



ELECTRONICS REPRESENTATIVES ASSOCIATION

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Northern California ERA Hosts Women in Leadership Panel Discussion

The Northern California Chapter of the Electronics Representatives Association (NCALERA) held a Women in Leadership panel discussion and networking event in October at the Hilton Santa Clara Hotel in Santa Clara, Calif.



The panel consisted of five extraordinary women who hold a wide range of positions in the industry, including Kelly Britt, senior director of business development, Flextronics; Mary Cain, operations director, Lexar; Monica Highfill, vice president sales-Americas, KEMET Electronics Corporation; Joan Huser, vice president, Americas sales, InvenSense Inc.; and Sharon Woo, CEO, Peak Technology Enterprises Inc.

The goal of this event was to empower women in the workforce by offering attendees the opportunity to listen to an esteemed group of panelists about day-to-day experiences with business challenges, successes and professional growth.

“The subject matter was very timely to the interests of our members as was shown by the excellent turnout and the addition of many non-members of NCALERA who had not experienced an ERA meeting in the past,” said Chapter President Dennis Gagne of ES West. “We had many positive comments on the panel, which featured insightful questions about the panelists’ experiences and their suggestions to help bring women currently in the work force more success in the future. We will definitely be doing more meetings like this!”

A percentage of the registration proceeds will benefit the American Breast Cancer Society.

For more information about upcoming NCALERA events, visit <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



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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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