



ELECTRONICS REPRESENTATIVES ASSOCIATION

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### **Southwest ERA Hosts a Successful Networking Event**



Members of the Southwest Chapter of the Electronics Representatives Association (ERA) gathered on Nov. 3, 2017, in Austin, Texas, for an informative networking luncheon. The event attracted 17 attendees and helped strengthen ERA participation in the area.

The program featured guest speaker Timothy L. Conlon, a senior executive and an Expert Access consultant for the Electronics Representatives Association with extensive experience in assembling and motivating dynamic successful management teams.

Conlon's presentation "Start Up and Stand Out, Innovative Sales Techniques" broke down the evolution of start-up companies and how they progress through their phases of funding.

"Tim Conlon's talk was the highlight of the event. It helped manufacturers' representatives understand when to engage with start-up companies and ultimately see the best return on time invested in their sales efforts," said Rob Curtiss, the Austin Director of the Southwest Chapter.

**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://era.org).

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