



ELECTRONICS REPRESENTATIVES ASSOCIATION

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### **Northern California ERA Hosts its First 2018 Chapter Members Meeting**

The Northern California Chapter of the Electronics Representatives Association (ERA) held a members meeting on Feb. 13, 2018, in Santa Clara, Calif. Close to 30 people attended the event.

Guest speaker Ivor Wallis of Ivor Wallis Accountancy Corporation discussed the various tax changes coming in 2018 and beyond with the newly accepted tax law.

The chapter also introduced its 2018 leadership, which includes Dennis Gagne of ES-West as president; Paul Parenti of DEG Components as vice president; Kenny Kumar of Semisource as treasurer, Jo Ann Morgese of Meridian Technical Sales, Inc. as secretary; Gerardo Martinez of ES West as special VP/ membership; Sherry Varela of O'Donnell Associates as special VP/ distribution members; Dave Gastel of DEG Components as past president/chairmen of board, trustees; Hugh Shyba of Westech Associates as past president/trustee/national rep; John Latimer of Luscombe Engineering Company as past president/trustee; and Phil Kipnis of Pacific Coast Visions as past president/trustee.

Gagne shared his thoughts on the February 2018 event: "The first members meeting of the Northern California ERA was a great success. We had 27 persons in attendance, including our newest member Ian Trevelyan of Taarcom. A fabulous dinner was served by Il Forniao, and was followed by a presentation on the tax law changes and how they will affect us all by Ivor Wallis. The chapter is looking forward to its next major event, which will be our panel meeting on April 10, 2018."

#### **About Northern California ERA**

The Northern California ERA Territory, as defined by the Electronic Industry Association's Unit Territory Plan, is Territory No. 29 stretching from Central California to the Oregon border including Northern Nevada. For more information about Northern CA ERA, visit [ncalera.org](http://ncalera.org).

#### **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](http://era.org).

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