 electronics representatives association

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**Northern California ERA Draws a Large Crowd at ‘Professional Sales Person’ Program**

Northern California ERA attracted 65 attendees at the Feb. 15panel discussion with Walter Tobin, ERA CEO, as a one of the guest speakers.

The program was titled “Engineers & Supply Chain ... Preferences and Perceptions of Sales Professionals.” The panel consisted of two engineers, a commodity manager, a small business owner and an executive from a major company in Silicon Valley. Tobin was a speaker along with Paul Edwards, Wayne Morris, Steve Oster and Sharon Woo.

The program received positive feedback. President of the Northern California chapter, Dave Gastel, said, “Wow, what an interesting platform for learning about our profession.”

Tobin added “It was a delight to be on this panel discussion with so many local industry leaders. Northern California ERA leads the way in hosting educational and networking programs that are best in class.”

The chapter continues to plan networking programs. Visit [ncalera.org](http://www.ncalera.org) for upcoming events.

**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 Northern California ERA**

The Northern California ERA Chapter is one of the largest in the ERA. Chapter activities encompass education, training and many networking opportunities to interface with reps, distributors and manufacturers to discuss issues and solve problems. Technical and managerial programs are offered as a benefit to member firms. Chapter programs have been recognized by the National Board of the ERA and have resulted in the prestigious Chapter of the Year award on a few occasions. For more information, visit ncalera.org.

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