



Fall Newsletter

A New Era

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



October 2010, Vol. 8

Message from the President

Greetings,

Back in April, I brought to the membership's attention of a potential merger between ERA, ECA and NEDA (to be called EICA: Electronic Component Industry Association). As you know, all three organizations are co-sponsors of the EDS Show. Here is an update on the pending merger based on Tom Shanahan's recent conference call. ERA is no longer involved in these discussions. However,

ECIA will make membership available to reps, as well as manufacturers and distributors. The attraction will be ECIA's focus on the "macro" level of industry issues, while ERA's value to all three groups will remain on the "micro" or local level. The ECIA development process is making some headway toward the target merger date of January 2011, but the discussions appear to be bogged down on the subjects of dues and whether to keep both associations going or to disband immediately.

All three associations will remain equal partners in sponsoring EDS. In reply to a question about the possible dissolution of NEDA and ECA as part of their merger into ECIA, Tom clarified there would then be only two EDS sponsoring organizations, although the makeup of the EDS Board (i.e., four reps, four distributors, four manufacturers) would not change. He added that the shift of EDS management to ECA is saving the show money, so the sponsor associations have **(continued on page 2)**

Chapter News

- Secretary Lou Madamba attended the COLT program held in Chicago on June 10-12, 2010.
- The merger with ECIA did not go through. The accelerated timetable required could not be met. It was not possible to work out the financial details, name change, administration and a host of other changes based on the limited notice.



Update from the National Director

The National ERA Membership Committee is looking to simplify the dues structure and bring together national and local memberships. The Committee proposed to consolidate ten dues categories into three so reps can more easily determine their fees. It was also proposed that reps who only belong to local chapters will have a 3-year grace period to belong to a local chapter then be asked to belong to national. New

reps who join will need to join national and local chapters. The Committee also discussed if national should collect both local and national dues. National collects local and national dues for all chapters but five. Northern and Southern California collect local dues along with three other chapters. Nothing has been decided, but Northern and Southern California chapters seem to prefer to collect their own local dues. All this will

be discussed and voted on at the next National ERA Board meeting on October 22, 2010. There are some discussions at national ERA to start a rep survey program to review best practices. More details to come. Our local Board has discussed and agreed there would be a great benefit to invite distributors to our local chapter meetings. In upcoming **(continued on page 2)**

ERA Events

Past Presidents Night Il Fornaio Courtyard Atrium Sainte Claire Hotel 302 S. Market Street San Jose	11/9
5:30 to 8:30pm Valet & Public Parking	
50th Annual Electronic Industry Christmas Party & Charity Event Michael's @ Shoreline 5:30 to 8:30pm	12/8

EICE Event

The 50th Annual Electronic Industry Christmas Party & Charity Event will be held on Wednesday, December 8 at Michael's at Shoreline from 5:30 to 8:30pm. For more information, contact Bill Walsh or Steve Floyd at (650) 961-1422.

President's Message

received a bit more revenue this year than they realized from recent shows.

Tom stated that ERA is going in a "different direction" to explore distributor membership and an expansion of the existing manufacturer membership program. I support moving in this direction on a local level. Take Southern California ERA for example. Its membership is extremely active, and most importantly, it includes distributors in the ACTIVE running and control of the chapter. With distributor involvement, it seems that all members take the chapter more seriously and are much more engaged in chapter activities. I recommend that we explore and include distributor membership in our local chapter. At a minimum, distributor membership would give Northern CA ERA an opportunity to expand its membership; at the maximum, it would breathe new life into our chapter.

Mark Holcomb

National Director's Update

months, you will see efforts to set up a distributor dues structure.

Ben Barden

Annual Golf Tournament



The Annual ERA Golf Classic took place on June 11th at the Santa Clara Golf & Tennis Club. Twenty four golfers participated in the tournament for trophies and 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 sunny weather, they wrapped up their game and headed to David's Restaurant & Bar for some much-needed relaxation, drinks and dinner.

Chapter of the Year Award

On March 26, 2010, the ERA Chapter Leadership Council awarded the Northern CA ERA the recognition of **Chapter of the Year of 2009** in the **Special Projects** category for its sponsorship of the Electronic Industry Charity Event (EICE).

There were 16 entries from eight chapters. Other Chapters of the Year of 2009 included: Chicagoland (marketing services), Empire State (member services) and Southern California (education).

As a recipient of this award, the Northern CA ERA received a scholarship to COLT and was mentioned in the Spring 2010 issue of The Representative and acknowledged in the National ERA website.

The EICE was coordinated by Bill Walsh, Twila Loft, Bev Floyd, and Steve Floyd, all of Westech Associates, and with the help of many volunteers.

This event is the only one of its kind in Northern California where ERA reps, distributors and manufacturers come together to network and discuss electronic industry issues in a relaxed, informal atmosphere.

This event was very successful with over 100 attendees and donations to charities were up 33% over the previous year.

Thank you to ALL who contributed their time and money to make the EICE a big success!

Got Ideas???



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

Happy Halloween!!!



CPMR Scholarship

The Northern CA ERA chapter offers one CPMR scholarship each year. It is contingent upon service as an officer for the chapter. The 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.