



## Fall Newsletter

# A New Era

Mark Holcomb, President  
 Sandy Smith, Vice-President  
 Larry Loeswick, Treasurer  
 Lou Madamba, Secretary  
 Brad Bowman, Chairman of the Board  
 Ben Barden, National Director



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## Message from the President

Hello To All,

Well, 2011 is coming to an end. This year, we have seen a lot of ups and downs in the technology segment as well as in the housing market, and luckily we have all weathered a pretty bad storm and seem to be headed in the right direction.

The Chapter had our Signature Event, "A Night on the San Francisco Bay," back in September and we could not have asked for a better day for a private yacht tour of the bay. It was a fairly warm evening and we all had fun dancing and socializing.

This is my last message as the President of the Chapter. I must admit that I was very reluctant to volunteer for the NorCal ERA, but since joining the chapter as an officer 7 years ago, my experience has been great. Over these years, I have gotten closer to the people in the local chapter as well as National. The events that we have put together over the last few years have helped to get all of us together more often to discuss the challenges we face as an organization. I am grateful to the other volunteers for their help and guidance through my tenure as your

President. Our new President will be Sandy Smith of Bridge Marketing. I have no doubt that Sandy will provide the chapter with new ideas and further our development as an organization.

I would like to thank a few people for their help over the past few years. The first person I must thank is Antoinette for her tireless work on behalf of the chapter. Antoinette always makes the Chapter run smoothly while making it look easy! I also must thank John Latimer, Mark Conley, Brad Bowman and Larry Loeswick; all have made my job a great

experience and I thank you for your support!

Happy holidays!

Mark Holcomb

## Chapter News

- The Northern California ERA chapter welcomes its new member — MicroElec Technical of Santa Clara.
- Hugh Shyba of Shur Sales is nominated by the Executive Board for Chapter Secretary position for 2012-13.

## ERA Events

<b>Past Presidents Night</b> Fiorillo's 638 El Camino Real Santa Clara	<b>11/15</b>
<b>EXCOM Meeting</b> Conference Room A 1400 Coleman Ave. Santa Clara	<b>12/6</b>

## Message from the National Director

Well they did it again! The ERA National Conference was another huge success! Attendance was up over last year and the sessions were better than ever. Our very own Mark Conley, President of ERA National, kicked off the conference with a very moving presentation on a brain cancer charity that he and other reps are supporting and a rep friend's story of how she is fighting the disease. Everyone who attended gained valuable information concerning a wide variety of subjects.

Here are some of the pre-conference topics covered:

1. TTI- Being Preferred in a World of Options
2. Arrow Electronics- Reps and Distributors Surviving In an Industry of Change
3. Digikey- - The Digikey Journey As Business Models Change, Do Organizations Change as Well?

## Message from the National Director (continued from page 1)

4. Allied Electronics- Get on the Growth Train
5. Future Electronics- Security of Supply
6. Mouser Electronics- New Product Design Fulfillment

Just the pre-conference was worth the cost of admission.

The general conference started Tuesday afternoon with Kevin Freiberg giving an excellent presentation on "Blowing the Doors Off Business as Usual: Creating Pockets of Excellence." Following sessions included practical subjects that consisted of group discussions which help to generate even more good ideas.

Group Discussion Topics:

1. Principals Growing Demands on Reps: What Are the Satisfactory Solutions for All?
2. Closing the Generation Gap: Leading Today's Multi-Generation Work Force
3. Tracking (and Keeping) Business When It Moves Off Shore: Who Does It Best and How
4. What is a territory today? How Can Reps and Principals Build Win-Win Agreements when Traditional Territories are Disappearing?

If that were not enough, we had a choice of 10 breakout sessions.

1. Business Transitions and : Second Half Success: What every Owner Needs to Know
2. Cloud Computing
3. Creating a Tribal Sales Culture
4. Using Social Media to boost Your Business
5. The view from the Other Side
6. War Stories from the Rep Legal Front
7. Working with Distribution: Maximizing the Cannel

All the sessions are available on the ERA website for download.

At the end, all attendees gave Tess Hill and the organizing committee a standing ovation for a job well done.

If you have any questions about the Conference, I'll be happy to fill you in on what we did.

Ben Barden

## A Night on the San Francisco Bay

The Signature Event — A Night on the San Francisco Bay — took place on September 16, 2011.

The Northern California Chapter hosted an evening of merriment and networking on the luxury Pinot Noire Commodore yacht. Guests enjoyed a night of cocktails, hors d'oeuvres, dinner and dancing.

The food, the music, the ambience were all wonderful. The weather was beautiful and the views of the city front, Golden Gate Bridge, Alcatraz, Angel, Yerba Buena and Treasure Islands were spectacular.

All had a great time!



### Golf Tournament

The Annual ERA Golf Classic took place on June 24<sup>th</sup> at the Santa Clara Golf & Tennis Club.

Twenty two golfers participated in the tournament for cash prizes in several categories: First Place (Calloway), Low Gross, Low Net, Closest to Pin and Longest Drive.

Golfers checked-in, ate lunch and off they went! After five hours of play in the sun, they wrapped up their game and headed to David's Restaurant & Bar for some much-needed relaxation, drinks and dinner.

Golfers and guests were treated to a sumptuous feast. It was a perfect ending to a fun-filled day!



### Bocce Event



### Appreciation

The Northern California ERA chapter would like to thank Mark Holcomb of O'Donnell Associates for his service and dedication to the organization as Chapter President from 2010 to 2011.

### 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 Bowman at [brad@bridgerep.com](mailto:brad@bridgerep.com).

### Got Ideas???



Let us hear from you...give us your suggestions for guest speakers, ideas for educational and social events! Contact Antoinette at 408.802.0130 or [officemanager@ncalera.org](mailto:officemanager@ncalera.org).