

ERA BOARD ELECTS NEW OFFICERS

During its March meeting, the ERA Board of Directors elected new officers for the 2017-19 term. They are: chairman of the board - Dan Parks, CPMR, of West Electronic Solutions; president - David Norris of Norris and Associates; senior vice president / fiscal and legal - Chuck Tanzola, CPMR, of the Fusion Sourcing Group; senior vice president / education - John O'Brien, CPMR, of Coakley, Boyd and Abbett; senior vice president / membership - Kathie Cahill, CPMR, of Net Sales Company; and senior vice president / industry - Bob Evans, CPMR, of EK Micro. Evans is a new member of the association's executive committee. Parks succeeds the outgoing chairman, Paul Nielsen, CPMR, of Brainard-Nielsen Marketing, who concluded 12 years as a national officer. The continuing executive committee members are: Ken Bellero of Schaffner EMC, the manufacturer delegate; Chris Beeson of Digi-Key Electronics, the distributor delegate; and ERA CEO Walter Tobin, who serves as an ex officio member.

FOUR MAJOR AWARDS PRESENTED AT ERA CONFERENCE

A number of major ERA awards were presented at the association's 2017 Conference, held in Austin, Texas, in late February. Two were previously announced, and two were surprises.

The conference was the first opportunity to present the 2016 Ray Hall Spirit of ERA Award to Dan Parks, CPMR, of West Electronic Solutions. Parks has served on the ERA Executive Committee since 2011 and is the association's new chairman of the board. The Ray Hall Award was established in 2004 to honor the retired CEO who had served the association for more than 40 years. The annual award recognizes individuals who exemplify the spirit of ERA through their commitment to serving and advancing the professional field sales function.

The Jess Spoons - ERA White Pin Scholarship, announced in December, was presented to Buzz Reynolds of Performance Technical Sales, who was recognized for leading the Carolinas ERA efforts to re-establish the Dixie chapter. The award is named for the late Jess Spoons, an ERA Hall of Fame member and the long-time White Pin Group coordinator.

The first of the two surprise presentations was to outgoing ERA Chairman Paul Nielsen, CPMR, of Brainard-Nielsen Marketing. He received the Key Award, honoring his 12 years of volunteer service as a national officer and many additional years as a Chicagoland-Wisconsin ERA chapter leader. Nielsen is only the 36th recipient of this award in ERA's 82-year history. He told the conference attendees, "My time working with ERA is probably the smartest thing I've done professionally. I've learned a lot and met some great people whom I will count as friends long after my career is over."

The second surprise announcement was the first annual Tess Hill Award, presented to its namesake in recognition of her 52-year association with ERA. CEO Walter Tobin has said, "The Tess Hill Award will be presented annually to an individual who has worked tirelessly to advance the initiatives and spirit of ERA." In accepting the award, Hill thanked the CEOs, staff members and countless volunteers she has worked with, and she stressed how fortunate she has been to know three and even four generations of some ERA rep families.

EDS BREAKFAST PROGRAM SLATED

ERA and ECIA (the Electronic Components Industry Association), the two co-sponsors of the EDS Summit, will host their annual breakfast program at the event on Thursday, May 18, at the Mirage Events Center in Las Vegas. The breakfast is open to all EDS attendees. At press time of this issue of *The Representor*, the program guest speaker was not yet confirmed, but EDS attendees can make reservations any time before April 28 by emailing info@era.org.

ERA SCHEDULES 49th CONFERENCE IN 2018

ERA's 49th Management and Marketing Conference has been scheduled to return to Austin, Texas, on Feb. 25-27, 2018. The venue will again be the AT&T Conference Center. ERA CEO Walter Tobin says that the 2018 Conference Committee is being formed, and program planning will begin immediately.

MRERF ANNOUNCES UPCOMING CLASSES

The Manufacturers' Representatives Educational Research Foundation (MRERF) will conduct Certified Sales Professional (CSP) classes in Boston on May 16-18, in Denver on Sept. 11-15 and in Chicago on Oct. 9-13. MRERF's Manufacturers Best Practices courses are slated May 22-24 in Denver and Sept. 25-27 in Kansas City, Mo. The next Certified Professional Manufacturers' Representative (CPMR) courses will be held in Austin, Texas, on Jan. 7-12, 2018. For details on all programs, go to mrerf.org. (Also see the MRERF ad on the back inside cover of this issue.)