 electronics representatives association

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**ERA Announces Channel Partnership with Insperity**

The Electronics Representatives Association (ERA) has announced that it has partnered with Insperity, a trusted advisor to America’s best businesses for more than 30 years. The company provides an array of human resources and business solutions designed to help improve business performance. The partnership offers ERA members access to a co-employment relationship with a professional employer organization (PEO).

“At Insperity, we’re always looking for new ways to provide the resources that you and your company need to turn your business goals into reality. We’re very excited and proud to be partnering with ERA to bring members a new value-added benefit,” says Insperity Business Performance Advisor Gary Breden.

“ERA members can now realize operational efficiencies through Insperity’s human resources and business performance solutions. As a trusted advisor to businesses across the nation for three decades, we can take on your time-consuming HR tasks, so you get more time for what really matters most to you and your business,” Breden explains.

“No matter your human resources needs – payroll, recruiting, workers’ compensation, benefits sponsorship and administration, performance management or retirement – Insperity has HR and business specialists with the expertise to provide advice and support to help you solve your biggest challenges,” adds Insperity, Business Development, Channel Program Manager Owen Nelson. “In addition to the natural benefit that Insperity provides its customers, you have the opportunity to take advantage of special pricing offered to ERA members and their companies.”

ERA CEO Walter E. Tobin comments on the importance of this new relationship, “We are very excited to announce our channel partnership with Insperity, ERA’s new ‘Recognized Resource’ and PEO provider. We are confident that this partnership will deliver top benefits to our members and help improve their business performance.”

**About Insperity**
Insperity, a trusted advisor to America's best businesses since 1986, provides human resources and business solutions designed to help improve business performance. Offering the most comprehensive suite of products and services available in the marketplace, Insperity delivers administrative relief, access to better benefits, reduced liabilities and a systematic way to improve productivity. For more information, visit **insperity.com/era** or call **800-465-3800**.

**About ERA**

The 81-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://era.org).

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**Electronics Representatives Association**

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