 electronics representatives association

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**Southern California ERA Hosts ‘Get Branded’ Program**

Southern California ERA members gathered on March 23, at “The Ranch” in Aneheim, Calif. The informative program, “Get Branded” was presented by guest speaker Sasha Strauss, founder of Innovation Protocol, a Los Angeles-based brand consultancy with staff in San Francisco and New York. As chief of Innovation Protocol, Strauss and his team advise organizations on how to tell their unique stories through branding***.***

The program attracted 32 attendees, including distributors, manufacturers and several key Southern California reps. Doug Johnson, senior vice president of O’Donnel South, Inc., said, “Speaker Sasha Strauss gave an enlightening presentation on branding your company, and more importantly, branding yourself. Through a sophisticated yet simple slide show (featuring hand-drawn pictures) he confirmed that during every sales process the most important part is the human interface and communication. The key is the relationship we build so that the customer gains confidence in you or your brand.”

Strauss concluded the program by energizing and motivating the crowd to speak about the electronics sales profession. He encouraged attendees to take time to speak at high schools and colleges to educate the next generation of electronic sales professionals.

**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 Southern California ERA**

Southern California ERA produces dozens of educational, trade show and social experiences each year, and provide hundreds of web-based tools and resources, and helps members connect via meetings, forums, breakfasts and other activities. Southern California ERA helps members be knowledgeable, professional sales and business people via education, training, publications, trade shows and opportunities to meet with other reps, distributors and manufacturers for mutual benefit.

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**Electronics Representatives Association**

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