

The **Representor**

THE VOICE OF MULTIPLE-LINE SELLING IN THE ELECTRONICS INDUSTRY

ERA Electronics Representatives Association

FALL 2025

A LIFE IN ELECTRONICS: LISTENING, LEADING AND DIGGING WELLS FOR OTHERS

Walter Tobin, outgoing
ERA CEO, shares his
closing reflections of
an outstanding career

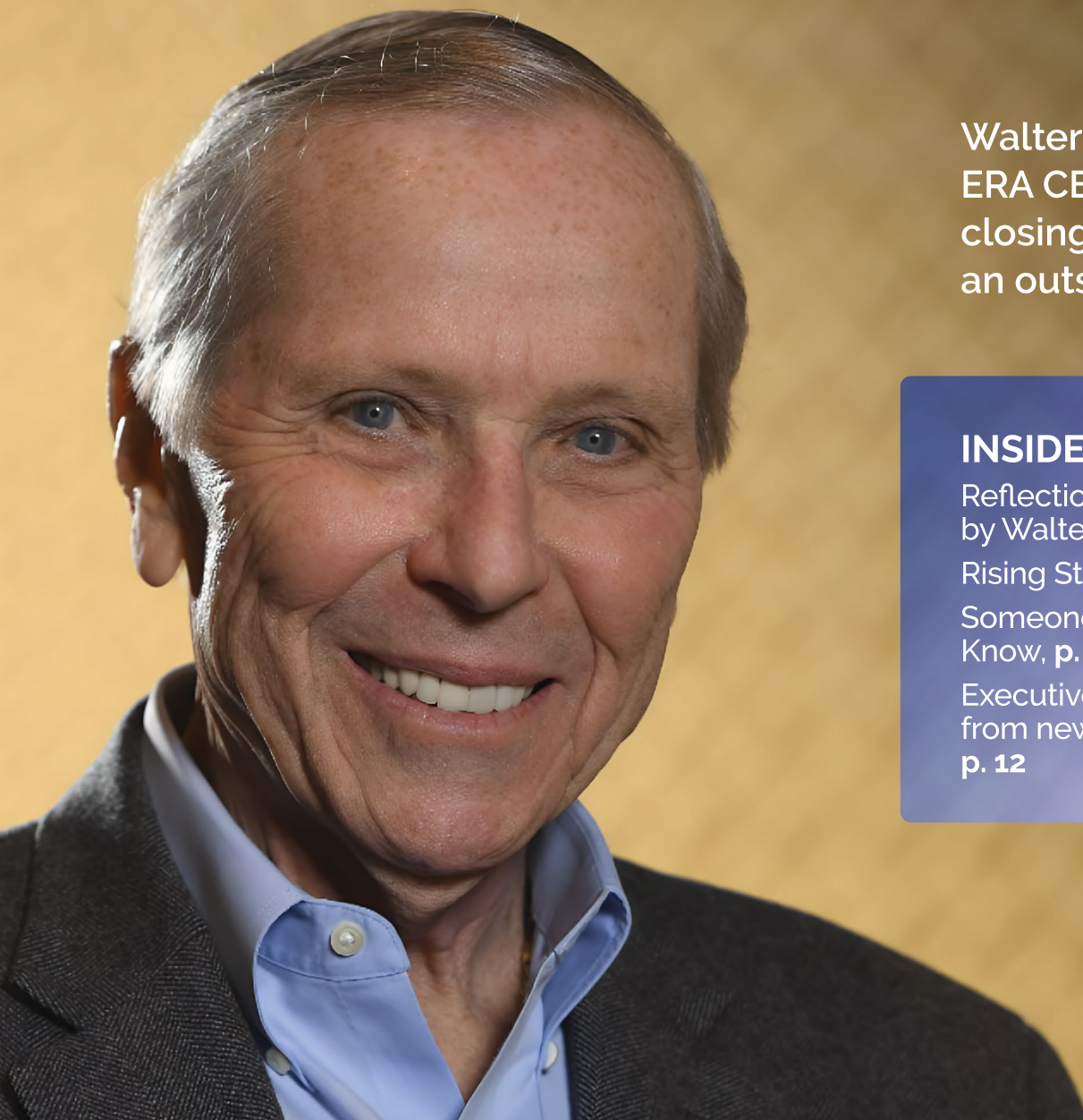
INSIDE:

Reflections on a Career,
by Walter Tobin, **p. 4**

Rising Stars, **p. 8**

Someone You Should
Know, **p. 10**

Executive Commentary,
from new CEO Eddie Smith,
p. 12



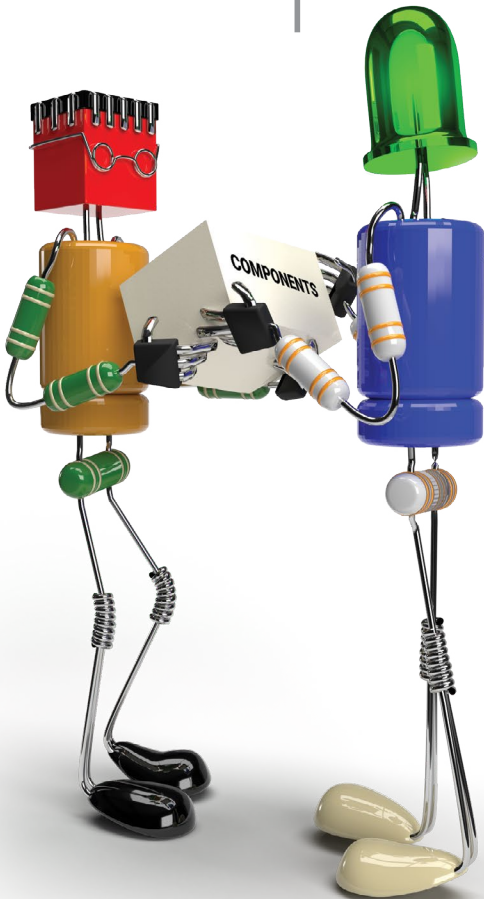


For all your **Interconnect, Passive and Electromechanical** components phone **1.800.CALL.TTI** or visit us online at **tti.com**

TTI also has discretes, sensors, opto, speciality semis, protection components, and more, **in stock and ready to ship.**

Reppin' the Reps

Need a trusted partner to fulfill those orders you live by? Work with your local **TTI Specialists** and learn why the **Human Component** can be the most important part of your sales call.



A Berkshire Hathaway Company

1.800.CALL.TTI • tti.com

The Representor

ELECTRONICS REPRESENTATIVES ASSOCIATION

Advancing and supporting the professional field sales function in the global electronics marketplace through programs and activities that educate, inform and advocate for manufacturers' representatives, distributors and their principals.



Founded 1935

ERA HEADQUARTERS OFFICE
T: 312-419-1432
info@era.org • era.org

Chief Executive Officer:
Ed Smith
esmith@era.org

Editor:
Clare Kluck
ckluck@era.org

Cover:
Jeff Weber
SW Spark

ERA IS A MEMBER OF THE:
• Alliance of Manufacturers' Representatives Associations
• Manufacturers' Representatives Educational Research Foundation

■ THE REPRESENTOR (ISSN 1057-0373) (Vol. 36, Issue 4), is published by Electronics Representatives Association, 1325 S. Arlington Heights Road, Suite 204, Elk Grove Village, IL 60007. Additional ERA member company, manufacturer or distributor member annual subscriptions are \$24.00 each. Non-member annual subscriptions are \$48.00. Foreign annual subscriptions are \$50.00. (All prices quoted are payable in U.S. dollars.) American Express, MasterCard, Visa and Discover charges accepted.

■ Copyright 2025 by Electronics Representatives Association. All rights reserved. Printed in the United States of America. Except as permitted under the United States Copyright Act of 1976, no part of this publication may be reproduced or distributed in any form or by any means, or stored in a data base retrieval system, without the prior written permission of the publisher.

■ Statements of fact and/or opinion are the responsibility of the authors alone and do not imply an opinion of the officers or members of ERA. Send letters to the editor (regarding magazine material) to: Editor, THE REPRESENTOR, c/o ERA, 1325 S. Arlington Heights Road., Suite 204, Elk Grove Village, IL 60007; info@era.org.

ERA EXECUTIVE COMMITTEE 2025 - 2027

Chairman of the Board:
John O'Brien, CPMR

President:
Tom Griffin, CPMR

Senior Vice President/Fiscal & Legal:
John Hutson, CPMR

Senior Vice President/Education:
Ellen Coan, CPMR

Senior Vice President/Membership:
Lori Bruno, CPMR

Senior Vice President/Industry:
Cameron English, CPMR

Senior Vice President at Large:
Kingsland Coombs, CPMR, CSP

Senior Vice President/Manufacturers:
John Guetens

Senior Vice President at Large:
Ken Bellerio

Senior Vice President/Distributors:
Lou Copley

Chief Executive Officer
(Ex-Officio):
Ed Smith

CONSULTANTS AVAILABLE FOR EXPERT ACCESS

Accounting & Taxes:
J. Christian Manalli

Legal:
Adam Glazer

Executive Searches:
Carla Mahrt

Rep & Mfr. Services:
Bryan Shirley

Rep Network Management:
Cesare Giammarco

Sales/Business Strategy:
Craig Conrad

Sales/Business Strategy:
Michael Calabria

Sales/Marketing Strategy:
Steve Cholas

ADVERTISING MECHANICAL SPECIFICATIONS

Book size: 8-1/2" wide by 11-1/4" deep, untrimmed;
8-3/8" wide by 11" deep, trimmed.
Advertisement Sizes (width by depth):

	Non-bleed	Bleed (untrimmed)*
2-page spread	15-1/4 x 10" **	17-1/4" x 11-1/4"
Full page	7" x 10"	8-1/2" x 11-1/4"
2/3 page	4-1/2" x 10"	5-1/8" x 11-1/4"
1/2 page island	4-1/2" x 7-3/8"	5-1/8" x 7-3/4"
1/2 page vertical	3-3/8" x 10"	4" x 11-1/4"
1/2 page horizontal	7" x 4-7/8"	7-1/2" x 5-3/8"
1/3 page vertical	2-1/4" x 10"	2-7/8" x 11-1/4"
1/3 page square	4-1/2" x 4-7/8"	5-1/8" x 5-1/2"
1/4 page	3/8" x 4-7/8"	Not available

* Keep all live matter 3/8" from outside edges.
** Allows for gutter bleed of 5/8" per page.

To place an advertisement in **The Representor**, contact:
Clare Kluck at ckluck@era.org.

TABLE OF CONTENTS

- 4 COVER STORY
Closing reflections from Walter Tobin on a 10-year tenure as ERA CEO
- 29 FEATURE ARTICLE
ERA Canada: A chapter reborn

COLUMNS & DEPARTMENTS

- 8 RISING STARS
Lucien Bolduc
- 10 SOMEONE YOU SHOULD KNOW
Heather D'Amico, MBA, CPMR
- 12 EXECUTIVE COMMENTARY
ERA enters a new era
- 14 FROM THE TOP
John O'Brien: A legacy for success
Tom Griffin: The GOAT
- 19 WELCOME, NEW MEMBERS!
- 20 ERA XCOM DIGEST
- Rep Update
- Membership Update
- Education Update
- Manufacturing Update
- Industry Update
- 26 LEGALLY SPEAKING
Sticker shock: The economics of arbitration
- 28 TALKING TAXES
Use these popular tax credits before they expire
- 30 TECH CORNER
Static random access memory: A memory technology with a future
- 32 CHAPTER NEWS
- 34 NEWS BEAT
- 35 MEMBER SERVICES
- 36 CLASSIFIED ADS

FALL 2025

Don't miss all the services, information and resources available online, 24/7, on ERA's website.
Visit era.org.



A LIFE IN ELECTRONICS: LISTENING, LEADING AND DIGGING WELLS FOR OTHERS

Walter Tobin, outgoing ERA CEO, shares his closing reflections of an outstanding career

COVER STORY

"We have all drunk from wells that we did not dig. Our responsibility in life is to dig wells for those who come behind us."

— Jesuit Theology Teacher, Boston College, 1965

This was said to me by a Jesuit instructor in my freshman year at Boston College. At first, I did not get the message. What does that even mean? Are we actually going to go out and dig wells? As the theology course took shape over the next few weeks, the lesson became clearer: It called for individuals to act with humility and serve others with integrity – to give back and pay it forward, treating all with respect and compassion — to “dig wells” for those that followed.

Growing up in Boston, I learned early that hard work and kindness could open more doors than any title or credentials. My parents modeled those values, and my time at Boston College, the U.S. Army and every stop along my electronics journey reinforced them. From my first management position at Arrow Electronics to leading ERA through its most dynamic years, I’ve tried to live by one mantra: help others do better, and success will follow for everyone. My leadership training as a Captain in the U.S. Army drilled into me the discipline to lead with purpose and to serve with humility.

The privilege and honor of leading ERA as CEO for the past 10 years gave me the platform to help rebrand its message and benefits, grow membership and set new standards for what an association can accomplish.

Defining moments

I’m honored to share some of my career milestones with you.

Becoming **general manager at Arrow Electronics** marked a turning point in both my career and appreciation for life and family. Surviving the Arrow fire in December 1980 was a crucible. I was given the huge responsibility of helping to rebuild Arrow and it taught me the true meaning of perseverance and teamwork — and how precious life really is.

Later, being named **senior vice president at Pioneer Standard Electronics** expanded my vision and helped me learn operation and supply chain and other non-sales disciplines. It was a time for growth in many areas.

My **10 years at Future Electronics** showed me the differentiated value that a privately-owned company can offer its employees and customers. Flexibility and creativity were the calls to action each day. I learned a lot.

Finally, the privilege and honor of leading ERA

as CEO for the past 10 years gave me the platform to help rebrand its message and benefits, grow membership and set new standards for what an association can accomplish. It has been a wonderful capstone on my career.

Proud achievements and industry impact

Balancing career and family. This has not been easy for sure. The many business trips and time away from family were a real issue. I have been blessed with the strong support and partnership of my wife, Janice, and three daughters, Brigid, Katie and Erin — and now the reward of eight grandchildren — a joy!

Mentoring and supporting others. I have had the privilege of learning from so many mentors. They taught me so many lessons, both in business and in life. There are too many to mention here and I would not want to leave anyone out but my parents, wife Janice, and my daughters have all kept me grounded and inside life’s rubber fences.

I have been blessed by being surrounded by so many talented individuals. They have made me both a better manager and a better person. Helping others grow and learn can lead to so much joy, even if/when they may take another position with another company. “Roots and wings” can come with a cost, but are certainly worth it!

Leading through change.

During my career, I have seen tremendous consolidation and merger activity. In many cases, I was on the acquiring side of the acquisition. However, in two instances, I was on the acquired side (less fun) and lost my job and had to relocate to provide for my family. This change was a stress for sure but helped me learn to not only survive but thrive – the old “make lemonade out of lemons” saying. It was tough at the time but perhaps made me a better manager and person – to show compassion for those who are negatively affected by the churnage in our industry.

Embracing change, surviving setbacks

Life is rarely linear. As I stated earlier, I lost my job twice through acquisition and relocation, a challenge that was tough on my family. Through it all, my wife and kids were my anchors. Their support made every crossroad manageable. As my old Army commanding officer once said, when I went to him and asked for more resources, “Captain: just tighten your belt and continue to march!” My belt is nearly out of holes, but the march continues.

By Walter Tobin

(continued on page 6)

The Representor | Fall 2025

5

COVER STORY: Reflecting on a life in electronics

(continued from previous page)

Lessons and advice for tomorrow's leaders

- 1. **Listen first.** You learn most when your mouth is closed and your ears are open. That's the lesson I have carried from my parents, my many bosses and mentors, (some may have been TOR-mentors!) to the boardrooms and conference halls of the global electronics industry – one that has echoed through every phase of my career. The words “silent” and “listen” have the same letters for a reason—a lesson as relevant today as ever. In a business built on relationships and trust, you cannot learn while you are talking.
- 2. **Keep a WAIT note on your monitor:** “Why Am I Talking?”
- 3. **Embrace technology.** Take every course you can, get as technical as you can and don't fear the future—whether it's ChatGPT or new go-to-market strategies.
- 4. **Be honest and customer-focused.** Long-term success always outweighs short-term wins. Focus on winning and keeping the customer, not just booking the next order. Your customer will both guide you and reward you. They are your true North Star.
- 5. **Dust yourself off.** Failure is a given, but it's how you respond that defines you. Treat all with dignity and respect, regardless of their title. We all fail sometimes, but remember to tighten that belt and continue to march!

Closing reflections: What's next and final advice

Our industry continues to evolve and change – embrace this! Keep skating where the puck is going! There is no better or more exciting industry than the electronics industry. Congratulations on being a part of it!

Help others — this will be your legacy. Give back. We have all been the beneficiary of great lives made possible by our education and hard work. Some may not be as fortunate; help them to grow. Help them dig their own well, and then ask them to do that for others. Be honest, humble, open and forthright; these qualities will pay huge dividends in both business and in life. ■

*Be honest, humble, open
and forthright; these
qualities will pay huge
dividends in both business
and in life.*

 +  **Empowering Systems**

Have Joined forces

Driving Innovation
Delivering Outstanding Value
Uniting Strengths
Developing Deeper Feature Sets
Combining Expertise

For more information | repfabric.com
empoweringsystems.com

 **TAEJIN Technology**
HTC Korea

Semiconductor IC Manufacturer
TAEJIN Technology Co., Ltd.

WE ARE STABLE

TAEJIN completes reliable power supply systems with its high-quality power IC Products

- Full Line-up of Linear Regulators
- Multi-Channel Linear Regulators
- DDR Terminators & OCP ICs
- High Voltage Non-Sync. DC-DC Converters
- DC-DC Converters & Controllers
- Ground Fault Circuit Interrupter
- RS-232 / RS-485 Interface ICs
- Logics, Timers, Amps, Comps, and Drivers

TEL
+82-2-553-9620

Email
us@htckorea.co.kr

LOCATION
2F, Samjeong Building, 553, Nonhyeon-ro, Gangnam-gu, Seoul, 06126, Korea

FAX
+82-2-553-9645

WEB
<https://www.htckorea.co.kr>

WEB



PROMO VIDEO





Lucien Bolduc
Managing Partner
ANRO Associates

To gain better insight into how professionals in the electronics industry have turned challenges into opportunities to ensure continued growth, The Representor interviewed Lucien Bolduc, managing partner at ANRO Associates.

Bolduc shared how he rose from an inside/outside sales representative to an owner of a firm, and how he will never stop being a student of the industry.

Please tell us a little bit about yourself, personally and professionally.

I was born and raised in Connecticut and currently live in Apex, North Carolina with my wife and two kids. We have a two-year-old and a six-month-old — never a dull moment! I attended Endicott College in Massachusetts where I played lacrosse, earned Scholar All-American honors and received both my undergraduate and graduate degrees. I have worked in both distribution and the manufacturers' rep worlds and am now a partner at ANRO Associates.

How long have you worked in the electronics industry?

I have been in the electronics industry for more than 16 years. I started my career with Rochester Electronics working in inside and outside sales in the New England and Florida markets. I then worked for Avnet for almost four years in outside sales in the Florida market. In 2019, I joined APM Naltron (now ANRO Associates) supporting the greater Tampa, Florida market and became a partner in 2024, now supporting the full Southeast. The constant market changes, fast-paced nature of sales combined with the long sales process, and the focus on both cutting and trailing edges of technology (depending on customer and application) make it a great industry that I don't plan on leaving!

What made you choose this industry as your current career path?

In graduate school, I had a professor who was vice president of sales at Rochester Electronics. He taught me about the industry and encouraged me to join his sales team. With the high demand in the semiconductor market in 2009, it was a great time to join the industry, especially in a sales role. I have always been up for a challenge, and it was going to be just that — learning the industry, the new technologies and having the pressure of sales quotas to hit.

What are some of the main challenges you have encountered as you embark on your career journey?

Each part of my career so far has had its own challenges. In inside sales, everything was a challenge being brand new to the industry and learning how to effectively communicate via email and phone. Moving to outside sales, the challenge shifted to not just holding my own in a technical conversation, but being the representative of an organization in a professional manner. Now as an owner of a firm, the main challenge has been leading a team of

professionals while ensuring each has the tools and full support to be individually successful within the team. There has always been a learning curve as technology continues to evolve. Principals are constantly reshaping their offerings and introducing new products to the market. Keeping a firm grasp on the current market to predict the next month/quarter/year is a constant effort.

What steps have you taken to overcome these challenges and ensure that you can establish and nurture a successful career?

I was once told to never stop being a student of the industry, and I've taken that to heart. Growth and experience are key to overcoming challenges. To overcome challenges and maintain a focus on always getting a little better, I've found involvement in industry organizations like ERA, and participating in local and national industry networking events, are great ways to grow my network and learn from colleagues. I also spend a lot of time reading industry publications and learning about new technologies applicable to my customer base.

What are some training tools or networking/industry events that you have found beneficial to your professional growth?

ERA events, both local and national, are great environments for networking with both distribution and prospective principals. Principal trainings, both for individual firms and for full rep networks, are key and will always be necessary for education on new products and roadmaps. Internal to our company, we are using AI and ChatGPT for technical training on applications, technology synergies and competitive analysis.

Do you think that there is enough new talent entering the electronics industry? What could make this field more attractive to young professionals?

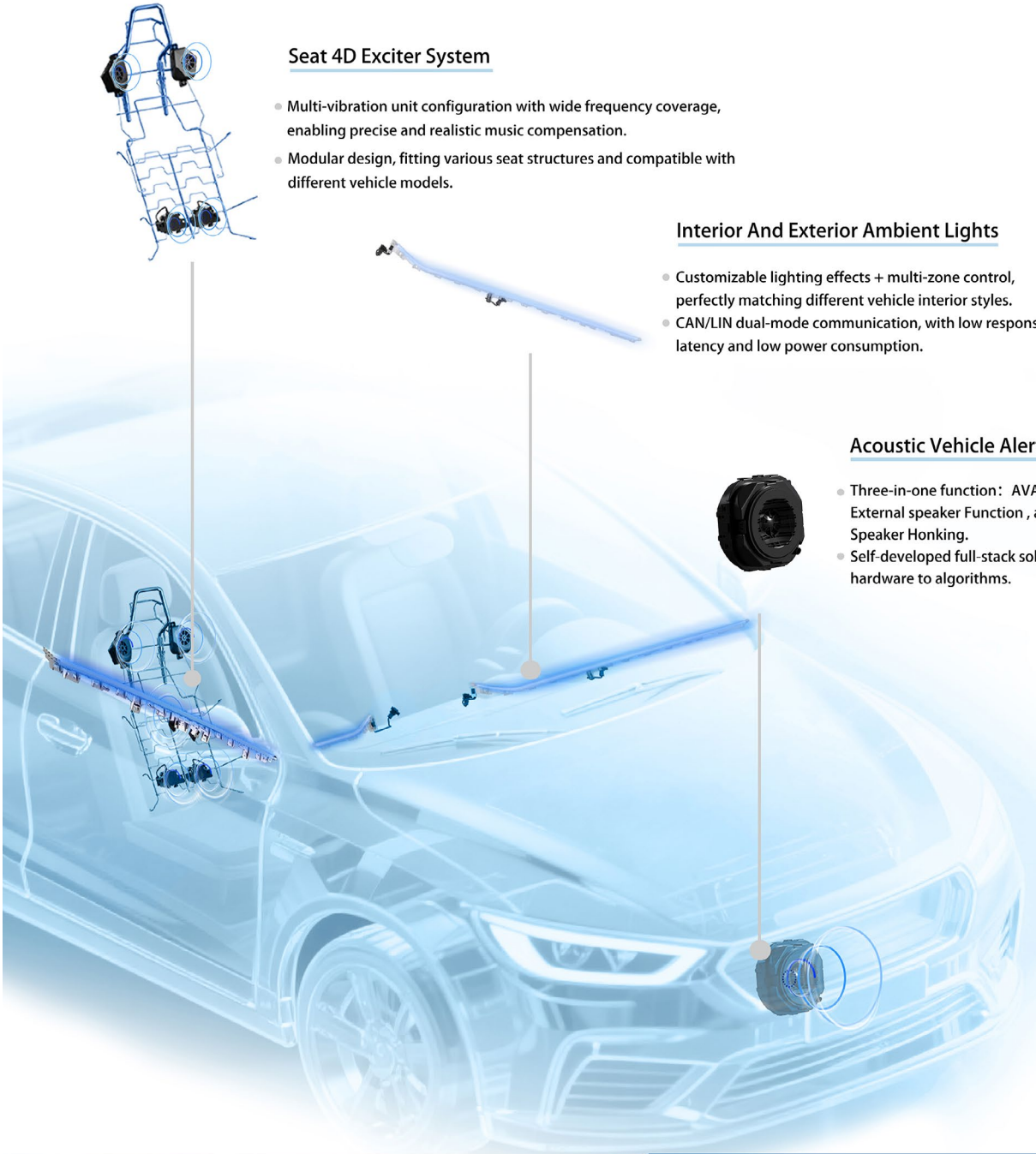
I think there can always be more young talent in the electronics industry. Much of the industry has extensive experience and is aging, creating a need to backfill personnel. While it's excellent that people are putting themselves in positions where they can retire, the need for young talent seems to be more so now than it has been in previous years. Promotion of career opportunities for principals, distributors and manufacturers' reps is critical to growing the talent pool. Engineering majors get immersed in the technology in coursework, but there is a ton of talent outside of electronics that has no clue about our industry.

(continued on page 31)



KEPO TECHNOLOGIES

Solutions for Customizing HMI Components & Parts, Modules and intelligent Products in AI and IoT Industry



Seat 4D Exciter System

- Multi-vibration unit configuration with wide frequency coverage, enabling precise and realistic music compensation.
- Modular design, fitting various seat structures and compatible with different vehicle models.

Interior And Exterior Ambient Lights

- Customizable lighting effects + multi-zone control, perfectly matching different vehicle interior styles.
- CAN/LIN dual-mode communication, with low response latency and low power consumption.

Acoustic Vehicle Alerting System

- Three-in-one function: AVAS Alarm, External speaker Function, and Electric Speaker Honking.
- Self-developed full-stack solutions from hardware to algorithms.

Website: www.kepotech.com
Email: sales@kepotech.com
Tel: +86 574 88327677





Heather D'Amico, MBA, CPMR
Vice President
Brainard-Nielsen Marketing

With so many ERA members, it is not easy to get to know every rep, manufacturer and distributor in the business. "Someone You Should Know" is The Representor department that gives readers the chance to learn about fellow ERA members, including how their time is spent both in and out of the office.

Meet Heather D'Amico, vice president at Brainard Nielsen Marketing in the Chicagoland area.

The Representor asked D'Amico a few questions about her time in the manufacturers' rep business. Here is what she had to say.

Tell us a little bit about yourself.

I'm married to my husband, Chris, and we have two daughters, Amanda (23) and Bella (20). Spending time with them is what I cherish most — family has always been at the center of my life. I'm the oldest of six siblings, and my immediate family has grown to 29 people! Growing up in a large, lively family taught me the value of teamwork, adaptability and fun; lessons I try to pass along to my daughters every day.

I have a degree in journalism, but my interest in manufacturing began in college when I worked for a neighbor's manufacturing company. What fascinates me about manufacturing is seeing a finished product come to life — the result of a team of people working together to solve problems and bring an idea to reality. That experience set the stage for my career, and I've spent most of it working for manufacturers. In 2014, I joined the electronics industry at OTTO Engineering, where I was first introduced to the manufacturers' rep model, a path that would eventually lead me to Brainard-Nielsen Marketing (BNM).

I love learning and growing, which inspired me to earn my MBA in 2018. I've lived in the Northwest suburbs of Chicago my entire life. I enjoy being close to the city of Chicago while also living in a smaller suburban community about an hour away — it's the perfect balance of city access and neighborhood feel.

How long have you been in the rep business, and how did you become interested in working at a manufacturers' rep in the electronics industry?

I'm approaching my five-year anniversary with BNM, and the time has truly flown by! I briefly stepped away from the electronics industry in early 2020 to work in the hydraulics field. During COVID, Zach DeVillers, president of Brainard-Nielsen, reached out about joining the team. Having known Zach and the BNM organization from my time at OTTO, I was intrigued by the opportunity. While I hadn't originally considered working for a manufacturers' rep firm, conversations with Zach and Paul Nielsen (who retired in 2022) quickly showed me how rewarding and impactful this role could be. I'm proud to contribute to BNM's success and support the principals we represent.

What have you found to be most rewarding about the rep business?

What I find most rewarding about the

rep business is being part of a winning team. There's a real sense of energy and accomplishment that comes from working together, whether it's with my colleagues at BNM, our local channel partners or the principals we represent. A "win" can take many forms: securing a meeting with a hard-to-reach customer, opening a door to a new opportunity, or ultimately winning a new program. I love the collaborative spirit of this industry and the way we celebrate successes as a team. Those shared victories are what keep me motivated and inspired every day.

What is something challenging about the rep business that you are hoping you can positively influence over time?

One area I'm passionate about positively influencing is increasing diversity within the manufacturers' rep community and the electronics industry as a whole. Diverse teams bring a broader range of perspectives, foster innovation and better reflect the customers and markets we serve. Creating an inclusive environment not only improves business outcomes but also helps attract and retain the next generation of talent.

About a year ago, I became a mentor in the Women in Electronics Mentorship Program. It's been incredibly rewarding to work with women in the electronics industry, helping them find their voice, develop leadership skills and achieve their professional goals. This experience has underscored for me how important it is to build pathways for underrepresented groups and to champion diversity at every level of our industry. Over time, I hope to continue encouraging and supporting initiatives that make the electronics industry more inclusive and vibrant.

Briefly describe your rep firm, and please include how long your company has been a member of ERA.

Brainard-Nielsen Marketing (BNM) has been a proud ERA member since 1979, with a long-standing history of delivering innovative solutions for the electronics industry. We proudly represent the industry's leading suppliers of electro-mechanical and passive components for electronic applications throughout Northern Illinois and Eastern Wisconsin, focusing on key technology pillars: EMI/EMC, thermal management, power, batteries, connectors, and HMI.

At BNM, passion drives our culture. Our team embraces our philosophy of PAPA

(continued from page 10)

— proactive, assertive, positive attitude — approaching every challenge with energy, collaboration and commitment. We love what we do, enjoy working together and take pride in helping our principals and customers succeed.

BNM has always been an active participant in ERA and I'm proud to be an engaged member. I currently serve on the Board of Directors for Chicagoland-Wisconsin ERA and co-chair the Keynote Speaker and General Sessions Committee for the 2026 ERA Conference. ERA provides the perfect platform to share knowledge, build strong relationships and showcase the value that manufacturers' reps bring to the industry — a tradition BNM has proudly maintained for decades.

What recent innovations, best practices and/or changes has your firm made?

At BNM, we're proud of the innovations and best practices we've implemented to strengthen our team and better serve our customers. One initiative I'm proud of is helping develop our internship program, which introduces engineering students to the manufacturers' rep model. This program not only educates the next generation about our industry but also gives them meaningful opportunities to contribute to our team's success as well as helps enhance their education.

We've also embraced technology to work smarter. Squatch, our AI field application engineer, helps our team quickly identify innovative solutions for our customers, while our implementation of Power BI allows us to analyze data and turn insights into actionable strategies.

Another area of focus is mentorship within our team. We have two seasoned OEM sales engineers and two next-generation reps. What's special is that mentorship flows both ways — the experienced team members share their knowledge, and our newer members bring fresh perspectives and ideas that elevate everyone.

Most importantly, we're proud of our ability as an organization to reflect on our performance, pivot when necessary and think outside the box to solve problems. This mindset keeps us agile, innovative and growing — and ensures we're continually adding value to our principals and customers.

What have you learned and/or what contacts have you made through ERA that have had the greatest positive impacts on you and/or your business?

Being part of ERA has been incredibly rewarding. I've learned the true value of collaborating and sharing ideas with fellow manufacturers' reps — it's amazing how much insight and inspiration comes from connecting with others in the industry. Through ERA, I've built many strong relationships and gained trusted advisors whose perspectives I rely on regularly. These connections have not only positively impacted my business but have also deepened my appreciation for the rep model and the vital role strong rep firms play in helping manufacturers succeed.

What are some things you enjoy outside of the workplace?

I'm a huge Chicago Cubs fan and enjoy going to games or watching them at home with my husband and daughters. I also enjoy wine tasting, curling up with a good book and spending time outdoors gardening and working in my yard. I love cheering on the Loras College Duhawks women's soccer team, where my daughter Bella plays. ■

LEGAL ADVICE AVAILABLE FOR ERA REPS

Call or email to schedule a complimentary 20-minute initial consultation with NO obligation. Just mention ERA.

Speak with seasoned sales rep attorneys Adam J. Glazer, Esq. and Adam C. Maxwell, Esq.

SFBGG has safeguarded the interests of independent sales reps for decades.

ERA members can confidently reach out to SFBGG, the "Go-To Law Firm" for sales reps nationwide.

- ✓ Recovering unpaid or underpaid commissions
- ✓ Purchase, sale or merger of your rep firm
- ✓ Issues with your existing written or oral sales rep agreement
- ✓ Succession planning
- ✓ Preparation or negotiating of a rep, sub-rep or employment contract
- ✓ Other legal or business issues

Forward Thinking | Strategic Counsel

(312)-648-2300
adam.glazer@sfbgg.com
nationalsalesrepattorneys.com

Schoenberg Finkel Beederman Bell Glazer, LLC
300 S. Wacker Dr. 15th Floor, Chicago, IL 60606

ERA enters a new era



by Eddie Smith
ERA CEO
esmith@era.org

It has been a whirlwind 45 days. When you replace the GOAT, the expectations are high and people are waiting for what will happen next.

It couldn't be a more exciting time at ERA. As the Conference continues to get bigger and more useful every year, I would like to thank the committees who do a lot of the hard work to give the Conference vision and help decide the direction of speakers and subjects. The world is being inundated with AI, and so that seems like a natural session.

When I think of AI I try to think, how does it make our sales process more effective? Because any new tool or software is cool but if it doesn't make us more efficient or allow us more time to sell, the question is...why do it? The economist part of the Conference is always a good overview on how we fit into the bigger financial picture, and what might be affecting the people we deal with daily. I look forward to announcing other general sessions in the near future. Once again, thank you to all the committee members who volunteer time and resources.

I have had the pleasure of attending about five local ERA chapter events and have been impressed at how professional they are and how much charitable work we do in our local communities. This is near and dear to me personally as I live my life on the credo that we should give more than we take from this life, and that is what true success looks like. The less fortunate can always use a helping hand and we are in a great position to give it to them.

I also believe that the local chapters are a differentiator in the electronics association space, as we can speak about things that

It couldn't be a more exciting time at ERA! Thank you for choosing me to lead ERA into the future.

affect people in a particular geography and not waste time talking about problems in a different geography. It also allows us to help people in a local market. I can't wait until the next chapter event and look forward to meeting more members and hearing what is on their mind.

The last thing I would like to speak about is a member survey that ERA is sending out via email — we would like members' input and help with setting the direction of the association in the future. This will be a very easy survey to fill out and I would ask that all of you please fill it out and let your voice be heard. I know surveys are a pain, but I will not do this very often and would appreciate you responding. I will be asking about many of ERA's existing tools and how are they helping (or are they not helping?) I will be asking what you find valuable and what you do not. I will slip in a Net Promoter Score question to see how we are doing as your association.

Thank you for choosing me to lead ERA into the future. I would be remiss not to thank Walter for all of his help in the transition and thank him for all he has done and will do. ■

Global Master Distributor

Selling exclusively to distributors since 1947



Celebrating a legacy of success



by John O'Brien, CPMR
Coakley Boyd and Abbott
ERA Chairman of the Board
jobrien@cbane.com

I've been fortunate enough over the past 10 years to work side by side with Walter Tobin on the ERA Executive Committee. Since joining ERA, Walter's passion and focus have been the driving force behind the resurgence of this association. We all owe Walter a debt of gratitude. In 10 years, ERA has gained relevance in the industry, with our cornerstone event being the national Conference.

Membership is up in all categories and our finances are strong.

Prior to his time at ERA, I was also fortunate to spend the first 20 years of my career working with Walter at Future Electronics. Coming from my perspective as a rep, Walter has always supported manufacturers' reps. Walter was integral in setting up the first rep council at Future and has since dedicated a lot of time to assisting other distributors in setting up rep councils.

His passion goes way beyond his work. His passion for his family is legendary. Janice, his daughters and all of their many grandkids are his guiding light. We love

hearing about his yearly pilgrimages to Aruba, and spending summers at the "Summer White House" in Cape Cod where they all convene and spend time together as a family.

On a personal note, I am honored to call Walter a friend. He's helped me personally develop in my career by providing perspectives I may not have considered. I've traveled quite a bit with Walter. My proudest day was the day we were getting on a plane and he had his boarding pass on his phone, not printed. He still checked his phone 11 times on the gangway to make sure his seat hadn't changed. My wife and I had the pleasure of attending the Boston Pops Christmas Concert with Walter and Janice. It was an amazing night filled with music, cocktails and the pleasure of seeing firsthand the love and admiration between Walter and Janice.

Thank you for everything, Walter! ■

The GOAT

As Walter Tobin retires from his role as CEO of ERA, we pause to reflect on a remarkable decade of vision, leadership and unwavering dedication.

Walter began his career at ERA in September 2015, prior to the first ERA conference in Austin, and immediately began work on that conference. Walter's first conference ended up hosting 200 people, which had been the largest in recent history. Dozens of first-timers attended, due to Walter's enthusiasm. With his incredible work ethic and remarkable energy, Walter and the hardworking ERA staff began working on increasing sponsorship and attendees. He announced during that Conference that ERA would begin hosting the Conference on an annual basis and it would remain in Austin. (Prior to that, the annual conference was held every other year in Chicago.)

Driving membership growth and engagement

One of Walter's most significant achievements has been revitalizing the ERA membership base. Recognizing that the true strength of any association lies in its members, Walter championed programs and initiatives designed to engage, support and grow this community. Over his tenure, ERA membership not only rebounded but reached unprecedented levels. His focus on value-driven benefits, professional development and networking opportunities helped members feel connected and empowered.

Building a legacy of innovation

Walter's leadership was never about simply solving today's problems — it was about building for the future. Under his guidance, ERA embraced innovation, launching new programs and embracing technologies like SearchLink.ai that modernized our operations and enhanced the

member experience. His forward-thinking approach ensured that ERA stayed relevant and positioned for continued success in an ever-changing industry landscape.

A legacy of service and dedication

Walter's tenure was defined not only by measurable successes but also by his deep personal commitment to ERA and its mission. He has been a tireless advocate for our members, a trusted partner to our board and an inspiring leader to our staff. Walter's integrity, compassion and vision have set a standard for leadership that will inspire us for years to come.

As we bid farewell to Walter in his role as CEO, we extend our deepest gratitude for his decade of extraordinary service. His legacy is one of transformation — of taking ERA from a place of challenge to one of prosperity and promise. While he may be stepping into retirement, the impact of his leadership will continue to shape our association for many years to come.

On behalf of the entire ERA community, thank you, Walter, for your dedication, leadership and belief in what this association can achieve. We wish you joy and fulfillment in the next chapter of your life. ■



by Tom Griffin, CPMR
Catalyst Unity Solutions
ERA Board President
tgriffin@catalyst-sales.com

2026

CONFERENCE

Connected by Design:

Where Relationships Meet Innovation

February 22-24, 2026 in Austin, TX

REGISTER BEFORE IT SELLS OUT!



SPONSORSHIPS AVAILABLE!





Current as of Oct 8, 2025

ERA extends its deepest thanks to these valued organizations that have committed to sponsoring the 2026 Conference. We could not accomplish our goals without the generosity of our committed supporters. Thank you!

Patron Sponsor



Keynote Sponsors



Enterprise Sponsors



Signature Sponsors



Benefactor Sponsors



Program Sponsors



Current as of Oct 8, 2025

ERA extends its deepest thanks to these valued organizations that have committed to sponsoring the 2026 Conference. We could not accomplish our goals without the generosity of our committed supporters. Thank you!

Diamond Sponsors



Emerald Sponsors



Platinum Sponsors



ERA is hosting its annual conference Feb 22-24, 2026 at the AT&T Hotel & Conference Center in Austin, TX. For more information about the event and to register online, visit www.era.org.

ERA is hosting its annual conference Feb 22-24, 2026 at the AT&T Hotel & Conference Center in Austin, TX. For more information about the event and to register online, visit www.era.org.

2026

ERA

CONFERENCE

Connected by Design:

Where Relationships Meet Innovation

ERA is very grateful to have so many sponsors...
we couldn't fit them all on one page!

THANK YOU, CONFERENCE SPONSORS!

Current as of Oct 8, 2025

ERA extends its deepest thanks to these valued organizations that have committed to sponsoring the 2026 Conference. We could not accomplish our goals without the generosity of our committed supporters. Thank you!

Gold Sponsors



Silver Sponsors



Bronze Sponsors



Copper Sponsors



ERA is hosting its annual conference Feb 22-24, 2026 at the AT&T Hotel & Conference Center in Austin, TX. For more information about the event and to register online, visit www.era.org.



These companies have joined ERA since the Summer 2025 issue of *The Representor*.

REPRESENTATIVES

Starvoy Technologies
Canada
Eric Pinto
starvoy.com

KDS/Daishinku
Naoki Kohda
kds.info

Kendeil Ozdisan
Electronics U.S., Inc.
Tamer Kaplan
kendeilozdisan.com

VINATech Co., Ltd.
Matthew Choi
vinatech.com

VPG Force Sensors
Terri Schofield
vpgforcensors.com

Switchcraft, Inc.
Dave Lesperance
switchcraft.com

MANUFACTURERS

Accelerated Memory
Production, Inc.
Gloria Gaeta
ampinc.com

MFG Innovations
Hesham ElHamahmy
mfg-innovations.com

Amphenol
Gregg Leighton
amphenol-aipg.com

Roche Energy, Inc.
Angela Sidney
rocheenergy.com

Altech Corp.
Buddy Finnie
altechcorp.com

Samsung Electro-
Mechanics America
Michael Hervey
samsungsemi.com

Altran Corporation
Steven Smith
altrancorp.com

Sheetak, Inc.
Shaun Gameroz
sheetak.com

BH Electronics, Inc.
Scott Mueller
bhelectronics.com

Sigma Electronics
Christopher Naidoo
sigma-e.com

Holy Stone Intl.
Steve Joufflas
holystonecaps.com

Thin Film Technology
Corp.
Nate Nelson
thin-film.com

ICM Controls
Joseph Ferron
icmcontrols.com

Toward Technologies
Ryan Hsu
relay.com.tw

ERA Member Service Action Lines
Scan QR code for a
full listing of ERA Member
Services information:



Consultants Available for Expert Access

Accounting & Taxes: J. Christian Manalli.....312-648-2300
Executive Searches: Carla Mahrt.....402-721-6590
Legal: Adam Glazer.....312-648-2300
Rep & Mfr. Services: Bryan Shirley, CPMR.....267-620-6000
Rep Network Mgmt.: Cesare Giammarco.....01-595-7331
Sales/Business Strategy: Craig Conrad.....817-917-8268
Sales/Marketing Strategy: Steve Cholas.....949-413-1732
Sales/Business Strategy: Michael Calabria.....mcalabria7@gmail.com

ERA Services & Resources
(Call 312-419-1432 or visit ERA.org.)

- ERA SearchLink.ai
- ERA HoverMap® - An Online Directory of Manufacturers' Reps
- Lines Available Service
- ERA LIVE
- ERA Talks (Podcast)
- ERA Member Surveys
- ERA Bulletin Board
- POS Reports
- ERA Logos

ERA White Papers & Industry Standards
(Visit ERA.org for details.)

- NEW - "Why Choose a Manufacturer's Rep?" Video
- NEW - Selling Effectively Through Manufacturers' Reps
- Manufacturers' Rep Toolkit
- Powering Up Your Brand: Strategies for Successful Marketing and Branding in the Electronics Industry
- The Solution to Cost-Effective Sales Coverage is Hiding in Plain Sight
- Staying on Course – Tips for More Effective Manufacturer/Representative Quarterly Meetings
- Rep to Manufacturer Communication: Reinforcing the Mutual Value
- Introduction to Manufacturers' Reps
- Line Conflicts: Navigating to a Mutually Beneficial Resolution
- Guidelines to Planning a Territory Visit
- Developing New Markets with Professional Field Sales Reps
- POS – Recommended Technical Standards for Distribution Point-of-Sale Reporting
- Split Influence (Commission) Recommendations for the Electronics Industry
- Split Commission Request Form, in Excel format

ERA Meetings & Programs

Chapter Officer Leadership Training (COLT).....Nov. 11-13
ERA Conference.....Feb. 22-24, 2026
EDS Summit.....May 18-22, 2026

REP UPDATE

Cameron English, CPMR
President, English Technical
Sales, Southwest
Sr. Vice President, Industry
cenglish@englishsales.com

COLT 2025 is a
must-attend



To all ERA members, chapter leaders and future leaders of ERA:
Are you ready to strengthen your leadership skills and take your ERA chapter to the next level? Join myself, Eddie Smith, ERA CEO and Ama Derringer, ERA Membership Coordinator, for COLT 2025 (Chapter Officers Leadership Training) — a dynamic, virtual program designed to equip ERA chapter leaders with the tools, ideas and inspiration they need to thrive. COLT is a virtual program that will take place Nov. 11-13 from 2:00 - 5:00 p.m. each day.
If your chapter wants to thrive, grow and prosper, this is a must-attend. Whether you're already serving in a leadership role or considering stepping into one, COLT offers valuable insights to help elevate chapter activities and enhance member engagement.
A few things to know:
• All chapters in attendance can select one person from their chapter to receive a complimentary registration to the 2026 ERA Conference in Austin, Feb. 22-24.
• You will find the program a highly collaborative, highly interactive experience!
• We will all leave COLT as new partners in the success of your chapter!

- This is an opportunity to get to know the new CEO of ERA, Eddie Smith.

Attendance is free to the chapter and is perfect for all volunteers, board members, rising star chapter members and the newly initiated to your chapter. This program blends practical knowledge with real-world strategies shared by experienced leaders.
Through COLT, you will gain: Proven recruitment strategies to grow membership; creative ideas for hosting engaging events that drive participation; hands-on guidance in using the ERA website's tools and resources; best practices for organizing impactful educational sessions and networking opportunities to exchange ideas with other chapter leaders.
Talk to your chapter board about attending this year's COLT. Don't miss this opportunity to sharpen your leadership skills, expand your network and contribute to the continued success of ERA chapters nationwide. For more information, visit era.org/event/colt. ■

LAST CALL:
REGISTER FOR COLT — NOV. 11-13!



Scan the QR code
to learn more & register!
←

COLT is a comprehensive educational program designed to help meet the challenges of serving as an ERA chapter leader. During this virtual training, attendees gain creative ideas and practical knowledge, such as member recruitment, hosting events, using the tools available on the ERA website and organizing educational sessions, all to help chapter leaders elevate chapter activities and networking opportunities.



MEMBERSHIP UPDATE

Lori Bruno, CPMR
Vice President, LuscomBridge
Sr. Vice President, Membership
lori@luscombridge.com

Don't miss out on
important ERA benefits



Of all the benefits that come with an ERA membership, the most valuable for me is the opportunity to network with my industry peers. There's nothing quite like being able to swap "war stories" and share experiences with people who truly understand the challenges and triumphs of our field. These connections are the bedrock of my professional life, and keeping them strong—especially by meeting up at ERA events—is something I prioritize.

ERA membership unlocks a variety of benefits. Members gain entry to our annual conference held every February in Austin, and exclusive access to powerful resources such as the highly sought-after Hover Map® and Searchlink.ai. ERA provides extensive educational opportunities to support your ongoing development.

With Ed Smith now leading the charge as our new president and CEO, I fully anticipate a significant increase in new members. His leadership is bound to attract more people to our ranks. When it comes to being part of this community, there's a real sense of FOMO, and for good reason—you simply don't want to miss out on the relationships and professional growth that ERA provides.

Start at ERA.org! ■

EDUCATION UPDATE

Ellen Coan, CPMR
C C Electro Sales
Sr. Vice President/Education
ellen.coan@ccelectro.net

Using education,
information and
collective wisdom to
hone our instincts



Instinct: a natural desire or tendency that makes you want to act in a particular way. How do we listen to our instincts in the electronics industry? Our instincts started with a will to survive and that survival looks different as we learn and grow and create our stories. Instinct is present at pivotal moments: choosing whether to sign or resign a line, making a hiring decision or looking at our strategy for the future.

As you follow this instinct, do you coach yourself through this process? Is there excitement for the opportunity? Is there fear? Experts Arthur Brooks and Dr. Thomas Sims say on their podcasts that instinct should have 80:20 of these two components. Does that sound familiar? That rule is everywhere. Eighty percent excitement for the opportunity but still 20 percent fear.

The process of analyzing the data has changed today with the influence of AI. Does that help automate the process or does it take away what you learn during that process? The rabbit holes that develop as you look at the data are critical for a

*Educating ourselves and
our teams to triage the
casualties, design for the
curveballs and help solve
the problem rather than
find the fault, propels us
forward.*

well-rounded decision. We picture our company with a new line or person or strategy — does it fit? We need to be ready for it all.

Educating ourselves and our teams to triage the casualties, design for the curveballs and help solve the problem rather than find fault, propels us forward. We use our experiences to make the next move. We cannot assume the situation is the same every time. The struggle is where we learn. With ERA we provide education and peer networking to help share best practices through STEP, ERA LIVE and the national Conference with reps, distributors and manufacturers. That collective wisdom is the real secret to staying ready for whatever comes next. Together we are better. ■

Marketing and all the activities, resources and strategies it entails has taken on an increasingly central role over the past five years. Customer research and buying patterns were already shifting rapidly, and the pandemic accelerated the move toward digital engagement and self-directed buying. According to industry studies, buyers now complete more than two-thirds of their decision-making process before speaking to a sales rep, underscoring the critical role of marketing in shaping perceptions early.

Marketing has long been a part of supplier sales strategies, but more recently it has gained focus within the rep network. Some larger rep groups have added marketing personnel to manage social media, email campaigns, video content and lead nurturing. Reps are recognizing the power and importance of professional marketing in driving visibility and engagement, particularly as customers increasingly research products online before interacting with a salesperson.

The most effective approach today blends supplier resources with a rep's local access and execution. Alignment between supplier and rep — in messaging, content and goals — is critical to ensure accurate information is shared and target customers are reached. Without this alignment, even small inconsistencies can create confusion or dilute brand perception.

For suppliers, maintaining brand consistency is paramount. Technical accuracy, compliance and unified messaging are non-negotiable. The "wild west" of digital content, amplified by the capability of AI—where messaging and images can be created and shared widely—keeps many marketing directors on alert. Within our organization, we pay strict attention to sharing only approved content and images to protect both our brand and our customers.

A recent example illustrates the importance of alignment: one of our local reps shared AI-generated promotional content on LinkedIn that used an outdated company logo and a competitor's product image. No harm was done, but it highlights the risk of inconsistent messaging and the

*The most successful
suppliers will maintain
control over messaging and
content while empowering
reps to execute locally.*

need for close collaboration between supplier and rep. Simple mistakes like this can have outsized impact if left unchecked in today's hyper-visible digital environment.

Suppliers generally have larger budgets and broader access to resources than their rep networks. We understand the full brand narrative and long-term positioning of our products and services. Centralized marketing ensures content quality, accuracy and professional presentation while providing reps with ready-to-use tools for their local campaigns.

The ideal model involves collaboration: the supplier acts as the content originator—developing the message, identifying the target audience and providing delivery platforms. The rep acts as the local amplifier—leveraging customer access and regional insights to maximize impact. Marketing is no longer just a support function for sales; it is a true revenue driver.

Consider how many opportunities today are generated almost entirely through digital content—whether on your website, a distributor's page or via search engines.

As customer buying habits continue to evolve, manufacturers' reps are building marketing resources into their organizations. The most successful suppliers will maintain control over messaging and content while empowering reps to execute locally. When aligned, suppliers and reps present a single, powerful brand voice that customers can trust—one that educates, engages and drives results at every touchpoint. ■

MANUFACTURING
UPDATE

John Guetens
E-T-A Engineering Technology
Sr. Vice President/Manufacturers
john.guetens@e-t-a.com

Supplier-rep alignment is
paramount in marketing
and brand strategy



INDUSTRY UPDATE

Kingsland Coombs,
CPMR, CSP
Control Sales Inc.
Sr. Vice President at Large
kingc@controlsales.com

2025 Mark Motsinger
White Pin Internship
highlights



The summer of 2025 marked another successful chapter for the ERA White Pin Group’s internship program. We extend our sincere appreciation to the interns and rep firms who participated. Six interns gained meaningful exposure to the manufacturers’ representative model and the broader electronics industry. The following are key insights from the committee’s check-in call.

Firm: Insight
Interns: Nicolas Ramirez, Mauricio Blanchet
Sponsor: Gerardo Martinez

Nicolas Ramirez and Mauricio Blanchet interned at Insight, a rep firm based in Mexico. Nicolas, pursuing a degree in financial engineering with expected graduation in May 2026, focused on database management and financial analysis. His responsibilities included order entry, commission uploads, cash flow tracking and total cost of ownership studies. Notably, his review of historical commission statements uncovered a significant number of missing commissions. Leveraging his financial engineering background, he also assisted in implementing the RepFabric CRM system.

Nicolas worked full-time in the office and appreciated the structured environment. He noted that the most challenging aspect of the role was gaining the attention of customer contacts.

Mauricio, working toward a mechatronics engineering degree with graduation planned for July 2026, served as an FAE intern. He spent most of his summer helping customers identify optimal solutions from a range of product options and participated in customer visits alongside Insight account managers.

Both interns are actively promoting the industry among their peers and classmates.

Firm: Josco Melius
Intern: Adam Pankow (son of Al Pankow, also from Josco)
Sponsor: James Duckless

Adam Pankow returned for his second summer internship with Josco, working 30–40 hours per week. He is pursuing a finance degree with a math minor, expected to graduate in May 2026. As a remote sales and marketing intern, Adam focused on customer research and provided account managers with product recommendations. He also supported outreach efforts targeting new leads and first-time buyers.

Adam participated in numerous sales calls and plant tours. Sponsor James Duckless praised Adam’s initiative and independence.

Adam plans to continue working with Josco during the academic year, dedicating 10-15 hours per week to the firm.

Firm: Logix Sales & Marketing
Intern: Liam Gordon
Sponsor: Jeff May

After an extensive interview process involving 25 candidates, Jeff May and his team selected Liam Gordon via Handshake. Liam is majoring in business-to-business marketing with concentrations in entrepreneurship and data analytics, and is set to graduate in May 2026.

Liam’s internship centered on data analytics, email marketing, content creation and branding. He successfully designed the company’s background banners and executed email campaigns that achieved a 34 percent open rate. His CRM work involved cleaning the contact database and identifying optimal targets for outreach. At the end of his internship, Liam delivered a comprehensive marketing summary and created a slide template now used in principal reporting.

Liam worked full-time in the office and appreciated the collaborative atmosphere fostered by Jeff and his team. He views himself as an entrepreneur focused on driving efficiency.

Firm: Spectrum Marketing
Intern: Seamus Carey
Sponsor: Michael Allen

Seamus Carey interned at Spectrum Marketing, working in-office four days a week for eight hours a day. He is pursuing a business communications degree at Arizona State University, with graduation expected in December 2025. He discovered the internship opportunity through a neighbor in California who is an industry executive—small world!

Seamus concentrated on marketing initiatives, including email campaigns using ERA’s Searchlink.ai, line card updates, data mining, market research and CRM cleanup. He also contributed to first-buy reports and related communications with account managers and customers. His favorite aspects of the role included learning about new products, military applications and observing interpersonal dynamics in the workplace.

He appreciated the relationship-driven culture at Spectrum and participated in various events, including one-on-one lunches with the sales team, distributor functions and principal meetings such as ABRs. Sponsor Michael Allen noted that the team closely followed ERA’s 10-week internship guidelines, contributing to a successful experience for Seamus.



Advancing member success and professionalism through education, networking, and dedicated service to our customers and community

Stay connected and get involved!

Join our mailing list to collaborate with Florida’s top manufacturers, distributors, and reps on events and initiatives.
Email us at shane@cbcelectronics.net to be added!

Florida Sunshine ERA Member Organizations

ANRO Associates jeff.boos@anroassociates.com	EOX Sales LLC cherylc@eoxsales.com	Precision Marketing Services david.penna@precision-marketing.com
Blair Engineering Southeast Inc. steve.fabian@blairse.com	FLA Technology Sales, Inc. terry@flatechnology.com	QREP Inc. cbewan@qrepinc.com
Brandel-Stephens & Co. ttomey@brandel-stephens.com	Graham Performance Tech, LLC art@gptrep.com	South Atlantic Component Sales kbouucchi@sacs-rep.com
CBC Electronics, Inc. bill@cbcelectronics.net	HHP Associates sabramson@hhpai.com	Southeastern Sales RF goliver@sesrf.com
Conley & Associates, Inc. ldietrich@conleyrep.com	MEC barbara@mec-corp.com	Sunland Associates rickcallinan@sunlandrep.com
Current Solutions aljr@currentsolutions.com	Mega Technologies, Inc. spirosn@megatechnologiesinc.com	Tenn Tech bill.manda@tenntechllc.com
e-components steve.oneill@e-components.com	Performance Technical Sales, Inc. brad@pts-rep.com	

Sunshine ERA
Charity Golf Tournament



Duran Golf Club | Viera, FL

December 4th | Welcome Happy Hour
December 5th | Golf Tournament

Officers

- President**
Greg Warren | Brandel-Stephens
- VP Fiscal & Legal**
Lisa Dietrich | Conley & Associates
- VP Education & Membership**
Seth Brock | CBC Electronics
- Secretary**
Shane Recicar | CBC Electronics
- Board Member, Distribution**
Kim Brookshire | Hughes Peters
- Board Member, South Florida**
Tom Cullinan | Brandel-Stephens
- Board Member**
Karen Boardman

Sticker shock: The economics of arbitration



by Adam Glazer &
Adam Maxwell
ERA General Counsel, SFBBG

Adam J. Glazer and Adam Maxwell are attorneys with law firm SFBBG, and serve as general counsel to ERA. They advise reps and rep firms on transactional strategy, succession planning, contract drafting and commission recovery.

You may contact Adam Glazer at adam.glazer@sfbbg.com.

Most sales representatives share a common goal with their principals when entering into a rep agreement: to build a successful relationship and avoid disputes that can lead to costly, time-consuming litigation. Yet, over the course of a long career, disagreements might naturally arise, whether over commissions, territory or termination rights. When a dispute does erupt, the path to resolution was likely shaped much earlier, back at the contract negotiation stage.

At the beginning of a new relationship, attention is naturally given to the big-ticket items such as the territory, exclusivity, commission rates and termination rights. As counsel to ERA members, we focus on those too, but it is also our job to look closely at the “fine print,” provisions like choice of law, fee shifting, indemnity and dispute resolution. Although these terms are too often glossed over in the hurry to get the agreement signed, they can have an outsized impact should things go wrong.

A contract’s dispute resolution clause can determine how, where and at what cost you will seek to resolve any dispute. This column will shine the light on one often overlooked and widely misunderstood clause: arbitration.

Introduction to arbitration

Arbitration is often promoted as a faster, more efficient and less expensive dispute resolution alternative. The allure of confidentiality and flexibility can make arbitration sound appealing, especially to businesses looking to avoid the uncertainty of the courtroom. But the reality is more complicated: in many cases, arbitration can prove just as costly, or even more expensive than going to court, particularly when factoring in filing fees, arbitrator fees and limited procedural safeguards.

Below we compare the true cost of arbitration to traditional litigation across several key areas. Before we jump in, it is important to remember that arbitration is purely a matter of agreement between parties, which means you cannot be forced to arbitrate a dispute unless you have agreed to do so.

Filing fees are substantially higher in arbitration

Filing suit in court usually involves paying

one fee, typically a few hundred dollars, which is not subject to change based on the number of parties, number or type of claims or the amount in controversy. In contrast, arbitration providers regularly impose thousands of dollars in filing fees, and some providers utilize sliding scales that increase the filing fee based on these factors.

In arbitration, you pay for your judge(s)

The cost of the decision-maker in traditional litigation, whether a judge or a jury of your peers, is built into the system. Judges and juries are paid for by taxpayers, and whatever time they spend on your case comes at no direct cost to the parties. Arbitration is an entirely different story.

An arbitration can be overseen by a sole arbitrator or a panel of three arbitrators, and every hour of arbitrator time is billed directly to the participants (often as up-front retainers). At rates that often raise between \$400 and \$1,200 per hour, the daily cost can easily range from \$5,000 to \$10,000 or higher for hearings and deliberations. Each conference call, discovery ruling and hearing day in arbitration adds to that bill. On top of that, certain leading arbitration providers add case management fees of up to 13 percent to the professional fees.

Arbitration rules generally seek to ensure “a full and fair exchange of information” prior to a hearing, but they lack the established procedural frameworks and the same enforcement tools that court rules provide. Participants frequently disagree over what discovery is necessary or fair, which leads to motion practice, discovery conferences and additional hearing time, all of which requires direct arbitrator involvement and is billed at the arbitrator’s hourly rate. These professional and administrative fees are frequently the single largest line item cost of an arbitrated dispute, and they can quickly erode the efficiencies that arbitration is supposed to provide.

All that cost for a decision you can’t appeal

With all the money invested in filing fees, administrative charges and the hourly cost of a private decision-maker, you might expect arbitration to offer enhanced benefits, such as

(continued from previous page)

a robust appeals process, expanded rights of review and other procedural safeguards to justify the premium. Unfortunately, the opposite is often true. Arbitration awards are notoriously difficult to overturn.

Unlike in the court system, an erroneous decision cannot get overturned simply because the arbitrator “got it wrong.” Only the narrowest grounds provide for a court to vacate an arbitration decision, such as fraud, corruption or an arbitrator exceeding his or her authority. Once the award is issued, it’s almost always final. That means the significant dollars spent in arbitration provide less of a safeguard from a rogue arbitrator than an appellate court provides from a rogue judge or jury.

Takeaways for reps and business owners

Disputes are often inevitable, and where or how you decide to resolve them, can significantly impact your leverage. Arbitration clauses are too often overlooked for the reason that arbitration is assumed to be the “cheaper” or “faster” option. As this comparison shows, arbitration can carry significant up-front costs, ongoing professional fees and provides almost no right of appeal, all while preventing your case from getting heard by a jury of your peers.

Before signing or renewing any agreement, take time to review the dispute resolution clause with counsel. Consider whether arbitration truly aligns with your goals, and if so, whether you can better allocate costs, define procedures or obtain better protections so you’re not left paying a premium for a process that can deliver less than promised. ■



ERA PROUDLY PRESENTS ITS NEW
“WHY CHOOSE A MANUFACTURERS’ REP?” VIDEO...
DOWNLOAD AND SHARE TODAY!





WHY CHOOSE A
MANUFACTURERS’
REPRESENTATIVE

Use these popular tax credits before they expire



by J. Christian Manalli
Partner, SFBGG

J. Christian Manalli is a partner in the Chicago law firm of Schoenberg Finkel Beederman Bell Glazer LLC. Manalli concentrates his practice on federal tax, estate planning, probate and general business matters.

Manalli can be reached at 312-648-2300, or by email at christian.manalli@sfbbg.com.

The “Big, Beautiful Bill” is accelerating the expiration date of some energy and vehicle tax credits and deductions introduced by the Inflation Reduction Act back in 2022. Accordingly, you may wish to take advantage of these credits before they expire. Following is a select list of some of the popular credits:

Energy efficient home improvement credit. If you make qualified energy-efficient improvements to your home, you may qualify for a tax credit up to \$3,200. The following are examples of expenses that may qualify if they meet requirements: exterior doors, windows, skylights and insulation materials, central air conditioners, water heaters, furnaces, boilers, heat pumps and biomass stoves and boilers. You can claim the credit for improvements made through December 31, 2025.

Residential clean energy credit. The residential clean energy credit equals 30 percent of the costs of new, qualified clean energy property for your home installed anytime from 2022 through 2032. However, this credit will not be allowed for any expenditures made after December 31, 2025. You may claim the residential clean energy credit for improvements to your main home, whether you own or rent it. Your main home is generally where you live most of the time. The credit applies to new or existing homes located in the U.S. Qualified expenses include the costs of: solar electric panels, solar water heaters, wind turbines, geothermal heat pumps, fuel cells and battery storage technology. Used (previously owned) clean energy property is not eligible.

Alternative fuel vehicle refueling property credit. If you install property to store or dispense clean-burning fuel or recharge electric vehicles in your home or business, you may be eligible for the alternative fuel vehicle refueling property tax credit. The property must be installed in a qualifying location and the credit allowed is based on the placed-in-service date for the refueling property. To qualify for the credit, the property must be used to store or dispense clean-burning fuel or to recharge electric motor vehicles.

In addition, the property must:

- Be placed in service during the tax year

- Have original use that began with the taxpayer.
- Be used primarily in the U.S. and U.S. territories.
- Be in an eligible census tract (as of January 1, 2023).
- If for business or investment use, be depreciable property.
- If for personal use, be installed on property used as a main home.

As of January 1, 2023, the definition of qualified property includes charging stations for 2- and 3-wheeled electric vehicles (for use on public roads) and includes bidirectional charging equipment. The credit will not be allowed for any property placed in service after **June 30, 2026**.

For individual taxpayers, the credit applies to property you buy and place in service at your main home now through **June 30, 2026**. The credit equals 30 percent of the cost of the property up to a maximum credit of \$1,000 per item (each charging port, fuel dispenser or storage property). For businesses, the credit equals 6 percent of the cost of qualified property placed in service at a business or organization, up to a maximum credit of \$100,000 per item (each charging port, fuel dispenser, or storage property). Businesses and organizations that meet prevailing wage and apprenticeship requirements are eligible for a 30 percent credit with the same \$100,000 per-item limit.

Find details on the credit for businesses in Publication 6028 Businesses and the Alternative Fuel Vehicle Refueling Property Credit. ■

FEATURE ARTICLE

ERA Canada: A chapter reborn

After being nearly dormant, the ERA Canada chapter is finding incredible success in its efforts to revive the chapter and bring the industry together north of the border

A decade ago, ERA Canada was almost dormant, according to current chapter officers.

Today, the chapter hosts an annual golf event that attracts more than 180 golfers and 20 sponsors. In June 2025, the chapter's golf event raised \$27,000 for Make-a-Wish Canada, with Electro Sonic, a Master Electronics company, donating an additional \$5,000.

The chapter's annual November networking event, “November to Remember,” regularly hosts more than 100 attendees and numerous sponsors, and also benefits Make-a-Wish Canada.

How did the chapter turn things around so quickly, and in such dramatic fashion?

“From my perspective, underneath the dormancy, sales reps generally want to collaborate and work together, but for whatever reason, we had gotten more insular,” said Adam Grigor, president of Tech-Trek, Ltd., and active ERA Canada member.

“Once we started having a couple small events and bringing people together, it was clear that maybe we are competitors, but we are friends and colleagues and we really enjoy learning from each other and spending time together. It kind of snowballed from there.”

“I had my ‘a-ha’ moment right after COVID,” said Rob De Rose, founder and president of CST-Arwin and current co-president of ERA Canada. “Adam Grigor and Walter Tobin were trying to resurrect ERA Canada together, and I went to Austin for the ERA National Conference, and it hit me like a freight train. I said to myself, I’ve got to get involved in this. We knew this would be a valuable thing to do, to bring the industry back together again in eastern Canada. Coming out of COVID, the timing was perfect. We’ve gained a lot of traction since then.”

Rob, Adam, Gerry Iuliano, co-president of ERA Canada, and Bob Randall came together and put in a full effort. They formally incorporated the chapter, obtained nonprofit status, opened up bank accounts, and started hosting and promoting small events. They took a previously discontinued industry golf event and resurrected it under the ERA brand, securing major distributors like Electro Sonic, TTI, DigiKey, Sager and Mouser for support. Attendance at these events has skyrocketed. The chapter finds great success by utilizing marketing consultant Tracy Lelyk to organize and promote the golf event.

The chapter's November to Remember is a pure networking event, where more than 100 industry colleagues enjoy wine, cheese, appetizers and entertainment, and participate in a toy drive benefiting Make-a-Wish Canada.

Reps, manufacturers and distributors—all three legs of the stool—attend ERA Canada's major chapter events and there is no shortage of volunteers.

The chapter wants to keep the momentum going, and has goals for the future, including: expanding its reach by organizing small events in Western Canada; planning virtual, educational events; and formally reaching out to colleges, professors and students to educate them about the role and value of a manufacturers’ rep.

“We always are hearing, how do we attract young people?” said De Rose. “We keep thinking about it. Let’s start with community colleges and have the faculty at least understand our industry.”

ERA National gives tremendous kudos to these ERA Canada leaders for their impressive efforts and success! ■



Tyler Mercer of Make-a-Wish Canada
and Niall Flanagan of Electro Sonic



Adam Grigor, Tyler Mercer and Bob Randall



The chapter's annual golf outing is a tremendous success.

Static random access memory: A memory technology with a future

by Chen Grace Wang, Corporate Product Manager Digital, Rutronik

Many providers have pulled out of the static random access memory (SRAM) market to focus on high-end, high-margin technologies. But there are still numerous applications where SRAMs are ideal. There is reason enough to take a closer look at these memory solutions.

Memory technologies fall into two main categories:
1.) Non-volatile or read-only memory (ROM) — memory data is retained when the power supply is turned off. The most

SRAM	DRAM
simple design	requires complex design
supported by all MCU/CPU	supported by most MCU/CPU with additional control
random and faster access	requires constant refresh
low power consumption	high memory density
high cost per bit	low cost per bit

Table 1. Main differences between SRAM and DRAM.

familiar type of non-volatile memory is flash memory (NOR flash, NAND flash).
2.) Volatile or random access memory (RAM) — memory data is lost as soon as the power supply is turned off. A distinction is made here between dynamic random access memory (DRAM) and SRAM.

SRAM provides the fastest access to memory in electronic applications. However, the manufacturing cost per bit is higher than DRAM because each memory cell consists of four or six transistors (4T or 6T architecture).
In contrast, DRAM has only one transistor and capacitor per memory cell. The disadvantage is that the data must be rewritten (refreshed) at certain intervals.
Fast asynchronous SRAM: A sub-type of SRAM, asynchronous SRAMs are finding application as the main memory source for small embedded processors without cache, such as those used in the industrial electronics industry, as well as in measurement systems, hard drives and network communications equipment. Fast asynchronous SRAM is characterized by particularly short access speeds of 8 to 20ns. The trend here is toward lower operating voltages and away from parallel to serial interfaces.
Low-power SRAM: Another version of SRAM, low-power SRAMs have a similar design to fast asynchronous SRAMs but also have a longer access time, typically between 50 and 70ns. Thanks to their very low-level standby power consumption, they can support battery backup applications. They are also popular for their better data retention and lower failure probability (soft error rate). Low-power SRAMs are used in a wide range of ap-

plications, such as in industrial, communications devices and cell phones. As with fast asynchronous SRAM, the trend is toward lower operating voltages and serial interfaces.

Target applications for SRAM
In addition to industry and telecommunications, SRAMs are increasingly used in automotive applications. Due to the enormous popularity of apps, the smartphone is set to remain a source of infotainment and connectivity in vehicles for the foreseeable future. The greatest opportunity lies with companies offering application processors, WiFi/Bluetooth/GPS/FM combo chips and wearables/hearables.
In summary, while suppliers continue drive new memory technologies, providing faster, higher end devices, there remains a vibrant market where fast, low-power legacy SRAM products with long-term availability are required. ■

Industrial	POS	Communication	Consumer	Automotive	Medical
PLC	POS	Web-Storage-Management	Games	Sensor-Modul	Dialysis Machines
Power Control	E-POS	VOIP	Audio	Entertainment-Systems	Medical Device
Industrial Automation	IC-Card Reader	Telephone-Systems	E-Education Devices		Medical Testing and Measurement
Weighing Systems	Barcode Scanner	Walkie-Talkie	Calculator		Fans
Security Systems	POS-Printer	Basis-Station	LED-Displays		
Motor Control	Money Changers	GPS-Modul	E-Books		
Saw Machines	Coffee Machines	PON (Passive Optical Network)	Door Intercoms with Display		
Recorders	Vending Machines	Transportation Tracking Recorder			
Server	Fuel Dispensers				
Test Instruments	Washing Machines				

Table 2. SRAMs are suitable for numerous applications in various markets.

RIISING STARS: Lucien Bolduc

(continued from page 8)

Where do you see your profession and the industry 10 to 20 years from now?
As a manufacturers' rep, I think there will always be a need for the value that reps bring — customer engagement, local knowledge and strong personal relationships, to name a few. I think the role will shift as AI integration causes the need to engage with both customers and principals at different levels. The day-to-day dynamic with regards to marketing tactics will be different in 10-20 years, but the need for personal and local relationships will remain. I see myself and my team growing our organization through our long-term principal relationships and our continual focus on strategic developments in a growing market.

Professionally, what keeps you up at night?
What tomorrow will bring and how we can maximize our efforts to capture as much of it as we can. Being dynamic and flexible in today's market is key to growth. I'm always asking myself about what I can do to help my team maximize our success. Paraphrasing Ben Franklin, "Failure to prepare is preparing to fail," so my nights are typically spent preparing for tomorrow to make it as great a day as it can be. ■

XCOM INDUSTRY UPDATE: Kingsland Coombs — White Pin 2025 Update

(continued from page 24)

Firm: MacInnis Company
Intern: Tommy Giudicianni
Sponsor: John Hutson

MacInnis Company welcomed Tommy Giudicianni, a junior at the University of Rhode Island, as a full-time summer intern through the White Pin Program. Tommy worked in the office every day, gaining hands-on experience across various business functions. He supported the sales team and helped tackle "important but not urgent" projects—many of which focused on enhancing CRM data for improved analytics, reporting and digital marketing.
His contributions delivered strong ROI and proved mutually rewarding. Reflecting on his experience, Tommy shared: "My summer internship was extremely rewarding, and I'm grateful for the opportunity. Being in the office daily exposed me to the core business practices that drive a small company's success. I researched a wide range of companies and technologies in the electronics industry, and used the tools provided to engage with customers and ensure CRM accuracy. It was especially fulfilling when my outreach led to customer requests for assistance."

Summary
The ERA White Pin Group, in collaboration with ERA National, remains committed to cultivating the next generation of talent for manufacturers' representative firms across North America. Through the Mark Motsinger White Pin Scholarship Program, three to five prestigious internships are awarded annually, offering college students valuable opportunities to engage with the electronics industry—during the summer or throughout the academic year.
We look forward to welcoming new applicants for the summer of 2026! For more information, visit era.org/white-pin-internship. ■



Chapter News reports the local activities of the 22 chapters of ERA. The chapters sponsor educational and training workshops, local trade shows, legislative and industry projects to enhance the professionalism of individual members and to advance the goals and mission of the national association.

CHICAGOLAND-WISCONSIN

In August, Chicagoland-Wisconsin ERA hosted its first-ever golf outing. The event drew strong participation from local reps, manufacturers and distributors, and provided a fun afternoon of networking and friendly competition. With perfect weather, 82 degrees and sunny, attendees enjoyed playing in a best ball format, complete with contests for longest drive and closest to the pin. Congratulations to the contest winners, and a special thanks to all who joined to make this inaugural outing such a success. Most importantly, the outing helped raise \$1,300 in support of FIRST Robotics, furthering the chapter's commitment to encouraging the next generation of STEM leaders.



INDIANA-KENTUCKY

The chapter participated in the Purdue University STEM Career Fair in September, promoting the rep business model and technical sales careers, connecting students with other chapters depending on their job location preference.



MID-LANTIC

In September, Mid-Lantic ERA hosted its third annual social gathering at the Northampton Tennis Club in Richboro, Pa. The event drew more than 50 attendees from a variety of distributor and rep organizations, all coming together for an evening of fun, connection and friendly competition.

Guests enjoyed a mix of activities including pickleball, corn hole and complimentary tennis lessons from the club's pros. Whether rallying on the court or relaxing on the sidelines, everyone had a chance to reconnect with familiar faces and forge new friendships. This year saw a strong turnout of first-time attendees—proof that word is spreading about the great time we have together.

A heartfelt thank you to everyone who joined us, and a special shoutout to our generous sponsors. Your support is what makes these memorable events possible.



(continued from previous page)

METRO NY

Metro NY ERA hosted its fall dinner meeting on September 25, welcoming more than 50 industry professionals for an evening of networking, market insight and association updates.

The event featured Walter Tobin, outgoing ERA CEO, who introduced and welcomed Ed Smith as the organization's new CEO. Smith shared his vision for ERA's future and emphasized his commitment to strengthening the partnership between reps, distributors and manufacturers. Attendees also heard from Dennis Reed, senior analyst at Edgewater Research, who delivered a timely economic update on the electronic components market. His focus on semiconductor forecasts and industry trends sparked lively discussion and engagement among participants. Adding to the night's success, Rick Vairo, chapter president, announced that the chapter's recent annual golf outing raised \$8,000 for Long Island Cares, the Harry Chapin Regional Food Bank.

The chapter extends its appreciation to all who attended and contributed to another successful gathering of the electronics industry community.

OHIO

In September, Ohio ERA held its first-ever golf outing at Punderson Golf Course to benefit The Salvation Army Greater Cleveland, and it was definitely a hole-in-one for community impact! All money raised will be used to buy toys for the next Top Golf/Salvation Army event. The chapter donated a total of 180 hygiene kits and 45 sets of hats/gloves. Special thanks to Walter Tobin for being in attendance! And to the folks who put this together: Bryan White, CPMR, Tom Williams, Kelli Gregory, Samantha Lutz, Magi Baker, David Gassman, CPMR, Kurt Schaefer and Steve Sanford.

Here is the breakdown of winners: longest drive hole #3, Alex Lambrinides, prize donated to Salvation Army; longest drive hole #18, Dennis Reed, prize donated to Salvation Army; closest to the pin #7, Steve Kemer, prize donated to Salvation Army; closest to the pin #14, Jason Donnellon, prize donated to Salvation Army, and matched his prize donation. The overall winner of the tournament, Qualtek Electronics, donated its prize to Salvation Army.



PACIFIC NORTHWEST

Pacific Northwest ERA co-sponsored a hatchet-throwing party to get additional exhibitors and attendees for the NEDME Electronics Show on October 22 at the Wingspan Conference Center in Hillsboro, Oregon. More than 40 people attended and practiced their hatchet-throwing skills.

The NEDME show was started in 2001 by the ERA/PNW Chapter. It has grown consistently until COVID-19 interrupted the show for a few years. The chapter is now rebuilding the attendee numbers and exhibitor enthusiasm.



SOUTHWEST

Southwest ERA will be hosting a happy hour and food drive event on Nov. 13 at the Katy Trail Outpost in Plano. It will be an evening of networking and mingling, as well as collecting food and funds for the North Texas Food Bank. ■

ERA ANNOUNCES NEW
CEO EDWARD SMITH

The Electronics Representatives Association (ERA) is pleased to announce the appointment of Edward Smith as its new Chief Executive Officer, effective September 2, 2025. This appointment follows the retirement of Walter Tobin, who will continue to support the association in a part-time consulting capacity.

“I am thrilled that Ed Smith will take over the CEO leadership role at ERA,” said Tobin. “As CEO for the past ten years, I have been blessed to have had the support of a great team at ERA National and the support of both the ERA Executive Committee and the Board of Directors. However, it has been the tremendous response and support of our more than 750 members, reps, manufacturers and distributors that has given me so much joy in this great capstone to my career. I will be working with Ed over the next several months to allow for an orderly transition and will help Ed and ERA in any way I can. Ed will bring his energy and great industry experience to ERA. Prepare to be amazed!”

“Walter leaves behind a remarkable legacy of service and impact. His leadership has fundamentally transformed ERA, and we are profoundly grateful for his dedication,” said Tom Griffin, CPMR, president of the ERA Executive Committee. “As we look to the future, we are thrilled to welcome Ed Smith. His reputation, experience and vision will ensure that ERA continues to thrive as the voice of our industry. Ed will focus on expanding ERA’s influence, delivering greater value to members and ensuring that the association remains a forward-looking advocate for the electronics industry.”

Smith is a seasoned and successful executive with more than 35 years of experience in the electronic manufacturing services (EMS) industry and the electronic components distribution industry. He served as CEO at Smtek International and then held several senior executive positions at Avnet for many years, including president for seven years. He then joined SMT Corporation as CEO in 2017 and was later promoted to chairman. He currently serves on the Board of Directors at Data I/O and other private Boards. He holds a degree from Queensborough Community College – CUNY and continued his education at St. John’s University.

“I am extremely excited to follow Walter Tobin at ERA and continue to drive the programs that have been created, as well as create new value-added programs,” said Smith. “The industry continues to change and we at ERA need to continue to provide value to our members both nationally and in working with the local chapters, OEMs and distributor partners, and that is exciting to me. This opportunity allows me to give back to the industry that has given me so much. I look forward to a bright future.”

2026 ERA CONFERENCE
REGISTRATION AND
SPONSORSHIPS NOW
OPEN

Registration and sponsorships are now open for the 2026 ERA Conference, scheduled for Feb. 22-24, 2026, and hosted at a new venue, the Hilton Austin! Register today to reserve your spot to attend the electronics industry’s do-not-miss event! Do not wait; seats are limited.

Sign up and join the prestigious roster of 2026 ERA Conference sponsors. Sponsors can support the conference’s robust educational program and networking opportunities, and foster innovation and growth in the industry through unparalleled collaboration among reps, manufacturers and distributors. Most sponsorship levels include complimentary attendee registration(s). Take advantage of this great opportunity now to not only register to attend the conference, but also sponsor the event at a level that works best for your company.

REGISTER FOR COLT
2025

Open to all ERA chapter leaders and potential leaders, COLT is a virtual training series that is fun and collaborative, focused on effective chapter management and planning tactics. COLT is your opportunity to: Connect with other chapter leaders; gain creative ideas and practical knowledge about member recruitment; learn how to successfully host different types of chapter events; and leverage ERA National resources to enhance your chapter.

Whether you’re currently in a chapter leadership role or aspiring to one, don’t miss this valuable training. ERA National offers this program free of charge to our members! We hope to see you there. ■



ERA Officers

Chairman of the Board:
John O'Brien, CPMR
jobrien@cbane.com

President:
Tom Griffin, CPMR
tgriffin@catalystunity.com

Senior Vice President/Fiscal & Legal:
John Hutson, CPMR
john@macinniscompany.com

Senior Vice President/Education:
Ellen Coan, CPMR
ellen.coan@ccelectro.net

Senior Vice President/Membership:
Lori Bruno, CPMR
lori@luscombridge.com

Senior Vice President/Industry:
Cameron English, CPMR
cenglish@englishsales.com

Senior Vice President at Large:
Kingsland Coombs, CPMR, CSP
kingc@controlsales.com

Senior Vice President at Large:
Ken Bellerio
kenbellerio@gmail.com

Senior Vice President/Manufacturers:
John Guetens
john.guetens@e-t-a.com

Senior Vice President/Distributors:
Lou Copley
louis.copley@avnet.com

Chief Executive Officer (Ex-Officio):
Edward Smith
esmith@era.org

ERA Staff

Chief Executive Officer:
Edward Smith
esmith@era.org

Finance Director:
Susan Bannwart
susan@era.org

Operations Director:
Karin Derkacz
kderkacz@era.org

Membership Services Coordinator:
Ama Derringer
aderringer@era.org

Communications Director:
Clare Kluck
ckluck@era.org

Events Manager:
Kate Van Hise
kvanhise@era.org

Operations Specialist:
Natalie Zullo
nzullo@era.org

Graphic Designer
Jeff Weber

ERA Office:
1325 S. Arlington Heights Rd., Suite 204
Elk Grove Village, Illinois 60007
T: 312.419.1432
info@era.org • era.org

MEMBER SERVICES

For a complete list of ERA’s **Recognized Resources**, visit the Member Services page on ERA.org or scan the QR code below. **Avis and Hertz Car Rentals** member discounts are **ONLY** accessible via the ERA website).

- **BUDDE MARKETING SYSTEMS** is a leading provider of point-of-sale (POS) reporting. Call 708-301-2111 or email sales@buddemarketing.com.
- **EDGEWATER RESEARCH** offers research published on technology, digital advertising, e-commerce and consumer. Visit edgewaterresearch.com.
- **G&G CREATIVE SERVICES** creates impactful brands, websites, email & marketing campaigns, managed hosting, website policies, ADA compliance & ongoing technical support. Visit ggcreative.nyc/era.
- **JJM SEARCH** is the global executive search firm founded by Carla Mahrt, a 20-year electronics industry veteran. Visit jjmsearch.com.
- **LECTRIX** is a results-driven marketing company that serves electronics manufacturers, suppliers and representatives. Visit lectrixgroup.com.
- **REPFABRIC / EMPOWERING SYSTEMS'** efficiency tools for manufacturers and representatives. Sync data with partners, see trends with analytics and manage your sales pipeline in one system. Contact Carroll at carroll.boysen@repfabric.com, or 888-297-2750 x709. Visit repfabric.com.
- **SCHOENBERG FINKEL BEEDERMAN BELL & GLAZER LLC** offers legal Expert Access services to all ERA members. Visit sfbbg.com or call Adam Glazer at 312-648-2300.
- **UPS** is an ERA member service provider for shipping of all kinds. For discounts of up to 34 percent, call 800-MEMBERS (636-2377). ■

Scan QR code for more
ERA Member Services
information:





Manufacturers' Representative

"THE RESPONSIVE COMPANY"

Advancing Technology, Quality
and Supply Chain Since 1981

IN/KY/OH/MI

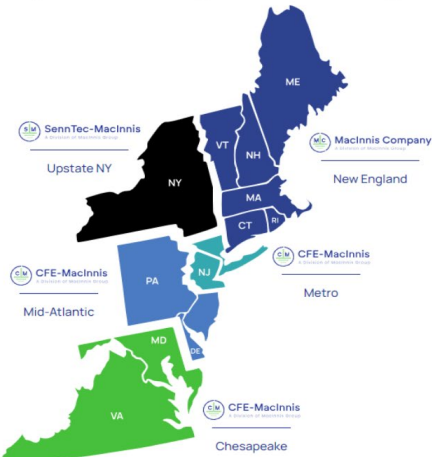
715 N. Senate Ave.
Indianapolis, IN 46202

317-612-5000
carol.cohen@ccelectro.net
www.ccelectro.net



MacInnis Group
Manufacturers' Representatives

We are an established independent manufacturers'
representative organization covering:



MacInnis Group | www.macinnis-group.com
New England | www.macinnis-company.com
Metro NY, Mid-Atlantic, Chesapeake | www.cfe-macinnis.com
Upstate NY | www.senntec-macinnis.com



Dytec-TX Sales
TECHNICAL MANUFACTURERS REPRESENTATIVES

- Are you a manufacturer looking for sales representative?
- Are you looking to merge or sell your rep firm?
- Are you a technical salesperson looking for a new challenge?

WWW.DYTEC-TXSALES.COM

317-578-0474

If you answered **YES** to any of these questions.

We currently have openings for outside Sales Engineers in our markets.

Please contact: **Dan Connors at 317-919-0000** to discuss further or

Email: dconnors@dytec-txsales.com

**Dytec-TX Sales has decades of experience providing professional technical electronics sales representation in the
Midwest (IL, IN, WI, OH, MI, IA, WPA, MN, MO, KY) region.**

Update: Dytec-NCI successfully acquired Ft Wayne, IN. Based TX Sales. We merged both companies in 2023 forming Dytec-TX Sales. We are
interested in continuing our growth via organic, merger or acquisition.

***Over 45 Years of Integrity, Determination and Results**



Certified Professional Manufacturers Representative

2026: JAN. 12 - 16
CPMR 101 REGISTRATION IS OPEN

There are many different aspects to running a successful business ranging from legal to human resources to line profitability, and developing relationships with your principals, it can be very overwhelming. The Certified Professional Manufacturers' Representative (CPMR) program is designed to provide you with the tools you need to succeed.

Join us in January in Austin, TX at the AT&T Hotel & Conference Center to begin your CPMR journey. Seats are limited.



Certified Professional Sales Consultant

2026 DATES & LOCATIONS COMING SOON

During CPSC training, you'll learn how to become your customer's business partner & strengthen your key account relationships to increase sales. In today's highly competitive & ever-changing marketplace, buyers expect more from you – more information, more expertise & more professionalism. They demand value not only in your products & services but in your relationship with them as well.



Grow Sales with Reps Seminar

2025: NOV. 10-11
2026 DATES & LOCATIONS COMING SOON

During this seminar, sales leaders learn various strategies such as selecting the right reps for the business, leveraging reps to meet strategic plans, and how to align with your reps, so your business becomes top of mind. In short, the Grow Sales with Reps seminar gives you the tools and processes you need to create strategic partnerships with your reps, so you can increase your sales.



CONTACT US:
303/463.1801
CERTIFY@MRERF.ORG

MORE INFO & REGISTRATION:
IPA-CERTIFICATIONS.ORG
MRERF.ORG

TAEJIN completes reliable power supply systems

with its high-quality power IC Products

Applications:
Automotive · Communications Equipment
Personal Electronics · Industrial · Medical



Power Supply Systems with High Quality Power ICs

A specialist in power management ICs, TAEJIN Technology has been dedicated to developing linear and switching power ICs, along with peripherals for power systems in various electronic applications, ensuring highly reliable and cost-effective power system operation over the years.

Automotive Regulators

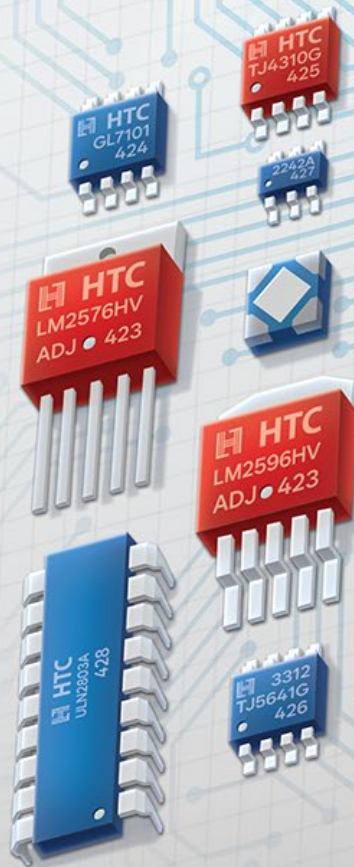
AEC-Q100 qualified regulator ICs are available, offering superior electrical characteristics, excellent reliability, suitable packaging options, and competitive pricing.

Regulators for E-Meters

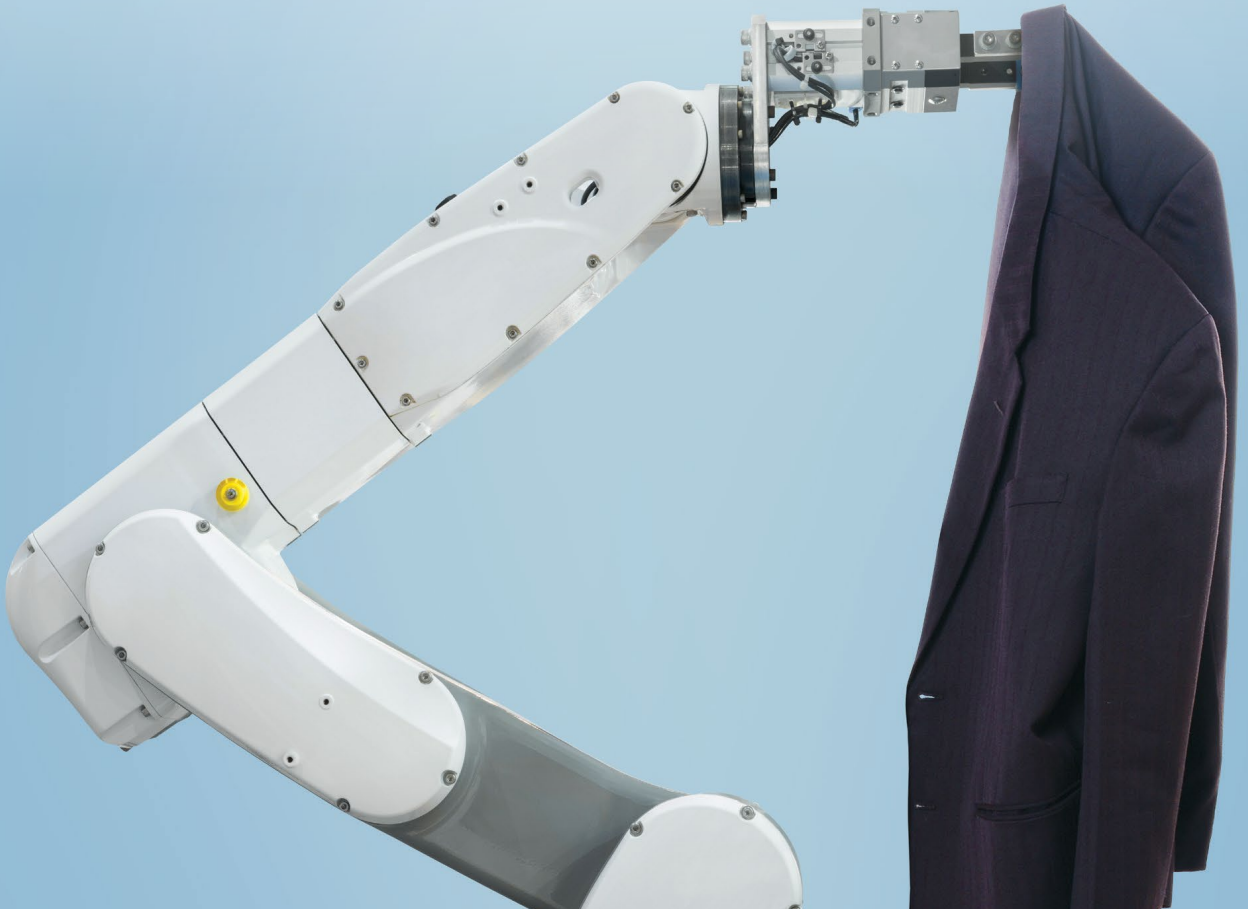
High-quality regulator ICs compatible with industrial and automotivegrade standards are available for E-Meter applications. These regulators offer superior electrical characteristics, excellent reliability, suitable packaging options, and competitive pricing.

Dual Channel CMOS ULDO

A high-performance single-chip dual-channel ultra-low dropout regulator is available, operating from 2.5 to 5.5V input voltage. It features ultra-low dropout voltage and low ground current, with an option for AEC-Q100 qualification.



WITHOUT THE RIGHT **POWER SOLUTION**
IT MAY AS WELL BE A COAT RACK.



POWER SOLUTIONS

As the #1 power supply distributor in North America, Sager Electronics offers 30,000+ world-class AC/DC and DC/DC power supplies and the widest range of modular solutions from over 30 leading manufacturers. Through its specialized group, Sager Power Systems, a dedicated team of highly trained, technically experienced power sales engineers work with customers to evaluate and specify standard and value-added solutions – each tailored to achieve a balance between performance, reliability and cost. Sager is Perfecting Power.



sager.com | PERFECTING POWER





Electronics Representatives Association
1325 S. Arlington Heights Road, Suite 204
Elk Grove Village, IL 60007



WEB

60V Non-Synchronous DC-DC Converter

Wide Input Voltage
Range up to 60V

Up to 3A
Output Current

3.3V, 5.0V, 12V, 15V, and
Adjustable Outputs

52kHz, 150kHz
Switching Frequency

Email htc@htckorea.co.kr

Homepage <https://htckorea.co.kr>

