 electronics representatives association

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**New England ERA Hosts Education Event**

The New England chapter of the Electronics Representatives Association (ERA) hosted a successful educational event on May 3 at Waxy's in Lexington, Mass., featuring guest speaker John Hutson, CPMR, president of the MacInnis Group.

Hutson presented the “Technology Swap Shop Update,” a breakout seminar from the recent ERA Conference. The presentation generated a lot of good discussion among reps, distributors and manufacturers who attended the event.

Gary Shanahan, area director – business development east for Digi-Key Corporation, shared his assessment of the event: “A very informative session … and always a pleasure to catch up with wonderful organizations and people. That’s what keeps this business fun!”

The chapter also took the opportunity to honor New England ERA Executive Director Norman MacInnis, CPMR, who was recently awarded Life Membership by the National ERA Board of Directors.

The next chapter gathering will be in conjunction with the Boston Area ECIA Regional Series event on June 15.

**About ERA**

The 82-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers’ representatives, the principals they represent and the distributors who are reps’ partners in local territories. ERA member representative firms (often called “reps”) provide field sales services on an exclusive basis to manufacturers of related (but non-competing) products in a defined territory. For more information about ERA, visit [era.org](http://era.org).

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