

2022 ERA Conference Schedule

Sunday, Feb. 27, 2022

12:00 – 6:00 p.m. Conference Registration Opens / Attendee Badge Pick-Up

5:00 – 6:30 p.m. Welcome Reception

Monday, Feb. 28, 2022

7:00 – 8:00 a.m. Breakfast, First-Timers Orientation & Supplier Workshops (*workshops listed below*)

- Dear Suppliers, Here's What We Want. Sincerely, EMS Companies. – presented by Chintan Sutaria, CalcuQuote CEO
- Education, Certifications & Joining the Digital Age – presented by Kate Rohten, CPSC, Executive Director for MRERF/IPA
- Rep-Focused: POS Dashboard Forum: Best Practices and Updates for 2022 – presented by Jeff Bade, Director of Information Technology, Budde Marketing Systems
- Repfabric CRMsync Presentation – presented by John Mitchell, President, and Scott Stockham, Chief Revenue Officer, Repfabric

8:00 – 8:10 a.m. **Conference Opening – Welcoming Remarks** from Bryan White, CPMR, 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**

- Challenges, Vulnerabilities and Considerations for a Pandemic World: A Legal Perspective on FAQs
- 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
- Promoting and Expanding the Manufacturers' Sales Rep Model in Today's Business Environment
- Technology Swap Shop for a New Day

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 & Lifetime Achievement Award Presentation
1:30 – 2:45 p.m.	Breakout Sessions
	• Back to the Future: Succession Planning, Selling & Merging for Sales Leadership • Best Practices on Tracking Offshore Business and Recovering Revenue • The Current State of the North American Electronics Market: What Challenges Are We Facing and What Opportunities Are Up For Grabs? • Syncing Marketing Efforts Between Manufacturers' Sales Reps, Manufacturers and Distributors • Trendspotting: Technology Trends That Will Drive the Future of the Electronics Industry
2:45 – 3:00 p.m.	Break
3:00 – 4:15 p.m.	Breakout Sessions
	• RDM (Rep, Distributor, Manufacturer) Pulse Check in a New Day • Rejuvenating the Manufacturer-Rep-Distributor Relationship: Best Practices & Strategies for Success • 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
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 (<i>workshop listed below</i>)
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- Manufacturer & Distributor-Focused: POS Dashboard Forum: Best Practices and Updates for 2022 – presented by Jeff Bade, Director of Information Technology, Budde Marketing Systems
- New Ways to Grow Your Business – presented by Scott Mayo, Senior Partner, and Rich Greaves, Senior Partner, Empowering Systems

8:00 – 8:10 a.m. **Day Two Opening Remarks** from Bryan White, CPMR, 2022 Conference Chair

8:15 – 9:30 a.m. **Breakout Sessions**

- Challenges, Vulnerabilities and Considerations for a Pandemic World: A Legal Perspective on FAQs
- Digital Marketing: Broaden Your Reach with Use of Digital Marketing Tools
- Guidelines Used by Manufacturers to Assess the ROI of Manufacturers' Sales Reps and Distributors
- RDM (Rep, Distributor, Manufacturer) Pulse Check in a New Day
- Trendspotting: Technology Trends That Will Drive the Future of the Electronics Industry
- What's Going On? How to Retain Great Employees in Today's Business Environment

9:30 – 9:45 a.m. Break

9:45 – 11:00 a.m. **Breakout Sessions**

- Back to the Future: Succession Planning, Selling & Merging for Sales Leadership
- Digital Marketing: Broaden Your Reach with Use of Digital Marketing Tools
- Electronics' Got Talent: Recruitment Strategies for Attracting and Hiring Top Employees in 2022
- Promoting and Expanding the Manufacturers' Sales Rep Model in Today's Business Environment
- Virtual Selling is Here to Stay: Techniques for Remote Sales Success

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

- Best Practices on Tracking Offshore Business and Recovering Revenue
- Rejuvenating the Manufacturer-Rep-Distributor Relationship: Best Practices & Strategies for Success
- Syncing 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?

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