 electronics representatives association

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**Chicagoland-Wisconsin ERA Hosts Round Table with Engineers Panel**

Chicagoland-Wisconsin ERA members gathered on June 16, 2017, for an educational round table breakfast discussion. The program included expert engineer panelists from Northrop/Grumman, Cambium and Shure. The engineers addressed how they interface with salespeople and answered questions about their product selection process.

Approximately 30 people attended the event, and many stayed after the program concluded to get more time with the engineers. Chapter members deemed the event a huge success especially because of the pertinent presentation topic.

Tom Trzeciak, of ALT Technical Sales, Inc., and chapter president, moderated the program.

“We all know how hard it is to get in front of our engineer customers. To have three of them dedicate time to the Chicagoland-Wisconsin chapter was incredible. It was a testament not only to the relationships we develop with them, but to their interest in reaching out to our community,” Trzeciak said.

“We learned how they value those relationships and our function even as their jobs become more time consuming. This round table took a long time to plan, but we will do it again; it was that good,” Trzeciak added.

**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://www.era.org/).

**About Chicagoland-Wisconsin ERA**

Chicagoland – Wisconsin ERA is a local resource for continuing education programs, networking opportunities, peer discussion groups and an array of services designed to help improve professionalism and profitability. For more information, visit [www.chiwisera.com](http://www.chiwisera.com/).

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