

SoCAL ERA Welcomes New Association Manager

*By Jay Ownby
Chapter President*

The Southern California Chapter of ERA will have a new management team effective August 1, when Dennis and Frances McGillis become Executive Director and Assistant Director, respectively, succeeding Bob and Lee Myers who are retiring from ERA.

For the first time in Chapter history, the office will be located in Orange County. The new address:

**ERA Southern California Chapter
15186 Normandie Avenue
Irvine, CA 92604-2933
949-551-4004 phone
949-551-2886 fax
mcgillis@erascal.org**

As the McGillis team completes the transition of ERA operations with the Myers, Dennis and Frances will make the career change from manufacturers' representatives to association managers. Dennis has been a member of the Southern California Chapter since 1967 when he joined Paul Nurches Company. And he founded Vale Electronic Associates nine years later, handling the firm's field work while Frances operated the office.

Dennis and Frances have specified they want to instill excitement and interest in the chapter by involving more members in more activities, helping committees to plan and contribute, keep-



Dennis and Frances McGillis

ing the web site up to date and making chapter membership important.

"We plan to communicate often and work to create value for members and their firms," Dennis said. "We want to help the board exceed member expectations and enthusiastically delight them with fellowship, programs and benefits so they will not leave and new ones will be eager to join."

Dennis has been visibly active in the Chapter for more than 20 years and has served on the Chapter Board of Directors since 1988, holding all officer posts, including President. He was a member of the Board of Wescon and is Treasurer and Board member of Electronic Conventions, Inc., the Wescon parent company, and Show Director of OCEE.

Dennis and Frances have three children; two daughters in Washington and a son in San Diego.

continued on page 3

INSIDE

First ERA Meeting - A September kickoff with introductions and a farewell. Page 2

The Myers Leave ERA - A lot has changed in the 18 years Bob and Lee managed the Chapter. Page 2

Bill Quinton is the New President - Results of the Officer Election. Page 3

Fourth Year a Charm - OCEE has made progress each year. Page 3

Calendar Page 4

Lines Available Page 4

Wescon - There will be some new features at Anaheim in September. Page 5

An ERAGolf Tournament - The Chapter starts a new tradition with a golf tournament at Wescon. Page 5

What's in a Domain Name? Bill and Pat Perry look at web domain names. Page 7



The Myers Bid Farewell After 18 Years with ERA

By Bob Baxter
Chairman of the Board

When Bob and Lee Myers assumed management of the Southern California Chapter in 1982, cell phones, fax machines, e-mail and the Internet were not even figments - because none of them was in use. There were some new machines coming on the market called personal computers, but only a very few had them. The typewriter and the telephone were the power tools of the office.

"It was a different world then," Bob Myers said, remembering that new members were recruited by reps talking up the ERA while sitting in company waiting rooms with other reps, all trying to see the same engineers and purchasing people. Driving to a customer and waiting, then driving to another was the method of doing business. The idea of communicating on-line was unknown - what was on-line?

"We've seen a whole new world develop; the industry has changed, business methods have changed, operating procedures are different," Lee Myers said. "Only the people are the same - and the reps have made the necessary adjustments while remaining the good business people and good friends they always were."

Bob and Lee have decided to retire as ERA Executive Director and Assistant Director, respec-

tively, and they will turn over the office to Dennis and Frances McGillis on August 1. They will remain active in the industry, working with engineers and academics in conference management and administrative matters. During this year alone, they have been or will be involved in organizing technical conferences in the United States, Ireland, Italy and Hungary.

But with this activity, Lee said "we want to remain close to ERA and hope to see our ERA friends often. And we will"

The Myers will be the object of a farewell tribute at the first Chapter meeting of the fall on September 13 at the Summit House Restaurant in Fullerton. The Chapter plans a big sendoff with a full turnout of members.

Both Bob and Lee are honorary members of the Chapter and both are members of the elite ERA National White Pin organization.

The world of change noted above brought this recollection from Bob: "About 1984 or '85, the Board suggested that we install a fax machine in the office to take advantage of this new communications tool. In a short-sighted moment, I objected and said the office was so crowded that we had no place for a fax and we might have to take out the toilet to find room. Three months after the fax was installed, I acknowledged my error to the Board and said if there were a choice between a fax and a toilet, the toilet was history."

First ERA Meeting September 13 Looks Ahead - and Looks Back

The Southern California Chapter will kick off the new season with a meeting that takes a look forward and a glance at the past in recognition of a new era dawning in the association. It will be an "evening to remember" at the Summit House Restaurant in Fullerton.

The atmosphere will be that of a party - a tradition for the kick-off meeting of the year - with

lots of opportunity for sharing the rep experience and exchanging tips on "how to do it better." The occasion kicks off with cocktails at 6 p.m. and dinner at 7 p.m. - and lots of time before, during and after. . .

It is said that the primary purpose of the meeting is a "tribute" to Bob and Lee Myers who are retiring as the executive office of the Chapter after 18 years as chapter managers. Details of the

event are under study.

Also, the Chapter will look to the future with the introduction of the new ERA officers for 2000-2001 and the presentation of the new association managers - familiar persons both - Dennis and Frances McGillis. Finally, there will be an overview of the Chapter plans for the year.

The evening will be an experience - and you won't want to miss it. Watch for specifics.

The 4th Year - The Charm for OCEE

By Harrison Frank
HFA

The folks at the Orange County Fair Grounds tell us that, in their experience, it takes three years for any new show to get established. Well, March 2001 will be year four for the Orange County Electronic Expo. We have been making steady progress each year. More people know about us, and our customers are developing the OCEE mind set. We are looking forward to a very successful event in 2001.



From the rep standpoint, the OCEE is the place to locate new customers, to reinforce your relationship with existing customers, and to renew contact with some of your old customers that you haven't spent enough time with during the course of the last year. As one of our members says, "OCEE is a good place to sell parts."

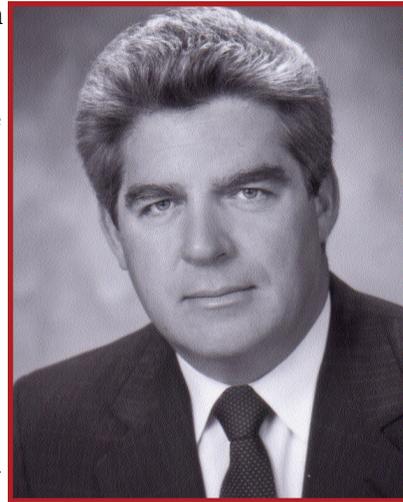
And selling parts is what it is all about. Summer is an easy time for most of us-not much heat from the principals. After Labor Day, they come out of hibernation spouting fire and higher sales goals. Exhibiting at the OCEE is one way to help you show them that you are serious about building sales for them. OCEE is smack in the middle of one of Southern California's

Bill Quinton Leads Chapter in New Year

The results are in and Bill Quinton of Lorill Electronics is the President of the ERA Southern California Chapter for 2000-2001. He moves up from Vice President to succeed Jay Ownby who becomes Chairman of the Board.

Quinton has been active in Chapter management for a half dozen years, serving as Components and Materials Show Chairman before becoming Treasurer and then Vice President.

With the new fiscal year beginning September 1, Ownby will replace Bob Baxter of ELSCO Electronics as Chairman, but Baxter remains the Chapter's National Delegate.



Moving up to Vice President as a result of a Chapter-wide election in June, is Dan Parks of West Electronic Sales Team, who had been Treasurer. His position in the latter job will be taken by George Gibbons of O'Donnell

Association South, the former Membership Chairman.

The new Membership Chairman is Bob O'Brien of Signal Enterprises. Ron Schwartz remains as Government Affairs Chairman. Also on the Board are Bill Sullivan, ECI Director, and Rich Grenn, Wescon Advisory Committee.

hottest markets.

Attendance has been building each year. Your customers come to the OCEE because they want to talk to you and other attendees. They want to get hands-on in the industry, and OCEE is the place to do it. And they have a good time while they are at the OCEE.

Your customers will be there. Can you afford not to be at OCEE? For booth information, please contact Berena, Doug, or Julie at Del Mar Trade Shows, 5560 La Jolla Blvd., Suite B, La Jolla, CA 92037, phone 858-459-1682, fax 858-459-2236, email dmts@vts.com. Look at <http://www.vts.com/ocee> for complete details.

New Association Managers for SoCAL ERA

continued from page 1

There are six grandchildren from 17 years down to eight months. For fun they are involved in the Orange County chapter of the Vintage Chevrolet Club of America, Dennis as director and Frances as the editor of the newsletter, among other activities.

Dennis and Frances are looking for ideas to improve the Chapter and want to hear from members. They promise all ideas will be considered by the chapter board.

Calendar

July

Each Friday
Orange County Reps
Friday Breakfasts,
Mimi's Cafe, 17th Street
and 55 Freeway, Tustin,
7 a.m.

August

Each Friday
Orange County Reps
Friday Breakfasts,
Mimi's Cafe, 17th Street
and 55 Freeway, Tustin,
7 a.m.

August 11

San Fernando Valley Reps
Friday Breakfast,
Lamplighter Restaurant,
Nordhoff and DeSoto,
Chatsworth, 7:30 a.m.

August 14

Annual SoCal NEDA Golf
Tournament
Cypress Golf Club
Los Alamitos

September

Each Friday
Orange County Reps
Friday Breakfasts,
Mimi's Cafe, 17th Street
and 55 Freeway, Tustin,
7 a.m.

September 8

San Fernando Valley Reps
Friday Breakfast,
Lamplighter Restaurant,
Nordhoff and DeSoto,
Chatsworth, 7:30 a.m.

September 13

SoCal ERA Chapter Meeting
Summit House, Fullerton

September 16

ERA Autumn Golf Classic at
Wescon, a golf tournament
Cypress Golf Club
Los Alamitos

September 19-21

Wescon/2000
Convention and Exhibition
Anaheim Convention Center

October

Each Friday
Orange County Reps
Friday Breakfasts,
Mimi's Cafe, 17th Street
and 55 Freeway, Tustin,
7 a.m.

October 13

San Fernando Valley Reps
Friday Breakfast,
Lamplighter Restaurant,
Nordhoff and DeSoto,
Chatsworth, 7:30 a.m.

October 19

APCO
Tabletop/Communications
Trade Fair
Quiet Cannon Restaurant
Montebello

Lines Available

DSG Technology, Inc.

20765 Valley Blvd., Suite N
Walnut, CA 91790
Phn: (909) 595-8908
Fax: (909) 595-5508
Email:
edward@dsgtechnology.com
Webpage: <http://www.dsgtechnology.com>
CPE Internet telephony devices,
connect to phone line, DSL/cable
modem/TI and talk through
Internet with little charge or
free. User friendly and little pro-
gramming required. No PC
needed.
Contact: Edward Chong

International Components Corporation

175 Marcus Blvd.
Hauppauge, NY 11788
Phn: (631) 952-9595
Fax: (631) 952-9597
Webpage: <http://www.icc107.com>
Audible signal devices - trans-
ducers, piezo buzzers, speakers,
condenser microphones.
Contact: Lou Asighieri

Reliability Incorporated

16400 Park Row
Houston, TX 77084-5015
Phn: (281) 492-0550, ext. 345
Fax: (281) 492-0615
Email: ddenning@relinc.com
Webpage:
www.reliabilitypower.com
Power products line of DC/DC
converters - established in 1 to
30 watt range, expanding to
100w. Markets include telecom-
munications, computing, control
systems, instrumentation, med-
ical, military.
Contact: Dan Denning

ERA Today

ERA Today is published eight times
annually by the Southern California
Chapter of the Electronics
Representatives Association as a
service for its member firms.
Editorial offices are located at
799 North Beverly Glen,
Los Angeles, CA 90077

Publisher: Jay Ownby
Component Marketing, Inc.
(949) 707-2727

Editor: Bob Myers
ERA Southern California
(310) 446-8370

WESCON NEWS

Wescon 2000 is America's largest OEM electronics convention and exhibition - again - but with a difference. For the first time, there will be special pavilions dotting the Anaheim Convention Center during the September 19-21 show:

- ◆ New Internet and Software Pavilion
- ◆ Test and Measurement Pavilion
- ◆ Design and Component Technology Products
- ◆ Production and Packaging Products & Services
- ◆ Semiconductor and EDA Products

Plus more than 1,000 exhibit booths, short courses, technical sessions, keynotes and special events. More than 25,000 high tech professionals are expected to take in the big event.

There will be some fresh names on the exhibit floor, names with references to "dot.com" that salute the Internet as a resource for both knowledge and materials. The range of services offered by more than a dozen new internet service companies includes stock market-like electronic component exchanges to free technical information and buyer-supplier software solutions.

To the marketing professional, here are words of challenge and opportunity from William Barron, chief marketing officer of PartMiner, a dot.com company: "Comparison and search tools for the purposes of evaluating parts and suppliers make today's electrical engineers much more efficient than just a few short years ago."

The Internet also will be the focus of one of two keynote programs, one a three-hour panel



Wednesday morning, September 20, dealing with "2001: A Cyberspace Odyssey." Panelists will include Lloyd Kaplan of iSuppli Corp, Girish

Mhatre of Chipcenter, Bruce Rayner of TechOnLine, Inc., George Gordon of FastParts.com, Jeff Miladenik of Cahners Business Information and John Rector of e2open.

The opening keynote session on Tuesday morning will feature a panel dissecting "Personal Computers and Microprocessors: How Have They Affected Test and Measurement?" with Jon Titus, editorial director of Test & Measurement World Magazine as moderator. Panelists include executives from Keithley Instruments, Tektronix, Inc.,

LeCroy Corp., National Instruments and Agilent Technologies.

There will be three special event workshops:

Components, Sensors and Systems in Medical Applications - Tuesday 9 a.m. featuring Dr. Christopher Druzgalski of the Electrical Engineering Department at Cal State University, Long Beach.

Strategies for Selling in the United States - Wednesday 9 a.m. with presentations by Robin Gray, executive vice president of NEDA, Ray Hall, executive vice president of ERA and Larry Kaufman, chairman of Kaufman, Ryan Stral, Inc.

Resources Available to American Companies Expanding into International Markets - 2 p.m. Wednesday with panels from the US Department of Commerce, the Export-Import Bank and the Bureau of Export Administration.

**For the full story
on Wescon, check
the web at
www.wescon.com**

A New Tradition - ERA Golf Classic at Wescon

ERA and Wescon have teamed to begin a new tradition - a pre-show golf tournament for reps, distributors, exhibitors, engineers, customers - everyone. The

first event will take place Monday, September 18, at the Cypress Golf Club in Los Alamitos.

The tournament is officially

titled the "ERA Autumn Golf Classic at Wescon" and it gets under way at 9 a.m. with completion scheduled after lunch.

continued on page 8



Your Complimentary Pre-registration for Exhibits

First Name		Last Name	
Job Title		E-mail	
Company			
Mailing Address		Mail Stop	
City	State	Zip	Country
()	()		
Telephone		Fax	

Free Registration
www.wescon.com

Fax (Deadline - Sept.12, 2000)
Fax: 310-643-7328

Mail (Deadline - Sept. 1, 2000)
Wescon 2000
1230 Rosecrans Ave., Suite 100
Manhattan Beach, CA 90266

After Sept.1, 2000, badges will be held for pick-up at the advance registration counter

2. Principal Job Function

(check only one)

- AA Engineer - Design
- AB Engineer - Manufacturing
- AC Engineer - Quality / Test
- AD Engineering Services
- AE Engineering Management
- AF Corporate/General/Management
- AG Press
- AH Purchasing/Procurement
- AJ Marketing/Sales
- AK Student/Educator
- AL Other

- BH Interconnection Devices
- BJ Laser & Electro-Optical Devices
- BK Microwave Components
- BL Packaging Hardware/Enclosures
- BM Power Sources
- BN Production Equipment
- BP Production Tools & Supplies
- BQ Sensors & Transducers
- BR System Boards
- BS Test & Measurement Equipment
- BT Other

3.What is the Primary End Product at this Location?

(check one only)

- CA Communication Systems
- CB Components/Materials/Hardware Supplies
- CC Computers/Systems and Sub-systems
- CD Consumer Products, Auto & Appliances
- CE Contract Services - Design/Manufacturing/Test/IC Foundry etc.
- CF Controls
- CG Military/Government/Avionics
- CH Medical Electronics
- CJ Semiconductors/ICs
- CK Test/Measurement/Inspection
- CL Distributors
- CL Other

5. Years Involved in Industry

- DA 1 - 2
- DB 3 - 5
- DC 6 - 9
- DD 10 or more

6. Size of your organization

	At Your Location	In Entire Company
1 - 49	<input type="checkbox"/> EA	<input type="checkbox"/> EB
50 - 99	<input type="checkbox"/> EC	<input type="checkbox"/> ED
100 - 499	<input type="checkbox"/> EE	<input type="checkbox"/> EF
500 - 999	<input type="checkbox"/> EG	<input type="checkbox"/> EH
1,000 or more	<input type="checkbox"/> EI	<input type="checkbox"/> EJ

GA **I would like to receive show and conference updates via e-mail**

I am a member of IEEE

- Yes No
- HA HB

4. Product Interest - Which of the following do you specify, recommend, approve, purchase or influence the purchase of?
(check all that apply)

- BA ASICs, PLDs, FPGAs
- BB Board Level Products
- BC Semiconductors/ICs
- BD Components other than ICs
- BE Computers/Peripherals/Software
- BF Contract Services - Design/Manufacturing/Test
- BG EDA Tools & Engineering Software

For more information: 800-877-2668

Persons under 16 years of age not admitted.
Students 16 or older admitted on Thursday, September 21, only.

The Whys and Wherefores Of Web Domain Names

By **Bill & Pat Perry**

© 2000 PerTel Communications

You've heard a lot about domain names, but just what are they; why are they important and should you get one for your business?

A domain name, usually seen in the form www.erascal.org or www.wescon.com, points to a directory on a web serving computer. The last three digits refer to the intended specific use of the domain names. For example, .com means commercial, .org means a non-profit organization, .net was intended to be used by organizations dealing with large computer networks, .edu is used by schools and .mil is used by the military. These suffixes can help the consumer find specific sites. Want a weather report? Try www.weather.org for the US weather station. Want to know more about your favorite soft drink? Go to www.pepsi.com.

These names are not used to actually route signals on the internet, but to be identifiable by people. When you submit an address such as www.erascal.org, it gets received by a local server whose function is to translate the www address into numbers such as 204.250.78.11. This is called DNS look-up. DNS is Domain Name Server. Numbers are more easily used by Internet computers. If you knew the number sequence for each

web site you like to visit you could use them. They are not very people-friendly and that is why this www alias system was invented.

Almost every email server account, such as AOL or CompuServe, offers a website location with it. The problem with this type of website location is two-fold. First, you will have a name that is difficult for anyone to remember. The web address is like one we have at PerTel <http://ourworld.compuserve.com/homepages/PerTel/> Even if you could remember it, your cus-



tomers won't. And when it comes time for them to try to find you on the Internet, they won't be able to do so.

The second problem with this type of address is that it is not "fixed". Anytime CompuServe (in the previous example) wants to change the address they can do so and just advise their clients of the change. This would interfere with any search engine positioning that had occurred with

the previous address and also cause any existing bookmarks in customers browsers to stop working. It would also break any web links that might have been established in other websites.

The largest benefit of this type of website is that it is free with your email account. But "free" ends up being a problem when these changes occur.

The solution for most businesses that want to have the largest presence on the Internet is to try to get ownership of their own name. www.pepsi.com for

instance is easily remembered because it uses their name in the center of the web address. Pepsi owns the lease on this name. Leases are available from several organizations that have been authorized by the government to issue these leases. More leasing companies have entered the domain name arena recently and the cost

of leasing has started to drop.

Early in Internet history the domain names were free. Then, as interest began to build, a leasing agency called Network Solutions acquired the leasing authority and was allowed to charge \$35 per year, per name leased. As the others are entering the market the price is lowering, but even at \$35 per year, having your own name is very

continued on page 8

Domain Names

continued from page 8

inexpensive and very valuable to your business.

With your own domain name your customers instantly know how to find your website. In addition, you and each of your employees can have their own email address at your domain name. This can be very productive because each person can get their own email and you don't need to assign one person the responsibility of fetching and forwarding email to specific employees.

There is a final suffix that appears on domain names from foreign countries. Within the United States we don't use this (.us) that appears on all domain names. Anyone in a foreign country however must enter .us at the end of your web address to get to your website as you must enter a country suffix to get to a web site in other countries.

You will see many variations occur now on domain names and you may have seen one recently offering domain names with a .cc suffix. .cc is the domain name of the island of Cocos (about 3km off of Guam's southern tip) . This approach may allow you to get your own name with a .cc suffix instead of .com when the .com is not available. This is a perfectly valid approach but be aware that most users are so used to entering the .com suffix, they will need to be advised of this special suffix that you might have.

Next issue we will discuss email viruses. In the mean time if you have questions or comments we welcome your email at info@pertel.com.

Carlberg-Warren Form New Business Units

ERA member Carlberg-Warren has divided business units, effective July 1, with Carlberg Associates concentrating on security products and Warren Associates on sound products. Carlberg, based in Placentia, is headed by Kelly Carlberg with the Warren company headquartered in Livermore but with offices in Southern California.

"This new marketing effort will allow our new business units to focus more directly on the needs of each market segment," Carlbert said in a statement. The past 11 years have shown that Carlberg-Warren is a leader in the sound and security marketplace. We will continue that tradition of excellence in customer care and support under Carlberg Associates and Warren Associates.

Wescon Golf

continued from page 5

There will be a shotgun start and "Texas scramble" rules which translate to everyone in a foursome teeing off but all playing their second shots from the best shot of the initial drives.

There will be cash prizes for first, second and third place foursomes.

Fee per golfer is \$125 including green fees, cart, box lunch, bag tag. Golf balls and tees are included- and a chance at the prizes.



To get into the tournament - the signup deadline is September 1 - fill out a registration form (mailed to ERA firms in mid-July) and return it with a check or credit card information to
Wescon Golf Tournament
230 Rosecrans Ave., Ste 100
Irvine, CA 92666

The ERA Autumn Golf Classic at Wescon is the start of something big.

