



ERA, Northern California Chapter
Airport Office Park
1400 Coleman Ave., Suite H12R,
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February 2007

President's Message:

Feb 6th ERA meeting

It's the start of another year full of opportunity and adventure. We kicked off the year's first dinner meeting with a very interesting presentation by Agent Colvin, a special investigator for the Navy NCIS who spoke to us about industrial espionage. For those who don't read Tom Clancy novels, Industrial espionage is how foreign governments or competitive companies get secret or proprietary information from US companies.

Usually it's a civil issue, but when the products have military or national security implications, it falls under several Federal Agencies. Agent Colvin went through the various signals, which might indicate that the person or enquirer might not be an innocent customer. She gave one example of where a key employee left and immediately offered his new employer detailed information on his prior employers intellectual property. When the former employer found the new employer offering new products that mirrored their products key features, they contacted the Police and eventually the InfraGard, a program part of the FBI, was involved as the products fell under national security guidelines.

New Business

New Administrative Assistant:

Sherri Odelson has come on board to keep communications flowing, and to organize food and drink. She will be in the office on Wednesday and Thursday from 1:00 until 3:00, for any issues that may arise with our organization or national.

Sherri's background is credit and collections, as well as being a practitioner of healing arts, massage, reiki and personal coaching.

Upcoming events

April 3, 2007

June 5, 2007

August 7, 2007

September ?

October 2, 2007

October mini cpmr program

November 6, 2007 president's meeting

December Association Party





Electronics Representatives Association Code of Ethics

The Electronics Representatives Association of manufacturers' representatives, in the electronics industry, was established to serve our industry, principals, customers and interact with one another in a professional and constructive manner.

Conduct:

Representatives will conduct themselves and their businesses in a professional and honorable manner that reflects credit upon themselves, the manufacturer, customer, association, other manufacturers' representatives and the entire industry.

Contracts:

Representatives will respect and honor the negotiated contracts of principals represented. They will refrain from deception or misrepresentation of any price or product, or concealing pertinent facts. They will give the same service to customers and principals that they expect from their own organization.

Support:

Representatives will support the efforts of our colleagues, chapters and international association to set standards for our profession through example, education and training to promote and protect the free enterprise system.

Honor:

Whereas it is acceptable and routine for manufacturers' representatives to advertise and promote their capabilities, a representative should refrain from soliciting manufacturers with the objective of encouraging a principal to break a contractual relationship with another representative.

Respect:

A representative shall not directly or indirectly solicit the services or affiliation of an employee of another representative without proper notice to the other organization.

Confidentiality:

Representatives will respect the confidentiality entrusted to them by principals, distributors, customers and fellow representatives.