



ELECTRONICS REPRESENTATIVES ASSOCIATION

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ERA Makes Donation to Special Olympics of Texas

The Electronics Representatives Association (ERA) has announced that it has made a donation to the Special Olympics of Texas in gratitude to all the conference speakers and panelists who participated in the 49th Management and Marketing Conference.

The ERA Conference Committee felt the donation to this organization was fitting and timely as the 2018 Winter Olympics was wrapping up just as the conference was kicking off.

“It is important to give back to the Texas community that has graciously hosted the conference for several years,” said Committee Chair Rick LaPiana of Cain-Forlaw Company. “This tradition of making a contribution replacing the usual presentation of thank you gifts to conference speakers and panelists began in 2016, and ERA is thrilled to be continuing with this tradition.”

The Special Olympics of Texas provides year-round training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

For more information about Special Olympics of Texas, go to <http://www.sotx.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.

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