



ELECTRONICS REPRESENTATIVES ASSOCIATION

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Southern California ERA Hosts a Successful Educational Event in December 2017



ERA CEO Walter E. Tobin was the guest speaker at the December 2017 Southern California Chapter event.

The Southern California Chapter of the Electronics Representatives Association (ERA) held an educational workshop on Dec. 12, 2017, at the Old Ranch Country Club in Seal Beach, Calif.

ERA CEO Walter E. Tobin was the guest speaker at the event. Tobin covered several topics, including “Goals of ERA in These Times of Change,” “Getting the Most out of the Rep Community,” “How Does a Rep Work with a Distributor,” “The Role of our Industry Associations,” membership updates and more.

“We had a full house,” said Chapter Administrator Bobbi Scobie of O’Donnell South. “Walter is an excellent speaker who is compassionate about his subjects and is in total support of the local

chapters and members. The event was a huge success and we have Walter to thank for that. We will be sure to ask him to speak again at future workshops!"

About ERA

The 83-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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