

ERA's 48th Management and Marketing Conference claimed the checkered flag in Austin!



ABOVE: At the “Drive to Excellence” theme party, slot car racing was a popular feature. The first-place winner, Billy Moore of Pinnacle Marketing, took home a gift card and the ERA truck that decorated the center of the track.

BELOW: (Left) Awards presented at the conference included the Jess Spoons - ERA White Pin Scholarship to Buzz Reynolds of Performance Technical Sales.

(Center) ERA Chairman Paul Nielsen, CPMR (at right) of Brainard-Nielsen Marketing presented President Dan Parks, CPMR, of West Electronic Solutions with the 2016 Ray Hall Spirit of ERA Award, and Parks then surprised Nielsen with the ERA Key Award.

(Right) The first annual Tess Hill Award was presented by Senior Vice President / Education Kathie Cabill, CPMR, of Net Sales Company, to long-time staff member Tess Hill.

(See News Beat in this issue for details on these awards.)

In addition to drawing the largest attendance in many years, ERA's 2017 conference featured many highlights. On the event's return to the AT&T Conference Center in Austin, Texas, attendees took advantage of the six general sessions, 13 breakout seminars, the opening welcome reception and the theme party to network and learn from both experts and each other.

ERA has already scheduled the 2018 conference on Feb 25-27 at the same site. Save the dates, and watch for details coming soon.



ABOVE: Four Austin-area design engineers — (l. to r.) Andy Regimbal of Dell, Ken Krakow of Roku, Jean Anne Booth of Unaliware and Mike Kasperian of Atlas Wearables — were interviewed by ERA CEO Walter Tobin in the second of a two-part general session focusing on demand creation.

“What a great event! Thank you, all, for the blood, sweat and tears that made it a fantastic experience for all. Everything seemed to be flawless. I look forward to attending next year!”
 — Alex Cox, CPMR, O'Donnell Associates North





LEFT: Full classrooms were a common sight among the 13 breakout seminars offered.

BELOW: Zach DeVillers, CPMR, of Brainard-Nielsen Marketing was one of 28 breakout speakers, moderators and panelists.



LEFT: Attendees raved about Jon Petz's keynote that focused on the conference theme, "Collaborate, Differentiate, Accelerate! Drive to Excellence."

BELOW: To demonstrate the value of collaboration, Petz "levitated" four attendees.



"This was truly a great event. Manufacturer, rep and distribution members should all be attending ... So many interesting breakout sessions that I could not make them all."
— Bob Garcia, Ferrari Technical Sales



LEFT: Gordon Hunter, executive chairman of Littelfuse, Inc., was a general session speaker on the subject of new energy markets.



ABOVE: Conference Committee Chair Holly Myers, CPMR, (left) of Wallace Electronic Sales, and Jenni Brown of Quell were among the large crowd networking at the Welcome Reception,

"It's been years since I've attended an ERA meeting and decided to go this year at [Walter Tobin's] urging. He was right. I needed to attend and truly benefited. Still trying to shake out all I learned and boil it down to some practical 'take-aways' as thanks to you and your team, there was a lot to absorb."

— Linda Torjesen, PEI Electronic Sales



ABOVE: Colin Puckett, senior marketing manager of Amazon Business, delivered a highly-anticipated presentation on his company's current and future sales models.