



Mid-March 2007

ERA, Northern California Chapter  
Airport Office Park  
1400 Coleman Ave Suite F12R  
Santa Clara, CA 95050  
408-243-3372

Reminder if you don't have your reservations in yet;

Next meeting is: April 3, 2007 at Michael's Shoreline Restaurant with a no-host bar at 5:00 followed by dinner at 6:00. We **must** have your reservations no later than Tuesday March 27, 2007.

Please RSVP with you choice of dinner to [officemanager@ncalera.org](mailto:officemanager@ncalera.org) , and whether or not you will be attending.

Choices are:           Breast of Chicken Portobello  
                              New York Steak, Peppercorn Sauce  
                              Boiled Halibut, Dill Sauce

**Diana Chapman**, is our speaker this month. Diana is a highly respected certified coach and workshop leader who has facilitated thousands of individuals though out the country over the past decade. She specializes in coaching executive and political leaders and facilitating "The Tools", an experiential training to learn skills in conscious relationship and body-centered transformation. She is a graduate of DePauw University with a B.A. in Communications and a graduate apprentice of Drs. Gay and Kathlyn Hendricks, best selling authors and world-renowned relationship experts. Diana is highly intuitive and deeply committed to having fun while learning. She lives in Santa Cruz, CA with her husband and two children.

From member Dave McWalters "Concerning ACT. Do Not Use Vista!! Act will freeze your computer and you get to rebuild. An old software package that no longer works."

We received notification of several lines opening up here in the Northern California Area:

#### QUICK LIST

##### **Baknor**

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

**Printed Circuits Corp.**

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

**STACI Corp.**

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

**The Cylix Corporation**

Product Group: Components, Materials, Assembly & Production

**Transitronix**

Product Group: Components

**United Pro, Inc.**

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

**Winstronics**

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

SUMMARY REPORT ERA National Board Meeting Teleconference March 9, 2007

## ACTION ITEMS & ANNOUNCEMENTS

\* On the recommendation of CEO Tom Shanahan, the board approved the re-election of all national officers to a new term for 2007-09. The request was made in order to maintain momentum and continuity in various areas of activity that are chaired by the national officers. The officers are:

Chairman - Mike Kunz

President- Dave Rossi

Sr. VP/Fiscal & Legal - Bob Walsh

Sr. VP/Membership - Ted Curtin

Sr. VP/Education - Paul Nielsen

Sr. VP/Groups - Brad Starr

\* The board approved Life Memberships for Werner Hohman, an international rep, and Herb Brumbach of Ohio; in addition, the ERA Honor Award was approved for presentation to Barry Farber of Florida-Sunshine ERA in recognition of his many years as coordinator of the annual Florida DTAM project.

\* The board approved Brad Starr's recommendation to appoint Mike Harris of Carolinas ERA as the new National VP/Chair of the RF/Microwave and Wireless Group.

\* All rep members were urged to enter their company data in the new on-line Locator directory. Those who have not already done so can go to <http://www.relocatoronline.com> and click on Sign Up Now. Each member needs an ERA I.D. number (found on dues invoices) for access.

\* After polling members about dates and soliciting bids from possible sites in several locations, the Conference Committee announced that ERA's next National Conference is

scheduled **Feb. 27-29**, 2008, at the Hilton Del Mar, just north of San Diego. (These dates and location will allow attendees to also visit the APEX event in the Los Angeles area just prior to the conference.) Breakout sessions are planned for attendees active in various product groups. Program suggestions are requested from all members. Contact the committee chair, John O'Brien, at <mailto:jobrien@cbane.com>

\* ERA is once again exhibiting at the National Systems Contractors Association (NSCA) Expo (**February 21-23 in Orlando**). Key activities will be distributing a special edition Lines Available, promoting the new ERA-NSCA joint membership program for reps, and co-hosting the annual ERA-NSCA free luncheon program for reps and manufacturers.

\* At EDS 2007 (May 14-16 in Las Vegas), ERA will, as usual, offer a business and hospitality center, publish an EDS Lines Available and host its annual Keynote Breakfast program on **May 16 at 7 am**. The breakfast will feature guest speaker Sean Harrigan, VP of Marketing and Business Development of Laird Technologies. His presentation will focus on why Laird turned to reps and distributors as key players in the \$1 billion company's growth plan.

## REPORTS

\* The ERA Chicago office moved on Feb. 23 to a smaller, lower cost location in the south Loop (300 W. Adams St., Suite 617, Chicago, IL 60606).

\* ERA's financial status continues to stabilize, and the fiscal 2007 budget projects a surplus.

\* The return of the printed edition of The Representor is yielding ad revenue to help cover the production and mailing costs. (The magazine is mailed free to approximately 3,000 manufacturers as well as to all member firms.) The special EDS ad supplement in the upcoming Spring issue will be the largest such section ever produced, running a minimum of 16 pages.

\* ERA's newly-formed Marketing Committee has begun holding teleconference meetings and is developing plans to promote membership and publicize specific benefits to both existing and prospective rep and manufacturer members.

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