

2021



VIRTUAL
CONFERENCE

March 1 - 3, 2021

Stronger Together

Reconnecting & Reinventing for Success

KEYNOTE SPEAKER:
KEVIN BROWN



CONFERENCE
SPONSORS



VIRTUAL EVENT FAQ



era.org

VIEW
CONFERENCE
VIDEOS!



March 1-3, 2021
ERA Virtual Conference

Stronger Together — Reconnecting & Reinventing for Success

The ERA Conference is one of the most comprehensive annual gatherings of electronics industry reps, manufacturers and distributors who connect to learn together from industry experts and thought leaders in an environment dedicated to sharing practical, proven best practices in field sales and marketing.

The unprecedented challenges that our industry and the world faces, have propelled ERA and the ERA Conference Committee to reinvent the 2021 conference and deliver a unique virtual event, scheduled for March 1-3.

Be sure to register and join industry peers to reconnect, reinvent and prepare for success at yet another do-not-miss conference.

"On behalf of all the volunteers working to bring you a great 2021 ERA Conference, we are excited to see our vision for ERA's first virtual conference coming together so successfully, and the overwhelming registration and sponsorship support. The speakers, content and breakout sessions of the 2021 Virtual ERA Conference will benefit representatives, manufacturers and distributors alike. The virtual format will offer new opportunities we have not had for previous conferences that will be of great value to all attending."

— Craig Anderson, CPMR, President of Sumer Inc. and Conference Committee Chair

Conference Program Highlights

Keynote Session:
March 1, 2021
10:30 – 11:30 a.m.

The Hero Effect – Being Your Best When It Matters The Most!

[Presented by Kevin Brown](#)

Kevin Brown's unconventional path to business and personal success has taught him that winning in business and in life requires anything but conventional thinking. Brown is on a mission to help people and organizations embrace a simple philosophy that separates world class organizations and high-performance people from everybody else. He is passionate about helping people expand their vision, develop their potential and grow their results.



About the Session

In a fresh and entertaining style, Brown shares ideas, strategies and principles that will inspire and equip participants to show up every day and make a positive difference. At the heart of Brown's message is a simple, yet powerful philosophy for life that drives every thought, every action and ultimately every result we achieve both personally and professionally. Your team will be motivated to reach beyond what is required and do something remarkable!

This program is designed to help participants:
Achieve greater results by eliminating "ordinary" thinking and mastering the habit of excellence.

Own the moments that matter (and they all matter) by taking responsibility for their attitude, their actions and their results.

Create meaningful relationships and deliver an extraordinary experience for every "customer" at work and at home.

Musings on the Future of the Electronics Industry and the Electronic Component Supply Chain that Enables It

[Presented by Michael Knight](#), President of the TTI Semiconductor Group and Senior Vice President of Business Development at TTI Inc.

General Session
Mach 1, 2021
12:00 – 1:00 p.m.

About the Session

The modern electronics age began to crystalize in the 1920s and since then has evolved in what appears to be a linear fashion. In the process, life for a growing number of people on the planet has evolved from one driven by the pressures of scarcity to one that is transformed by abundance. As we move into this decade, it will become ever more apparent that technology is moving along an exponential curve and that the possibilities ahead of us will dwarf the advances and progress behind us. Inherent in all of this is change to virtually everything. Many industries are already in the throes of upheaval and disruption, and our industry's turn is soon to come. With current industry trends and operating modes in mind, this presentation is an attempt to construct a three-point harness that we can all use to buckle-up for the exciting ride ahead of us.



The Changing Economic and Business Landscape: Preparing for a Post-Covid World

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

General Session
Mach 2, 2021
10:15 – 11:15 a.m.

About the Session

We are now at a pivotal moment in economic history. The global pandemic, climate change and growing geopolitical tensions are fundamentally changing how we live and conduct business. Everyone will have to adjust to a new marketplace. As we look ahead, what will be the main drivers of U.S. and international economic activity? How will the new U.S. President impact business activity and conduct foreign policy? What economic indicators should you monitor most closely? Finally, so as not to be blindsided again, which economic and geopolitical threats are most likely to erupt and derail the next business cycle?

Exactly What to Say ... Now

[Presented by Phil M. Jones](#), Bestselling Author and Speaker on Persuasion, Influence and Sales

General Session
Mach 3, 2021
10:15 – 11:15 a.m.

About the Session

The business world is currently looking to pivot – reinvent – evolve – all in record time. You and your team may not know Exactly What to Say, or how to sell virtually, to get your organization through these difficult times. This content-rich presentation draws from Phil's personal experience and the experience of the thousands of people he has worked with. It delivers a comprehensive, yet entertaining training from the stage that empowers almost everybody to sell more effectively, especially during this time of virtual meetings and social distancing. Learn from the time-tested methods that are designed to attract and keep more customers. No matter what you are selling (yourself, your product, or your services) this presentation is certain to provide you actionable strategies to deliver more of the sales results you are looking for.



March 1-3, 2021 ERA Virtual Conference

Breakout Sessions

- How to Collaborate Effectively While Everyone is Working Remotely
- Guidelines Used by Reps and Distributors to Assess a Manufacturers ROI
- Mastering the Art of Story "Selling": How to Use Storytelling to Increase Your Sales
- Navigating the World of Start-Ups, Incubators and Accelerators: Exploring Their Virtual Value
- Nefarious Business Experiences: Protecting Yourself in Today's Work Environment
- Onshoring: Myth or Reality?
- Services Selling: New Revenue Areas in Subscriptions, Software and Solutions
- Strategies for Success for Manufacturers' Rep Firms of All Sizes
- Successfully Managing and Motivating Your Remote Sales Team
- The Five Best LinkedIn Strategies for Generating Qualified Leads
- Using Data in Real Time to Drive Sales
- Virtual Selling: How to Survive and Thrive in the Virtual Sales World
- Work Smarter, Not Harder: Powerful Time Management Strategies to Boost Your Productivity

2021 Virtual Conference Schedule

This schedule is subject to change. Visit [2021 ERA Virtual Conference](#) for updates. All times shown are EST.

Sunday, February 28, 2021

4:00 – 7:00 p.m.
Pre-Conference Orientation

Monday, March 1, 2021

10:00 – 10:30 a.m.
Conference Day 1 Opens / Networking Time

10:30 – 11:30 a.m.
Keynote Session – The Hero Effect – Being Your Best When It Matters The Most!

11:30 a.m. – 12:00 p.m.
Networking Time / Break

12:00 – 1:00 p.m.
General Session – Musings on the Future of the Electronics Industry and the Electronic Component Supply Chain that Enables It, presented by Michael Knight

1:00 – 1:15 p.m.
Networking Time / Break

1:15 – 2:15 p.m.
Breakout Session #1 - How to Collaborate Effectively While Everyone is Working Remotely
Breakout Session #2 - Strategies for Success for Manufacturers' Rep Firms of All Sizes
Breakout Session #3 - The Five Best LinkedIn Strategies for Generating Qualified Leads

2:15 – 3:00 p.m.
Recognized Resources & Sponsor Virtual Exhibit Booths Exploration / Networking Time

3:00 – 4:00 p.m.
Virtual Happy Hour (optional)

Tuesday, March 2, 2021

10:00 – 10:15 a.m.
Conference Day 2 Opens / Networking Time

10:15 – 11:15 a.m.
General Session – The Changing Economic and Business Landscape: Preparing for a Post-Covid World

11:15 – 11:30 a.m.
Networking Time / Break

11:30 – 11:45 a.m.
Lifetime Achievement Award Presentation

11:45 a.m. – 12:00 p.m.
Networking Time / Break

12:00 – 1:00 p.m.
Breakout Session #4 - Mastering the Art of Story "Selling": How to Use Storytelling to Increase Your Sales
Breakout Session #5 - Nefarious Business Experiences: Protecting Yourself in Today's Work Environment
Breakout Session #6 - Using Data in Real Time to Drive Sales

1:00 – 1:15 p.m.
Networking Time / Break

1:15 – 2:15 p.m.
Breakout Session #7 - Navigating the World of Start-Ups, Incubators and Accelerators: Exploring Their Virtual Value
Breakout Session #8 - Services Selling: New Revenue Areas in Subscriptions, Software and Solutions
Breakout Session #9 - Successfully Managing and Motivating Your Remote Sales Team
Breakout Session #10 - Work Smarter, Not Harder: Powerful Time Management Strategies to Boost Your Productivity

2:15 – 3:00 p.m.
Recognized Resources & Sponsor Virtual Exhibit Booths Exploration / Networking Time

3:00 – 4:00 p.m.
Virtual Happy Hour (optional)

Wednesday, March 3, 2021

10:00 – 10:15 a.m.
Conference Day 3 Opens / Networking Time

10:15 – 11:15 a.m.
General Session – Exactly What to Say ... Now

11:15 – 11:30 a.m.
Networking Time / Break

11:30 – 11:45 a.m.
ERA Update

11:45 a.m. – 12:00 p.m.
Networking Time / Break

12:00 – 1:00 p.m.
Breakout Session #11 - Guidelines Used by Reps and Distributors to Assess a Manufacturers ROI
Breakout Session #12 - Onshoring: Myth or Reality?
Breakout Session #13 - Virtual Selling: How to Survive and Thrive in the Virtual Sales World

1:00 – 1:15 p.m.
Networking Time / Break

1:15 – 1:45 p.m.
Awards Announcements

1:45 – 2:00 p.m.
Closing Remarks

2:00 – 3:00 p.m.
Recognized Resources & Sponsor Virtual Exhibit Booths Exploration / Networking Time

3:00 p.m.
Conference Adjourns

ERA Conference Volunteers

ERA extends its deepest thanks to these dedicated volunteers who are serving on the 2021 Conference Committee and Sub-Committees. Their tireless efforts help make this conference possible!

2021 CONFERENCE COMMITTEE

Craig Anderson, CPMR, Sumer Inc. –
Conference Committee Chair
Bryan White, CPMR, Catalyst Unity Solutions –
Conference Vice Chair
Lori Bruno, Luscombe Engineering
of San Francisco
Tom Griffin, Catalyst Unity Solutions
Adam Grigor, Tech-Trek Ltd.
John Hutson, CPMR, The MacInnis Group
Scott Lindberg, CPMR, Quell Corporation
Todd McAtee, Mouser Electronics
Holly Myers, CPMR, Genie Group
Craig Sanderson, Sager Electronics
Bryan Teen, CPMR, Tech Marketing Inc.
Gary Zullo, Arrow Electronics

2021 CONFERENCE SUB-COMMITTEES

Breakout Sessions Sub-Committee

John Hutson, CPMR, The MacInnis Group –
Co-Chair
Holly Myers, CPMR, Genie Group – Co-Chair
Christine Bell, JF Kilfoil Company
Carl Bellanca, u-blox America Inc.
Matt Cohen, CPMR, CC Electro
Jeremy Cott, P&C Next
Natalie Dennehey, Master Electronics
Jennifer Eby, MaRCTech2
John Geutens, E-T-A Circuit Breakers
Cesare Giammarco, ERA Consultant
Amy Hain, RFMW Ltd.
John Latimer, Luscombe Engineering of San
Francisco
Carla Mahrt, JJM Search
John Simari, ERA Consultant, Simari Consulting
Terri Straube, Straube Associates
Greg Thompson, South Atlantic Sales
Components Inc.
Kris Whitehouse, Omron Electronic
Components LLC

General Sessions Sub-Committee

Craig Sanderson, Sager Electronics – Co-Chair
Bryan Teen, CPMR, Tech Marketing – Co-Chair
Steve Alford, Superior Technical Solutions Corp.
Kathie Cahill, CPMR, Net Sales Company

Steve Cooper, CPMR, MSEE, Cover 2 Sales Inc.
Bob Evans, CPMR, EK Micro
Dave Foster, Ohmite Manufacturing Co.
Holly Good, Cornell Dubilier Electronics Inc.
Aparna Sproelich, Aurora Group
Maryellen Stack, Sager Electronics
Rob Tavi, IBS Electronics, Inc.
Tom Walker, Spectron Components Inc.

Keynote Sub-Committee

Adam Grigor, Tech-Trek Ltd. – Co-Chair
Gary Zullo, Arrow Electronics – Co-Chair
Adam Anderson, Norris & Associates, Inc.
Chris Beeson, Allied Electronics & Automation
Achim Buecklers, Qualcomm
Rob Brunson, Wallace Electronic Sales
Tom Cullinan, Brandel-Stephens & Co.
Bob Gourdeau, AVX Corp.
Byron Holloway, Fralia Co. & Associates
Robert Murillo, Spectrum Marketing
Associates
Darryl Renew, EATON
Chuck Tanzola, CPMR, Fusion Sourcing Group

Sponsorship Sub-Committee

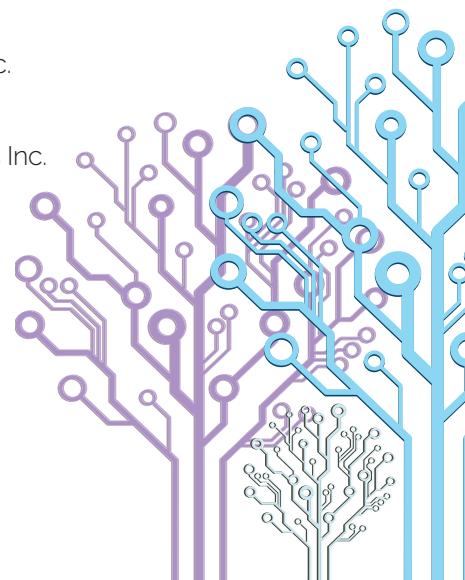
Lori Bruno, Luscombe Engineering of San
Francisco – Co-Chair
Scott Lindberg, CPMR, Quell Corporation –
Co-Chair
Ken Bellerio, Schaffner EMC, Inc.
Mike Budde, Sr., Budde Marketing Systems
Steve Cholas, Big Zeta
Seamus Dolan, Crouzet North America
Dave Fitzgerald, WESCO Sales Group Inc.
Graham Kilshaw, Lectrix
Steve Sanford, D-M Associates, LLC
Gary Smith, CPMR, G.L. Smith Associates Inc.
Rick Vairo, CPMR, Aurora Group
Tom Vanderheyden, TTI Inc.

Conference Advisor

Todd McAtee, Mouser Electronics

XCOM Liaison

Tom Griffin, Catalyst Unity Solutions





Thank You Conference Sponsors!

ERA extends its deepest gratitude to these generous organizations for their sponsorship of our 2021 Virtual Conference. Thank you for your support!

(Current as of Jan. 12, 2021)

PATRON SPONSOR

the TTI FAMILY
of COMPANIES



MOUSER
ELECTRONICS

SAGER
ELECTRONICS



TTI SEMICONDUCTOR
GROUP

KEYNOTE SPONSOR



ENTERPRISE SPONSORS

BENEFACTORS



PROGRAM SPONSORS



DIAMOND SPONSORS



PLATINUM SPONSORS



astron (elec-tron-ics) inc.
verb: *1.* representation defined



BSCO Brandel-Stephens & Co.
Marketing Engineers

Budde
MARKETING SYSTEMS, INC.
Since 1996

CC ELECTRO
SALES, INC.

CF Cain-Forlaw Co.
Electro-Mechanical Components and Products

COAKLEY BOYD & ABBETT

CONTROL SALES
Engineering Representatives

DM LLC
ASSOCIATES

EK Micro
NEXT GENERATION REPRESENTATION

Erickson Sales
MANUFACTURERS REPRESENTATIVE

E-T-A
ENGINEERING TECHNOLOGY



Florida-Sunshine ERA

FUSION
Sourcing Group

LECTRIX

R/C/M
RC MERCHANT
Est 1924 | Manufacturer's Representative

MILLENNIUM
ALLIANCE GROUP



O'Donnell Associates North
Manufacturers Representative

O'Donnell South, Inc.

OHMITE

G.L. SMITH
ASSOCIATES, INC.
MANUFACTURERS' REPRESENTATIVE

SUMER
INCORPORATED

Tech Marketing
sales by design

THORSON
ROCKY MOUNTAIN

ublox

GOLD SPONSORS



II-VI

JOHNSON
COMPANY
MANUFACTURERS' REPRESENTATIVES

METZ
CONNECT
We realize ideas
RIA connect BTR network

PEERLESS
ELECTRONICS INC.

RCOM

RECOM

REDTREE
SOLUTIONS

repfabric



STSCO
Superior Technical Solutions Corp.

we WOMEN in
Electronics
THOUGHT LEADERSHIP POWERED BY WOMEN

SILVER SPONSORS



Genie
Group

ion
ASSOCIATES

MRINETWORK
EXPERTS IN GLOBAL SEARCH
JJM SEARCH



POWER PS SONIC
TRUSTED BATTERY SOLUTIONS

SIGNAL ENTERPRISES INC.

SMC
DIODE SOLUTIONS



wallace
electronic sales

XGR
TECHNOLOGIES

BRONZE SPONSORS



PARA
ight
Since 1987

Pravah
TECHNOLOGIES

SennTec
REPRESENTING TECHNOLOGY

Synergy
ASSOCIATES

XIDAS
innovate. smaller.

Experience the 2021 ERA Conference Virtually!

We understand that you might have a lot of questions, after all, this is the first time the ERA Conference has gone totally virtual. Read on for this brief overview of the platform and FAQ summary. For more info, visit [VirtualPlatform](#).

ERA has partnered with virtual event platform Pathable. This secure, interactive platform provides:

Interactive Education

- Live webinars with audience Q&A
- Chat and polling features
- Support feature during live sessions
- On-demand playback allows you to retrieve content even after the conference ends

Attendee Networking

- Real-time chats during sessions
- Searchable attendee directory
- Send direct 1:1 meeting requests to attendees

Breakout Sessions

- Personalize your agenda and easily add upcoming sessions
- Automated reminders for your upcoming sessions
- Easily join sessions with one click
- Live poll and surveys
- Speaker materials available for downloading

Exhibitors at Your Fingertips

- Find vendors that you want to connect with through a searchable directory
- Schedule multi-person virtual meet-ups to discuss vendor info
- Easily "request info" from exhibitors and share contact information

Content will be archived and made available on Pathable through March 2022. That's 12 months of access to all educational session recordings and content!

Q: What equipment will I need?

A: You will need either a computer or a smartphone with access to high-speed internet to log in to the platform, though it's recommended that you access the virtual event via your computer for the best experience. Browsers recommended: Google Chrome or Microsoft Edge.

Q: How do I log in?

A: Registered attendees can expect to receive an emailed invitation to join the virtual site the week of Feb. 22.

Q: Do I need a microphone and camera?

A: It is recommended so you can have the best virtual conference experience, but it is not required. The chat function can be enabled.

Q: Are all the sessions live?

A: Yes, our goal is to host all sessions live! All sessions are hosted using Zoom. Please have Zoom downloaded to your computer or smartphone prior to the conference.

Q: What do I do if I need help during a session?

A: Send an email to conference@era.org. ERA staff will be available via a live help desk "booth" on the virtual platform during conference hours.

Not Yet Registered to Attend the 2021 ERA Conference?
Visit [ERAVirtual21](#) to Register Today!