



ELECTRONICS REPRESENTATIVES ASSOCIATION

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Florida-Sunshine Chapter Introduces New Leadership Team

The Florida-Sunshine Chapter of the Electronics Representatives Association (ERA) elected new chapter officers for the 2018-2020 term.

Chapter members cast their votes in December 2017 naming Rick Tally, CPMR, of Phoenix Components as Chairman; Pat Bamberg of HHP Associates as President; Chuck Mathias as Vice President/Fiscal & Legal; Lisa Dietrich of Conley & Associates as Vice President/Membership; Greg Warren of Brandel-Stephens as Recording Secretary; and Seth Brock, CPMR, of CBC Electronics as National Delegate.

Pat Walsh of CBX Electronics and Troy Gunnin of SunRep Associates remain as members of the Board of Directors.

With new officers in place, the chapter is poised for growth in 2018 with the goal of expanding its membership ranks and developing more educational programming to benefit the membership.

Chairman Rick Tally continues to be optimistic about the chapter's role in the Florida industry going forward.

"Everyone seems to have confidence that the industry's business levels will expand, which translates to an added need for professional salespeople. This in turn, will hopefully generate more growth within the ERA organization," Tally said.

About Florida-Sunshine Chapter ERA

Sunshine Chapter ERA is dedicated to continuing the education programs established and supported by the ERA, providing networking opportunities, peer discussion groups and an array of services in an effort to increase professionalism and profitability of our members.

About ERA

The 83-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers' representatives, the principals they represent and the distributors who are reps' partners in local territories. ERA member representative firms (often called "reps") provide field sales services on an exclusive basis to

manufacturers of related (but non-competing) products in a defined territory. For more information about ERA, visit era.org.

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