



Feb. 27 – March 1, 2022
AT&T Conference Center
Austin, TX

#ERAConference



Keynote Speaker:
Seth Mattison

A NEW DAY, A NEW WAY



PROGRAM HIGHLIGHTS

Including descriptions of the Keynote, General Sessions and Breakout Sessions.



CONFERENCE SCHEDULE

View the latest schedule of the conference program. Note: Updates to the schedule will be ongoing.



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A New Day – A New Way

We look forward to welcoming you back in-person to the 2022 ERA Conference!

This highly-regarded educational and networking event offers the only opportunity for electronics industry sales representatives, manufacturers and distributors to learn together from many experts in an environment dedicated to sharing practical, proven best practices in field sales and marketing.

"More than 55 ERA member volunteers staff four different committees to plan this dynamic event. These volunteers have given their time, energy and passion to ensure an educational program full of useful tools, takeaways and inspiring messages. It is this year's team of volunteers that will make the 2022 ERA Conference the best yet!"

- Bryan White, CMPR, Catalyst Unity Solutions, Conference Committee Chair

"The 2022 conference theme, "A New Day, A New Way," captures the resiliency of our industry, and how we have pivoted to serve the needs of our customers. The theme takes into account the core values of ERA and how we strive to deliver best-in-class sales tools, economic updates and programs to facilitate our reps, manufacturers and distributors to work together to support their common customers. The 2022 conference will be especially important, as this will be our first in-person conference since February 2020. It's a reaffirmation of our common desire to support each other."

- Lori Bruno, Luscombe Engineering of San Francisco, Conference Committee Vice Chair

Attendee safety is our top priority. Please visit the [COVID Protocol page](#) on the ERA Conference website for more information.

Conference Program Highlights

Keynote Session: Mon., Feb. 28, 2022 – 8:10 a.m. – 9:15 a.m.

The Emerging Future: Building Future-Ready Organizations and High-Performing Cultures to Compete and Win in the Decade Ahead

[Presented by Seth Mattison, Founder & CEO, FutureSight Labs](#)

About the Session

As an internationally recognized thought leader, advisor and top-rated keynote speaker on talent management, change and innovation, digital transformation, leadership and the future of work, Mattison inspires audiences by sharing actionable strategies to drive meaningful outcomes for individuals and their organizations.

Over the past decade, Mattison has shared his insights with thousands of business leaders around the globe for many of the world's most recognizable brands, including Mastercard, Johnson and Johnson, IBM, The Dallas Cowboys, AT&T, PepsiCo, GE Energy, E&Y, Caterpillar and The Walt Disney Company, to name a few.

As we enter the second decade of the 21st century, leaders prepare to face an unrelenting and continuously shifting landscape of change and transformation. At the 2022 ERA Conference, Mattison's keynote presentation will empower leadership teams to meet the decade ahead with confidence, clarity and conviction.



[View Mattison video ...](#)

General Session: Mon., Feb. 28, 2022 – 11:00 a.m. – 12:00 p.m.

The Great Transition

[Presented by Bernard Baumohl, Chief Global Economist, Economic Outlook Group](#)

About the Session

Baumohl is well-known for being ahead of the curve in assessing the direction of the U.S. and world economy. His ability to correctly predict the economy's path was recognized by the Wall Street Journal, which ranked Baumohl in 2019 as the most accurate economic forecaster.

In his 2022 presentation, Baumohl will address how the pandemic has permanently changed the global economic landscape; the key changes in the U.S. and international economy and how they will impact the electronics industry; the outlook for consumer and business spending, inflation, jobs, housing and energy prices; policies by the White House and Congress that will impact economic activity, critical supply chains and trade policies; the economic and geopolitical risks that pose the greatest chance of erupting next; and how to insulate your business from these disruptive events.



General Session: Mon., Feb. 28, 2022 – 4:30 p.m. – 5:45 p.m.

Crossing the Generational Divide: Unexpected Discoveries and New Actions to Inspire and Bridge Generations The New Normal: A Digital Workplace Culture

Presented by Jason Dorsey, President, The Center for Generational Kinetics

About the Session

Jason Dorsey is a global speaker, acclaimed generational researcher and bestselling author, will close out the Monday conference program with this timely and informative presentation.

Dorsey, a Millennial, married to a Gen X'er, with a Gen Z daughter, is a pioneering generations speaker and researcher who is on a mission to separate generational myth from truth through data to solve strategic challenges for leaders. Dorsey is president of The Center for Generational Kinetics (CGK), a generational research, strategy and consulting firm. His latest bestselling book, "Zconomy: How Gen Z Will Change the Future of Business — and What to Do About It," was a #1 new release on Amazon and Forbes listed it as a Top 10 Business Book of 2020.

In his presentation, Dorsey will address how – from recruiting and retaining employees to driving trust, engagement and communication – the generational change is challenging organizations more than ever before. Making the challenge even more urgent is the great resignation, dramatically different work expectations and a tremendous amount of misinformation about generations. Dorsey will separate myth from truth about each generation and discuss the unexpected impact of hidden trends, a new way to think about technology, and specific actions to transform the generational divide into a breakthrough opportunity for growth.



[View Dorsey video ...](#)

General Session: Tue., March 1, 2022 – 11:15 a.m. – 12:25 p.m.

The New Normal: A Digital Workplace Culture

Presented by Crystal Kadakia, Organizational Change Leader, Management Consultant, Kadakia Consulting

About the Session

What is the possibility of different? That is the question Crystal Kadakia has been asking organizations around the world to consider, through her keynotes, books and consulting work. It's a question that encourages us to abandon the traditional approach of "dealing" with change in exchange for embracing that which makes changes different. With a focus on reframing and operationalizing culture, technology and generation changes, Crystal steps beyond the traditional future of work conversations to inspire leaders to transform their businesses to thrive in this newly disrupted world.

Crystal has shared her message with companies such as FedEx, Intel, Indeed, Nobu Hospitality, and Wells Fargo. She is a two-time TEDx speaker and has won Power 30 Under 30, CLO Learning in Practice and ATD One to Watch awards. Crystal began her professional career in chemical engineering before becoming an organizational change leader, empowering her to provide globally relevant workplace insight. Her unique perspective also represents a melting pot of eastern and western culture with left and right brain thinking.

In her Conference presentation, Kadakia will move the audience beyond the status quo to embracing what's possible in the digital age. From 10+ years of future of work research, Kadakia will share a new perspective shift that will allow attendees to empower their performance in today's digital context, rather than engage from a stressed, overwhelmed, digitally-defused state.



General Session: Tue., March 1, 2022 – 4:15 p.m. – 5:30 p.m.

A Linear Approach to an Exponential Curve is an Accident Waiting to Happen

Presented by Michael Knight, President, Exponential Technology Grp, SVP Corp. Busn. Dev., TTI Inc.

About the Session

Michael Knight has worked in the electronic components industry since the mid-1980s, in both the manufacturing and rep communities.

The shift has hit the supply chain! For the past two years, the electronics industry has seen both challenges and growth unlike anything ever before experienced in our history. The dominant force has been, and will be, the very exponential nature of technology. This is the game-changer that tears up supply chain playbooks and gives rise to an accelerating range of new applications, opportunities and even industries for electronics.

The legacy, linear approaches to our thinking, planning and strategy-setting for our businesses are working against us. This presentation will cover the state of the component supply chain and ramifications for the automotive industry especially as it pertains to electric vehicles and related infrastructure, as well as the federal response to electronic industry supply chain issues.



[View Knight video ...](#)

Breakout Sessions

Pre-registration for the breakout sessions will open in early February!

- Back to the Future: Succession Planning, Selling & Merging for Sales Leadership
- Best Practices on Tracking Offshore Business and Recovering Revenue
- Digital Marketing: Broaden Your Reach with Use of Digital Marketing Tools
- Electronics' Got Talent: Recruitment Strategies for Attracting and Hiring Top Employees in 2022
- Guidelines Used by Manufacturers to Assess the ROI of Manufacturers & Sales Reps and Distributors
- Challenges, Vulnerabilities and Considerations for a Pandemic World: A Legal Perspective on FAQs
- Promoting and Expanding the Manufacturers' Sales Rep Model in Today's Business Environment
- Rejuvenating the Manufacturer-Rep-Distributor Relationship: Best Practices & Strategies for Success
- RDM (Rep, Distributor, Manufacturer) Pulse Check in a New Day
- Synching Marketing Efforts Between Manufacturers' Sales Reps, Manufacturers and Distributors
- Technology Swap Shop for a New Day
- The Current State of the North American Electronics Market: What Challenges Are We Facing and What Opportunities Are Up For Grabs?
- Trendspotting: Technology Trends That Will Drive the Future of the Electronics Industry
- Virtual Selling is Here to Stay: Techniques for Remote Sales Success
- What's Going On? How to Retain Great Employees in Today's Business Environment

2022 ERA Conference Schedule

This schedule is subject to change. Visit [2022 ERA Conference](#) for the most up-to-date information. All times shown are CST.

Sunday, February 27, 2022

12:00 – 6:00 p.m.

Conference Registration Opens
Attendee Badge Pick-Up

5:00 – 6:30 p.m.

Welcome Reception

Monday, February 28, 2022

7:00 – 8:00 a.m.

Breakfast & Supplier Workshops
First-Timers Orientation

8:00 – 8:10 a.m.

Conference Opening – Welcoming Remarks
from Bryan White, 2022 Conference Chair

8:10 – 9:15 a.m.

Keynote Session – The Emerging Future:
Building Future-Ready Organizations and
High-Performing Cultures to Compete and
Win in The Decade Ahead, presented by
Seth Mattison

9:15 – 9:30 a.m.

Break

9:30 – 10:45 a.m.

Breakout Sessions

Visit [Breakout Sessions](#) page for schedule.

10:45 – 11:00 a.m.

Break

11:00 a.m. – 12:00 p.m.

General Session – The Great Transition,
presented by Bernard Baumohl

12:00 – 1:00 p.m.

Lunch

1:00 – 1:20 p.m.

ERA Update by Walter Tobin, ERA CEO

1:30 – 2:45 p.m.

Breakout Sessions

Visit [Breakout Sessions](#) page for schedule.

2:45 – 3:00 p.m.

Break

3:00 – 4:15 p.m.

Breakout Sessions

Visit [Breakout Sessions](#) page for schedule.

4:15 – 4:30 p.m.

Break

4:30 – 5:45 p.m.

General Session – Crossing the
Generational Divide: Unexpected
Discoveries and New Actions to Inspire and
Bridge Generations, presented by Jason
Dorsey

6:30 – 7:00 p.m.

Buses depart for conference party

7:00 – 10:00 p.m.

Conference Party at [Bull & Bowl](#)

Tuesday, March 1, 2022

7:00 – 8:00 a.m.

Breakfast & Supplier Workshops

8:00 – 8:10 a.m.

Day Two Opening Remarks from Bryan
White, 2022 Conference Chair

8:15 – 9:30 a.m.

Breakout Sessions

Visit [Breakout Sessions](#) page for schedule.

9:30 – 9:45 a.m.

Break

9:45 – 11:00 a.m.

Breakout Sessions

Visit [Breakout Sessions](#) page for schedule.

11:00 – 11:15 a.m.

Break

11:15 a.m. – 12:25 p.m.

General Session – The New Normal: A
Digital Workplace Culture, presented by
Crystal Kadakia

12:30 – 1:30 p.m.

Lunch

1:30 – 2:15 p.m.

ERA Awards Presentations

2:15 – 2:30 p.m.

Break

2:30 – 3:45 p.m.

Breakout Sessions

Visit [Breakout Sessions](#) page for schedule.

3:45 – 4:00 p.m.

Break

4:00 – 4:15 p.m.

RDM Breakout Session Recap

4:15 – 5:30 p.m.

General Session – A Linear Approach to an
Exponential Curve is an Accident Waiting to
Happen, presented by Michael Knight

5:30 p.m.

Conference Adjourns

ERA Conference Volunteers

ERA extends its deepest thanks to these dedicated volunteers who are serving on the 2022 Conference Committee and Sub-Committees. Their tireless efforts help make this conference possible!

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