



ELECTRONICS REPRESENTATIVES ASSOCIATION

**FOR IMMEDIATE RELEASE: June 19, 2017**

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### **ERA Announces 2018 Conference Committee**

The Electronics Representatives Association (ERA) has announced the appointment of the chair, vice chair and members of the committee tasked with the development of its 49th Management and Marketing Conference program, scheduled Feb. 25-27, 2018, at the AT&T Conference Center in Austin, Texas.

The chair of the committee is Rick LaPiana of the Cain-Forlaw Company and the vice chair is John Hutson, CPMR, of the MacInnis Group. Both LaPiana and Hutson are returning committee members.

LaPiana says, "I am so happy to be working on the 2018 National Conference Committee. This year's conference was incredible, and our 2018 committee is dedicated to taking another step forward to ensure a meaningful and motivating educational experience for everyone who attends. This will be a do-not-miss event."

In addition to LaPiana and Hutson, other returning members of the ERA 2018 Conference Committee are: Holly Myers, CPMR, of Wallace Electronic Sales, who chaired the 2017 event; Ken Bellerio of Schaffner EMC; and Todd McAtee of Mouser Electronics, Inc.

New members of the committee are: John Beaver of GSA Optimum; David Foster of Sensata Technologies; Barbara Jorgensen of Electronics Purchasing Strategies (EPS); Dawn Lowery, CSP, of Sumer, Inc.; John O'Brien, CPMR, of Coakley, Boyd and Abbett, Inc., ERA Sr. VP/Education; Bryan White, CPMR, of Catalyst Sales, Inc.; and Cindy Williams of Vicor Corp.

ERA staff members on the committee are: Walter Tobin, ERA CEO; Tess Hill, the conference coordinator; Neda Simeonova, the Crowd Compass coordinator; and Stephanie Tierney, the sponsorship coordinator.

Tobin comments, "The 2018 Conference Committee members are ready to roll up their sleeves and deliver another exceptional program featuring a stellar roster of presenters and industry thought leaders. Following on the success of this year's conference, which drew a record number of attendees, we are confident that the 2018 event will be our best yet!"

For details about the 2018 ERA Conference, visit [era.org](http://era.org).

### **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 and manufacturers who go to market through representative firms. 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 and the principals they represent. 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).

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