



A New Era

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



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Winter Newsletter

Message from the President

Greetings Members!

Well, we made it through one of the most challenging years that most of us can remember. The electronics industry seems to be getting more stabilized. I am very optimistic that 2010 will be a better year for all of us. We are fortunate that we live in an area of the country that has many markets for us to serve. One of those markets, the Security Hardware market, is expected to be the fastest growing segment of the global hardware market with an estimated growth of 7.7% CAGR over the period of 2009-2014. The investment by our govern-

ment for alternative energy startups is vital to the success the Valley will have in this market space as well. The Obama administration has earmarked \$36.7B in grants for alternative energy development, and venture capital investment is estimated at \$10B.

This year, our first speaker is Bryan Shirley, president of MANA. He will focus on the biggest challenges facing representatives today. I am very familiar with Bryan, and I am confident that he will be an excellent speaker and will generate a good deal of "food for thought" for us representa-

tives.

We had a tremendous turnout for our 49th Annual Electronic Industry Christmas party and charity event. Over the past 50 years, the event has raised more than \$100K for the Lucile Packard Children's Hospital and Oakland Children's Hospital. I would like to thank our membership for the support of this event.

Good luck to everyone in 2010. We look forward to a more active membership this year and a more active roster of events for the NorCal ERA Chapter.

Thank you,
Mark Holcomb

Chapter News

The Executive Committee has approved the 2010 proposed budget of \$60,535.00. The budget will be presented to the membership at the first ERA chapter meeting on Tuesday, February 2nd for approval.

ERA Events

ERA Dinner Meeting Decathlon Club 3250 Central Expwy. Santa Clara 5:30 - 9:00pm Speaker: Bryan Shirley President & CEO of MANA	2/2
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Past Presidents Night



The Past Presidents Night took place on November 10, 2009 at Maggiano's Little Italy in Santana Row.

Nineteen past presidents, one National past president and members were present at the annual dinner to celebrate their service and dedication to the Northern CA ERA.

Chapter President Brad Bowman hosted the event and entertained guests with facts on

emerging technologies during the year in which each president served. He also received a plaque for his service as president from 2008-2009.

Guests enjoyed a four-course family style dinner. As tokens of appreciation, each president was presented a bottle of wine and boxed chocolates. It was a night of great merriment for all!

Photo courtesy of Bob Parsons)

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.

Got Ideas?



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

EXCOM Meeting

The first Executive Meeting will be held on Tuesday, February 2nd at the Decathlon Club from 4:30 to 5:30pm. Members are welcomed to attend. Please RSVP.

Past Presidents Night

(photos courtesy of Bob Parsons)

