



November 2007

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

Upcoming events:

Past President's Night, November 6, 2007, Dinner at Michael's Shoreline Restaurant in Mountain View. If you haven't sent in your reservation, please do so NOW. Thank you

December 6, 2007: All Industry Charity Event ERA-NEDA Christmas Party at the Crown Plaza Hotel in Milpitas. If you have not made your reservations please contact Brian Trankle at btasales@aol.com

To All ERA Reps and Manufacturers:

Here are three important updates regarding ERA's 2008 Conference for reps and manufacturers -- scheduled Feb. 27-29 at the Hilton San Diego Del Mar.

* If you are even considering attending the Conference, please **MAKE YOUR HOTEL RESERVATION NOW**. Interest in this event is running high, and we expect to have to increase our room block. However, the hotel will not allow us to do so until we fill a certain percentage of the already-contracted rooms. You will **NOT** pay a penalty if you have to cancel your reservation before Jan. 27, 2008. To make a reservation, please call the hotel at 858-792-5200, preferably between 8 a.m. and 4 p.m. PACIFIC time.

* Our program has undergone one significant change since we issued our first brochure last month. At the request of our Manufacturer Advisory Committee, **ALL GENERAL SESSIONS** will be designed for **BOTH REPS AND MANUFACTURERS**. There will be several breakout seminars for reps only and manufacturers only, but the manufacturers believe they derive the most value from the joint general sessions. This change will be reflected in the second edition of the program brochure which will be mailed on or about Nov. 1st.

* Our Committee is very pleased with the content of the Conference program and will be sending you a series of e-mails with detailed descriptions of major sessions. One noteworthy general presentation will focus on NON-DISCLOSURE AGREEMENTS. We know that NDAs are becoming more critical in today's global business environment, and they are a particularly hot topic right now in our industry. On Feb. 28, ERA legal counsel Gerry Newman will be addressing key issues such as: what to look for and what to avoid in NDAs; specific language and coverage; violations; and liability concerns. Bring your questions, and count on this one session making your Conference attendance a true bargain.

For details on the ERA Conference, including registration and hotel information, go to -- http://www.era.org/aa_conference/current_conf.html

Thanks for your support. Our Committee looks forward to seeing you in San Diego.

John O'Brien, CPMR
Coakley, Boyd and Abbett, Inc.
2008 ERA Conference Committee Chair

October 12, 2007

QUICK LIST

CDM Pacific, Inc.

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

Kaga Electronics USA, Inc. Power div.

Product Group: Components

LAUBE TECHNOLOGY

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

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

PalConn

Product Group: Components, Communications, Instrumentation & Sensors, RF/Microwave,

RFMorecom Corea

Product Group: Components, Communications, RF/Microwave,

Sumitronics Asia Pte. Ltd.

Product Group: Consumer Electronics, Materials, Assembly & Production

US A'SYCK Corp.

Product Group: Components, Materials, Assembly & Production

UTI Technology Inc.

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

Weber Sensors Inc.

Product Group: Components, Consumer Electronics, Instrumentation & Sensors,
Materials, Assembly & Production

Wellex Corporation

Product Group: Consumer Electronics, Communications, Instrumentation & Sensors

Dear ERA Chapter Officers and National Board Members:

In September 2004, the Ray Hall Spirit of ERA Award was established with contributions to the Au RAYvoir! event that saluted Ray upon his retirement after 40+ years of service to our association.

At Ray's request, this award recognizes individual ERA members, past and present, who have exemplified the spirit of our organization through their efforts to promote, protect and improve the professional field sales (rep) function. Each Spirit Award recipient has all of his or her expenses paid to attend the next ERA National Conference. The first Ray Hall Spirit of ERA Awards (for 2005 and 2006) were presented to Mark Motsinger, CPMR, and Mark Conley at the 2006 Electronics Industry Sales and Marketing Conference in Tampa.

Now it's time to launch the nomination process for the 2007 Award.

Nominations may be submitted by chapters, product marketing groups and/or members of the national executive committee.

You will find DETAILS about the award and nomination process in the ATTACHED pdf file. The nomination FORM is a seven-question Zoomerang questionnaire which you can access at --

<http://www.zoomerang.com/survey.zqi?p=WEB226ZKWF6BZ9>

NOVEMBER 26, 2007, is the deadline for nominations for the award to be presented for 2007. The awards will be announced in early December.

Please give this process your thoughtful consideration, and submit one or more nominations by the deadline. This is a terrific way to recognize one of our own!

If you have any questions, please contact Tess Hill at <mailto:thill@era.org>.

Thanks and best regards,

Dave Rossi
Empire Technology Group
President, ERA
info@era.org

To All ERA Rep Members:

In 2006, the ERA White Pin Group established an annual scholarship award to honor our long-time coordinator, Jess Spoons. It is my pleasure to inform you that the nomination process is now open for the 2007 JESS SPOONTS - ERA WHITE PIN SCHOLARSHIP.

You will find all the information about the scholarship and the nomination process on the ATTACHED page. The \$1,000 scholarship can be used in one of three ways:

- 1) to help pay CPMR course tuition;
- 2) to help pay the cost of earning CEUs to maintain CPMR status; and/or
- 3) to attend an ERA National Conference or other educational event sponsored by ERA.

Please note that nominations must be in LETTER form and must be submitted by a White Pin member. However, if you are not a White Pin member, you can recommend a nominee to a White Pin member and assist in submitting the nomination. (For a list of White Pin members, just go to the ERA Web site Member Recognition page at http://www.era.org/aa_about_era/About_mem_recog.html ... then scroll down to the White Pin roster.

Nomination letters should outline the nominee's leadership activities at the local and/or national levels of ERA as well as his or her potential as a leader in the near future. Please be concise, but do include as much information as possible. The nomination letter will be the PRIMARY factor in the judges' selection.

NOMINATIONS ARE DUE BY NOVEMBER 26, 2007, and the award recipient will be announced in early December.

If you have any questions, please do not hesitate to contact me.

Thanks and best regards,

Best regards,

Mark Motsinger, CPMR
Wallace Electronic Sales
Chair, ERA White Pin Group
E-mail: mark.motsinger@wes-inc.com

Dear ERA -North Cal Association member:

We are local electronic design firm with design center in China, offers high quality electronic design service at 25 to 50% lower rate than local design firms.

We are looking for sales Representative for Northern California area.

Please contact me if you are interested.

Sincerely
Patrick Lee
Prima Engineering, Inc.
www.primaengineering.com