



ELECTRONICS REPRESENTATIVES ASSOCIATION

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ERA Introduces a Design Registration (DREG) Task Force

ERA announced the formation of a Design Registration (DREG) Task Force. The task force will review the current State of the Union for the DREG Program and make recommendations on what changes need to be implemented to address the current needs of manufacturers, distributors and reps. The impetus for this initiative was a result of the ERA Conference held in February in Austin, Texas, where many of the association's reps, manufactures and distributor members asked ERA to revisit this issue and make appropriate recommendations.

The ERA DREG Task Force consists of the following industry experts:

Lori Bruno, Vice President Distribution, Luscombe Engineering Company

Mike Calabria, CEO, Abracon

Dana Canatsy, Director Channel Management, Finisar

Mike Carroll, Vice President of Global Sales, RFMW

Julie Fajardo, Director National Distribution Sales, TDK-Lambda

Mike Lasley, President, ION Associates

Chris Reginato, Manager Business Analytics Operations, Avnet

John Simari, CEO, Simari Consulting LLC

Walter Tobin, CEO, ERA

Tom Vanderheyden, Vice President Americas Sales, TTI

Karim Yasmine, Corporate Vice President Strategic Supplier Development, Future Electronics, Inc.

ERA CEO Walter Tobin comments on the formation of the DREG Task Force: "Many of the task force members have experience across the rep, channel and manufacturer communities and bring together some great industry DNA. ERA has begun this initiative and will be announcing recommendations once the task is complete."

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. For more information about ERA, visit era.org.

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