 electronics representatives association

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**CERA Hosts its 21st Annual Distributor/Rep Bowling Tournament**

The Carolinas chapter of the Electronics Representatives Association (CERA) held its 21st Annual Distributor/Rep Bowling Tournament in Raleigh, N.C., on May 3, 2017.

Each year, CERA awards three $1,000 scholarships to college bound dependents of CERA member reps and distributor partners. All proceeds from the bowling tournament go to the CERA Scholarship Fund.

This year, the event exceeded its $1,000 goal thanks to strong participation and generous donations from Brad Starr of Performance Tech, James Brantley of Carlton-Bates, Mike Harris of JM Harris Sales, Annette Paden of South Atlantic Component Sales, Inc., Ken Jacobson of Aurora, Bob Kirkland of Aurora, and Penny Hoglund of the AEM Group.

The tournament’s “2017 Distributor Bowling Champs” title was awarded to Arrow Electronics. Arrow put together a strong A team including Greg Erlemann, Brian McGregor, Sharon Croteau and Jeff Croteau who secured the title with a total score of 1,831.

Brian Teen of Tech Marketing was the recipient of the “Rep Bowler of the Year” award, and the winners of CERA’s two $50 cash prizes were Annette McGregor of Arrow and Cari Gullion of TTI.

Annette Paden, who organized the tournament, expressed her gratitude to all event participants, “Thanks to all of you for helping make this event so much fun. It’s not so much about who wins, but about the spirit of friendly good fellowship that’s so evident if you stop and look around. This includes all reps, distributors, suppliers and guests.”

**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).

**About CERA**

The Carolinas Chapter of the Electronics Representatives Association is dedicated to promoting the representative concept within the Carolinas electronics marketplace. The Chapter hopes to be a resource for its members in establishing and maintaining their respective rep businesses through continuing education, training and interface with government agencies. The government interface in important in order to influence legislation in favor of the representative concept and defeat legislation detrimental to the rep business. For more information, visit [www.carolinasera.com](http://www.carolinasera.com).

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