

IN MEMORIAM: ERA mourns ...

... **David B. Anderson, CPMR**, of Sumer, Inc., Rolling Meadows, Ill., who passed away suddenly on May 11 while attending EDS in Las Vegas. He was 53 and a third-generation rep who, with his brother Craig Anderson, CPMR, continued the rep business legacy of his grandfather, the late Burt Anderson, and his father, Bruce Anderson, CPMR, a past president of ERA and a member of the association's Hall of Fame. He was a graduate of Miami of Ohio University and joined the family firm in 1986. As a partner and vice president of the company, he managed Sumer's distribution program and account coverage. For many years, he was also a highly respected coach in Little League baseball in his hometown of Lake Zurich, Ill.

In addition to his brother and father, survivors include his wife, Tami, and their four children. Memorial donations are requested to the charity of the donor's choice.

... **Gordon S. Marshall**, retired chairman of the board and founder of Marshall Industries and namesake of the University of Southern California Marshall School of Business. He was 95 when he passed away on June 2.

He was a World War II B-24 bomber pilot who earned an accounting degree from USC in 1946 and then pursued his interest in electronics with the founding of Marshall Industries in 1953. The company eventually grew to become one of the five largest U.S. distributors of electronic components. In 1999, it was purchased by Avnet, Inc., in a multimillion-dollar deal.

He was active in the USC School of Business Distribution Management Program, lectured in several courses and served as executive-in residence. In 1996, he pledged \$35 million to the school. At the time, it was the largest endowment ever made to a business school and the second-largest in USC history.

He was preceded in death by his wife, Lynne, and is survived by two daughters, 12 grandchildren and two great-grandchildren. A USC campus service to celebrate his life will be held in the fall.

... **Glenn Brown** of Midtec Associates, Florissant, Mo. He passed away on May 16 at age 60. He was a 30-year veteran of the rep profession who has been described by friends and business associates as "one of the good guys." Survivors include three daughters and three grandchildren. Memorial donations are requested to St. Jude Research Hospital (www.stjude.org).

REPS and MANUFACTURERS:

Access to ERA education programs has **NEVER** been easier or cost less!

All **ERA WEBINAR** files are available for just \$20 per program for members (\$30 for non-members). Listen and learn

WHENEVER and WHEREVER you choose.



TITLES AVAILABLE:

- Becoming Your Reps' Emotional Favorite
- Boosting Your Time Management Skills
 - Closing for Commitment Starts in the First 10 Seconds
 - Consultative Selling Skills for Reps
- The Five Worst Mistakes Reps Make and How to Fix Them
 - Goal Setting: If You Don't Know Where You're Going, You'll Probably End Up Somewhere Else!
- I Hate Cold Calling: Alternatives for High Impact Prospecting
 - Managing Your Line Portfolio
 - Negotiating with Both Customers and Principals
- Redesigning the Rep-Principal Relationship
- Strategic Planning for Any Size Rep Firm
 - Time and Territory Management: Parts I and II
 - Turning Objections into Sales
 - Valuing, Buying, Selling or Merging a Rep Firm

For details and an order form, go to **era.org**.

Electronics Representatives Association



Chairman of the Board:
Paul Nielsen, CPMR
paul@bnmsales.com

Board President:
Dan Parks, CPMR
dan@westelec.com

Senior Vice President/Fiscal & Legal:
David Norris
dnorris@norrisrep.com

Senior Vice President/Education:
Kathie Cahill, CPMR
kcahill@netsalesrep.com

Senior Vice President/Membership:
John O'Brien, CPMR
jobrien@cbane.com

Senior Vice President/Industry:
Chuck Tanzola, CPMR
ctanzola@fusionsourcing.com

Association President (Ex-Officio):
Robert G. Terwall
rterwall@era.org

Executive Vice President & Chief Executive Officer (Ex-Officio):
Thomas J. Shanahan
tshanahan@era.org

ERA Staff

Association President:
Robert G. Terwall
rterwall@era.org

Executive Vice President & Chief Executive Officer:
Thomas J. Shanahan
tshanahan@era.org

Executive Assistant:
Karin Derkacz
kderkacz@era.org

Communications, Conferences and Chapter Services Coordinator:
Tess Hill
thill@era.org

Database Manager and Webmaster:
Katherine Green
kgreen@era.org

Chapter Management & Social Media Coordinator
Stephanie Tierney
stierney@era.org

Finance Director:
William R. Warfield
bwarfield@era.org

ERA Office:
309 W. Washington St., Suite 500
Chicago, Illinois 60606
Phone: 312-419-1432 • Fax: 312-419-1660
Email: info@era.org • URL: era.org