

## 2025 ERA Conference Schedule

*All times listed are Central Standard Time*

### Download Conference App:



### Sunday, Feb. 23, 2025

- |                   |  |
|-------------------|--|
| 12:00 – 6:00 p.m. | Conference Registration / Attendee Badge Pickup — <a href="#">Zlotnik Ballroom Lobby</a> |
| 5:00 – 6:30 p.m.  | Opening Cocktail Reception — <a href="#">AT&amp;T Hotel Inner Courtyard</a>              |

### Monday, Feb. 24, 2025

- |                         |  |
|-------------------------|--|
| 7:00 – 7:50 a.m.        | Breakfast — <a href="#">Zlotnik Ballroom Lobby</a>   |
| 7:00 – 7:50 a.m.        | Morning Workshops <ul style="list-style-type: none"> <li>• <i>Workshop: Data and Commission Services for Reps, presented by Budde Marketing</i> — <a href="#">Room 103</a></li> <li>• <i>Workshop: FAQ Session: ERA White Pin Mark Motsinger Internship Program</i> — <a href="#">Room 104</a></li> </ul>  |
| 7:00 – 7:50 a.m.        | First-Time Attendees Orientation — <a href="#">Room 105</a>  |
| 8:00 – 8:10 a.m.        | Conference Opening – Welcoming Remarks, Jeff May, 2025 ERA Conference Chair — <a href="#">Zlotnik Ballroom</a>   |
| 8:10 – 9:15 a.m.        | Keynote Session – Digital Leadership: Future Proofing You and Your Business from Innovation to AI, presented by Erik Qualman — <a href="#">Zlotnik Ballroom</a>  |
| 9:15 – 9:30 a.m.        | Break  |
| 9:30 – 10:45 a.m.       | Breakout Sessions <ul style="list-style-type: none"> <li>• <i>The Ever-Changing World of AI</i> — <a href="#">Room 106</a></li> <li>• <i>Leverage Technology to Work Smarter, Not Harder</i> — <a href="#">Room 203</a></li> <li>• <i>AI Digital Tools and Implementation at the Rep Level</i> — <a href="#">Room 204</a></li> <li>• <i>Mitigating Legal Risks for Manufacturers' Reps</i> — <a href="#">Room 101</a></li> <li>• <i>Economic Update: Electronics Components Industry</i> — <a href="#">Zlotnik Ballroom</a></li> </ul> |
| 10:45 – 11:00 a.m.      | Break  |
| 11:00 a.m. – 12:00 p.m. | General Session — From Tariffs to Taiwan: Key Economic & Geopolitical Challenges Shaping Our Industry, presented by Melissa Fairbanks — <a href="#">Zlotnik Ballroom</a>   |

12:00 – 12:45 p.m.	Lunch — <a href="#">Ballroom Lobby</a>
12:45 – 1:30 p.m.	ERA Update, Past Presidents Recognition & Lifetime Achievement Award Presentation, presented by Walter Tobin, CEO, ERA — <a href="#">Zlotnik Ballroom</a>
1:30 – 1:45 p.m.	Break
1:45 – 3:00 p.m.	Breakout Sessions <ul style="list-style-type: none"> <li>• <i>Customer Experience Excellence: Building Lasting Brand Recognition and Long-Term Customer Loyalty</i> — <a href="#">Room 105</a></li> <li>• <i>Level Up Your Digital Marketing Strategy</i> — <a href="#">Room 106</a></li> <li>• <i>Marketing to Engineers in an Increasingly Complex Buying Environment</i> — <a href="#">Room 204</a></li> <li>• <i>TRUE Strategic Partnerships</i> — <a href="#">Room 203</a></li> </ul>
3:00 – 3:15 p.m.	Break
3:15 – 4:30 p.m.	Breakout Sessions <ul style="list-style-type: none"> <li>• <i>The Ever-Changing World of AI</i> — <a href="#">Zlotnik Ballroom</a></li> <li>• <i>The CHIPS Act and its Effect at The University of Texas-Austin</i> — <a href="#">Room 106</a></li> <li>• <i>Own The Space in Today's Crowded Marketing World</i> — <a href="#">Room 204</a></li> <li>• <i>Securing the Supply Chain in a Digital Age</i> — <a href="#">Room 105</a></li> </ul>
4:30 – 4:45 p.m.	Break
4:45 – 5:45 p.m.	General Session – Facing our Futures: How Foresight, Futures Design and Strategy Creates Prosperity and Growth - presented by Nikolas Badminton — <a href="#">Zlotnik Ballroom</a>
6:30 – 7:00 p.m.	Buses depart AT&T Center for off-site Conference Party — <i>Depart hotel at Whitis Ave. entrance</i>
7:00 – 10:00 p.m.	Conference Party — The Speakeasy - Austin ( <i>downtown location</i> )

## Tuesday, February 25, 2025

7:00 – 7:50 a.m.	Breakfast — <a href="#">Zlotnik Ballroom Lobby</a>
7:00 – 7:50 a.m.	Morning Workshops: <ul style="list-style-type: none"> <li>• <i>Workshop: Repfabric and Empowering Systems Have Joined Forces, presented by Repfabric + Empowering Systems</i> — <a href="#">Room 103</a></li> </ul>
7:00 – 7:50 a.m.	ERA NEXGEN Meeting — <a href="#">Room 101</a>
7:00 – 7:50 a.m.	Chapter Leadership Council (CLC) Meeting — <a href="#">Room 104</a>
7:00 – 7:50 a.m.	ERA NEXGEN Meeting — <a href="#">Room 101</a>
8:00 – 8:10 a.m.	Opening Remarks, Jeff May, Logix, 2025 ERA Conference Chair
8:10 – 9:20 a.m.	General Session – <i>FutureNomics: Navigating Economic Trends and Strategic Leadership for the Electronics Industry</i> , presented by Dr. Mary Kelly — <a href="#">Zlotnik Ballroom</a>
9:20 – 9:30 a.m.	Break
9:30 – 10:45 a.m.	Breakout Sessions

- *The CHIPS Act and its Effect at The University of Texas-Austin* — [Room 105](#)
- *Level Up Your Digital Marketing Strategy* — [Room 204](#)
- *Marketing to Engineers in an Increasingly Complex Buying Environment* — [Zlotnik Ballroom](#)
- *Securing the Supply Chain in a Digital Age* — [Room 106](#)

10:45 – 11:00 a.m.

Break

11:00 – 11:45 a.m.

ERA Awards Announcements — [Zlotnik Ballroom](#)

11:45 a.m. – 12:45 p.m.

Lunch — [Ballroom Lobby](#)

11:45 a.m. – 12:45 p.m.

UT-Austin Student Lunch with Alex Gabbi — [Ballroom Lobby](#)

12:45 – 2:00 p.m.

Breakout Sessions

- *Own The Space in Today's Crowded Marketing World* — [Room 105](#)
- *Master Your World: 10 Leadership Tactics for Productivity, Profits and Communication* — [Zlotnik Ballroom](#)
- *Mitigating Legal Risks for Manufacturer's Reps* — [Room 101](#)
- *Economic Update: Electronics Components Industry* — [Room 204](#)

2:00 – 2:15 p.m.

Break

2:15 – 3:30 p.m.

Breakout Sessions

- *Customer Experience Excellence: Building Lasting Brand Recognition and Long-Term Customer Loyalty* — [Room 203](#)
- *Leverage Technology to Work Smarter, Not Harder* — [Room 204](#)
- *AI Digital Tools and Implementation at the Rep Level* — [Room 106](#)
- *TRUE Strategic Partnerships* — [Room 205](#)

3:30 – 3:45 p.m.

Break

3:45 – 5:00 p.m.

General Session – Growth Is A Choice: Amplifying Marketing Effectiveness to Elevate Your Personal Brand, Dominate Sales, and Expand Your Influence, presented by Kaplan Mobray — [Zlotnik Ballroom](#)

5:00 p.m.

Conference Adjourns