGE** for this event, and you need **NOT** be an ERA member to attend. However, advance reservations are requested by **APRIL 25**. Just use the form below to save your place ... or just **e-mail your reservation** to the address shown.

And ... be sure to visit ERA's Business and Hospitality Center in **the TRI-ASSOCIATION AREA** at EDS.

Yes! Please make the following reservation(s) for the ERA Breakfast Program at EDS 2007.

Company

Complete Address

Name(s) of Attendee(s)

Phone _____ E-mail _____

Company is: ERA Member Rep ERA Member Mfr. Non-Member Rep Non-Member Mfr.
 Distributor

(NOTE: You need NOT be an ERA member to attend this event.)

Please FAX back this form **BY APRIL 25** to:

Electronics Representatives Association

Tel: (312) 527-3050 or (800) 776-7377 Fax: (312) 527-3783 or (800) 372-3227

Or E-MAIL your reservation to: **info@era.org**.