



ELECTRONICS REPRESENTATIVES ASSOCIATION

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

Northern California ERA Hosts Insightful Panel Discussion



Northern California ERA members and guests gathered at the Sheraton Sunnyvale Hotel for a informative panel discussion with valued customers in the industry. (Photo copyright 2018 Phil Kipnis)

The Northern California Chapter of the Electronics Representatives Association (ERA) held an informative event on April 10, 2018, in Sunnyvale, Calif.

The event featured an intriguing panel discussion hosted by ERA CEO Walter Tobin and panelists Bryn Davis of Lockheed Missiles and Space; Koti Ancha of Jabil; Drake Margiotta of CloudNav; and Sharon Woo of Peak Technologies. The panelists discussed how manufacturers' representatives can bring more value to the customers and shared their insights on how attendees can improve their business.

Chapter President Dennis Gagné of Engineering Solutions - West shared his thoughts about the event, "We received some great insights into how our customers prefer to receive their product information, and their preferred methods of communications. They shared their goals with their own customers to speed things up and produce faster results, and how the speed of turning data into intelligence drives quicker outcomes."

Gagné added, “We had a good turn out from our local distributors and member rep firms, and even a few non-members, who we hope to bring into our association. A big thank you goes out to Walter Tobin, and the Northern California ERA board for all their help in making this a successful event.”

The chapter continues to plan networking programs. Visit ncalera.org for upcoming events.

About Northern California ERA

The Northern California ERA Chapter is one of the largest in the ERA. Chapter activities encompass education, training and many networking opportunities to interface with reps, distributors and manufacturers to discuss issues and solve problems. Technical and managerial programs are offered as a benefit to member firms. Chapter programs have been recognized by the National Board of the ERA and have resulted in the prestigious Chapter of the Year award on a few occasions. For more information, visit 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.

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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