



ELECTRONICS REPRESENTATIVES ASSOCIATION

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Contact: Bob Evans / ERA Chapter Leadership Council President / bevans@ekmicro.com

ERA Announces 2017 Chapter Officers Leadership Training Graduates



Chapter Officers Leadership Training workshop in session on Nov. 9, 2017 in Rosemont, Ill.

The Electronics Representatives Association (ERA) announced the graduates of its Chapter Officers Leadership Training (COLT) program for 2017. Seven chapter leaders gathered for an intensive educational program that offers practical knowledge, tips and ERA insider information about effectively running a chapter. COLT graduates learned about chapter bylaws, member recruitment, hosting events, organizing educational programming and more.

ERA congratulates the following chapter leaders on successfully completing the COLT program:

- Mark Bowers, Spirit of St. Louis Chapter
- Peter Conlan, Mid-Lantic Chapter
- Pat Ferry, Indiana-Kentucky Chapter
- Todd Ford, Dixie Chapter
- Robert Foertsch, Metro New York Chapter
- Mario Rossetti, Arizona Chapter
- Bryan Teen, Carolinas Chapter

The program consisted of a webinar on Oct. 24, 2017, followed by a in-person workshop in Rosemont, Ill., on Nov. 9, 2017.

ERA CEO Walter E. Tobin expressed his thoughts about the COLT training program, “The strength of ERA lies in the differentiated chapter structure that exists throughout North America. These chapters work hard to develop programs tailored to the local markets incorporating the color and fiber that makes them unique. In alliance with their distribution partners, together they work hard to deliver best-in-class service to their customers on behalf of their common manufacturers.”

Tobin added, “Our chapters rely on strong chapter leaders to set the tone and direction for the chapter. COLT exposes the chapter leaders to a full array of programs and services that they can take back to the chapter to set the activities and events for the upcoming year. ERA National is grateful for the hard work and dedication exhibited by our chapter leaders: they are the true make up of ERA!”

COLT is coordinated by Bob Evans, CPMR, president of EK Micro and chair of the Chapter Leadership Council, Stephanie Tierney, membership outreach coordinator for ERA, and Walter Tobin, ERA CEO.

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.

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Electronics Representatives Association
1325 S. Arlington Heights Road, Suite 204 • Elk Grove Village, IL 60007
T: 312-419-1432 • F: 312-419-1660 • info@era.org • www.era.org