

# ERA Today



Southern California Chapter, Electronics Representatives Association  
Chapter Newsletter, December 2008

## Leveraging Technology to Increase Productivity

December 3, 2008 Chapter event about Office Technology

Steve Turner of Turner Time Management showed us how to save hours each week and become more productive using technology already in the office. By gaining control of our email inbox, action items calendar and projects, we can free up a lot of time to improve our responsiveness to customers and reduce our own stress.



Steve's on-screen presentation helped our crowd see the details during his many demonstrations.

Steve showed us how to

- Use laptops and mobile devices more productively
- See the best way to process and organize email
- Use quick search tools to can find things faster
- Learn time saving shortcuts to use every day

Much of the session was spent addressing specific member questions and problems with Steve providing real-world answers and solutions to the common time wasting problems we all encounter.

Steve provided a printed summary for all attendees to reinforce the main topics and he'll answer our questions for three months on related questions.

For anyone using a PC, particularly with Windows Vista, Office 2007 and Outlook, this session offered many ways to speed PC work, reduce frustration and improve your day. We learned the quickest and best way to do a bunch of office operations. Every person in every member firm should have been there.



Chapter VP Ed Reese presents Steve Turner with an engraved pen as a token of our appreciation.

When Steve Turner's presentation ended, participants continued to ask questions and much discussion continued through dinner, even after Steve departed. It was apparent that everyone has computer issues and they can be readily addressed by discussion with a knowledgeable trainer, or sometimes even by a fellow ERA member.

## **ERA Southern California Chapter Officer Awards**

At the last chapter meeting of 2009, outgoing officers were thanked for their service and given a token of appreciation by the chapter president. The president in turn received an award and more from the board chairman.

Elected service on the chapter board is not only an acknowledgement that one's peers respect your abilities and judgment sufficiently to vote for you to help govern chapter activities, it is also a growth experience for virtually all who participate. Service on any committee holds the possibility of it leading to a seat on the board and, eventually, to a term as chapter president.

Missing were treasurer Jay Walters and membership chairman Steve Tennesen.



**Chapter VP Ed Reese gets a plaque and thanks for some great programs from Bill Herold.**



**Membership Chairman Steve Tennesen receives thanks and award from chapter president Bill Herold.**



**Chairman of the Board, Gary Smith receives his plaque from chapter president Bill Herold.**



**Shows Chairman, Tim Wolfe also receives thanks and an award from Bill Herold.**



**Gary Smith presents Bill Herold with a plaque and a shiny new gavel to use as chairman in 2009.**

## 2009 and Beyond

Chapter Event - January 21

### Where is your business headed?

This event promises to provide an in depth look at where industry is going in 2009 and beyond. We'll hear from experts with real insight into our future:

- **Lloyd Kaplan, COO of iSuppli**, the foremost supply chain data gathering company, will draw a picture of the environment for semiconductors in North American, European and Asian markets
- **Craig Conrad, Sr. VP of TTI**, a major electronics industry distributor, will make those complex observations understandable for us in terms of North American POS projections and analyses.

For reservations: 949-551-5200



A typical Owner's Forum table setup for twenty-four.

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## 2009 Chapter Officers Election Results

### President, Ed Reese

Motion Components, 714-255-1080

### Vice President, Jay Walters

Signal Enterprises, 951-317-6144

### Treasurer, Tim Wolfe

PMC Technical Sales, 714-579-1400

Officers begin their term of office January 1, 2009.

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## ERA-SoCal FRIDAY BREAKFAST

A tradition since 1996, Friday Breakfast is a fun way for members to meet casually on a regular basis. Information shared is valuable to all. Venues in Chatsworth and Tustin make it convenient for members to participate.

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## ERA-SoCal CHAPTER DIRECTORY

Is your directory page up to date? Our chapter directory is the one way prospective customers and principals can find member firms by product, manufacturer and company. It is always up to date since information is supplied by members directly to their own page at [www.erascal.org](http://www.erascal.org)

## ERA-SoCal OWNER'S FORUMS

ERA Owner's Forums cover a wide range of rep business operations issues: leadership, company ownership, management, staffing, compensation, buy-sell agreements, disability, succession, dealing with principals and customers, commission issues, etc. These are lively sessions where some issues are "personalized" by participants and used to solve their own problem.

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## CPMR? Need CEUs?

ERA Educational Chapter Meeting Events and Owner's Forums can be used for CEUs. It's one more good reason to participate.

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## We're Southern California ERA

With activities and resources to improve the multiple line sales function - professional seminars, business and sales training, regional trade shows, newsletters, and more. For information: 949-551-5200 [mcgillis@erascal.org](mailto:mcgillis@erascal.org)



## 2008 Chapter Committees

Committees are at the heart of chapter activities and members are involved in every aspect of chapter operations. Chapter business is conducted by the chapter office and board of directors with committee support.

### BOARD OF TRUSTEES

Dan Parks, Chairman  
Bob O'Brien, Vice Chairman  
Harrison Frank, Treasurer  
Bob Baxter, Secretary

### BOARD ADVISORS

Tom Felts, Techrep Components – Past President  
Steve Goldman, Image Associates – Past President  
Bob O'Brien, Signal Enterprises – Past President  
George Gibbons, O'Donnell South – Past President

### BYLAWS COMMITTEE

Tom Felts  
Ed Reese

### FINANCE COMMITTEE

Jay Walters, Chairman  
Gary Smith  
Bill Herold  
Ed Reese

### PROGRAM PLANNING COMMITTEE

Ed Reese, Motion Components, Chairman  
Larry Courter, Pace Group  
Jim Harper, Harper & Two  
Curtis Kaiser, Kaiser & Associates  
Frances McGillis, ERA  
Steven Tennessen, Astron Electronics

### MEMBERSHIP COMMITTEE

Steve Tennessen, Chairman  
Bill Herold - Conquest Technical Sales  
Doug Johnson - O'Donnell Associates South

### TABLETOP SHOWS COMMITTEE

Tim Wolfe, PMC Technical Sales, Chairman  
Tom Mueller, G.L. Smith Associates  
Dave Snyder, D&D Engineering

### OWNER'S FORUM PLANNING COMMITTEE

Harrison Frank, Chairman  
Ed Reese, Motion Components  
Tony Bruno, Adhesive Brokers  
Larry Courter, Pace Technology Corporation  
George Gibbons, O'Donnell Associates  
Jim Harper, Harper & Two  
Curtis Kaiser, Kaiser & Associates  
Jay Ownby, MANA

### GOVERNMENT AFFAIRS COMMITTEE

Mark Thompson, Chairman

### WEBSITE COMMITTEE

Gary Smith, Board Chairman  
Bill Herold, Chapter President  
Ed Reese, Vice President  
Bill Perry, Webmaster



## 2008 Chapter Board

At chapter meetings chapter board members are identified by gold badges. Talk with them there or call them anytime.

### President, Bill Herold

Conquest Technical Sales, 805-241-5118

### Chairman of The Board, Gary Smith

G.L. Smith Associates, 714-701-1800

### Vice President, Ed Reese

Motion Components, 714-255-1080

### National Delegate, Gary Smith

G.L. Smith Associates, 714-701-1800

### Treasurer, Jay Walters

Signal Enterprises, 951-317-6144

### Membership Chairman, Steve Tennessen

Astron Electronics, 714 427 5883

### Government Affairs Chairman, Mark Thompson

Interconex Solutions, 714-870-1937

### Distributor Chairman, Rick Balentine

Prime Electro Products, 310-379-3642

### Shows Chairman, Tim Wolfe

PMC Technical Sales, 714-579-1400

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## 2008 Events Calendar

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**January 15, 2008**

**Chapter Event**

### **THE OPEN BOARD MEETING**

The Chapter Board Of Directors invites members to participate in the first-ever Open Board Meeting.

- Cypress Courtyard by Marriott.
  - 4:00 Program, 6:00 Social time, 6:30 Dinner
  - Reservations are needed
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**February 20, 2008**

**Owner's Forum**

### **STRENGTHENING BUSINESS STRUCTURE**

- Payroll and HR issues
  - Subcontractors & subreps
  - Exempt employees
  - Compensation plans
  - Expense reimbursement
  - Avoiding an audit
  - 11:30 to 1:30 at Z Mario in Irvine
  - Reservations are needed
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**February 27-29, 2008**

### **ERA NATIONAL CONFERENCE**

43rd ERA Management & Marketing Conference for Reps & Manufacturers, held in San Diego.

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**April 16, 2008**

**Electrotech Tabletop Show**

### **CAMARILLO SHOW**

Spanish Hills Country Club  
999 Crestview Avenue (101 to Los Posas)  
Camarillo, CA 93010

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**April 17, 2008**

**Electrotech Tabletop Show**

### **GOLETA SHOW**

Goleta Community Center  
5679 Hollister Avenue  
Goleta, CA 93117

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**April 24, 2008**

**Spring Social Event**

### **ELECTRONICS INDUSTRY SPRING SOCIAL**

Tia Juana's Long Bar at 4:30. 14988 Sand Canyon Ave (at I-5 freeway) in Irvine. Everyone in the industry is invited, no reservations are needed.

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**May 20, 2008**

**Owner's Forum**

### **MAKE MORE MONEY, HAVE MORE TIME**

Dealing with issues at the heart of the rep business: principals, contracts, commission splits and collections, lines, staffing, distributor relationships, rep websites, leadership and more.

- 11:30 to 1:30 over lunch
  - Cypress Courtyard By Marriott.
  - Reservations are needed
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**June 4, 2008**

**Chapter Event**

### **A SALES SEMINAR**

Making the sales process easy for you and the customer, with Chris Jennings of the Sandler Institute

- 4:00 Program, 6:00 Social time, 6:30 Dinner
  - Park Avenue Restaurant in Stanton
  - Reservations are necessary
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**August 7, 2008**

**Summer Social Event**

### **SAGEBRUSH SUMMER SOCIAL**

An Electronics Industry Social Event in Sagebrush Cantina at 4:30. 23527 Calabasas Road, Calabasas, CA, Hwy 101, exit Valley Circle. Everyone in the industry is invited, no reservations are needed.

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**August 12, 2008**

**Chapter Event**

### **US REPRESENTATIVE ED ROYCE**

Conversations with a pro-business congressman.

- 5:30 Social, 6:00 Dinner, 7:00 Program.
  - Old Ranch Country Club in Seal Beach.
  - Reservations are necessary
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**September 10-11, 2008**

**Electronics Trade Show**

### **ORANGE COUNTY ELECTRONICS SHOW**

The event where engineers, buyers and OEM professionals attend technical sessions and see high tech products and vendors in a casual atmosphere. At the Orange County Fair and Expo Center, near hundreds of electronics OEMs.

[www.OCEShow.com](http://www.OCEShow.com)

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**October 2, 2008**

**Owner's Forum**

**Taking Your Firm To The Next Level**

Revenue, lines and people are key to making the leap from small firm to big one.

- 11:30 to 1:30 over lunch
  - Cypress Courtyard By Marriott.
  - Reservations are needed
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**October 15, 2008**

**Chapter Event**

**SMALL BUSINESS LEADERSHIP COUNCIL**

with John Satagaj, SBLC President

- Cypress Courtyard by Marriott.
  - 4:00 Program, 6:00 Social time, 6:30 Dinner
  - Reservations are necessary
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**October 21-24, 2008**

**MRERF Sales Training Event**

**CSP TRAINING PROGRAM**

Certified Sales Professional Training

Anyone calling on customers will find great value in this MRERF CSP Program in the LAX Hilton.

[http://mrerf.org/img/c/f184485/csp\\_2008\\_mrerf.pdf](http://mrerf.org/img/c/f184485/csp_2008_mrerf.pdf)

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**November 12, 2008**

**Owner's Forum**

**HR ISSUES**

With Bruce May, labor attorney

- 1:30 to 1:30 over lunch.
  - Cypress Courtyard by Marriott
  - Reservations are necessary
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**December 3, 2008**

**Chapter Event**

**TIME MANAGEMENT FOR INCREASED PRODUCTIVITY**

with Outlook, Vista and Office 2007 featuring Steve Turner of Turner Time Management

- Cypress Courtyard by Marriott.
- 4:00 Program, 6:00 Social time, 6:30 Dinner
- Reservations are necessary



**ERA SOUTHERN CALIFORNIA**

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