



## Spring Newsletter

# A New Era

Brad Bowman, President  
 Mark Holcomb, Vice-President  
 Sandy Smith, Treasurer  
 Larry Loeswick, Secretary  
 Mark Conley, National Director  
 Phil Kipnis, Chairman of the Board



April 2009, Vol. 4

## Message from the President

Greetings!

Ah, spring! The days are getting longer, the grass is green once again and our baseball teams are all in first place. Is the worst of the “economic storm” over? That remains to be seen; however, there are some positive signs providing us with some optimism for better days ahead. I have always been a “glass half full” person, as I suspect that most of you are as well. In our line of work, you pretty much must have this attitude in order to keep your sanity. Those who survive these downturns in the economy generally come back stronger, and that is certainly true for manufacturer representatives. This will hopefully transition to our organization as well.

The Northern California ERA continues to try and bring a greater sense of value to our membership and by doing so making ourselves a more attractive

organization. In May, we will have our first annual signature event, “An Evening with Andy Warhol.” This will be a great venue, and we want everyone to take advantage of this opportunity to join us for an elegant evening of food, drink, art, jazz and networking. Spouses and “significant others” are invited and encouraged to attend our event. We also hope that you will “spread the word,” so to speak, asking all your fellow representatives, manufacturers and distribution partners to attend as well. Of course, we are trying to elevate the NorCal ERA’s visibility within our industry and thereby increase our numbers...please help us make this event a great success.

This evening is an excellent opportunity to get some of your junior partners / future partners involved in the ERA. As with our own individual companies, we need to have a

“succession” plan in place with ERA. It is obvious to us all that our average member age of the ERA continues to increase each year. We cannot continue to be a viable organization without infusion of new, younger members. Through their participation in the ERA, your junior partners will gain some skills which they may not obtain through any other avenue – leadership, commitment and organization are just a few. We already know that “An Evening with Andy Warhol” will be fantastic event. We are hoping that our full membership will take full advantage of Antoinette’s efforts and make this one our greatest success. Please feel free contact Antoinette, myself or other board member with any questions or suggestions. I look forward to seeing all of you.  
 Regards,  
 Brad

## Chapter News

- The 2009 budget was approved by the membership at the February ERA Dinner Meeting.
- John Latimer replaced Bill Hedgpeth as Chair of the Trust Committee as of January 1, 2009.
- Mark Conley was elected Senior Vice President / Fiscal and Legal on the National ERA Board of Directors.



## ERA Events

ERA Dinner Meeting Decathlon Club 5:30 - 8:30pm	4/14
“An Evening with Andy Warhol” ERA Social Networking Event SJ Museum of Art 5:30 - 8:30pm	5/15
Annual ERA Golf Classic & Dinner Santa Clara Golf & Tennis Club Golf: Noon Dinner: 6:00 - 8:30pm	6/12

## You're Cordially Invited...

### "An Evening with Andy Warhol"

a social networking event  
hosted by the Northern California ERA

Friday, May 15th  
San Jose Museum of Art  
5:30 - 8:30pm

\$125/couple  
\$65/person

RSVP by May 1st  
408.802.0130  
officemanager@ncalera.org

semi-formal ~ hosted premium bar ~ delectable food assortment ~ jazz  
entertainment ~ access to galleries ~ open to members and industry guests

Featuring the Andy Warhol Collection



### Tidbits

#### 2009 Cell Phone Law:

An officer can stop a driver if he/she suspects the driver is using a wireless phone without a hands-free device. It is a non-moving violation. The fine for a first offense is \$20 plus administrative fees. There are some exceptions to the law: emergency situations, i.e., calls to law enforcement, health care provider or fire department. Drive Safely!

### Membership Dues

Basic membership dues have increased from \$82 to \$100 (1-4 employees, plus \$5 for each additional employee). Mail check to: Northern CA ERA, 1400 Coleman Avenue-F12R, Santa Clara, CA 95050.

Be sure to fill out the Company Contact Information form and send it along with your dues.

### Event Cancellation Policies

Effective October 15, 2008, a late cancellation fee policy will be implemented. Members who cancel their reservations for an event after a designated date will be charged a fee of \$25 per person.

Members who have reservations and fail to show up for an event will be charged a "no-show" fee of \$25 per person.

Members may appeal to the Board of Directors in writing within 14 days after such event to waive the fee. The Board will review the request and notify its decision via email. Send all requests to officemanager@ncalera.org.

### Got Ideas???



Let us hear from you...give us your suggestions for guest speakers, and ideas for educational and social events! Contact the Events Director, Antoinette Nguyen, at 408.802.0130 or officemanager@ncalera.org.

### CPMR Scholarship

The Northern CA ERA chapter offers one CPMR scholarship each year. It is contingent upon service as an officer for the chapter. (Education Chair and Membership Chair positions are currently available).

The CPMR program is a 3-year program, offering one-week long professional education annually at Arizona State University.

The scholarship pays only for tuition (\$1200 per year) on the 1st and 3rd years of the program. For more information, contact brad@electro-sales.com.

### ERA Officers

We are currently recruiting officers for the 2010-2012 term. For more info, contact Brad@electro-sales.com.