



ERA Member Communication

Email to ERA Chapter Leadership on January 11, 2021

To All Chapter Officers and Leaders:

Happy New Year! As we put 2020 behind us and we embark on a fresh start for 2021, we want to thank you for your hard work and commitment to keeping your chapters active during these challenging times.

The ERA is a “chapter-up” or “chapter-centric” organization and your work in your respective chapters is what creates value to your members. Your dedication is what truly sets ERA apart from other industry associations.

But the year is young and there is much to accomplish. In the weeks ahead, be sure to make your members aware of all the value that your chapter brings.

The letter included below was created by Steve Tennessen, President of Astron Electronics of California, for the ERA Southern California Chapter members. We encourage you to review, customize and utilize the content of this letter to reach out to your membership and remind them of all your chapter offerings and the great value they receive by being a member.

Also, be sure to take a look at the list of chapter activities presented in the ERA Southern California letter. You might find a few ideas you can apply to your chapter.

As always, if you have any questions on how ERA National can assist you with this message or promote your chapter programs in 2021, please do not hesitate to contact us at stierney@era.org or bevans@ekmicro.com.

Best regards,

Bob Evans, CPMR, EK Micro
Chair, ERA Chapter Leadership Council

Example Letter from ERA Southern California:

I would like to thank you for being a member of ERA Southern California during this unusual and trying year.

For 2021, the ERA Southern California board is working hard to make sure you receive value for your investment of time and money.

When asked, here is what chapter members want from ERA Southern California:

- Networking with peers
- Customer leads
- Lines available
- Improved interaction with distribution
- Education on rep function and business operations
- Community with trusted peers
- Trends in the rep business
- Update re technology used by reps
- Government regulation changes

This is what the chapter has planned for 2021 to address these obligations that give value for your time and investment:

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Example letter, cont'd

Monthly chapter educational/networking meetings every second Wednesday of the month.

- January – Legal issues and Contracts with attorney Lezlie Marell
- February – LinkedIn with Mr. Link-Me-In, Ted Robinson. A hands-on approach to marketing your firm on LinkedIn
- March – A panel discussion of age-diverse engineers talking about how they and their company do business during the current Covid times
- April – A guided tour of the ERA National website by Walt Tobin CEO of ERA. There is gold to be mined in the national website
- May – Panel discussion with local distribution management on how to work with distribution in these virtual times
- June – Owners forum on how the year is shaping up. What has changed?
- July – Presentation and discussion with local economist
- August – Potential parking lot show if possible
- September – Second-panel discussion with engineers discussing how to work with them
- October – Virtual trade show
- November – Charity golf outing
- December – Panel discussion of purchasers on how to do business with them

ERA Southern California will continue to inform members of the lines available.

Plans are in the works to increase the ability of members to work with other members to serve customers.

ERA Southern California Chapter will continue to serve its members and the Manufacturers' Representative profession and bring value to you and your business.