

# ERA's 50th Anniversary Conference

*"Celebrate the Past, Embrace Tomorrow."*



Part of the 2019 ERA Conference Core Committee: (L to R) Todd McAtee, Mouser Electronics/TTI; Tom Vanderbeyden, TTI Inc.; Terri Straube, Straube Associates Inc.; Paul Dosser, Digi-Key Electronics; Holly Myers, CPMR, Genie Group; John Hutson, CPMR, MacInnis Group; Mike Swenson, CPMR, Mel Foster Company; Ken Bellerio, Schaffner EMC Inc.; Brian Flynn, Sager Electronics; Bryan White, CPMR, Catalyst Sales Inc.; and John O'Brien, CPMR, Coakley, Boyd and Abbett Inc.

ERA's 50th Anniversary Conference, held Feb. 24-26, drew record-breaking attendance. Almost 400 reps, manufacturers, distributors, suppliers and consultants gathered at the AT&T Executive Education and Conference Center in Austin, Texas, to "Celebrate the Past. Embrace Tomorrow" and dedicate two full days to learning, sharing best practices and networking.

The conference agenda included a welcome reception, an opening keynote, four general sessions, 16 breakout sessions and an 50th Anniversary party.

The 2020 Conference Committee is now forming under the leadership of the new ERA Conference Chair, Mike Swenson, CPMR, and the 2020 ERA Conference is scheduled on Feb. 23-25, 2020, for a return to the AT&T Executive Education and Conference Center in Austin. Save the date and watch for early registration and conference details coming soon.

Top: Attendees at the 2019 Conference Welcome Reception

Center: Holly Myers, CPMR, of Genie Group (left) and Chuck Tanzola, CPMR, of Fusion Sourcing Group (right).



**Conference survey evaluation shows that 100% of 2019 Conference attendees would recommend the ERA Conference to a colleague!**



Bottom left: ERA's legal counsel Gerry Newman (left) and ERA's chairman of the board Dave Norris of Norris & Associates Inc. (right).



Bottom right (L to R): Hugh Shyba of Westech Associates, Paul Pacent of Pacent Engineering Corp., past ERA Sr. Vice President/Membership Kathie Cahill, CPMR, of Net Sales, and ERA's Sr. Vice President/Industry Bob Evans, CPMR, of EK Micro.



Top left: ERA Conference Committee Chair John Hutson, CPMR, of MacInnis Group

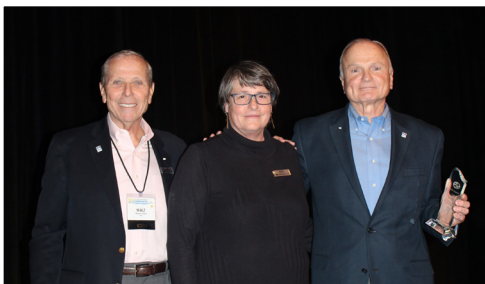
Top right: Committee Chair John Hutson, CPMR, delivering the 2019 ERA Conference opening remarks to a packed house.

Bottom left: Linda Clemons, an expert in understanding body language, presenting the General Session "I See What You Are Thinking: The Power of Nonverbal Communication."

Bottom center: Keynote speaker Curt Steinhurst presenting "Can I Have Your Attention? Reach the Distracted Customer."

Bottom right: Jim Moore, president of Fralia Co. & Associates, and his band The Empty Pockets at the Monday night Anniversary Party.

**2019 ERA Conference feedback: More than 79.41% of conference attendees said the event delivered excellent value for their investment.**



Top: ERA CEO Water Tobin (left) and ERA's Website Administrator Katherine Green (center) presented Dave Norris of Norris & Associates Inc. with the 2018 Ray Hall Spirit of ERA Award.

The Ray Hall Spirit of ERA Award was established in 2004 to honor the late Ray Hall, who served as CEO of ERA for almost 40 years.



Bottom left: Kathie Cahill, CPMR, of Net Sales Company (right) presented the Third Annual Tess Hill Award to Bob Evans, CPMR, of EK Micro.

Bottom center: Mike Swenson, CPMR, of Mel Foster Company (right), presented ERA's Lifetime Achievement Award to Mark Larson of Digi-Key Electronics (left).

Bottom right: Mark Motsinger (right) presented the 2018 Jess Spooms White Pin Award to Ellen Coan, CPMR, C C Electro Sales Inc. (left).