



February 2008

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

February 5, 2008

Join us for the first meeting of the year.
Our guest speaker will be Bud Gracie of the San Jose Mercury News.
No host bar at 5:00, Dinner at 6:00.
Choices are:
Halibut,
Chicken in Butter Herb sauce, and
Mushroom Crepes.
With a dessert of Ice Cream Parfait
Please RSVP, NOW with your choice for dinner
Either,
officemanager@ncalera.org or 408 243 3372

New Officers

President: Brad Bowman brad@electro-sales.com 408 294 6299
Vice President: Mark Holcomb mholcomb@odonnell.com 408 438 0948
Secretary: Larry Loeswick larry@lsengineer.com 650 494 7841
Treasurer: Sandy Smith sandy@electro-sales.com 408-294-6299

Education Chair: open

Colt candidates: Larry and Mark Holcomb

National Conference in February 27-29, 2008 Hilton in San Diego

We are a consulting firm who represents a manufacturer of molded composite components, products and assemblies for OEM customers.

Our client produces large custom open molded and TM fiberglass products; rotational molded polyethylene products; thermoformed ABS and polyethylene products.

Industries our client targets are automotive, heavy duty and, medium duty truck, industrial, food service, marine , RV, transportation, recreation, medical, agricultural, and chemical.

Diverse products such as medium and heavy truck roofs and hoods, RV exterior panels, van conversion parts, tubs and showers, furniture parts, lighting fixtures, tank liners, and even playground equipment.

Our client asked us to contact your company to see if you would be interested in becoming an independent sales rep for them.

Our client is a fortune 1000 company and is one of North America's largest producers of recreational vehicles and manufactured homes.

If you are interested in becoming an independent sales rep for our client, please return by email your mailing address and phone / fax number. We will immediately email you a brochure on our client for your review. Our client wishes to pay you for your services.

Pat Bartley
President - CEO
OuterSales
11693 San Vicente Blvd.,
Suite 316
Los Angeles, CA 90049

Phone: 818-342-4576

Fax: 818-342-3748

FOR SALE - OWNER RETIRING

National and international stocking fiber optic DISTRIBUTOR is for sale because the owner is retiring. Company is 23 years old, is well known throughout the fiber optic industry, and has thousands of repeat customers, including Fortune 500, government, colleges/universities and others.

Business is currently located in Florida but can be relocated to anywhere in North America. Excellent opportunity for electronics rep/distributor wanting to expand into the fiber optic industry.

To explore this opportunity, please e-mail your name and contact information to Tess Hill at <mailto:thill@era.org>. Your response will be immediately forwarded to the advertiser.

This is just a quick alert to let you know the Hilton San Diego Del Mar has ONLY 20 ROOMS LEFT on the night of Feb. 27.

If you have not yet made a room reservation for our upcoming conference (to be held Feb. 27-29), please do so immediately. Use this link to the ERA page on the Hilton Web site --

<http://www.hilton.com/en/hi/groups/personalized/SANDMHF-ERA-20080224/index.jhtml>

Or call the Hilton directly at 858-792-5200, and ask for Rebecca Cranor.

Many thanks!

Tom Shanahan
Executive Vice President and CEO
Electronics Representatives Association
info@era.org

Important Updates re: 2008 Event

Here are several more quick updates about our 43rd Management and Marketing Conference, running Feb. 27-29 at the Hilton San Diego Del Mar.

FOR ALL ATTENDEES: Gerald M. Newman and Adam Glazer of Schoenberg, Finkel, Newman & Rosenberg, ERA's legal counsel, are offering FREE 15-20 minute legal consultations to both reps and manufacturer during the conference. Advance appointments are recommended and can be made by sending an e-mail to gerry.newman@sfn-law.com.

ESPECIALLY FOR MANUFACTURERS: Consultant James L. Hartranft, former national sales manager of Cherry Electrical Products, is also offering FREE 15-20 minute consultations during the conference to manufacturers seeking advice on establishing and managing field sales networks and/or filling executive level positions within your company. Advance appointments are requested and can be made by contacting Jim at jlhconsultinginc@earthlink.net.

The Hilton is nearly sold out on the night of Feb. 27...

if you have not already done so, please make your room reservation NOW by using this link (or copy and paste this URL into your browser) --

<http://www.hilton.com/en/hi/groups/personalized/SANDMHF-ERA-20080224/index.jhtml>

iPOD Nanos ...

New registrations are arriving in the ERA office every day, so please remember that we will be awarding iPod Nanos to the rep who has the most principals attending the conference and the manufacturer who has the most reps participating. The value of the conference increases with every rep and manufacturer participant, so NOW is the time to submit YOUR registration! Then urge your principals or reps to join you for a few days in beautiful San Diego!

Just go to http://www.era.org/aa_conference/current_conf.html for all the details. If you have any questions, just reply to this e-mail ... or call our conference coordinator, Tess Hill, at 630-545-9101.

John O'Brien, CPMR, Chair
ERA Conference Committee

Electronics Representatives Association
info@era.org

ERA Lines Available - January 26, 2008

Be sure to check ERA's web site for [additional lines](#) offered.

Sign up NOW for ERA Webinars at <http://www.era.org>

Click on the 24 logo to get updated information on ERA's February 2008 conference in San Diego

QUICK LIST

C&M Corporation

Product Group: Components, Computer Products, Communications, Electronic Systems Integration Group

GEI, Inc.

Product Group: Components

Lap-Tech

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

Liconix Industries, Inc.

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

Navugen Circuits

Product Group: Components, Materials, Assembly & Production

NS Power, Inc.

Product Group: Components, Computer Products, Communications, Electronic Systems Integration Group

NuShield, Inc.

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

PowerSilicon, Inc.

Product Group: Components, Consumer Electronics, Computer Products, Communications, Instrumentation & Sensors, RF/Microwave,

RF-Lambda Inc.

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

Sanmina-SCI

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

Senior Industries, Inc.

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

As ERA's Marketing Committee, we are requesting your help in promoting the educational programs of our association among your principals and your fellow reps.

Specifically, we hope you will join us in contacting principals who will be holding national or other sales meetings any time this year and requesting a few minutes on the agenda to remind reps about ERA's educational opportunities. If you feel it's appropriate, we are also providing a sample e-mail you can send as a follow-up. (You can also "borrow" from the sample message for your initial communication.

We are confident that your principals will view your initiative favorably. This concept has been very successfully implemented already this month at three national sales meetings.

ACTION ITEM: Once you have approval from a principal to schedule time on a meeting agenda, just notify Tess Hill (<mailto:thill@era.org>) of the name of the company, date of the meeting and number of reps expected to attend. You will be sent copies of a quick-reference, one-page handout.

We deeply appreciate your help and support. Bringing more reps into the educational "loop" of ERA benefits every one of us and our profession as well.

Many thanks!

ERA Marketing Committee

Dan Parks, CPMR, Committee Chair, West Electronic Sales Team
(dan@westelec.com) Alan Ahern, D. A. Crowley & Associates
(aherna@dacrowley.com) Ted Curtin, CPMR, Repworks, Inc.
(ted@repworks.com) Tom Griffin, Catalyst Sales (tgriffin@catalyst-sales.com)
Rich Hobby, CPMR, RAH Associates (richh@rahassoc.com) Paul Nielsen,
CPMR, Brainard-Nielsen Marketing (paul@bnmsales.com) Mark Rossi, CPMR,
Empire Technical Sales (mrossi@empiretechnical.com)

SAMPLE MESSAGE TO PRINCIPALS (to be adapted as you see fit):

Dear _____;

Thanks for talking to me about your upcoming sales meeting.

As I mentioned, in addition to being your rep, our firm is a member of the Electronics Representatives Association (ERA), the 73-year-old organization that provides many business education programs for both reps and manufacturers.

We are members because we firmly believe that the continuing education of our personnel is mutually beneficial. It enhances our professionalism and improves our value as your field sales team.

Would you please support ERA by taking just a few minutes at your sales meeting to remind your reps about the educational opportunities our association offers and to distribute a one-page ERA flyer? I will provide the flyer for your review in advance of the meeting. Or, if it is more convenient, I will be happy to speak to the reps during the meeting.

We will deeply appreciate your support. By helping to spread the word about ERA's programs, you will send a powerful message confirming the value of continuing education for ALL your reps.

Thanks again, and I look forward to hearing from you.

Unfortunately, we must postpone the ERA Webinar, "Boosting Your Time Management Skills," that was scheduled to run this Friday, Jan. 25, because our presenter, Nicki Weiss, has severe laryngitis.

The new date for this program is MONDAY, MARCH 10, at 11 a.m. EST.

If you registered for this Webinar, you should have received an e-mail from our service provider, Confertel, offering you the option to transfer your registration to the new date or request a refund.

The remaining Webinars in this first ERA series are:

- * Monday, Feb. 4 - Negotiating with Both Customers and Principals
- * Monday, March 10 - Boosting Your Time Management Skills

If you have not yet done so, you can read all about these programs and sign up for either or both of them (at just \$65 per phone connection) by going to http://www.era.org/aa_resource/webinar_info.html.

That link also provides information on ordering the audio and PowerPoint files of these four completed Webinars (at just \$20 per Webinar):

- Consultative Selling Skills for Manufacturers' Reps
- Redesigning the Rep-Principal Relationships
- I Hate Cold Calling: Alternatives for High Impact Prospecting
- Becoming Your Reps' Emotional Favorite

Questions? Please just reply to this e-mail.

Many thanks!

Tom Shanahan
Executive Vice President and CEO
Electronics Representatives Association
info@era.org

To All ERA Reps and Manufacturers:

We have now completed four of our first six Webinars, and we hope you have been able to sample this new educational opportunity from ERA. If not, here's how you can still benefit.

* You can access the audio and PowerPoint files of these four completed Webinars at just \$20 per program:

- Consultative Selling Skills for Manufacturers' Reps
- Redesigning the Rep-Principal Relationships
- I Hate Cold Calling: Alternatives for High Impact Prospecting
- Becoming Your Reps' Emotional Favorite

and/or ...

* You can register for these upcoming live, interactive Webinars for just \$65 per connection:

- Jan. 25 - Boosting Your Time Management Skills
- Feb. 4 - Negotiating with Both Customers and Principals

(The registration fee includes the audio and PowerPoint files of each program.)

For all the details, go to http://www.era.org/aa_resource/webinar_info.html

Questions? Please just reply to this e-mail.

Thanks and warmest regards,

Tom Shanahan
Executive Vice President and CEO
Electronics Representatives Association
info@era.org