

Spring Newsletter

A New Era

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 Sandy Smith, Senior Vice-President
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 Lou Madamba, Secretary
 Ben Barden, National Director
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Message from the President

Greetings!

In this month's newsletter I would like to discuss several topics of concern to me as well as discuss the value and benefit to ERA members of EDS (Electronic Distribution Show).

As many of you know, the EDS Show in Las Vegas is rapidly approaching (May 10 – May 13). What some of you may not know is that ERA is one of three trade organizations that own the EDS Show. NEDA (National Electron-

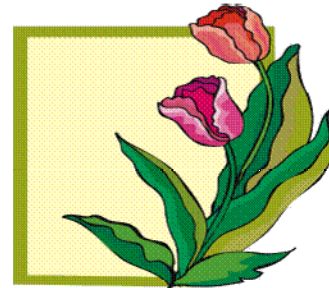
ics Distribution Association) and ECA (Electronic Component Association) are co-owners of this show too. NEDA is the trade organization for Distributors and ECA is the trade organization for manufacturers. EDS is a very important contributor to the financial bottom line of all three organizations and in down years like last year, has a very large impact on the health of each trade organization. I encourage all my fellow representatives to participate actively in EDS. It is truly the last industry con-

ference in the United States that encompasses the three major sales disciplines in the electronic industry. For those who have not participated in EDS recently, or at all, I think you will find it very worthwhile keeping in mind that "industry networking" is always a good thing.

In regards to the three trade organizations, you may have heard one thing or another about a potential merger between the three organizations (continued on page 2)

Chapter News

- National ERA is asking all members for their input and ideas about a proposed merger with ECA and NEDA. For more information, or if you have questions or concerns, please contact Ben Barden, National Director, at 650.961.1422 or email ben@westechassociates.com.



Northern California ERA Awarded Chapter of the Year

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 will be 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 year's event was very successful with over 100 attendees and donations to charities were up 33% over last year.

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

ERA Events

Windows 7 Training Location & Time: TBA	May
Annual ERA Golf Classic & Dinner Santa Clara Golf & Tennis Club Golf: Noon Dinner: 6:00 - 8:30pm	6/11
Bocce & Dinner Campo di Bocce Bocce: 4:30 - 6:30pm Dinner: 6:30 - 8:00pm	8/3
Past Presidents Night Location & Time: TBA	11/9