

The *Representor*®

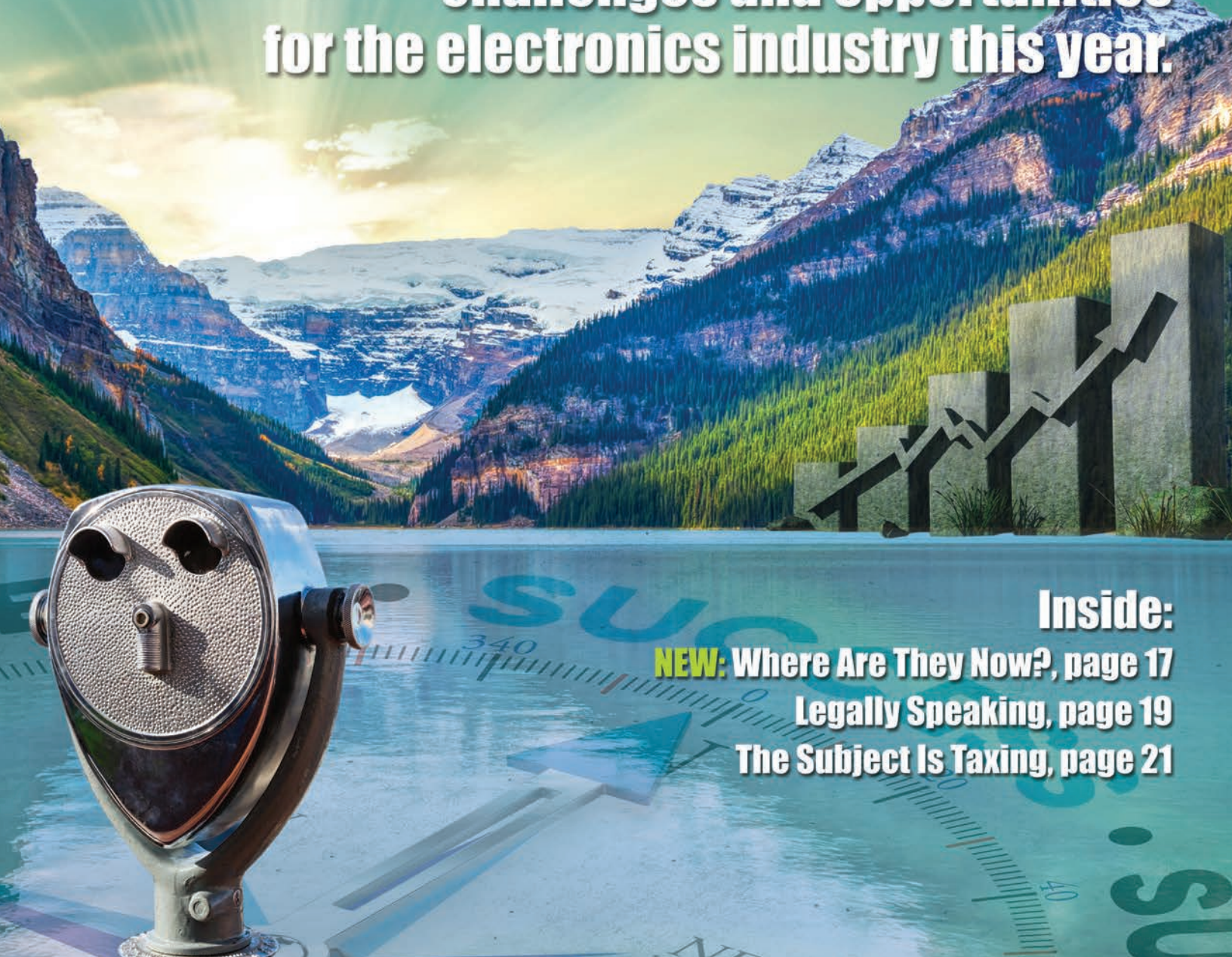
THE VOICE OF MULTIPLE-LINE SELLING IN THE ELECTRONICS INDUSTRY

ERA Electronics Representatives Association

WINTER 2019

2019 Industry Outlook:

ERA member survey identifies key trends, challenges and opportunities for the electronics industry this year.



Inside:

NEW: Where Are They Now?, page 17

Legally Speaking, page 19

The Subject Is Taxing, page 21

**MLCC Shortage
Information**

**Section 301 Tariff
Developments**

TTI KEEPS YOU UP-TO-DATE



TTI MarketEYE now has two new special sections to give you access to current information concerning the two hottest topics in the industry – the **MLCC shortage** and **Section 301 Tariffs**. In these sections you'll find the latest governmental, industry, and media reports on the subjects, as well as coverage and analysis from TTI's MarketEYE subject matter experts.

When you need information about MLCCs, tariffs and current conditions facing the electronics industry, know you can trust TTI and MarketEYE.



MarketEYE

www.ttiinc.com/tariffs

www.ttiinc.com/mlccs

The Specialist in Electronic Component Distribution
A Berkshire Hathaway Company | 1.800.CALL.TTI • ttiinc.com



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
F: 312-419-1660
info@era.org • era.org

Chief Executive Officer:
Walter E. Tobin
wtobin@era.org

Editor:
Neda Simeonova
nsimeonova@era.org

Cover:
Katherine Green
In Bits

ERA IS A MEMBER OF THE:

- Alliance of Manufacturers' Representatives Associations
- Manufacturers' Representatives Educational Research Foundation
- Small Business Legislative Council

■ THE REPRESENTOR (ISSN 1057-0373) (Vol. 30, Issue 1), is published by Electronics Representatives Association, 1325 S. Arlington Heights Road, Suite 204, Elk Grove Village, IL 60007. First annual subscription per ERA member company or manufacturer member is \$15.00. Additional ERA member company or manufacturer member annual subscriptions are \$12.00 each. Non-member annual subscriptions are \$24.00. Foreign annual subscriptions are \$40.00. Single copies are available at \$6.00 per copy. (All prices quoted are payable in U.S. dollars.) American Express, MasterCard, Visa and Discover charges accepted.

■ Copyright 2019 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; F: 312-419-1660.

ERA EXECUTIVE COMMITTEE 2017 - 2019

Chairman of the Board:
Dan Parks, CPMR

Board President:
David Norris

Senior Vice President/Fiscal & Legal:
Chuck Tanzola, CPMR

Senior Vice President/Education:
John O'Brien, CPMR

Senior Vice President/Membership:
Kathie Cahill, CPMR

Senior Vice President/Industry:
Bob Evans, CPMR

Manufacturer Delegate:
Ken Bellerio

Distributor Delegate:
Chris Beeson

Chief Executive Officer
(Ex-Officio):
Walter E. Tobin

CONSULTANTS AVAILABLE FOR EXPERT ACCESS

Accounting & Taxes:
Stan Herzog

Legal:
Gerald Newman

Executive Searches:
Carla Mahrt

Insurance:
John Doyle

Rep & Mfr. Services:
Bryan Shirley

Rep Network Management:
Cesare Giammarco

Sales/Business Strategy:
Craig Conrad

Sales/Marketing Strategy:
Jeff Shafer

Sales/Marketing Strategy:
Steve Cholas

Sales Consulting/Coaching:
John Simari

Sales Team Management:
Timothy L. Conlon

Start-ups:
Alex Gabbi

For contact information, go to the
Member Services page at era.org.

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
1/6 page vertical	2-1/4" x 4-7/8"	Not available
1/6 page horizontal	4-1/2" x 2-1/2"	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:
Neda Simeonova at
nsimeonova@era.org.

TABLE OF CONTENTS

- 4 **COVER STORY:**
2019 Industry Outlook:
ERA member survey identifies key
trends, challenges and opportunities
for the electronics industry this year

- 8 **FEATURE ARTICLE:**
Join ERA to celebrate the past
and prepare to embrace what
the future holds!
by John Hutson, CPMR

COLUMNS & DEPARTMENTS

- 7 **SOMEONE YOU SHOULD KNOW:**
Dick Neumann
- 11 **EXECUTIVE COMMENTARY:**
electronica 2018 delivers a truly
unique industry event
- 13 **FROM THE TOP:**
A time for reflection and thanks
- 14 **WELCOME, NEW MEMBERS!**
- 15 **FROM THE FLOOR:**
How do you manage as a team in
today's environment vs. 'back in the day'
prevailing individual wisdom?
- 16 **MEMBER SERVICES**
- 17 **NEW: WHERE ARE THEY NOW?:**
Recognizing past industry leaders
- 19 **LEGALLY SPEAKING:**
Sales rep statute protects a rep's
earned commissions upon actual
and constructive termination
- 21 **THE SUBJECT IS TAXING:**
A look at 2018 tax return points
- 23 **SALESWISE:**
Monologue — the single biggest
mistake salespeople make
- 24 **NEWS BEAT**
- 25 **IN MEMORIAM**
- 27 **MARKETING GROUP DIGEST:**
• Components
• Materials, Assembly, Production & Supply
- 29 **CHAPTER NEWS**
- 30 **CLASSIFIED ADS**
- 31 **BUSINESS BOOK REVIEW:**
Do Good: Embracing Brand Citizenship
to Fuel Both Purpose and Profit

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

WINTER 2019

2019 Industry Outlook:

ERA member survey identifies key trends, challenges and opportunities for the electronics industry this year.



As 2019 gets underway, many people question the U.S. economic outlook for this year. Despite some uncertainties, key economic indicators, such as gross domestic product (GDP) growth rate, current unemployment rates and inflation, point toward subdued growth and a fairly healthy economy in 2019.

According to a recent report in *The Balance*, the GDP growth rate is expected to remain in the ideal range of 2 to 3 percent; unemployment rate, which at the end of 2018 was at 3.7 percent, is expected to fall to 3.5 percent in 2019; inflation is forecast to be 1.9 percent in 2018 and 2019, with a rise to 2.1 percent in 2020 and 2021; and U.S. manufacturing is forecast to increase faster than the general economy.

With all indicators projecting continued growth in 2019, what is driving economic uncertainty?

Stock market fluctuations coupled with concerns about a widening trade war — a result of President Trump's global tariffs on steel and aluminum — are worrying businesses.

So what does all this mean for the electronics industry?

According to SourceToday's "2019 Distribution Outlook: Bright and Sunny, with Steady Investment Ahead," electronics distribution is on a roll that shows few signs of slowing in 2019. The growth

is fueled by strength in almost every vertical market — from automotive and industrial applications to security and military/aerospace. The adoption of 5G technologies, the Internet of Things (IoT) and cybersecurity also are contributing to that growth.

This is echoed in a recent Semiconductor Engineering report, which stated that 2019 has started with cautious optimism for the semiconductor industry as new fields drive technological advancements. Specifically, the rapid adoption of artificial intelligence (AI) is fueling advancements in fields such as automotive and IoT. 5G, another important enabler, also is being readied for significant deployment.

The Electronics Representatives Association (ERA) strives to stay on top of industry trends and opportunities. To keep its members informed and up to date on today's industry issues, ERA put together its Industry Forecast for a third

consecutive year.

The report was generated via an electronic survey, which was conducted entirely over the Internet in December 2018. It offers a current assessment and 2019 outlook of the electronics industry, based on rep, distributor and manufacturer ERA member feedback.

Key highlights of the report include demographics of the surveyed respondents, business performance, operating costs and areas of importance.

Approximately 78 percent of respondents identified themselves as reps, 13 percent stated that they are manufacturers, and 9 percent stated that they are distributors.

It appears that business was good for most in 2018. The majority of survey respondents (92

percent) rated 2018 as a good, very good or excellent business year for their organizations, while only 8 percent rated 2018 as a poor to mediocre business year, down from 13 percent in 2017.

While expressing some concerns about flat growth in 2019, 89 percent of survey respondents expect this year to be either a good, very good, or excellent business year for their organization.

In addition, the majority of respondents ranked the economy, strategic and business partnerships, marketing initiatives and new technologies as the key most important

issues for their organizations in 2019.

For a third consecutive year, surveyed ERA members shared that when planning for 2019, the highest sales growth is projected to come from the military/defense sector, with additional business growth drivers including: industrial and aerospace, medical, IoT and automation markets.

Despite all the issues with the global economy, concerns about industry slow downs, reduced commission rates, lack of new lines and manufacturers moving to a direct sales model, the 2019 outlook seems to be cautiously optimistic.

Read on for detailed survey data of ERA's 2019 Industry Forecast (pages 6 and 18).

ERA strives to stay on top of industry trends, opportunities and challenges. To keep its members informed and up to date on today's industry issues, ERA conducted its Industry Forecast survey for a third consecutive year.

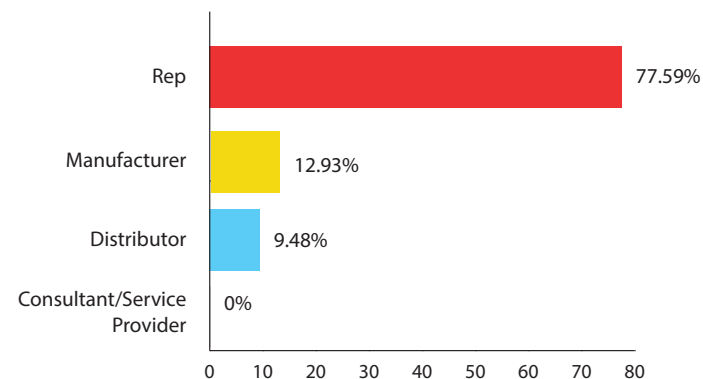
(continued on next page)

This article was written by Neda Simeonova, editor of The Representor.

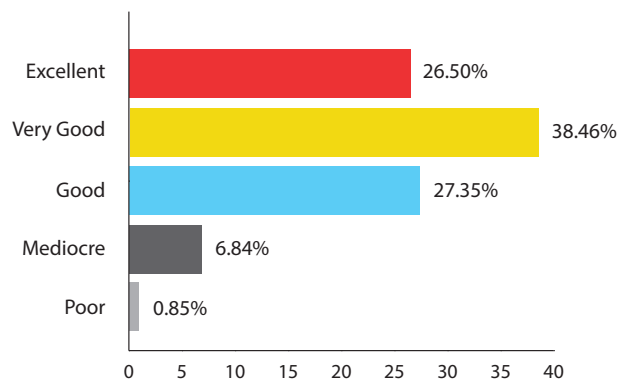
COVER STORY: 2019 industry forecast

(continued from previous page)

Please identify your firm.



How do you rate this year (2018) as a business year for your organization?



(continued on page 18)

Visit era.org to view the complete ERA 2019 Industry Forecast survey results.

Customer Relationship Management

FOR MANUFACTURERS AND REPRESENTATIVES



► **SELL** from your in-box.
SELL from your phone.
SELL off-line.

ERA Diamond Sponsor
2019 ERA Conference

Sell the way you want with an easy-to-customize, smart CRM system.
Now with sales trends on your mobile device.

Go to www.empoweringsystems.com to learn how.



Empowering Systems

30 Turnpike Road Southborough, MA 01772

P 888.297.2750

www.empoweringsystems.com



Dick Neumann
Director of Special Projects
Grayhill Inc.

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 Richard Neumann, director of special projects at Grayhill Inc., located in La Grange, Ill.

The Representor asked Richard a few questions about his time in the electronics manufacturing business and his experiences with ERA. Here is what he had to say.

Tell us a little about yourself.

I live in Bartlett, Ill., with two of my three adult children and have lived in the same house for 47 years. I don't think I am someone you should know in the electronics industry ... maybe 20 years ago. I have been at Grayhill for 43 years where I started as a regional sales manager, worked my way up to vice president of sales and marketing, and now working my way back down ... Currently, I'm director of special projects and report to our president, Brian May. I do love working and that is why I still work at 79.

What are some things you enjoy outside of the workplace?

I enjoy golf, dining out and travelling with the many friends I have met in my years in the industry. I have spent many weeks for years on Cape Cod with Jill and Bob Walsh around the Sager Golf Outing. I also have been to Alaska three times; once with a buyer and her husband who have been out of the electronics business for 30 years (we met when she was a buyer at Hughes Aircraft in the early '80s).

How long have you been an ERA member and how long in the electronics manufacturing business?

I have been an ERA member since 1992. Ray Hall wanted to start a manufacturing group within ERA and reached out to Cherry Electronics, Littelfuse, Grayhill and a small group of Chicagoland and Wisconsin manufacturers. The one thing we had in common was that we all used multiple-line reps and started what is now a strong ERA manufacturing group.

I have been in the industry since 1964. After graduating from TCU in 1962 and a short time in the army, I joined Standard Coil where we made drum-type tuners for TVs. We bought Grigsby, a switch company, in 1965. I became the materials manager, and after a few years, became a direct salesman. I left the company in 1974 and became an ERA member rep for Hill-Gray. After two years, I went to work for Grayhill. Yes, we were a rep firm that became a manufacturer. So, I guess that is about 55 good years in the industry. I currently work for a company that just celebrated 75 years in business.

How did you become interested in

being a manufacturing executive in the electronics industry?

I was lucky and in the right place at the right time. The job market in 1964 was not great, so I took a job in materials and the rest is history.

Briefly describe your company.

Grayhill is an innovative 75-year young company that manufactures components and systems in human-interface solutions for the military, off-road and medical markets, as well as components for all industries.

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

Our innovation is product-related. The latest is our new touch encoder. Take a look at our website as it is cool. As far as best practices ... our pick-and-place line is state-of-the-art and set up for our type of business.

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?

The contacts I made through ERA in many cases have become lifelong friends. Grayhill reps are like family, and when I lost my wife, they came from all parts of the country for the services (this was special). I still talk to East Coast reps on the way to work (6 a.m. CST and West Coast reps on my way home). We solve most of the world's problems — both business and social. Receiving the ERA Key Award in 2008 was very special to me and the only time I ever saw Bob Walsh nervous. The knowledge shared at ERA conferences among manufacturers and between manufacturers and reps has been helpful.

Are you active on social media? Do you follow ERA? Have ERA updates via social media been helpful to you?

I am not active on social media. I follow friends on Saturday morning and Grayhill posts on Facebook.

What is one interesting fact that people may not know about you?

After 10 years of feeling sorry for myself (after losing Carolyn), I have met a special lady (the lovely Laura).



Celebrate the Past, Embrace Tomorrow



Join ERA to celebrate the past and prepare to embrace what the future holds!

It is hard to believe that the 2019 ERA Conference is right around the corner. We will again be returning to the AT&T Conference Center, on the campus of the University of Texas in Austin, from Feb. 24-26. This year's conference is going to be very special, and I hope that you can be part of it.

So, what makes the 2019 ERA Conference so special?

You can certainly expect the same fundamentals that have made past conferences such a great return on investment: great content, great best practices and great networking.

Content: The 2019 ERA Conference will share an array of thought-provoking topics that are extremely relative to your business. These topics will be presented by a broad, and balanced list of knowledgeable speakers with experience from both inside and outside our industry.

Best practices: The conference will offer attendees the opportunity to share experiences in an intimate and collaborative exchange of ideas that represent the best practices in our industry.

Networking: As always, the ERA Conference will offer attendees the opportunity to network with fellow industry executives.

However, what makes the 2019 ERA Conference so special is that this year, we are

commemorating ERA's 50th conference, a significant milestone that deserves to be celebrated in honor of the people who have laid the foundation of ERA to help make it into the successful organization that it is today.

As such, the 2019 conference program is designed around the theme "Celebrate the Past, Embrace Tomorrow."

I would like to point out that this is not ERA's 50th year in existence. In fact, many of you may not know that ERA was established in 1935 and is one of the oldest associations in our industry. ERA has been promoting the independent field sales function and our industry as a whole since the advent of electronics. So, in addition to offering another year of great conference fundamentals, this year, we celebrate the rich history of ERA and the 49 prior conferences.

Although there are plenty of reasons for a celebratory fever to be present throughout the conference, it will not be purely retrospective; on the contrary, as the conference theme proclaims, we are gathering to celebrate the past and **embrace tomorrow**.

The conference planning committee has constructed a diverse menu of forward-looking topics that are affecting, or may soon be affecting how manufacturers' representatives, manufacturers, and

distributors deliver on their appropriate roles in the sales process.

Therefore, the 2019 ERA 50th Anniversary Conference is designed to be an amalgamation of past, present and future in order to create an experience that is both productive and commemorative.

Speaking of the Conference Planning Committee, I must recognize the platoon of professional reps, manufacturers, and distributors who volunteered their time, experience and expertise in order to create the content for this year's conference. Under the supervision of ERA's events coordinator, Erin Collins and CEO, Walter Tobin, the conference was planned by a core committee of 12, and four sub-committees of 30 professional rep, manufacturer and distributor executives. The superb quality of the 2019 ERA Conference is a direct reflection of this group's dedication in giving back to ERA and our industry, and I am incredibly grateful for their contributions.

If you have neglected to register for this very special ERA Conference, I strongly encourage you to do so at <https://era.org/era-events/era-conference/>.

Don't miss out on the opportunity to join your executive peers in recognizing our industry's past, being part of the present, and gathering insight as to what the future looks like for you and your organization. As if this alone was not rewarding enough, make sure that you are part of ERA's celebration of our 50th conference, our industry, and the role that this conference has played in educating the past, present and future professionals in our industry.

Conference program

The industry is changing rapidly and ERA's 50th Anniversary Conference will address ways that you and your business need to redefine, adapt, change and transform in order to be successful in the future.

The conference dynamic educational program is designed to answer the questions: Where has the electronics industry gone in the past few years? Where is the industry going? How to adapt and change to be ready for what tomorrow brings?

General sessions and breakout seminars

The 2019 conference agenda will feature an intensely practical and informative presentation "Can I Have Your Attention? Reach the Distracted Customer" by Keynote Speaker, Curt Steinhorst, distraction expert and bestselling author of the book "Can I Have Your Attention? Inspiring Better Work Habits, Focusing Your Team, and Getting Stuff Done in the Constantly Connected Workplace." The presentation will discuss the great

challenges we face in a constantly-connected world. Steinhorst pulls back the curtain to reveal: How did we get here? What counterintuitive communication methods can we use to surprise and delight customers who have had everything thrown at them? What shifts in behavior and expectations must we conform to before we have any chance of reaching them? How can we leverage our customers' distracted state to communicate more effectively with them?

Other general sessions include:

"I See What You Are Thinking: The Power of Nonverbal Communication" will feature a presentation by Linda Clemons, CEO of Sisterpreneur Inc. This highly interactive presentation will

(continued on next page)



SalesRepLawyers.com

The **"GO-TO Law Firm"**
for Sales Reps Nationwide

with over 60 Years Experience Protecting Independent Sales Reps

Based in Chicago, Serving Sales Reps Nationwide

**SCHOENBERG FINKEL
NEWMAN & ROSENBERG, LLC**



Is a principal refusing to pay (or underpaying) commissions due?
We have recovered millions in commissions for reps.



Need a rep, sub-rep or employment contract drafted or reviewed?
We have decades of experience preparing rep contracts.



Terminated after landing the big customer?
We know how to obtain payment.



Buying, selling or merging a rep firm?
We have lawyers experienced in rep firm economics.

FREE
20 MINUTE
Initial Consultation
with **NO** obligation.

Just mention
ERA.



GOAL

We'll help you get there.

CONTACT: 312.648.2300

GERALD NEWMAN
gerald.newman@sfnr.com

ADAM GLAZER
adam.glazer@sfnr.com

SalesRepLawyers.com

222 S. Riverside Plaza, Suite 2100 • Chicago, IL 60606 • 312.648.2300

FEATURE ARTICLE

The Representor | Winter 2019

9

FEATURE ARTICLE: Protecting your human capital

(continued from previous page)



John Hutson, CPMR

President
MacInnis Group

John Hutson, CPMR, is president of MacInnis Group and 2019 ERA Conference committee chair. He joined MacInnis in 1992. Prior to that, he held a sales engineer position at the Tyco Printed Circuit Group.

Hutson has held numerous New England Chapter level positions, is presently chapter president and has been involved on the past two ERA conference committees. He has a B.A. from Syracuse University, and an M.A. from Wesleyan University.

During his free time, John enjoys skiing in the winter, golfing in the summer and travels year-round.

Hutson can be reached at john@macinnis-company.com, or at 781-762-5059.

focus on how to master nonverbal communications skills to maximize leaders' and business owners' effectiveness and increase sales.

"Our Disruptive Future Economy – An Economic, Financial, and Technology Outlook" will feature a presentation by Jason Schenker, president of Prestige Economics and chairman of The Futurist Institute. Schenker will discuss how the future of the economy, markets and technology impact people's professional, personal and investing lives. The presentation will include a mix of short-term economic and financial market dynamics, as well as a discussion of longer-term technological factors that present disruptive risks.

"Technology in the Roaring 20s: How the tech party rages on in the 2020s" will feature a presentation by Michael Knight, president of TTI Semiconductor Group (TSG) and senior vice president Corporate Business Development, TTI Inc. Knight's highly intriguing presentation will focus on the development of fundamentally new technology that is transforming the electronics that populate our world. According to Knight, this new tech, from materials to devices, is in the process of being commercialized and will begin showing up in the world in the 2020s, driving the next significant, long-term surge in our industry.

"The Constant Client: Building Relationships Your Competition Can't Steal!" by Tim Wackel, founder and president of the Wackel Group. This general session will offer attendees a simple three-step process for building better relationships; tips for creating more success with people – even the ones you just don't like; how to focus more on being interested and worry less about being interesting; new ways to stand out and become someone who is memorable; and six principles for taking existing relationships from good to great.

Further emphasizing the conference theme, the program will feature 16 different Breakout Sessions, offering attendees practical business, legal, management and marketing information for reps, manufacturers and distributors. 2019 conference breakouts include:

- Delivering a Powerful Supply Chain Customer Experience in Today's Complex Environment
- Design Registration Tune Up
- Diversity in the Workplace: What Men and Women Leaders Need to Know!
- A Dose of (Immersive – Virtual/Augmented/Mixed) Reality: The New Paradigm – What You Need to Know Now Before It Is Too Late
- Fundamentals of Blockchain and Its Impact on the Electronics Industry
- Getting Your Message to the Customer
- How Manufacturers' Reps, Manufacturers and Distributors Can Implement a Simple Strategy to Produce Sales Qualified Leads Every Month
- Increase Profitability by Selling EMS to Your Existing Customers
- Negotiate Like a Champion and Stop the Race to Zero
- The Profile of the Manufacturers' Rep Company of the Future
- The Profile of the Salesperson of the Future
- Selling More Through Data Analytics: Utilizing Today's Tools and Recognizing Tomorrow's
- Standing Firm: Reps Deserve to Get Paid
- Stop Pitching, Start Solving: Helping Customers Discover What They Really Want
- Supporting Your Team from Inside and Out
- What Got Me Here, Won't Get Me There

Conference highlights

In addition to the information-packed agenda, the conference will offer attendees a variety of networking opportunities. On Sunday, Feb. 24, ERA has reserved a number of morning tee times at the Grey Rock Golf Club for a pre-conference golf. Later on Sunday, the conference will open with a Welcome Reception. The conference 50th Anniversary Party will be held at Max's Wine Dive on Monday, Feb. 25.

We look forward to seeing you at ERA's 50th Anniversary Conference this February! ■

electronica 2018 delivers a truly unique industry event

As you know, electronica runs every two years in Munich, Germany. It was recently held on Nov. 11-14, and YOUR ERA was once again present at the show. ERA has been a proud participant at electronica for the past 20+ years with a small stand showcasing ERA and the many deliverables that it provides to our members.

This year's electronica was exceptional! The show has opened up an additional six exhibition halls supplementing the already 12 halls for an impressive total of 18 halls, each the size of a couple of airline hangars! Needless to say, you need your comfortable shoes to walk through the many exhibits and to dodge the thousands of attendees.

So, why does ERA attend electronica? Simple! There is a great deal of interest in ERA in Europe.

First, almost all of our distribution members are global companies who have large one or two-story stands at the show. Most of them stopped by the ERA stand to say hello and to offer their support. They attend electronica to meet with their reps, customers and manufacturers and to enlist their support for 2019.

Second, most of our manufacturer members are also global in scope. They attend and exhibit at electronica to announce new products and new technology to the thousands of customers who attend the show. The presence of customers makes electronica truly unique. There is perhaps nothing like it in North America other than CES which is more of an electronics consumer show versus electronic components. These manufacturers are looking for reps in Europe, the Middle East and Africa (EMEA) and in North America as they expand their global footprint, and how ERA can help them in their search!

Lastly, there is a great deal of interest in the rep model in North America, which is based on paying the reps on a percentage of point of sale (POS) shipments through the channel partners and on direct orders. In the past, the EMEA rep model was primarily based on commissions paid on point of acquisition (POA) and/or on the rep being a stocking rep

(a distributor!) for the manufacturer. Because the channel has become so strong over the past 20 years, the stocking reps find themselves in competition with the manufacturers' distributors and therefore, unable to match the service offering of the major global distributors.

Thus, we had MANY reps from EMEA stop by our stand to learn how ERA could help them manage this transition from a stocking rep to a non-stock rep.

Our stand was active and lively. We had more than 50 companies stop by over the duration of the show. Their questions centered around: "How can ERA help me in my global sales and marketing plans for 2019?"

We had members of several ERA rep companies, a few of our distribution members and several of our manufacturer members help staff the stand.

It was "all hands on deck" for sure during the show!

All of us left Munich with a better understanding of the European market and what ERA needs to do to help our members in EMEA and in North America. We also were able to sign up new members and to help facilitate introductions to existing members in North America to help manufacturers in their North American expansion.

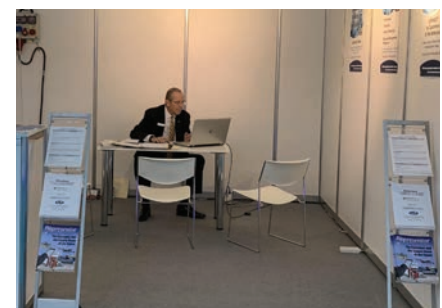
Bottom line: It was both exhausting and gratifying! More than ever, your ERA is demonstrating to its membership the strong global value proposition it is bringing TODAY, and we will continue to work hard in 2019 to continue these efforts!



by Walter E. Tobin
ERA CEO
wtobin@era.org
T: 617-901-4088



Above: Dennis Young, EVP, Sanmina-SCI; Mark Motsinger, President, Wallace Electronic Sales; and Walter Tobin, CEO, ERA. Top right: Dave Doherty, President/COO Digi-Key. Bottom right: Chris Beeson, EVP, Digi-Key; Denise Lingenfelter, Corporate Account Manager, Digi-Key; and Mr. Tobin. Bottom right: Mr. Tobin getting ready for a busy day at the ERA stand before the start of electronica 2018. (Photo courtesy of John Hutson.)





50th Anniversary ERA Conference

Celebrate the Past, Embrace Tomorrow

Feb. 24 - 26, 2019 • AT&T Conference Center • Austin, TX

ERA is celebrating its 50th Anniversary Conference on Feb. 24-26, 2019 at the AT&T Executive Education & Conference Center in Austin, Texas. Join us in honoring the significance of this milestone and the people who have laid the foundation to help make ERA the quality organization that is today.

ERA extends its deep thanks to these generous organizations that have already signed on as sponsors of the 2019 Conference:

ANNIVERSARY SPONSOR

The TTI Family of Companies: TTI Inc., Mouser Electronics, Sager Electronics, TTI Semiconductor Group

DOUBLE PROGRAM SPONSOR

Sensata Technologies

DIAMOND SPONSORS

Budde Marketing
Catalyst Sales Inc.
Empowering Systems Inc.

PLATINUM SPONSORS

Allied Electronics & Automation
American Bright Optoelectronics Corp.
ArKco Sales Inc.
Astron Electronics Inc.
Bivar Inc.
Brainard-Nielsen Marketing Inc.
CC Electro Sales Inc.
Cain-Forlaw Company
Coakley Boyd and Abbett
Control Sales Inc.

GOLD SPONSORS

Erickson Sales Inc.
JJM Search

SILVER SPONSORS

Allied Enterprises
Astec Components Limited
Aurora Group
Chicagoland-Wisconsin ERA
ComRep Inc.
Doran Associates
Florida-Sunshine ERA
Fusion Sourcing Group Inc.
GSA Parallax
Huntsinger Group LLC

BRONZE SPONSORS

Aces North America/DNA Group
Carolinas ERA
Conquest Technical Sales
Empire State ERA

BENEFACTOR

Triad Magnetics

Fralia Co. & Associates
Kruvand Associates Inc.
MacInnis Group
WESCO Sales Group

Cornell Dubilier Electronics Inc.
D-M Associates LLC
E-T-A Circuit Breakers
EK Micro
Hughes-Peters
Luscombe Engineering of San Francisco (LECSF)
Mel Foster Company
R. C. Merchant & Co. Inc.
Mornsun Guangzhou Science & Technol. Co., Ltd
Net Sales Company

Johnson Company Manufacturers' Reps
Laird Performance Materials

ITEM Media
Logix Sales & Marketing
Master Electronics
Metz Connect USA
Michigan ERA
OTTO Engineering Inc.
Repfabric
Rocky Mountain ERA
Signal Enterprises Inc.
SMC Diode Solutions

Empire Technical Associates
Metro New York ERA
Octopart
Schoenberg, Finkel, Newman & Rosenberg LLC

PROGRAM SPONSORS

Avnet Inc.
Newark element14
Schaffner EMC

New England ERA
Norris & Associates
Northern California ERA
O'Donnell South Inc.
Performance Technical Sales Inc.
Pinnacle Marketing
South Atlantic Component Sales (SACS)
Spectrum Sales
STRAUBE Associates Inc.
TDK-Lambda Americas Inc.

Peerless Electronics
Sumer Inc.

G. L. Smith Associates
Southwest ERA
Spirit of St. Louis ERA
Superior Technical Solutions Corp.
Tech Marketing
Tech-Mark Sales
Tech-Trek Ltd.
Wallace Electronic Sales

Vicor Corporation
VirTex

For current details on ERA's 2019 Conference or sponsorship opportunities, go to era.org.

A time for reflection and thanks

I write this last article of 2018 as we approach the holidays and prepare for the New Year. Before we move full steam ahead into 2019, I'd like to take a moment to thank all those who support our association and recognize all who give their time, energy and resources as we serve our members.

One of our biggest deliverables to our members is the annual ERA Conference. Each year, we have members who step forward and donate their time to produce a first-class event, which sells out every year, in reflection of the value created by the ERA Conference Committee. Our upcoming conference will be no exception!

More than 50 individuals have volunteered to work on the Conference Committee and sub-committees under the leadership of Committee Chair John Hutson, CPMR, of MacInnis Group and Co-Chair Mike Swenson, CPMR, of Mel Foster Company. Each deserve our thanks for their commitment to our association!

It not only takes people but also financial resources to produce the conference. This year, we have more than 80 organizations who offered their support by sponsoring the conference. This year, we will celebrate ERA's 50th Anniversary Conference with the TTI Family of Companies as our Anniversary Sponsors.

Additionally, at the time this article goes

to print, we have seven distribution sponsors, seven associate sponsors, 10 chapter sponsors, 13 manufacturer sponsors and 44 representative sponsors!

The level of commitment and support demonstrated by our sponsors is greatly appreciated. Our conference reflects the tremendous investment our members make together! It is this collaboration that improves our industry for all.

Each year, we have members who step forward and donate their time to produce a first-class event, which sells out every year, in reflection of the value created by the ERA Conference Committee. Our upcoming conference will be no exception!

support. Kudos to all our chapter leaders!

Finally, let's all take a moment to thank ERA CEO Walter Tobin and his incredible staff for a very successful 2018! ERA is blessed to have such a dedicated team serving our members. Thanks to each of you for your hard work!

Best wishes to all our members for a safe and prosperous 2019!



by David Norris
Norris & Associates Inc.
ERA President
dnorris@norrisrep.com



These companies joined ERA since September 2018.

(The ERA chapter of each rep firm is listed in *italics* after the company name.)

REPRESENTATIVES

AMASCO

(Northern California)

Tom Fry
amasco.com

JF Shaw Co. Inc.

(New England)

Darren Shaw
jfshawco.com

MANUFACTURERS

BIVAR

Michael Finn
bivar.com

BIX North America Inc.

Michael Savage
bix-na.com

Display Logic

Keith Morton
displaylogic.com

HBControls

Doug Sherman
hbcontrols.com

RECOM Power Inc.

Christoph Wolf
recom-power.com

RHOMBUS Industries

Scott Allman
rhombus-ind.com

WEMS Electronics

Donna Miller
wems.com

DISTRIBUTORS

Electro Source Inc.

Mike Nykoluk
electrosorce.com

Genie Group

Holly Myers, CPMR
geniegroup.com

Kensington Electronics

Casey Cavander
keiconn.com

**For more information, or to
JOIN ERA, visit
era.org/era-membership.**



UNIVERSITY

This convenient, low-cost educational service offers **ALL** ERA member company personnel (and your families) **HUNDREDS of ONLINE COURSES** to boost your knowledge, skills and professionalism.

ERA UNIVERSITY, in partnership with **ed2go**, an affiliation of 1,500 U.S. educational institutions, delivers:

- **Instructor-facilitated classes** with live interaction to connect with both faculty and fellow students.
- Access to lessons **when** you choose, **where** you choose, any time, **24/7**.
- A vast array of courses, covering **sales and marketing, business skills, software training and technology, personal development** and much, much more.
- Easy **online registration** ... with **NO** textbooks required ... and **NO** minimum or maximum class sizes, so there are **NEVER** any cancellations.
- **Certificate of completion** for each course.

Most classes run for **six weeks** and include 12 two-hour lessons (that's **24 hours** of instruction!) for just **\$79** per course. To view the entire catalog ... read all the details about each class and instructor ... and then register, go to **ed2go.com/era**.

How do you manage as a team in today's environment vs. 'back in the day' prevailing individual wisdom?

In early 2012, I was fortunate to be named president of Ohmite Manufacturing Company and I thought I “knew it all.” Within three weeks, I received a call from my father, Dr. John P. Paisios, Ph.D., a world class retired management consultant. During his career spanning from the 1950s through 2000, he placed numerous CEOs into their roles in the Fortune 500 and was often called in to help management figure out a better way to make great choices and fix prior mistakes while focusing on the organization. He was one of the original “Personnel Men” (think of the TV show *Mad Men* and you have the background here) from the 1950s to the early 2000s, now known as HR Folks.

So, dad calls me and asks, “Hey hotshot, where are your issues and problems?” I answered with the usual MBA stuff like, “Well dad, I have an acquisition going, sales need to grow and our on-time delivery needs to improve.”

“Maybe I should ask the question again,” he says. “Where are your issues and problems?”

“Um, I have this manager who ...”

“Aha! An HR issue? What else?” He asks.

We go on to discuss each of my team leaders, each manager and their roles and where I need help leading and managing and making decisions. Yep, they didn't teach me at MBA school about human nature and decisions and all, we focused on spreadsheets and multiples and the like, and never decision making as it relates to your people.

I have learned a lot since then and was lucky to include my dad as a real qualified mentor. He helped change my way of thinking about issues and leadership, and continues to do so from his extensive files!

So, when ERA asked me to write an article for the Winter issue of *The Representor*, I looked at the theme of the upcoming ERA Conference, “Celebrate the Past, Embrace Tomorrow.” I headed to the garage where I keep boxes of my dad's articles and I found one, no kidding, where he addressed “The Association of Electronic Manufacturers,” circa 1971 or so, titled, “How to cope in tough or uncertain times,” and published in the *Chicago Sun-Times*.

With the market uncertainties, Brexit, tariffs

and our own market swings within our industry, I felt I had my article theme: “How do you manage as a team in today's environment versus ‘back in the day’ prevailing individual wisdom?”

Dad actually has foundations and thoughts about teams, leadership and human feelings in his article. Below is a pretty good account of his wisdom from almost 50 years ago, with a few thoughts from myself on managing in our industry between the three entities of rep, distributor and manufacturer versus our outside environments.

Remember – circa early 1970s

“Psychologically, how are top business managers (rep owners, distribution execs, manufacturing execs) coping with the problems generated by uncertain economic times?”

In the course of his work as a management consultant, John Paisios (Pace), Ph.D., has identified a number of executive reaction patterns resulting from the pressures of this period of economic stagflation (a popular term from the 1970s).

“I personally envy the managers who can shrug off profit reversals by externalizing the causes of poor performance and attributing this marginal performance to ‘the economy.’ They suffer no qualms or guilt. They can marshal facts and indices, quote authorities and mouth the jargon of business and thus remain impervious to these pressures. They are authoritarian and without council.

“But the majority of the executives I know look to and within themselves. They harass themselves. They harass themselves with such questions as: ‘Where have I gone wrong? What should I have done that I didn't do? What do my competitors know that I don't? Didn't I learn anything from all of my years in business?’” Dad continues, “A heavy sense of incompetence and inferiority sets in. Anxiety also sets in, accompanied at times with incongruous irrational behavior.

“The ultimate frustration behind the executives damaged self-confidence is the knowledge

(continued on page 26)



by Greg Pace
President
Ohmite Manufacturing Company

Greg Pace is president of Ohmite Manufacturing Company, ARCOL Resistor Company, Ohmite Ceramics Resistor Division, and just wrapped up a two-year assignment as president of Davies Molding Company, all subsidiaries of The Heico Companies LLC of Chicago. Greg has worked previously in the banking and investment banking industries focused on financial turnarounds, buyouts and equity financing. He has an Economics Degree from the University of Illinois, Urbana, Ill., and an MBA, Masters of Management from the Kellogg Graduate School of Management/Northwestern, Evanston, Ill. He presently serves on the board of directors for EDS.

You can reach Greg Pace at gpace@ohmite.com.

RPMS offers sales analysis, commission reconciliation and sales force data exchange software designed exclusively for manufacturers' reps. For more information, go to rpms.com.

SPYRE GROUP offers resources that help sales rep firms provide value to the manufacturers they represent and increase efficiencies for their sales teams. It provides web, print and presentation development services, along with packaged solutions. For details, contact Patrick Knoelke at 913-499-6014, or visit spyregroup.com/rep.

REMBRANDT ADVANTAGE offers tools for employee selection, development and evaluation. ERA members say they can't do without this company when bringing new people on board or evaluating current personnel. For more information, visit rembrandtadvantage.com.

JJM SEARCH is the global executive search firm founded by Carla Mahrt, a 20-year electronics industry veteran. JJM is part of the MRI Network – leaders in the search and recruitment industry for over 40 years. Let Carla connect your company with bright, qualified candidates for your openings. For details on JJM, go to jjmsearch.com.

ITEM MEDIA is a results-driven marketing company that serves electronics manufacturers, suppliers and representatives. The company specializes in brand awareness, content creation, online event creation and lead generation. Visit item.media for details.

GROWTH DYNAMICS provides business development processes, executive coaching, employee recruiting and strategic planning services and products to its clients. For more information, visit growthdynamicsonline.com.

The SALESWISE ACADEMY is specifically designed for engineers and other technical salespeople. Nicki Weiss offers bi-weekly, 10-minute audio lessons with follow-up calls to help participants feel more confident in working with customers. For a free trial, go to saleswiseacademy.com/era.

HUNTER WINSTON CONSULTING specializes in sales management consulting, global management consulting and channel sales consulting. For more information, visit hunter-winston.com.

EMPOWERING SYSTEMS offers ERA members discounts on its CRM tools for both reps and manufacturers. Online demos are available for both the AccountManager and AccountReporter programs. For details, visit empoweringsystems.com.

UPS is an ERA member service provider for shipping of all kinds. For discounts of up to 34 percent, call 800-MEMBERS (636-2377).

SCHOENBERG, FINKEL, NEWMAN & ROSENBERG, LLC, offers legal Expert Access services to all ERA members. An initial consultation on any commission recovery or other rep-related business matter is available without charge. Visit salesreplawyers.com. Or call Gerry Newman or Adam Glazer at 312-648-2300.

BUDDE MARKETING SYSTEMS is a leading provider of point-of-sale (POS) reporting. With 15+ years of experience, BMS provides solutions to drive business growth, improve efficiency and maximize profitability. BMS offers a vast selection of standard reports or can customize reports to achieve your business goals. For details, call 708-301-2111, or email sales@buddemarketing.com.

ORGO SALES ENGINE is a software program for sales organizations on the go. It tracks sales from multiple manufacturers; reconciles commissions with ease; offers sales reporting tools; and makes communications with team, factories and customers intuitive and quick. For details, visit orgosales.com.

ERA RepProtect is an insurance resource for manufacturers' representatives. Full package coverage is available, including commercial general and product liability. Unique to ERA, professional liability is available for reps who advise or provide design assistance which goes past what general liability covers. Learn more at normanspencer.com/erarepprotect, or call Byron Spencer at 800-842-3653, x223.

REPFABRIC is a mobile efficiency tool that speeds up the entire workflow of business including email, opportunity tracking, commission reconciliation and principal reporting. Contact Repfabric at info@repfabric.com, or call 844-737-7253, x225, to schedule a consultation.

ERA UNIVERSITY provides members, employees and families with hundreds of online college, business, technology and special interest courses through 1,500 educational institutions. The instructor-led classes offer live interaction and access to lessons 24-7. Most classes run six weeks and include 12 two-hour lessons for \$79. For details, go to ed2go.com/era.

TSJM GROUP offers successful client and candidate placements within sales, engineering, quality and executive leadership, both in North America and internationally. Call 603-560-1673 or email slcolantuone@tsjmgroupp.com for more information.

ALL ERA TELEFORUM AUDIO FILES covering 30+ educational topics for reps, manufacturers and distributors, are now available at no charge to members. To review the teleforum library and download files, go to era.org.

*For a complete list of ERA's Recognized Resources, check out the Member Services page at era.org. Then link to a service provider's home page for more information. Or take advantage of services from companies like **Avis** and **Hertz Car Rentals** (which are accessible ONLY via the ERA website).*

Recognizing past industry leaders

Thanks to ERA decision makers, I've been given the opportunity to recognize and pay homage to those retired reps who laid the groundwork for our association and our proud profession. I trust that you will find these profiles to be interesting, albeit brief. We are also open to your suggestions.

You may recognize my name from hundreds of articles that have appeared in industry publications such as Electronic Distribution Today, Agency Sales and Better Repping to name a few. Speeches and seminars also ensued.

I write this column because I truly wonder, "Where are they now?"

These contributors were my/our mentors and heroes and they deserve to be recognized in The Representor's new column, "Where are They Now?"

Have a healthy, happy and prosperous New Year!

— Harry J. Abramson

Where is David Locke now...



In June of 1956, when I earned a degree in Electrical Engineering, being a Manufacturers' Representative was the furthest thing I had in mind doing with my life. I was going to help push back the frontiers of science.

Fortunately, I accepted a position in the engineering department of a company in Cleveland, Ohio, where I met Jerry Kilroy, the area sales engineer with Neal Bear Corp. This was the era when vacuum tubes and magnetic amplifiers were giving way to semiconductor technology. In 1959, when I was being heavily recruited by Texas Instruments for a position in Dallas, Jerry convinced me to interview for a position with the Bear Corp. After spending an evening with Neal and Amy Bear, I had no hesitation in accepting their life-changing offer. Ten years later, I became the owner of the thriving Neal Bear Corp. It was then we began

operating as Bear Marketing Inc.

Neal and Amy's philosophy was that "You can't just take from the industry you serve — you have to give back to help make the industry better for everyone."

In 1959, this led to my participation in ERA at the chapter and national levels, eventually becoming a White Pin Member. Also, I received the ERA Honor Award in 1997 and then Life Membership in 2002. In total, a 58-year relationship with an organization that has indeed made the electronics industry a better place for all.

Along the way I served two years as president of the Electronic Industry Show Corp. and also served on the advisory boards, and consulted on management transition for other privately held companies.

Bear Marketing provided some of the funding for the establishment of MRERF.

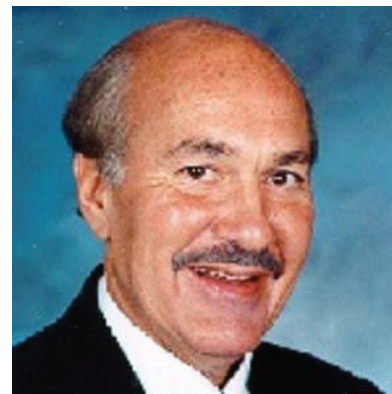
Since "retiring," I have been able to devote more time to a long-time hobby of photography, especially making fine art prints from the digital files (dlockephot.com). Also, I have supervised the restoration of a church property in Cleveland, Ohio (cotsumc.org), built new carports and concrete restoration for a condo association in Deerfield Beach, Fla. (hillsborocove.com), and most recently helped establish the Friends of Deerfield Island Park (friendsofdip.org) — a 501(c)(3) non-profit nature center in Deerfield Beach.

What I miss most about ERA is the association with so many talented people so willing to share their knowledge with their fellow representatives.

My wife Dori and I have been blessed with 62 years of marriage. We raised two sons, have good health, three grandchildren and now one great-granddaughter.

Four years ago, when we moved to St. Andrews Estates in Boca Raton, Fla., I told Dori I was finished with boards and committees et al. ... so now I only chair the Capital Improvements Committee and serve on the Maintenance Committee ... so much for being finished.

I am pleased to report that Neal Bear Corporation that started operating in May of 1946 is now Bear VAI Technology Inc. and



by Harry J. Abramson
Founder (Retired)
Electronic Salesmasters Inc.

Harry Abramson founded Electronic Salesmasters Inc. in 1972. He established industry notoriety by virtue of his firm's peak performance, hundreds of articles and speaking appearances at ERA's national conferences and chapter meetings and sister trade association MANA. He has an electrical engineering degree from Temple University and entered the electronics industry as an engineer at RCA in Camden, N.J.

His ERA involvement includes serving as vice president of the Components Group and president of the Ohio Chapter. Under his leadership, the chapter was awarded the National Chapter of the Year Award. Abramson recently was recognized with ERA's prestigious Life Membership Award.

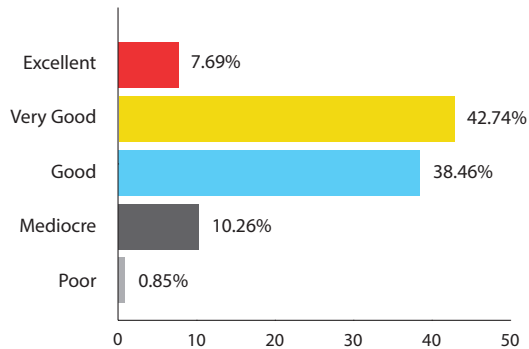
You can reach Harry J. Abramson at 216-406-4119 or email him at hja725@yahoo.com.

(continued on page 22)

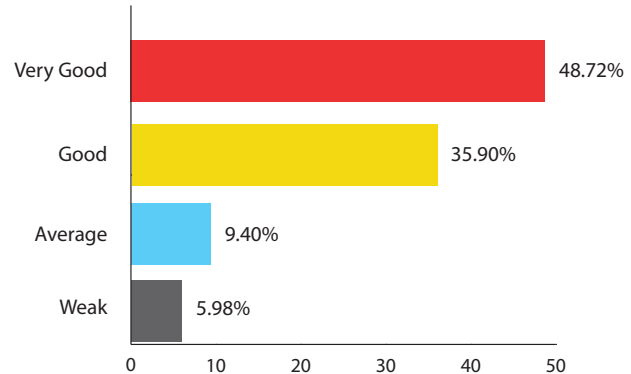
COVER STORY: 2019 industry forecast

(continued from page 6)

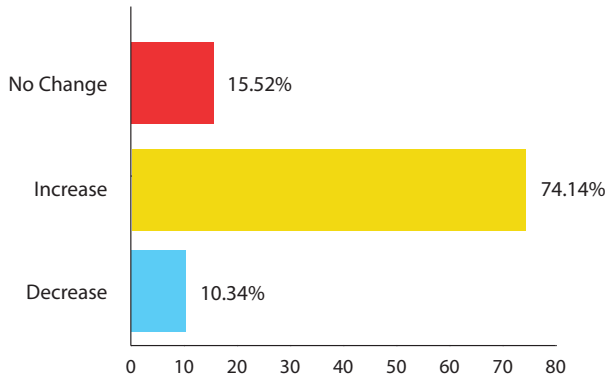
How do you expect to rate next year (2019) as a business year for your organization?



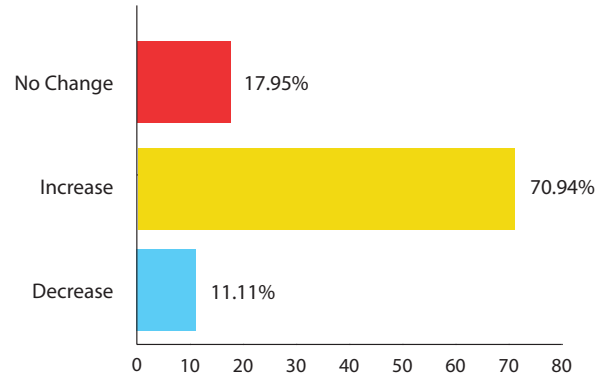
How would you rate the overall health of your firm today?



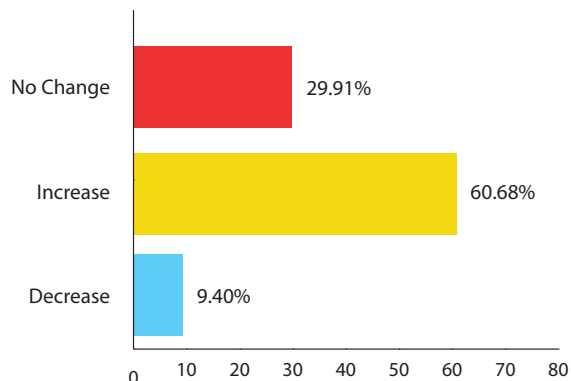
How has your organization's revenue changed in 2018 compared to 2017?



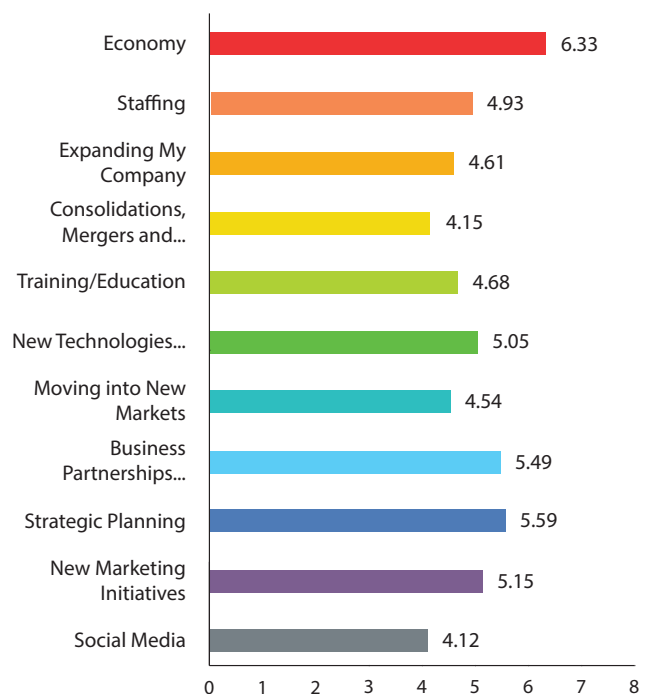
How do you expect your organization's revenue to change in 2019 compared to 2018?



How do you expect your total operating cost to change in 2019 compared to 2018?



Rate how important each of the following topics will be in the coming year to your organization (1 = not at all important, 7 = very important).



Sales rep statute protects a rep's earned commissions upon actual and constructive termination

Regular readers of this column probably recall that most states have enacted statutes to protect sales reps whose commissions are wrongfully withheld by their principals.

While each of these states has its own version of a sales rep protection statute, the statutes share the goal of promoting the prompt payment of commissions.

When an unscrupulous principal retains a rep's earned commission, most statutes will subject the principal to additional liability.

One key limitation in many of these state statutes is that the significant protections they provide are available only upon the termination of a relationship with a principal. As if excluding reps who continue to perform from the statutory scope wasn't bad enough, the statutes typically do not define when a "termination" occurs.

Thus, an exploitative principal angling to replace its longtime independent rep and withhold the commissions due could find a means to escape the statute's reach by stopping just short of affecting a full termination. Such a principal might see a way to avoid liability for double or triple commissions and attorney's fees under a sales rep statute by stripping away the valuable accounts or portions of a territory rather than formally terminating the agreement.

Enter footwear sales rep Rodney L. Cooperman, who faced just such a principal after successfully promoting its products to Target stores in the Minneapolis/St. Paul area. Although Cooperman reluctantly went along with manufacturer R.G. Barry Corporation's steady decreases to his commission rate, he drew the line when Barry wanted to take the Target account direct.

Cooperman's refusal to accept the loss of Target was hardly surprising in that Target was more than just a major component of the Barry account; Target sales comprised more than 90 percent of his rep firm's total business for Barry.

Filing suit in the Minneapolis federal court, Cooperman's claims included that

... An exploitative principal angling to replace its longtime independent rep and withhold the commissions due could find a means to escape the statute's reach by stopping just short of affecting a full termination.

Barry violated the Minnesota sales rep statute, which imposes limitations on the circumstances when sales reps can get terminated. Not so, asserted Barry in its motion attacking Cooperman's complaint.

Barry correctly noted that the Minnesota statute applies only to "terminations," and all it did was merely reassign one account.

"To construe the statute to apply in this case," Barry's argument continued, "would be to expand the statute to apply to all

modifications in sales representative contracts, thus subjecting every term of those contracts to scrutiny under the act."

Demonstrating a flair for the dramatic, Barry even suggested that if the statute applied here, then "courts would be required to police every modification that might disadvantage a sales representative."

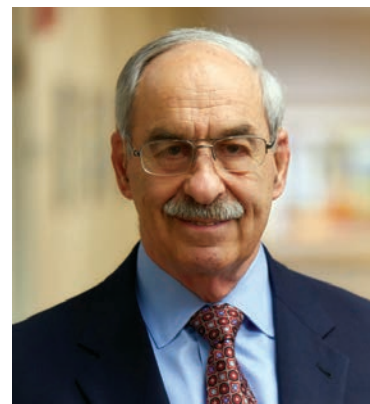
Cooperman responded by arguing to the District Court that when Barry took Target away, it deprived him of the commissions on more than 90 percent of the business. Such an action comprises an effective or constructive termination of the rep contract, that is, one with "the practical effect of terminating the agreement."

Courts should not enable principals to

(continued on page 28)



Forward Thinking
Strategic Counsel
snfr.com



by **Gerald M. Newman**
ERA General Counsel

Gerald M. Newman, partner in the law firm of Schoenberg, Finkel, Newman & Rosenberg LLC, serves as general counsel to ERA and is a regular contributor to The Representor. He participates in Expert Access, the program that offers telephone consultations to ERA members.

Gerry co-authored this article with his partner, Adam Glazer.

You can call Gerry Newman or Adam Glazer at 312-648-2300 or send email to gerald.newman@snfr.com or adam.glazer@snfr.com.



Adam Glazer

Join ERA for Its 2019 50th Anniversary Conference

Save the Dates:
Feb. 24-26, 2019

**AT&T Executive Education & Conference Center
Austin, Texas**



CELEBRATE THE PAST,



EMBRACE TOMORROW



ERA would like to extend its deepest thanks to these dedicated volunteers who are serving on the 2019 Conference Committee:

Chair

**John Hutson, CPMR
MacInnis Group**

Vice-Chair

**Mike Swenson, CPMR
Mel Foster Company**

Keynote Co-Chairs

**Kingsland Coombs, CPMR, CSP
Control Sales Inc.**

**Paul Dosser
Digi-Key Electronics**

General Sessions Co-Chairs

**Terri Straube
Straube Associates Inc.**

**Tom Vanderheyden
TTI Inc.**

Breakout Seminars Co-Chairs

**Brian Flynn
Sager Electronics**

**Holly Myers, CPMR
Wallace Electronic Sales**

Sponsorship Co-Chairs

**Ken Bellero
Schaffner EMC Inc.**

**Bryan White, CPMR
Catalyst Sales**

Opening Video Chair

**Todd McAtee
Mouser Electronics**

XCOM Liaison

**John O'Brien, CPMR
Coakley, Boyd and Abbett Inc.**

Visit ERA.org for more information.

A look at 2018 tax return points

Before we begin discussing 2018 returns, I'd like to start with some items that can affect business returns.

Depreciation is a big deal for 2018 because of two factors: First, businesses can deduct as depreciation ALL new purchases of assets. For the first time, used assets will qualify for the deduction. Second, Section 179 acquisitions can be selected for up to \$1,000,000 of new assets and includes real property improvements for the first time (roofs, air conditioning, security systems, etc.) Note that Section 179 is limited to the profit of the company. First year writeoffs do not have that problem.

Automobiles - For 2018, the depreciation of regular autos is \$18,000 for the first year, \$16,000 for the second year, \$9,600 for the third year and \$5,760 thereafter. Vehicles weighing more than 6,000 pounds are not restricted and therefore businesses can expense the entire cost in the year of purchase.

Mileage - For 2019, business mileage in lieu of depreciation and auto expenses is 58 cents per mile. An increase of 3.5 cents over 2018. The other allowances are 20 cents per mile for medical trips and 14 cents per mile for charity. Remember that all deductions of itemized business expenses have been eliminated from Schedule A of form 1040; those deductions are limited on personal returns to those able to file Schedules C, E or F.

In prior articles we've mentioned that the new "C" corporate tax rate is a flat 21 percent, which means that small corporations formerly operating within the 15 percent bracket will actually incur a tax increase. Additionally, entertainment (sporting event tickets, theater and social clubs) has been eliminated as a tax deduction, but 50 percent of business meals may still be deducted. Food served at events must be billed separately to be deductible.

In the last article featured in the Fall 2018 issue of *The Representor* we covered S corporation taxation. The important thing to remember is that S shareholders active in the business must continue to report reasonable salary on their way to determining the new 20-percent-of-profit deduction.

The changes in the tax law for 2018

have materially affected the presentation on the new personal tax returns (form 1040). The first two pages of the return look like the postcard promised by the administration. The problem is, it doesn't last past the second page.

The first page consists of the information previously at the top of the first page plus the signature section of the second page of the old returns. There are no dollar figures.

The second page is an abbreviated summary of all items of income and expense coming right down to what you owe or have overpaid. This only means that there will be a lot of schedules to attach to even slightly complicated returns.

The new Schedule A is still a full page but has fewer items since all miscellaneous deductions subject to a 2 percent floor have been eliminated; deductions for expenses such as business, education, legal and tax preparation, and investment fees are gone. Casualty and theft losses are gone unless certified as a disaster by the federal government; no more losses for a burglary, or a single home fire decimating the finances of a single uninsured family. If you don't insure, don't expect the IRS to bail you out. In addition to state income taxes, real estate taxes and sales taxes are limited to a combined deduction of \$10,000.

An interesting, unintended, and as far as I know, unaddressed question arises from the tax limitation. State tax refunds are added back to federal returns in the following year as taxable income as long as the taxpayers received a deduction on Schedule A in the prior year.

Here's the new complication:

Let's say that in 2018, a taxpayer has \$6,000 of state taxes and \$12,000 in real estate taxes. The limit is \$10,000, so the taxpayer has no recourse for the \$8,000 overage. What will happen on the 2019 return if the taxpayer receives a \$2,000 state tax refund? The most logical choice is that the real estate tax took all \$10,000, so there was no benefit received. But the IRS could say that the income tax is recovered first,

(continued on next page)



by Stanton B. Herzog, CPA
ERA Tax, Audit & Accounting Consultant

Stanton B. Herzog, CPA, principal in the firm of Applebaum, Herzog & Associates, P.C., Northbrook, Ill., serves as ERA's accountant and is a regular contributor to The Representor. He is available to speak at chapter or group meetings on a variety of financial and tax-related topics. He also participates in Expert Access, the program that offers telephone consultations to ERA members.

You can call Stan Herzog at 847-564-1040, fax him at 847-564-1041, or email him at sherzog@theahagroup.com.

THE SUBJECT IS TAXING: 2018 tax return points

(continued from previous page)

so the whole \$2,000 is taxable, or they could adopt a ratio approach — one third of the deduction was income tax related; therefore, one third of the \$2,000 refund is taxable. Is it therefore smart to even list the state income taxes on the form if real estate tax exceeds \$10,000? I don't know the answer.

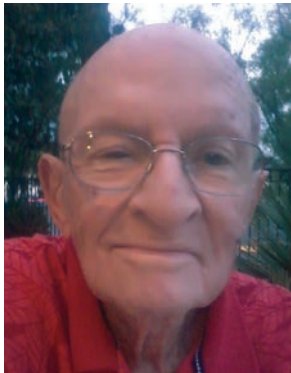
With regard to charity, the opportunity exists to bunch charitable contributions between years so that taxpayers can itemize one year and use the standard deduction the following year. An interesting way to achieve this result without causing panic within the charities is to contribute to a self-directed charitable fund. There are a number of these, the oldest is the Fidelity charitable fund. The taxpayer gets a deduction upon contribution, but then has control over when that money is disbursed to the charities; it's a neat way to achieve bunching contributions while evenly doling out the contributions to the charities. ■

WHERE ARE THEY NOW?: Recognizing past leaders

(continued from page 17)

beginning its fourth transition of ownership and management.

So, at age 86, where is David Locke now...? In a good place!



Where is Harry Paston now...

Reflecting at age 92 on a long and fruitful life, my years as a manufacturers' representative and ERA member stand out as the most rewarding of my several careers.

Following Army service overseas in WWII, I graduated from the University of Wisconsin.

In 1953, Neal Hunter and I founded Paston-Hunter Company, representing consumer and component manufacturers in the Upstate New York market. Our representation of many major manufacturers at a time of tremendous industry growth proved very successful.

Success in the rep business can be attributed to hard work and dedication. But the real credit goes to the "community relationships" among ourselves and dozens of fellow reps throughout the country, unselfishly sharing information, concepts and smart practices we developed through our ERA membership.

Because of this, my participation in the association continued to grow — first at the local chapter level, then at national through participation on committees and the board. Ultimately, I became chairman of the Insurance Trust, helping enlarge member programs. The Trust also participated in acquiring the ERA's Chicago headquarters property at the time.

In 1991, I sold Paston-Hunter Company and moved to Scottsdale, Ariz., embarking on a new career as a vice president of a billion dollar residential, commercial and golf course real estate development company with properties in the U.S. and Europe.

Continuing my concept of community involvement, I served as chairman of the city Planning Commission and chairman of the city Budget Committee among others and participated in Arizona politics. I also became a reserve deputy sheriff on the Maricopa County Lake Patrol. My love of golf propelled me into another leadership role as president of the preeminent Troon Country Club.

Ultimately, my wife Mary Rose (Ro) and I moved in 2012 to Las Vegas to be near two of our daughters. We also have another daughter, a son and one grandson. I continued my community involvement as a volunteer with the Las Vegas Metro Police Department.

Ro and I traveled throughout the world on business and pleasure, which included attending many ERA conferences and meetings. After she passed away in June 2018, I have continued an active independent life, still staying in touch with many friends from my rep days.

Looking back, I can report my participation in ERA helped shape a life "dedicated to sharing." With the many awards, accolades and honors I received, none meant more to me than my 1980 induction into ERA's Hall of Fame! ■

Electronics Representatives Association



ERA Officers

Chairman of the Board:

Dan Parks, CPMR
dan@westelec.com

President:

David Norris
dnorris@norrisrep.com

Senior Vice President/Fiscal & Legal:

Chuck Tanzola, CPMR
ctanzola@fusionsourcing.com

Senior Vice President/Education:

John O'Brien, CPMR
jobrien@cbane.com

Senior Vice President/Membership:

Kathie Cahill, CPMR
kcahill@netsalesrep.com

Senior Vice President/Industry:

Bob Evans, CPMR
bevans@ekmicro.com

Manufacturer Delegate:

Ken Bellerio
ken.bellerio@schaffner.com

Distributor Delegate:

Chris Beeson
chris.beeson@digikay.com

Chief Executive Officer (Ex-Officio):

Walter E. Tobin
wtobin@era.org

ERA Staff

Chief Executive Officer:

Walter E. Tobin
wtobin@era.org

Executive Assistant:

Karin Derkacz
kderkacz@era.org

Communications Director:

Neda Simeonova
nsimeonova@era.org

Membership Outreach Coordinator:

Stephanie Tierney
stierney@era.org

Events Coordinator:

Erin Collins
ecollins@era.org

Database Manager and Webmaster:

Katherine Green
kgreen@era.org

Finance Director:

William R. Warfield
bwarfield@era.org

ERA Office:

1325 S. Arlington Heights Rd., Suite 204
Elk Grove Village, Illinois 60007
T: 312.419.1432 • F: 312.419.1660
info@era.org • era.org

Monologue — the single biggest mistake salespeople make

In my work as a Certified Professional Sales and Leadership Coach, one of the questions I'm always asked is, "What is the single biggest mistake salespeople make and how can we fix it?"

I've worked with thousands of sales teams throughout North America to help them reach their greatest potential and I can tell you that the answer to that question is easy: Treating sales as a one-sided "pitch" instead of as a conversation.

In other words, the sales interaction is too often a well-intentioned monologue at best, and an information dump at worst. Boring!

Here's a story that illustrates the problem:

I was on a ride-along once with a technical rep named Tom who works in the battery industry. He calls on people in the medical devices world and helps them figure out solutions unique to the hospital environment.

I could tell the customer he was calling on truly liked Tom because he was knowledgeable, had high integrity and really wanted to help. So far, so good.

Tom was really excited about his solutions and launched into an enthusiastic but long and technically detailed —that's right — monologue. Big mistake!

I noticed the customer's eyes glazing over. He tried to talk a few times, but Tom missed that and kept right on going. When he stopped talking and the customer was slow to respond, Tom didn't know what to do next.

Talk about uncomfortable!

Here's how Tom could have engaged his buyer in a friendly, natural conversation and achieved a much better result:

1. Set the tone for an open exchange at the outset. Tom and the buyer should have shared information about what they hoped to accomplish during their meeting.

2. Listen carefully to what the buyer is saying to pick up clues about how to meet their needs.

3. Ask curious questions. Tom's curiosity would have created space for the buyer to tell him more about their needs and the challenges they face.

4. Pinpoint the buyer's needs to make sure your understanding of those needs is in sync with the buyer's.

5. Satisfy the buyer's needs by providing ideas on how you and your company could help. Tom might have had to go around this questioning/satisfying loop several times during the conversation because buyers have several needs that factor into the decisions they make.

6. Agree on next steps to move the process forward, setting up the negotiation and close.

Have a conversation. It is so simple and yet so effective! Try it out. It's a far more human and meaningful way of selling that will leave your buyers feeling engaged, understood and appreciated ... and help you more easily achieve your sales goals!

... The sales interaction is too often a well-intentioned monologue at best, and an information dump at worst. Boring!



by Nicki Weiss
Certified Professional Sales Management Coach and Master Trainer

Nicki Weiss is President and Co-founder of the SalesWise Academy (www.saleswiseacademy.com), an innovative on-line sales development program designed for sales leaders and teams that sell technical or complex products and services with long selling cycles. SalesWise Academy trains more effectively by teaching the way adults learn best, in frequent, "bite-sized" lessons, delivered via 10-minute audio podcasts and support materials to members' inboxes every two weeks.

Nicki is ERA's sales consultant, the brainchild and facilitator of ERA's free teleforum programs. To learn more, go to saleswise.ca or call 416-778-4145.

ERA ANNOUNCES 2019 CONFERENCE BREAKOUT SESSIONS

ERA's Conference Committee has announced that the 2019 conference program will feature 16 different Breakout Sessions, offering attendees practical business, legal, management and marketing information for reps, manufacturers and distributors. The topics of the breakouts are specifically selected by the committee to emphasize the 2019 conference theme, "Celebrate the Past, Embrace Tomorrow."

Breakout highlights include: "How Manufacturers' Reps, Manufacturers and Distributors Can Implement a Simple Strategy to Produce Sales Qualified Leads Every Month," "A Dose of (Immersive – Virtual/Augmented/Mixed) Reality: The New Paradigm – What You Need to Know Now Before It Is Too Late," "The Profile of the Manufacturers' Rep Company of the Future," and "Selling More Through Data Analytics: Utilizing Today's Tools and Recognizing Tomorrow's." All breakout seminars are scheduled twice to allow attendees maximum flexibility in customizing their schedules.

ERA's 50th Anniversary Conference is scheduled Feb. 24-26, 2019, in Austin, Texas. For more information about the conference, or to view the full list of 2019 breakout session topics and conference program, visit <https://era.org/era-events/era-conference/>.

2018 JESS SPOONTS - ERA WHITE PIN SCHOLARSHIP AWARDED

The Electronics Representatives Association (ERA) White Pin Group has announced that Ellen Coan, CPMR, of the Indianapolis-based C C Electro Sales Inc. is the 2018 recipient of the Jess Spoons - ERA White Pin Scholarship Award. Coan will receive a \$1,000 grant that can be used to fund her continuing education as a professional field sales representative. Ellen was nominated for the honor by White Pin member Matt Cohen, CPMR, of C C Electro Sales Inc.

"As a second-generation ERA rep and long-time volunteer on the board of our Indiana-Kentucky Chapter, her recognition is well-deserved. Ellen has a passion for our industry and is always ready to help our association and her fellow reps in any way that she can. Her spirit of volunteerism represents the essence of the Jess Spoons Award," said Mark Motsinger, CPMR, of Wallace Electronic Sales, a past president of ERA and the coordinator of the White Pin Group.

To qualify for this award, nominees must be from an ERA member rep firm; must have been involved in ERA activities and leadership roles on the local and/or national levels for a minimum of two years; and must be willing to devote significant volunteer time to ERA in the foreseeable future.

U.S. WHOLESALE PRICES FELL IN DECEMBER

U.S. wholesale prices fell in December 2018, dragged down by a steep drop in gas costs, suggesting that inflation will remain tame in the coming months. The Labor Department said that the producer price index — which tracks cost changes before they reach the consumer — fell 0.2 percent in December from the previous month. The drop follows a small 0.1 percent increase in November.

The data indicates that inflation is mostly tame, despite steady economic growth and a very low unemployment rate. A strong economy can sometimes push up inflation, which then spurs the Federal Reserve to raise the short-term interest rate it controls in order to slow growth and keep prices in check.

IN MEMORIAM OF JOHN E. BOEING

ERA is saddened to announce the death of John E. "Jack" Boeing of Marion, Mass., on Jan. 14, 2019. He was 98. Boeing was preceded in death by his wife Jeanne and is survived by three sons and a daughter and their families — Peter Boeing and his wife Patricia of Concord, MA, and their children Carl and wife Brenda, Jill, and Paul and wife Megan; Mark Boeing and his wife Lisa of Wolfeboro, N.H., and their children Gregory and wife Haley, Jenna, and Parker; Chris Boeing and his wife Lynne of Pepperell, Mass., and their children Carrie, Meghan, and Emily; Joanna Boeing Bratton and her husband Roxie of Marion, Mass., and their children Hanna and Parker; and several great grandchildren. He was also "father" to Ivar Hegstad who joined the Boeings as an AFS exchange student from Norway as a high school senior and has remained a part of the family.

Boeing started The John E. Boeing Company, JEBCO, in Lexington, Mass., in 1953, as a manufacturers' representative in the electronic component business and the firm continues to be an icon in the industry. Jack and Jeanne then retired to Marion, Mass., and enjoyed much golf, singing, entertaining, rum raisin ice cream and winters in Florida. He was recognized for his dedication and contribution to the electronics industry and was inducted into the ERA White Pin Group in 1969.

IN MEMORIAM OF MEARA HAMLIN

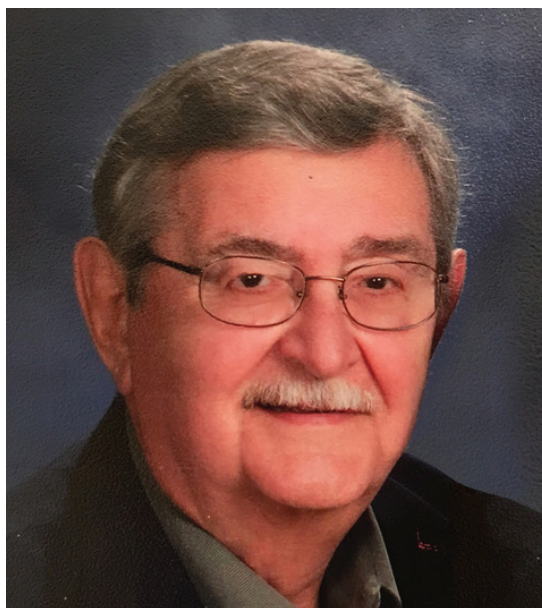
ERA mourns the loss of Meara Eileen Hamlin, regional business coordinator at Digi-Key Corporation and distributor board member for the Carolinas Chapter of ERA. Hamlin passed away on Jan. 1, 2019, at her home surrounded by her family. She was 47. Hamlin was born in Riverside, Calif., on Sept. 15, 1971, to Florence Paula Dye and the late Michael Edward Larralde. She is survived by her daughters, Shelby Hamlin of Youngsville, N.C., and Karsten Hamlin and fiancé Andrew Love of Youngsville; mother, Paula Dye of Raleigh; boyfriend, Bill Case of North Redington Beach, Fla.; siblings, Kama Tucker and spouse Kristy Norton of Wilmington, N.C., Kyle Davis and spouse Hannah of Sacramento, Calif., Matt Larralde of Los Angeles, Katie Anderson of Raleigh, N.C., and Bren Anderson of Durham, N.C.; grandparents, Bill and Kitty Brenneman of Wake Forest, N.C.

ERA mourns the loss of retired CEO Ray Hall

The Electronics Representatives Association (ERA) has announced that its retired executive vice president and CEO, Raymond J. Hall, passed away on Nov. 13 in Findlay, Ohio. He was 80 and had recently undergone surgery to set a broken femur suffered in a fall.

Mr. Hall was ERA's longest-serving management executive and a member of the association's Hall of Fame. His tenure at the helm of the 84-year-old organization began in 1969 and extended to 2004 when he started transitioning into retirement.

He was a native of Somerville, Mass., a Marine Corps veteran and alumnus of the University of Illinois. In his early working years, he owned and operated the Raymond J. Hall Company of Chicago, a management services provider for many trade associations, including ERA and manufacturers' representative associations in other industries. He became heavily involved in the operations of ERA in the early 1960s and eventually turned his full attention to ERA in 1969. He also served as administrator of the ERA Insurance Trust (later called RepCare) for more than 40 years.



As ERA CEO, Mr. Hall started working on and promoting the concept of a manufacturers' representative council of rep associations in the early 1970s. Through his efforts, the Alliance of Manufacturers' Representatives Associations (AMRA) and the Manufacturers Representatives Educational Research Foundation (MRERF) were eventually established, and MRERF developed the rep certification (Certified Manufacturers' Professional Representative or CPMR) program that Mr. Hall had long envisioned.

For ERA, Mr. Hall developed and/or oversaw dozens of milestone projects, including:

- ERA's publication of many electronics industry standards, guidelines and white papers;
- the 1987 launching of the Chapter Officers Leadership Training (COLT) program, which has trained hundreds of volunteers from 20+ local chapters;
- the primary planning of ERA's national management and marketing conferences from the 1960s through the early 2000s and the opening of the conferences to manufacturer attendees;
- the conversion of ERA's flagship publication, *The Representor*, from a newsletter to a four-color magazine;
- the addition of manufacturers to ERA membership; and
- the creation of ERA's first website.

Throughout his career, Mr. Hall served as an officer and board member of many organizations, including the American Society of Association Executives, the Association Forum, the Small Business Legislative Council, the U.S. Chamber of Commerce Committee of 100 and the Center for Exhibition Industry Research. He served on the advisory boards of ITT Sheraton, Sonesta Hotels, Associated Luxury Hotels International, Buena Vista Hotels, Walt Disney World, Disneyland, American Airlines and Meeting News. He was a founding member of Meeting Planners International and a member of its Hall of Fame. The additional awards he received over the years are too many to list.

In 2004, ERA saluted Mr. Hall upon his pending retirement by creating the Ray Hall Spirit of ERA Award. This award honors recipients for their individual contributions to promoting, protecting and improving the outsourced professional field sales (rep) function.

Mr. Hall is survived by his wife of 32 years, Patricia, his daughters, Kathy Green and Tracey Stewart, his son, Christopher Kosch, his brother, Robert, and eight grandchildren. He was preceded in death by his son, Raymond J. Hall, Jr.

A Memorial Service is planned on March 23, 2019, at 3:00 p.m. at St. James Cathedral, 65 E. Huron Street, Chicago, IL 60611. ERA members will receive further details.

FROM THE FLOOR: Managing as a team

(continued from page 15)

— the revelation — that his work environment is not totally under his control despite what the business books and manuals say about the preeminence of planning and logic.

“The prevailing business catechism says that all you need to solve your problems is a greater input of intelligence, work hard, professional expertise and raw enthusiasm. A sort of ‘I know what is best here approach.’ But is this true? A foreign sheik coughs, and energy costs go up, a gimlet-eyed bureaucrat exhausts the executives time through undecided directions of the government and develops endless red tape in events close to the industries heart. He can feel his managerial prerogatives slipping from his grasp; he realizes his time for creativity and innovation is vanishing. The executive’s initial reaction to these ego-damaging problems is denial, the assertion that nothing is wrong. But with the painful intrusion of reality, bewilderment sets in.”

Dad went on to say, “The executive then experiences depression, which is the bottoming out process. The psychological state soon gives way to anger over the situation. Finally, the (new way of thinking) executive accepts the new state of circumstances and determines to do something about it — to rebuild, and with a select team of achievers. Faced with this crisis, the majority of top executives discard the textbook rules of running a business. With survival as his motivation, the executive consolidates his power, often making changes in his management team. The manager no longer tolerates marginal performance. Once a split in management/leadership thinking and cohesiveness takes hold, it is difficult to stop here.

“Honest disagreement of course, is the life-blood of any organization (very futuristic!) and the fundamental building block of trust and teamwork. It should not be discouraged. What should be discouraged is disagreement based on nefarious purposes. Under stress and strains, human relations within the organization deteriorate and sensitivities become heightened. People overreact to real or imagined circumstances. In an environment of suspicion, rumors and bad attitudes can flourish.

“The lines of communication, both up and down (and across to one another in our industry, meaning rep/manufacturer/distributor), tend to freeze and even atrophy. One major reason is that management is uncertain of itself and cannot talk with finality about anything. In the milieu, the bootlegging of information and intrigue can multiply. In times of crisis, management can and does break the ‘psychological contract’ it has with employees and vendors [see above].

“The philosophical crux of the matter lies with management’s moral obligation to its employees, especially if the company has a humanistic doctrine of employee relations in the past. Each employee has an ‘employment contract’ with his company. This is the ‘ancient pact of employment. An employee exchanges his time, his energies and his skills for the right to be protected. He agrees to accept and put faith in the managerial wisdom. That is the philosophy of the matter. But the practicality is that most companies say nothing until the deed is done on cutbacks and layoffs. The employee is treated like a commodity up to the point of exodus. Secrecy is cited as necessary, so the outward flow of employees is controlled on the basis that management does not prematurely lose a particular skill until it is ready to do so.”

Learning from the past, embracing our tomorrows

So then we have learned from the past and need to embrace our tomorrows with the thought that should give solace to us: The corporation is an “immortal entity” and must not be permitted to die. Managements moral obligation to the remaining employees must not be forgotten, true today, true years ago. The retention of information is key here to drive relations to a stable platform. Managers and leaders must keep the faith in their company, its products and services and most of all in themselves. The exquisitely difficult decisions that involve people are by nature ragged, challenging and often unfair. Know your “MBA” material, but you need to drive the mediocrity from our organizations as humanely as we can, while focusing on the leaders of the organization, in good times and in tough times. The manager needs to stay flexible, expect the unexpected and focus on the selling cycle and the customer.

And in concluding from our “voice from the past,” we as an industry need to continue not settling for mediocrity in our organizations. Every chance we get we need to drive to next levels of product development, build partnerships of trust that last and grow our businesses together. The devil may be in the detail and we may have our own executive internal opinions, but the challenges as a leader can be better met by forming dependable teams around ourselves and building teams outside of our organizations between distributor, manufacturer and rep organization.

John Paisios authors from the 1970s about developing this theme, and it is as refreshing now as it must have been “back in the day.” ■

It has been my practice, when beginning to write these articles, to go back and look at the previous articles and look for any common themes, continuity of content and to avoid being too redundant from issue to issue. One would think that in this ultra-fast paced business of electronic components, things would change rapidly; and in terms of technology, they certainly do. But when it comes to the business climate or condition, this year has been rather monotonous. How so? The component shortages, long lead times and rising prices that were all the talk at the ERA 2018 National Conference last February, will very likely be on people's minds and lips again in Austin this February. In my last two or three columns, the theme has been the same: component shortages, growing lead times and rising prices. There are upsides though. Manufacturing numbers are up and distribution sales rose as well.

In her Dec. 3, 2018, article in EPSNews Online, Barbara Jorgensen reported, "Still, one executive commented: 'Shortages, longer lead times and capacity constraints [particularly in the electronic components' marketplace] and tariffs continue to strain the supply chain and disrupt normal business practices and activities.'" Later in her article Ms. Jorgensen pointed out, "... the U.S. manufacturing industry bounced back in November with growth in new orders, production and employment. Overall, U.S. production has been expanding for 27 consecutive months, although manufacturers tapped the brakes in October." Showing that despite the restrictive factors, manufacturing has buoyed.

Perhaps this is what is driving the good results reported by component distributors. The Electronic Components Industry Association (ECIA) recently reported that "Distributor component sales for North America showed nice growth in Q3 CY'18: up 14.8 percent compared to the same quarter in 2017. Sales for the quarter were the second highest in dollars since ECIA started collecting distributor sales data in Q1 2015." The ECIA went on to say that "Although distributor sales did slow in Q3 compared to Q2, the growth compared to the same quarter last year was a strong +14.8 percent. With a positive book to bill for the quarter, Q4 should be another growth quarter for distributor sales."

For component manufacturers (and reps selling on commission) some positive effects are also increased sales and rising prices. With the laws of supply and demand in full force, the increased manufacturing along with longer lead times have allowed manufacturers and distributors to get prices to creep up a bit; in some cases, quite a bit. Victoria Kickham wrote in an article in the October 2018 edition of Electronic Sourcing Magazine, "As of August (2018), The Institute for Supply Chain Management's Prices Index had increased for the 30th straight month." The article goes on to suggest that the buyers, despite constant price pressure, are paying higher prices due to supply/demand dynamics and the tariff factor."

EDX Electronics recently posted an article titled The Upside of the Electronic Component Shortage. In it they stated the following: "Looking back to 2017, the total sales of semiconductors, passive components, and electromechanical products increased 17 percent. Not only does this beat the Electronic Components Supply Network's (ECSN) modest initial projections of 4.3 percent market growth, but it also represents the largest period of sustained market growth since 2000. By the end of 2018, ECSN projects growth between 6.5 and 10.5 percent." This echoes Ms. Kickham's October observation.

This article again seems like a broken record and all indications are that as we enter 2019, I will be able to copy and paste this article over the next few quarters. In closing, I will cite a quote from Philip Spagnoli Stoten in an EBN Online article from Dec. 11, 2018. It was titled, "Supply Chains, Manufacturing & Tech: The Year of Adapt or Die" and Mr. Spagnoli Stoten said, "This year, and likely next, supply chains have been challenged by component shortages, by counterfeit devices and by the potential for a trade war and uncertainty over tariffs. Many say these new pressures will become the norm and are not a short-term problem." Buckle up and welcome to 2019.

By the time you read this column, the holidays are behind us and 2018 is a fading memory. When we look back, we should use the experiences to enhance our plans for 2019 and beyond. We need to build on the positive and learn from the negative. For all of us, I'm sure there were plenty of both.

I think we all agree that technology is moving so rapidly that we have a difficult time keeping up, much less anticipating the advances on the horizon. I'm reminded of an experience a few years ago (well, maybe more than a few) when I was asked to address a women's group about what to expect from technology in the home in the near future. They were in awe of the advancements I outlined for their kitchen and other areas of the home. Today, those advancements are ancient history. Same is true for our offices. There is a framed picture on my office wall that reads, "There's an entire generation of people who have never actually seen a carbon copy." I could add to that

(continued on next page)

COMPONENTS

Bob Evans, CPMR
EK Micro
Rolling Meadows, Ill.

Electronic components outlook tells the same old story

MATERIALS, ASSEMBLY, PRODUCTION & SUPPLY

Troy Gunnin
Sun Rep
Tampa, Fla.

Technology is moving ahead exponentially

MARKETING GROUPS: Technology advancements

(continued from previous page)

they may have never seen a manual typewriter, except perhaps in a museum. Looks like the fax machine may well be destined for that roll as well. I just saw where the last “beeper” system shut down. We could continue to add to this list things that were “cutting edge” just a few short years ago.

Fast forward to today and try to imagine what is in the very near future. You don’t really have to imagine, just follow the news, read a few headlines like, “Self-flying aircraft are coming” as Uber and others are toying with the idea of vertical take-off and landing (VTOL) flying taxis. “What to expect from the 5G Network? We want instant gratification.” Some of us can remember when we used operators to place long distance calls.

There are some things that “return to yesteryear.” Trains have long been a part of transportation but fell out of favor over time. Fast forward to today. Here in Florida, “Brightline” is a buzz word. With the growing traffic congestion, we are now embracing the idea of leaving the car at home and taking the train. The interesting concept here is that the government is not involved. It’s a privately funded enterprise and getting a lot of positive press. It will eventually tie most of the major metro areas together.

Advancements in manufacturing materials, like the use of carbon fibers and MIM (metal injection molding), speeds and enhances manufacturing processes. Use of these processes are reshaping manufacturing. They are reshaping the electrification of transportation by enhancing the future of batteries and reducing the weight of cars and planes.

We will likely see supersonic passenger aircraft in use in the foreseeable future. Passenger space flight just made a giant step forward as a passenger test space flight made a successful journey into space yesterday. Let’s not forget also the “self-driving” automobile.

One thing is certain, technology is moving ahead exponentially. We must keep vigilant to stay abreast of it and utilize what is appropriate in our business and daily lives lest it leaves us way behind. ■

LEGALLY SPEAKING: Constructive termination

(continued from page 19)

evade the statute, maintained Cooperman, by merely eliminating commissions and stripping away accounts until reps receive no benefit under their contracts, rather than formally “terminating.”

After considering the parties’ respective positions, the federal judge denied the motion to deep-six Cooperman’s action.

Minnesota’s sales rep statute, unlike most other states, provides unusual protections to sales reps by limiting the principal’s ability to terminate them. Recognizing this important purpose of the Minnesota rep statute, the court concluded that Barry read the statute too narrowly, and found that its “overly technical reading of the statute would allow that statutory protection to be easily circumvented.”

The court also rejected Barry’s argument “that a broader reading of the statute would require courts to scrutinize every modification of a sales representative’s agreement.” Cooperman had sought to invoke the statute only upon a constructive termination of his rep contract, not to challenge lesser modifications. Cooperman’s action would live on.

Just as sales representative statutes vary in different states, so too does the treatment of constructive termination claims. Certain New York state courts, for example, do not recognize the ability of at-will employees or independent contractors to state claims for constructive termination. Other states, including Massachusetts, give constructive termination claims similarly limited application.

In the right jurisdiction, the Minnesota federal court’s well-reasoned decision in *Cooperman v. R.G. Barry Corp.* should provide some necessary support to enable an action that looks like a termination, smells like a termination and feels like a termination to get treated like a termination for purposes of that jurisdiction’s protective sales rep statute. ■



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.

Chapter of the Year awards to be announced at the ERA Conference, Feb. 24-26, 2019

ERA's Chapter Leadership Council has announced that the Chapter of the Year awards for 2018 activities are being submitted and judged in mid-February.

The awards will be announced at the ERA Conference on Feb. 24-26, 2019. Each Chapter of the Year award recipient will be recognized in ERA publications and on the ERA website. In addition, each award recipient receives a full tuition scholarship to the COLT (Chapter Officers Leadership Training) program, and the award can be used in 2019 or 2020.

The Chapter of the Year awards are given annually to chapters that go above and beyond in providing meaningful and successful chapter programs and events. The awards are based on four categories; Education, Membership, Marketing Services and Special Projects. An award is given to a chapter for each category.

ARIZONA

Arizona ERA hosted its first annual Sonoran Technology Show at the Hilton Phoenix Chandler on Dec. 6, 2018. The chapter noted that having distribution members sponsor and participate in the event added a very positive dynamic to the show.

CAROLINAS

Carolinas ERA (CERA) announced that Peter Flores, TTI general manager in Raleigh, N.C., completed ERA's Chapter Officer Leadership Training (COLT) program in November and returned with some excellent ideas for the chapter.

In October, CERA hosted the 15th Annual Dick Paden Memorial Golf Outing to raise awareness and funds for CERA scholarships and the American Diabetes Association. The chapter also conducted its annual Board of Directors meeting on Nov. 8.

Upcoming chapter events include the bi-monthly breakfast meetings, the annual DTAM event and a cyber security expert to speak to chapter members in the spring. Details to come soon.

CHICAGOLAND - WISCONSIN

Chicagoland-Wisconsin ERA hosted a breakfast event in October called "Lie to Me: The Science Behind Hidden Emotions" featuring guest speaker Dan Seidman, CEO and founder of Got Influence.

On Dec. 6, the chapter also held a charitable Holiday Happy Hour at an ale house in Schaumburg, Ill. Complimentary beverages and appetizers

were provided to all members who brought a toy for Toys for Tots. As a result, the chapter donated more than 30 toys to the organization.

EMPIRE STATE

Empire ERA held an annual Holiday Luncheon at Champion Hills Golf Club in Victor, N.Y., on Dec. 7. Chaired by Laura Senn-Sanborn of Senntec, the event was an open social for reps and distributors and featured a raffle for entry into the 2019 Golf Tournament. It was also a celebration of chapter growth in membership and new additions to the Board of Directors who have been active in content, event planning and positioning the chapter for the future.

MID-LANTIC

The chapter hosted its holiday event on Dec. 12 at St. Davids Golf Club where members had the opportunity to socialize and catch up.

METRO NEW YORK

The Metro New York Chapter held a fall dinner event on "The New Tax Code and Its Implications."

NEW ENGLAND

In November, the chapter held its holiday party at Jack's Abby Craft Lagers in Framingham, Mass. Attendees were encouraged to bring along a non-perishable food donation to donate to a local food pantry.

NORTHERN CALIFORNIA

In November, Northern California ERA hosted a tour of Jabil's Blue Sky Center facility located in San Jose, Calif., followed by a dinner meeting.

ROCKY MOUNTAIN

Rocky Mountain ERA held a chapter dinner event featuring guest speaker ERA CEO Walter Tobin on Jan. 29. Tobin reported on industry trends and provided an update on ERA's initiatives in 2019.

SOUTHWEST CHAPTER

The chapter held a networking lunch event in Houston in November. Bill Gilmer, director at the University of Houston Bauer Institute for Regional Forecasting, delivered a presentation on the greater Houston area/Gulf Coast business climate and how the energy market, national economy and the global economy influence the regional economy.

SPIRIT OF ST. LOUIS

Spirit of St. Louis ERA elected new officers for the 2019-2020 term. The chapter has tailored its organization after ERA National's membership to include distributors, manufacturers' representatives and a manufacturer as officers. Membership has grown from 16 to 30 members. The chapter is currently reviewing its 1998 by-laws and voting to replace with current by-laws.

The chapter also held an annual golf tournament in the fall. It welcomed guest speaker ERA CEO Walter Tobin to the fall chapter meeting. Tobin provided insights on the future organization initiatives. Tobin's enthusiasm and humor were welcomed by the largest chapter audience in over 10 years, which is a testament to all of the hard work of Walter and the ERA staff.

Spirit of St. Louis ERA also thanks Rich Sartori of Centech for the great job of running the chapter for the past two years.

REPS AVAILABLE

New brand...
Same dedication
to exceeding expectations!



MacInnis Company
New England
CFE-MacInnis
Metro New York, New Jersey
CFE-MacInnis
Mid-Atlantic

375 Vanderbilt Avenue, Norwood, MA - 781-762-8090
1650 Sycamore Avenue, Suite 9, Bohemia, NY - 631-567-3377



A Professional Sales Organization

If you are looking for a sales team that you
can call your own ... look no further.

Conquest Technical Sales has you covered. With 6 Sales Reps strategically positioned in each of the major markets/geographies within the So. California area, we can provide the bandwidth you need to grow your sales. Our line-card is unique and takes us into virtually every market segment allowing significant visibility in to our customer base that many "component reps" simply won't see.

So CALL us and introduce yourself and let us explain how our limited Principal line card can help you expand your foot print in So. California.

805-241-5118 LA Office
949-825-5223 OC/SD Office

805-402-7490 Bill Herold - President

SERVICES

Develop a Sharper
Sales Team. Simply.



- 10-minute lessons for sales managers, reps, and sales engineers that can last a career.
- Keep your sales team focused, motivated, inspired, and skilled.
- Specifically for highly technical, complex sales.
- Add millions to the bottom line.

saleswise



The SalesWise Academy delivers the tools and support you and your team need.
Visit www.saleswiseacademy.com or contact us at (416) 778-4145 or e-mail nicki@saleswise.ca

SPECIAL EDS ISSUE

Ads are due March 22 for
the Spring 2019 issue of
The Representor,
which will feature the
annual EDS supplement

email

nsimeonova@era.org

ERA Member Service Action Lines

Avis Car Rental.....era.org (Click the link on the Member Services page.)	
Budde Marketing.....708-301-2111 buddemarketing.com	
Empowering Systems.....888-297-2750 empoweringsystems.com	
ERA Customized Survey Service.....era.org (Click the link on the Member Services page.)	
ERA RepProtect.....normanspencer.com/erarepprotect	
ERA Teleforum Audio Library.....era.org	
ERA University (online courses).....era.org	
Growth Dynamics.....growthdynamicsonline.com	
Hertz Car Rental.....era.org (Click the link on the Member Services page.)	
Hunter Winston Consulting.....hunter-winston.com	
ITEM Media.....item.media/	
JJM Search.....402-292-6590 jjmsearch.com	
MRERF (CPMR/CSP programs).....mrerf.org	
Orgo Sales Engine.....orgosales.com	
Rembrandt Advantage.....800-292-7182 rembrandtadvantage.com	
Repfabric.....844-737-7253, x225	
RPMS software.....800-776-7435 rpms.com	
Spyre Group.....spyregroup.com/rep/index.htm	
TSJM Group.....603-560-1673	
UPS shipping.....era.org (Click the link on the Member Services page.)	

Consultants Available for Expert Access

Accounting & Taxes: Stan Herzog.....	847-564-1040
Executive Searches: Carla Mahrt.....	402-721-6590
Insurance: John Doyle.....	888-243-0174
Legal: Gerald Newman.....	312-648-2300
Rep & Mfr. Services: Bryan Shirley, CPMR.....	267-620-6000
Rep Network Mgmt.: Cesare Giammarco.....	401-595-7331
Sales/Business Strategy: Craig Conrad.....	817-917-8268
Sales/Marketing Strategy: Jeff Shafer.....	330-217-6501
Sales/Marketing Strategy: Steve Cholas.....	949-413-1732
Sales Consulting/Coaching: John Simari.....	214-325-4117
Sales Team Mgmt.: Timothy L. Conlon.....	314-378-3612
Start-ups: Alex Gabbi.....	alex@alexgabby.com

Other ERA Services & Publications

(Call 312-419-1432 or go to era.org.)

- Locator Online Directory of Manufacturers' Reps
- Lines Available Service
- Guidelines for: Becoming a Successful Rep; Establishing and Benefiting from Rep Councils; Agreements between Sales Reps and Manufacturers; Agreements between Stocking Reps and Manufacturers; Agreements between Reps and Sub-Reps; Agreements between a Rep Firm and Its Salespeople; Evaluating a Prospective Principal; Evaluating a Prospective Rep; Developing New Markets with Professional Field Sales Reps
- Line Portfolio Evaluation
- Outsourced Field Sales: Adding Value for the Customer (CD)
- Outsourcing Field Sales (Fortune Magazine Reprint)
- The Value of Outsourced Field Sales (EBN Reprint)
- Selling Through Manufacturers' Representatives
- ERA Code of Ethics
- Recommended Technical Standards for Distribution Point-of-Sale Reporting
- FAQs Manufacturers Ask About Representatives
- Split Influence Recommendations for the Electronics Industry
- State Rep Commission Protection Acts
- ERA Membership Pins
- ERA Logos

ERA Meetings & Programs

- ERA 50th Anniversary Conference - Feb. 24-26, 2019
- Board of Directors Meeting - Feb. 27, 2019

A book review and recommendation by Dan Beaulieu

Do Good: Embracing Brand Citizenship to Fuel Both Purpose and Profit

by Anne Bahr Thompson

Copyright: 2018 Amacon

Price: \$27.95

Pages: 294 with index

I love this book and want every business leader to read it

The best way to get your people engaged is to give them a company with a mission that is bigger than the company. People now more than ever want to believe in things or causes that matter. They want to be proud of the company they work for.

A company with values is a company that will last, is a company that has brand identity and is known for caring about its customers and about people in general.

This is what this book is all about. Here are some examples:

"Businesses that ingrain social responsibility and corporate citizenship across their operations will create greater financial and social value over the long term."

Nothing has ever been truer and unfortunately rarer. Most of our companies are in business for themselves and don't adhere to the values of social responsibility.

"Ethical customs follow changing values and an evolving ethos. To remain relevant, businesses need to follow these changes closely and ensure they adapt to shifting needs and expectations of customers, employees, shareholders and other stakeholders.

"Like Ikea, all brands need to be restless and consistent in how they present themselves; staying true to their purpose and personality while continuously evolving and raising their standards to reflect changing social values and expectations."

Now, I know what some of you are thinking, "I can barely eke out a profit now. I can barely keep my employees engaged and focused on the job they are doing. How do you expect me to get involved in all of this greater good stuff?" Or, "This is all good for big companies, but I'm running a little five-million-dollar job shop. How can I possibly do the kinds of things recommended in this book?"

I hear you, and as a consultant to many five and 10-million-dollar companies, I sympathize. But I also know that getting your company and your team involved in doing good will create a better company and help you develop a company that will perform better. The reason for that being that the same attributes and values required to have a "do good" company, are also the attributes and values required to have a well-run, profitable company filled with engaged, committed and passionate employees.

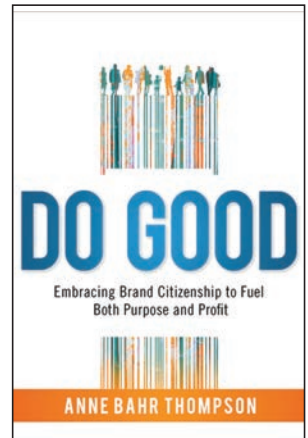
Here are examples from the book of how brand citizenship directly enhances a company:

- Trust (don't let me down) improves: customer service, product development, marketing and branding and finance.
- Enrichment (enhance daily life) improves: customer service, customer relationship management, communications, product development, digital technology.
- Responsibility (behave fairly) improves: human resources, corporate responsibility, sustainability, supply chain management, corporate communications/reputation management, finance, legal compliance.
- Community (connect me) improves: human resources, corporate social responsibility, digital technology, market and brand.
- Contribution (make be bigger than I am) improves: corporate social responsibility, sustainability, supply chain management, product development, reputation management, marketing and brand.

In short, the message is, do all you can to drive your company to *do good* and you will have a good, nay, great company in the end.

Don't just read this book, study it, believe it, practice it and you will not only help make a better company, but a better world as well.

Dan Beaulieu is the president and founder of D.B. Management LLC, a consulting firm specializing in all aspects of sales, marketing and branding with a focus on rep-principal relationships. His latest book is The PCB 101 Handbook which can be purchased online by emailing danbbeaulieu@aol.com. Dan is also the author of "It's Only Common Sense," a weekly sales column appearing at pcb007.com. Dan can be reached at 207.649.0879.



REPS AVAILABLE



"THE RESPONSIVE COMPANY"

**Responsive to Customers,
Distributors and Principals**

IN/KY/OH/MI

715 N. Senate Ave., Indianapolis, IN 46202
317-612-5000 FAX 317-612-5005
carol_cohen@ccrep.com
www.ccrep.com



**22 years of electronics industry
experience in the Southwest**

ISO 9000-9002 / AS9100 Manufacturers

- PCB Fabrication
- Flex Circuits
- PCB Assembly
- Metal Fabrication
- Precision Machining
- Wire & Cable Assembly
- PCB Design

Contact: BILL MILLER • E-mail: bill@bmatech.com

Call: 214-544-3777 or 972-740-0993.

Visit www.bmatech.com.



Dytec-NCI, LLC

317-578-0474

www.dytecnci.com

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

- Are you a technical salesperson looking for a new challenge? *We currently have openings for outside Sales Engineers in our WI and IL markets.*
- Are you looking to merge or sell your rep firm?
- Are you a manufacturer looking for sales representation?

**If you answered YES to any of these questions,
Please contact Dan Connors at 317-919-0000
or email dconnors@dytecnci.com
to discuss further.**

~ Over 40 Years of Integrity, Determination and Results ~



GROH
associates



1969-2019

*The achievements of an organization
are the results of the combined efforts
of every individual*

PROUDLY CELEBRATING 50 YEARS!

www.grohassoc.com
949-837-9871

REPS WANTED

PCB

PROTOTYPES PRODUCTION

Proven
PCB Source
Since 2003

Super
PCB

www.superpcb.com

Quality PCB Supplier seeks sales representation.

Rigid PCB, Flex PCB, Rigid-flex PCB, Aluminum PCB, RF PCB, etc.
Fast turn prototypes and high volume productions.
Quality certifications (IS9001, UL and TS16949).
We make it easy for you! Bring us RFQs, we handle the rest!
Very competitive pricing means you can close a high percentage of sales!

High quality + low cost = great earning potential!!

Contact us today!

Jeff James

E-mail: jeff.j@superpcb.com

Phone: 214-550-9837, Ext. 710



Precision Resistive Products, Inc.

Richard Willaert
Director of Marketing

P.O. Box 189, Mediapolis, IA 52637

E-MAIL: richard@prpinc.com

HOME PAGE: <http://www.prpinc.com>

FAX: (319)-394-9280

PHONE: (319)-394-9131

CELL: (319)-217-3972

Precision Resistive Products, Inc. is a resistor manufacturer based in Iowa and is looking for Manufacturers' Representatives that would represent and sell our product in the following states/regions/cities:

TX, OK, LA, AR, NM, AZ, SAN DIEGO,
OR, ID, MN, SD, ND, NE, KS, MO, IA,
NORTHERN IL, WI, MT, UT, WY, MI, IN, OH, KY

RUFFY CONTROLS, INC.
3258 Grey Hawk Court, Carlsbad, CA USA
www.ruffycontrols.com 1-442-244-0673

TS1 Series 2 Axis Thumb Controller Hall Effect Technology Spring Return 22.5° Deflection from Center Fully Sealed (IP67 Above Panel) 2.5 Million Life Cycles <1" Above Panel Height	SAT Series Single Axis Thumb Controller Hall Effect Technology Spring Return 30° Deflection from Center Fully Sealed (IP67 Above Panel) 2.5 Million Life Cycles <1" Above Panel Height	HCK Series Hall Effect Control Knob Single Axis Control No Above Panel Hardware IP67 Above Panel Seal 45° Deflection from Center
FNR Series Hall Effect Technology 3 Position Switch (For /Rev./Rev.) 28° Deflection from Center Fully Sealed (IP67 Above Panel) 3 Million Life Cycles <1" Above Panel Height	MSA Series Micro Single Axis Controller Hall Effect Technology Spring Return 20° Deflection from Center Fully Sealed (IP67 Above Panel) 3 Million Life Cycles <5/8" Above Panel Height	TS2 Series Micro 2 Axis Thumb Controller Hall Effect Technology Spring Return 15° Deflection from Center Fully Sealed (IP67 Above Panel) 2.5 Million Life Cycles <3/4" Above Panel Height
SS1 Series 4-Way Switch Hall Effect Technology Spring Return 15° Deflection from Center Fully Sealed (IP67 Above Panel) Limitless (Contactless) Switch Cycles <1" Above Panel Height	HS1 Series 4, 5, 8 or 9 Way "Hat" Switch (OFF-MOM) Fully Sealed (IP67 Above Panel) <3/4" Above Panel Height	SS2 Series 2, 4 or 8 Way Switch (OFF-MOM) Fully Sealed (IP67 Above Panel) Spring Return to Center 15° Deflection from Center
HED Series 3 Axis Hall Effect Joystick 4 or 10 Button Housing 0, 1 or 2 Button Joystick Soft Elastomer Palm Rest Standard USB (HID) Interface	Available Mid-2019 SG Series 2 Axis Hand Grip Joystick Optional 3rd Axis in Handle Top Optional Operator Presence Switch Redundant Hall Effect Sensors Variety of Handle Options IP67 Sealed Above Panel	
MFD Series 1, 2 or 3 Axis Joystick 2, 4 or 6 Button Housing 0, 1 or 2 Button Joystick Ambidextrous Design USB (HID) Interface		

RUFFY CONTROLS, INC.
3258 Grey Hawk Court, Carlsbad, CA USA
www.ruffycontrols.com 1-442-244-0673

MR SERIES PRECISION POTENTIOMETER BASED JOYSTICK * 5 HANDLE OPTIONS AND 3 MOUNTING OPTIONS * 5KΩ POTENTIOMETERS * AVAILABLE IN 2 OR 3 AXIS CONFIGURATIONS * PIGTAIL WIRE TERMINATION, PRE-SOLDERED TO POTS
MH SERIES FINGERTIP HALL EFFECT JOYSTICK * 16 HANDLE OPTIONS AND 3 MOUNTING OPTIONS * PRE-PROGRAMMED PROPORTIONAL ANALOG OUTPUT * AVAILABLE IN 1, 2 OR 3 AXIS CONFIGURATIONS * INDEPENDENT HALL EFFECT SENSOR PER AXIS * PIGTAIL WIRE TERMINATION
HE1 SERIES PRECISION MULTI-AXIS HALL EFFECT JOYSTICK * OVER 20 HANDLE OPTIONS AND 6 MOUNTING OPTIONS * ELASTOMER OVERLAY HANDLE PROVIDES A SOFT TOUCH FEEL WITH OPTIONAL INTEGRATED SWITCHES * ROBUST STAINLESS STEEL AND BRASS X/Y MECHANISM * PRE-PROGRAMMED PROPORTIONAL ANALOG OUTPUT OR USB * AVAILABLE IN 1, 2 OR 3 AXIS CONFIGURATIONS * UNDER 1" BELOW PANEL DEPTH * CABLE INCLUDED WITH MATING CONNECTOR & PIGTAIL WIRES
HE2 SERIES IP SEALED, ROBUST HALL EFFECT FINGERTIP JOYSTICK * ALL CONFIGURATIONS IP67 SEALED FOR HARSH ENVIRONMENTS * ELASTOMER OVERLAY HANDLE PROVIDES A SOFT TOUCH FEEL WITH OPTIONAL INTEGRATED SWITCHES * ROBUST STAINLESS STEEL AND BRASS X/Y MECHANISM * PRE-PROGRAMMED PROPORTIONAL ANALOG OUTPUT OR USB * AVAILABLE IN 1, 2 OR 3 AXIS CONFIGURATIONS * CABLE INCLUDED WITH MATING CONNECTOR & PIGTAIL WIRES
HE3 SERIES REDUNDANT SENSOR, IP SEALED HALL EFFECT JOYSTICK * ALL CONFIGURATIONS IP67 SEALED FOR HARSH ENVIRONMENTS * DUAL INDEPENDENT ELECTRICAL OUTPUTS PER AXIS FOR SAFETY * CRITICAL APPLICATIONS * ROBUST STAINLESS STEEL SHAFT * PRE-PROGRAMMED PROPORTIONAL ANALOG OUTPUT * AVAILABLE IN 1, 2 OR 3 AXIS CONFIGURATIONS * CABLE INCLUDED WITH MATING CONNECTOR & PIGTAIL WIRES

SOLUTIONS PROVIDER

Providing Solutions
for EMC Compliance



www.schaffnerusa.com

52 Mayfield Avenue Edison, NJ 08837 | 800-367-5566

REPS AVAILABLE



Since 1982, making YOUR sales
OUR business!

Our most important assets are
customers and principals.

For experienced, professional representation
in Chicagoland, Wisconsin and
Northwest Indiana, contact:

Rich Hobby, CPMR
219-226-0539
richh@rahassoc.com

REPS AVAILABLE

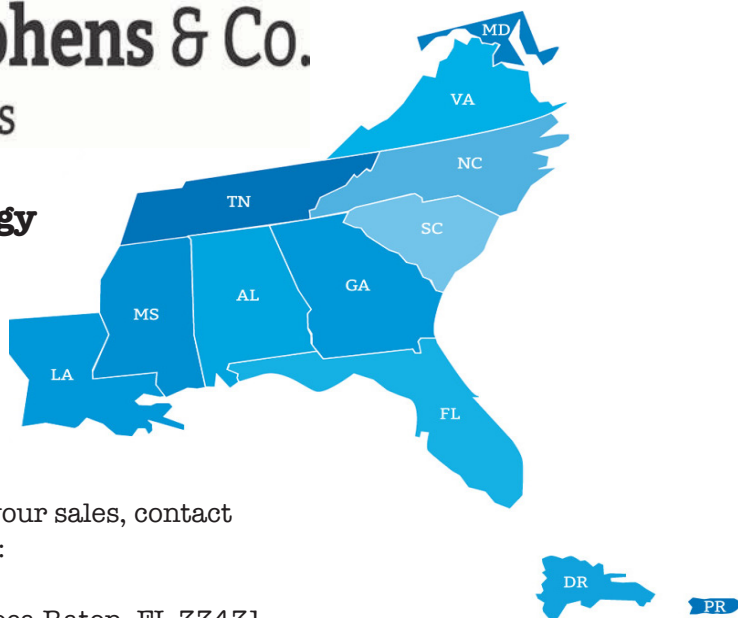


**Serving the Southeast technology
markets for 52 years.**

The Brandel-Stephens engineering
team brings outstanding customer
relationships and technical competence
to every principal represented.

To learn how Brandel-Stephens can boost your sales, contact
Ted Toomey at the corporate headquarters:

4720 NW Boca Raton Blvd., Suite D-102, Boca Raton, FL 33431
Phone: 561-998-2790
Email: ttoomey@brandel-stephens.com
URL: brandel-stephens.com



Offices in FL, GA, AL, NC, MD, PR



element14

Call us at 1-800-463-9275
newark.com

Discover Over a Million Engineering Products from Suppliers You Know and Trust

- 900+ new products added each week
- Custom services such as kitting, panel meters, enclosures, and many more!
- Market-leading online community of over 500,000 engineers

Your
**DEVELOPMENT
DISTRIBUTOR**





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

THE COMPANY WE KEEP DEFINES US... SINCE 1945.



*Authorized Electromechanical &
Interconnect Components Distributor*



Right Lines.
Right Inventory.
Right Service & Support.

800-285-2121
www.peerlesselectronics.com

