



March 2008

ERA, Northern California Chapter
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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@lengineer.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

To the Membership:

The feedback from everyone with whom I spoken is that Tuesday's meeting was definitely time well spent. Bud Geracie, now the Editor of the Sports Dept. at the Mercury News (we were the very people to hear this announcement), "wowed us" with stories of his days as a writer and his interactions with the sports heroes from the Bay Area. He also gave us some excellent insight into the present trials that are being experienced by the newspaper industry and gave a glimpse of the future for this media.

If you weren't there, you really missed something special! Just ask someone who did attend.

Our next meeting set for April the 8th will be equally as informative and entertaining - hope to see you there. We will have much to come, including information on our Golf Tournament and Bocche Ball events for this year.

Enjoy -

Sincerely,

Brad



“News & Views
Bob Parsons

I was pleased to have been invited to attend the meeting held February 5th. Yes, it was Election Day, but other than having a smaller-than-usual attendance, the evening was an unqualified success. Bud Geracie, the Assistant Sports Editor of the San Jose Mercury News was the speaker and he filled the room with laughter for over an hour.

As a long-time writer, columnist and editor, Bud shared portions of his experiences leading up to today. He was quite forward about the challenges being faced by vendors of printed news in today's markets. It is a major factor in their industry today and he talked about the influence of the internet and related technologies on the problem.

He discussed in detail the efforts of The Merc's ownership to increase their acceptance over a wide number of communities in the Bay Area, Ranging from the North Peninsula through the East Bay down to San Jose and over to Santa Cruz.

With common ownership they can take advantage of their power in the local communities to better present important features of interest to them all. National features such as sports and financial news can be common to all publications (We understand that seven newspapers are involved) while local items (high school sports, for instance) can be expanded. It will be interesting to see how that all develops. Certainly it will improve their potential ad revenue, particularly from those companies with outlets in all the communities.

It is evident that the management of these publications are attacking problems of local competition as well as attempting to attract more readers.

Judging from this initial effort, members should see a lot of improvement in the activities of the Chapter. Everyone seems to be trying to give the new president, Brad Bowman, all the help he could wish for in getting the year off toward the growth the ExComm hopes for.

We know that efforts are being currently worked on to change the staffing in the Chapter office to better serve the needs of all. Do not hesitate to let Brad and the rest of the ExComm know how you feel about any subject matter of general interest. Just e-mail them at officemanager@ncalera.org with your suggestions.”

Bob Parsons
408-246-4582

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ERA Lines Available - ADDENDUM - March 10, 2008

THE FOLLOWING NEW LISTINGS WERE OMITTED IN ERROR FROM THE MARCH 10 LINES AVAILABLE LISTING BULLETIN TRANSMITTED EARLIER TODAY...

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VOGT Electronic of NA, Inc.

Product Group: Components, Instrumentation & Sensors

If you haven't made your reservation yet, please email now for our next wonderful speaker, Paul Dosser, Vice President, Business Development from Digi-Key. Dinner is April 8, 2008, at Michael's Shoreline. See you there.