



ELECTRONICS REPRESENTATIVES ASSOCIATION

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Southwest ERA Hosts Informative Lunch Event

The Southwest Chapter of the Electronics Representatives Association (ERA) held an informative session on Aug. 24, 2018, in Austin, Texas. The event featured guest speaker Roland Peña, vice president of economic development for the Austin Chamber of Commerce, who has nearly 30 years of experience in economic development and serves as a member of both the Texas Economic Development Council (TEDC) and the International Economic Development Council (IEDC).

Peña's presentation, "Look Who's Coming to Town! Future Thoughts on Austin Technology," touched on how the city markets itself to attract companies from other parts of Texas, other states and other countries to move to Austin. The presentation also discussed that the current growth rate is expected to continue over the next few years with an emphasis on software, IT, manufacturing and medical business development.

Other topics included Austin and Dallas' bid for Amazon's new headquarters and the U.S. Army's decision that its new Futures Command will be headquartered in Austin.

Southwest Chapter Austin Director Rob Curtiss of Kruvand Associates Inc. shared his thoughts about the event, "Roland Peña provided valuable insight into the areas of economic development in Austin that sales reps and distributors will see emerging in the next few years. As a result, we all have a clearer idea of the types of new customers to expect."

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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