



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



January 2011, Vol. 9

Winter Newsletter

Message from the President

Happy New Year!

I hope everyone had a great Holiday Season with friends and families.

I would like to take this time to share some information from the economists. Manufacturing activity has expanded in every month, since the recession officially ended in June 2009. Analysts said November's increase in factory orders should translate into further gains in production in 2011. Consumers are coming off the busiest holiday shopping season in four years. Businesses are anticipating stronger economic activity to continue this year, helped by a tax

cut that will put more money in consumer pockets. Overall, orders for long-lasting goods dropped 0.3 percent. But the decline was heavily influenced by a 50.6 percent plunge in orders for commercial aircraft. Most big-ticket consumer goods showed gains. Household appliances increased 3.8 in November. Furniture orders rose 4.2 percent. And demand for computers jumped 13.5 percent.

Within Silicon Valley, life sciences is often overshadowed by flashy Internet brands such as Google and Facebook, as well as global giants like Hewlett-Packard, Intel and

Cisco Systems. More recently, the fast-growing clean-tech sector has generated a lot of buzz. Yet life sciences, some say, may represent the biggest long-term potential. There are several reasons why the trend may continue. America's aging baby boomers' longer life span means greater demand to address conditions such as heart ailments, diabetes and cancer; and the obesity epidemic is another prominent market for new treatments. This is just some food for thought. I wish you all a very profitable 2011.

This year's first speaker is Paul Dosser, VP of (continued on page 2)

The 50th Annual Electronic Industry Christmas Party & Charity Event was celebrated in December at Michaels at Shoreline, Mountain View.

Over 150 people attended the 50th anniversary charity event, with proceeds to benefit Lucille Packard Children's Hospital and the Oakland Children's Hospital. A final decision

(continued on page 2; photo courtesy of Bob Parsons)



Chapter News

The Executive Committee has approved the 2011 proposed budget of \$63,310.00. The budget will be presented to the membership at the ERA Annual Meeting on Tuesday, February 1st for approval.

ERA Events

ERA Annual Meeting Mariani's Restaurant 2500 El Camino Real Santa Clara 5:30 - 8:45pm Guest Speaker: Paul Dosser - Digi-Key	2/1
Owners Forum Location & Time - TBA	TBA
ERA Meeting Location & Time - TBA	4/5
ERA Golf Tournament Santa Clara Golf & Tennis Club 11:00am - 5:00pm	6/24
ERA Golf Dinner David's Restaurant Santa Clara 5:00pm - 7:30pm	
Bocce & Dinner Campo di Bocce Los Gatos 4:30pm - 8:00pm	8/9
ERA Signature Event Location & Date - TBA	TBA
Past Presidents Night Location & Date - TBA	11/15

Electronic Industry Charity Event

President's Message

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Business Development for Digi Digi-Key. This is the second time we have had Paul as a guest speaker. He will focus on the Digi-Key business model, how the market continues to evolve, the volume business side of Digi-Key and how Digi-Key plans to further engage with the Rep community. I am looking forward to this event and hope to see you all there!

Thank you,
Mark Holcomb

EXCOM Meeting

The first Executive Committee Meeting will be held on Tuesday, February 1st at Mariani's Restaurant from 4:30 to 5:30pm. Members are welcome to attend. Please RSVP.

Past Presidents Night

Past Presidents Night took place on November 9, 2010 at the Courtyard Atrium, Sainte Claire Hotel, San Jose.

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

Chapter President Mark Holcomb hosted the event. Guests enjoyed hors d' oeuvres, dinner and a magician act.

John Latimer of Luscombe Engineering received the Lebell-Logan Award. Leslie Logan, daughter of Jack Logan, and Kevin Frost of Ross Marketing both presented the award.

Each past president received a bottle of Port and boxed sweets.

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.

Lebell-Logan Award

John Latimer of Luscombe Engineering was honored at Past Presidents Night, on November 9, 2010, with the Lebell-Logan Award.

The Award is named in memory of Frank Lebell who was the very epitome of the ERA and Jack Logan who was a protégé of Frank's and who devoted a good portion of his life to the ERA. It is given to a member who has contributed the most to the advancement of the principles of independent representation in the electronics industry.

Congratulations to John Latimer!

ERA Officers

If you are interested in becoming an officer for the 2012-2013 term, please contact Antoinette at 408.802.0130.



EICE

{photos courtesy of Bob Parsons}

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has not been made, but it is expected that \$1500 to \$2000 will be donated to each hospital.

Attendance and donations from sponsors increased 50% over last year.

Thank you to ALL who contributed their time and sponsorship to make the 50th anniversary a memorable event and a BIG success.

