



ELECTRONICS REPRESENTATIVES ASSOCIATION

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Contact: Neda Simeonova / Communications Director / nsimeonova@era.org

Carolinas ERA Announces New Leadership

The Carolinas Chapter of the Electronics Representatives Association (ERA) elected new chapter officers for the 2018-2019 term.

Chapter members cast their vote in December 2017 naming Greg Thompson, CPMR, of South Atlantic Component Sales as Chairman of the Board; Buzz Reynolds of Performance Technical Sales as President; Bob Ball of Aurora Technical Sales as Vice President/Finance; Ken Jacobson of Aurora Technical Sales as Vice President/Education; and Penny Hoglund of Alliance Electronics Marketing Group as Vice President/Membership.

New chapter directors for the 2018-2019 term are Bryan Teen of Tech Marketing; Peter Flores of TTI, Inc.; John Hurd, CPMR, of South Atlantic Component Sales; Bob Kirkland of Aurora Technical Sales; Annette Paden of South Atlantic Components Sales; Meara Hamlin of Digi-Key; and Brad Starr, CPMR, of Performance Technical Sales.

National Delegate Bruce Scoggin, CPMR, of Electro-Rep Associates will remain in the position until December 2018.

Chairman of the Board Greg Thompson expressed his thoughts about the new chapter leadership, "Carolinas ERA has two great additions to its leadership team with the recent election of Buzz Reynolds as President and Penny Hoglund as VP of Membership. Buzz was an obvious choice due to his natural leadership skills and his efforts as our VP of Membership. He comes into this new role with great credentials, including the White Pin Scholarship Award. Penny also has been extremely active since joining our board. She served as our DTAM chapter meeting leader among other duties. She is well respected in our industry and hard to say no to — a great fit for the VP of Membership role. The chapter is in great hands for the immediate future!"

About Carolinas ERA

The Carolinas Chapter of the Electronics Representatives Association is dedicated to promoting the representative concept within the Carolinas electronics marketplace. The Chapter hopes to be a resource for its members in establishing and maintaining their respective rep businesses through continuing education, training and interface with government agencies. The government interface is important in order to influence legislation in favor of the representative concept and defeat legislation detrimental to the rep business. For more information, visit www.carolinasera.com.

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
phone: 312-419-1432 • fax: 312-419-1660 • email: info@era.org • URL: www.era.org