 electronics representatives association

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Contact: Stephanie Tierney / [stierney@era.org](mailto:stierney@era.org)

**Florida ‘Sunshine’ ERA Hosts Successful Rep and Distributor ‘DTAM’ Program**

The Florida-Sunshine Chapter hosted a multi-tiered rep and distributor “DTAM” program on June 5, 2017.  Thirty two people were in attendance and the event was a hit among all attendees.

The program consisted of a presentation about ERA and its value from Walter Tobin, ERA CEO. There was also a session about the “Rep and Distributor Collaboration” presented by ERA Consultant Cesare Giammarco. Lastly, the annual Florida DTAM Report was presented by Barry Farber of HHP and Lisa Dietrich of Conley and Associates.

“Having the opportunity to have Walter Tobin personally speak to each chapter along with Cesare Giammarco’s excellent discussion and insights on manufacturers’ perspectives is essential to all chapters and members who are looking to boost their membership, education and activity within the ERA organization,” said Seth Brock of CBC Electronics. “By packaging our annual DTAM Report into the evening, we got more bang for our buck and drew great interest from the distributors in our region as well. All in all, it was a very successful evening for the Sunshine Chapter.”

Tobin added, “It was a GREAT DTAM session! I found the process and attention to detail most impressive. A job well done by the Florida-Sunshine Chapter!”

**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 Florida-Sunshine ERA**

Florida-Sunshine ERA serves Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina and Tennessee. The Florida Chapter maintains a strong relationship with National ERA headquarters in Chicago. The Chapter sends its officers to ERA Headquarters for training in their respective duties, has an active National ERA delegate, and encourages its interested members to serve on the National ERA board.

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**Electronics Representatives Association**

**1325 S. Arlington Heights Road, Suite 204 • Elk Grove Village, IL 60007**

**phone: 312-419-1432 • fax: 312-419-1660 • email: info@era.org • URL: www.era.org**