



August 2007

ERA, Northern California Chapter
Airport Office Park
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Upcoming events:

Next meeting August 7, 2007 at Michael's Shoreline Restaurant in Mountain View at 6:00, no host bar at 5:00. **Please RSVP today**. Our choices for dinner will be: Prime Rib or Broiled Salmon, let me know your choice.

Our speaker will be:

Jason McVeigh

Director, West Coast Sales, ThomasNet

Jason McVeigh, Director of West Coast Sales for ThomasNet, is responsible for managing regional sales operations with an emphasis on online marketing strategies. McVeigh and his team(s) work closely with industrial businesses to help them, using ThomasNet's online offerings, to position their websites to generate new business.

McVeigh joined Thomas in 1992 and was part of the launch team that transitioned the Thomas Register of American Manufacturing to the web in 1995. He has since actively worked with industrial companies to create critical internet marketing strategies, from the first generation websites and forays of the mid-90's to the compelling content, technology and marketing solutions of today. Jason brings a deep understanding of the industrial community and how to use

the web to drive new business growth in the industrial marketplace. Using three simple tenants of driving qualified customers to a company's website, creating the content and presentation on those sites to convert visitors to customers, and tracking the results of this marketing, he has enabled the industrial suppliers and companies he works with to significantly grow their business.

ThomasNet helps industrial sellers reach the most qualified industrial buyers online and convert them into customers, helping create websites that incorporate online catalogs, CAD drawings and e-commerce capabilities. ThomasNet also gives industrial buyers immediate access to detailed information they need to make purchasing or specifying decisions, including detailed product or service information, catalogs, CAD drawings, and more. ThomasNet is part of Thomas Industrial Network, Inc., a wholly owned subsidiary of Thomas Publishing Company, LLC.

McVeigh earned his undergraduate degree at the Queensland University of Technology, in Brisbane, Australia. He currently resides in San Diego with his wife, Amy and their two children, Spencer and Ethan.



Campo di Bocce

of Los Gatos, Ca Save the Date: Campo De Bocce, in Los Gatos, August 15, 2007. Bocce from 4:30 to 6:00pm and dinner from 6:00 to 7:30pm. Come for the Bocce, stay for the dinner. **Please send in your RSVP today!**

We do have another special event coming up in October 2007, dates not final either October 7-9 or 13-15. Please keep that in mind when making plans. This is an event not to be missed.

To All ERA Member Reps:

On behalf of the ERA Chapter Leadership Council, it is a pleasure to announce the ERA Chapters of the Year for 2006 activities in four categories. Hearty congratulations to these award recipients:

* CAROLINAS - In the Membership category (for its fall 2006 recruitment effort in which targeted former members and prospects were contacted by phone with appropriate individual follow-up by individual board members);

* CHICAGOLAND - in the Education category (for its planning and sponsorship of a successful day-and-half mini-conference for reps in all industries);

* **NORTHERN CALIFORNIA - in the Special Projects category (for its annual All Industry Charity Event, co-sponsored with area distributors, to benefit two local children's hospitals); and**

* SOUTHERN CALIFORNIA - in the Marketing category (for its ongoing involvement of reps in all industries in chapter programs and activities);

ERA salutes these four chapters, most of which submitted multiple projects for judging, and EMPIRE STATE and FLORIDA-SUNSHINE ERA, both of which also submitted very noteworthy entries. The judges must have had a tough time making their choices!

And many thanks to this year's judges, who evaluated a total of 15 entries from six chapters: ERA Chairman Mike Kunz, CPMR; our Senior VP/Fiscal & Legal Bob Walsh, CPMR; our Senior VP/Membership Ted Curtin, CPMR; and our CEO Tom Shanahan.

The award recipients have each earned a full-tuition scholarship to the Chapter Officers Leadership Training (COLT) program. The scholarship can be used this year, during the Sept. 27-29 COLT session or in 2008.

If you have any questions about the Chapter of the Year program or COLT, please don't hesitate to contact our staff coordinator, Tess Hill at <mailto:thill@era.org>.

Best regards,

Chet Zaslow, CPMR
Zaslow Sales (New England ERA)
Chair, ERA Chapter Leadership Council

ERA Tip of the Month - June 2007

Want to jazz up your Web site and printed materials with new type fonts ... for FREE?

Thanks to Andy Ihnatko of the Chicago Sun-Times for this tip that urges you to check out **THOUSANDS** of type fonts that are available for **FREE** on the Web site at <http://www.Dafont.com>.

Could your Web pages benefit from attention-grabbing headlines? Do you need an eye-catching accent font for your company presentation and promotional pieces? Then pass along this tip to whomever in your firm is charged with maintaining your Web site and producing your company promotional materials.

Dafont.com offerings are absolutely free and easy to download. You can search for fonts by describing them in your own words view samples of all the fonts available.

Another site you may want to visit is <http://www.fontifier.com>, where you can construct a font using your own handwriting. (This personalized font would allow you to insert your signature on e-mails, in letters being produced in volume, on a Web site biographical or message page, etc.) Once you create the font, it can be downloaded for just \$9.

For these and all other unusual fonts, here's a note of caution. These fonts are for **ACCENT** use - **NOT FOR TEXT** - because they are not very readable in small sizes or in blocks of print. It's wise to stick with traditional fonts for your letterhead, business cards and in the text sections of your other company "identity" materials as well as on your Web pages

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.

July 23 , 2007

QUICK LIST

Connect-Air International

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

Ecliptek Corporation

Product Group: Components

FE Technology Inc.

Product Group: Components, Consumer Electronics, Computer Products, Communications, Materials, Assembly & Production

King Cord, Inc.

Product Group: Consumer Electronics, Computer Products, Communications, Instrumentation, Automation & Controls

Laube Technology

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

Microbridge Technologies Corporation

Product Group: Components, Communications, Instrumentation, Automation & Controls

PalConn

Product Group: Components, Communications, Instrumentation, Automation & Controls, RF/Microwave,

Transitronix

Product Group: Components

US A'SYCK Corp.

Product Group: Components, Materials, Assembly & Production

CDM PACIFIC - Mike Paton, President

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Tel: 615/295-4480 Fax: 715/386-0049

240 Station Lane North Hudson WI 54016

PRODUCTS/SERVICES

CDM Pacific specializes in the manufacture of high quality electronic components for our customers throughout North America. Our expertise is in the following areas:

- | | |
|---------------------|-------------------------|
| - Injection molding | - Cables and assemblies |
| - Metal Stamping | - Connectors |
| - Die Casting | - Power Supplies |

ERA is proud to announce its 43rd MANAGEMENT and MARKETING CONFERENCE for reps and manufacturers. Save the dates and watch for program and registration details ... coming soon.

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!