



ELECTRONICS REPRESENTATIVES ASSOCIATION

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Metro NY Chapter Hosts an Informative Holiday Dinner and Networking Event

The Metro New York Chapter of the Electronics Representatives Association (ERA) held its annual end-of-year holiday dinner and networking event on Dec. 7, 2017.

More than 35 people attended the event, which featured guest speaker Robert (Bob) Wild, Senior Vice President of Intelligent Product Solutions (IPS), an engineering consulting firm located in Hauppauge, N.Y.

Wild discussed his career path. He started at Symbol Technologies, continued on to BAE Systems and eventually wound up at IPS. He discussed the timeliness of the engineering consulting business based on recent manpower and resource shortages. Wild also indicated that many businesses anticipated to become more reliant on outsourced engineering resources, which could lead to their continued rapid business growth. The discussion followed with an interactive conversation between the attendees and speaker about the impact on business for traceability of designs that involve consultants.

Chapter President Steve Alford of Superior Technical Solutions Corp. shared his thoughts about the event, "This was great networking event. The discussion with Bob Wild brought up many thought-provoking questions. Based on some of the concerns raised by the rep community, Wild said that IPS would look into the possibility of adding a resource to help reps and distributors to identify which parts have recently been purchased or sampled with the goal to assist both their end customer and the rep/distributor community with tracking."

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.

About Metro New York ERA

ERA Metro New York was the founding chapter of the Electronics Representatives Association in 1935. For more than 75 years, the chapter has served its members and the electronics industry in the metro New York and northern New Jersey region with educational programs, local trade events and other activities that benefit the professional field sales function and the business partnerships of rep firms, their manufacturer principals, distributors and their mutual customers. For more information, visit www.erametrony.org.

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