



ERA's 45th Management & Marketing Conference

October 3 - 6, 2011 • Oak Brook, Illinois
Oak Brook Hills Marriott Resort

Program and Schedule

Monday, Oct. 3, 2011

11:00 a.m. - 5:00 p.m.	Registration Desk Open	Courts Ballroom Foyer
12:30 - 5:00 p.m.	Suppliers Showcase	Courts Ballroom Foyer
12:45 p.m.	Pre-Conference Program Opens	Courts Ballroom
1:00 - 2:15 p.m.	<p>Pre-Conference General Session — Being Preferred in a World of Options <i>(For reps and manufacturers)</i> Speaker: Michael, Knight, TTI, Inc. Attaining “preferred” status in an environment that is crazy with options starts with consumers. However, their easy access to information and ways to buy creates huge pressures on the entire supply chain as demand for a product ebbs, flows and jumps around. In the world of distribution, the customer has options (choices) of which manufacturer to select and then which distributors (or broker or direct sources) to select. The manufacturers have options on which distributor to work with, as do the manufacturers’ reps. So, as is the case throughout the supply chain, the goal is to be preferred among all the various options. In this presentation, Michael Knight outlines how TTI strives for preferred status with its suppliers, customers and reps, and he explores the basic and emerging distributor value propositions and how they intertwine with those of the rep community. He also lays out some possible emerging challenges that he believes reps and distributors must solve jointly, including customers discovering and playing the DREG game and what happens when “eBiz is <i>the Biz.</i>”</p>	
2:15 - 2:30 p.m.	Coffee Break	Courts Ballroom Foyer
2:30 - 3:45 p.m.	<p>Pre-Conference General Session — New Product Design Fulfillment <i>(For reps and manufacturers)</i> Speaker: Glenn Smith, Mouser Electronics This presentation provides insight into Mouser’s core competencies and how they bridge the gap between NPI and the design engineer by providing the newest products for the newest designs.</p>	Courts Ballroom
3:45 - 4:00 p.m.	Coffee Break	Courts Foyer
4:00 - 5:15 p.m.	<p>Pre-Conference General Session — Reps and Distributors Surviving in an Industry of Change <i>(For reps and manufacturers)</i> Speaker: Michael Calabria, Arrow Electronics In this session, Mike Calabria recaps the industry changes of the last 30 years and the directions it is now heading. He also outlines current market and business trends, profiles the attributes of a “good rep,” and describes how to be successful when working with his company.</p>	Courts Ballroom
5:30 - 7:00 p.m.	<p>Networking Reception for All Attendees <i>(This event will be held outdoors, weather permitting, or indoors in Canterbury.)</i></p>	Gazebo Patio
Evening	Open	



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Tuesday, Oct. 4, 2011, cont.

7:00 - 8:00 a.m.	Continental Breakfast <i>(For all registered attendees)</i>	Courts Ballroom Foyer
7:00 a.m. - 5:00 p.m.	Registration Desk Open	Courts Ballroom Foyer
7:00 a.m. - 5:00 p.m.	Suppliers Showcase	Courts Ballroom Foyer
8:00 - 9:15 a.m.	Pre-Conference General Session — As Business Models Change, Do Organizations Change as Well? The Digi-Key Corporation Journey <i>(For reps and manufacturers)</i> Speakers: Mark Larson and Chris Beeson, Digi-Key Corporation	Courts Ballroom
9:15 - 9:30 a.m.	Coffee Break	
9:30 - 10:45 a.m.	Pre-Conference General Session — Security of Supply <i>(For reps and manufacturers)</i> Speaker: Walter Tobin, Future Electronics Walter Tobin describes the challenges of maintaining “Security of Supply” in a supply chain where everyone needs the inventory and no one wants it! He also addresses the question of how the ERA community can partner with the distribution community to grow sales and share for manufacturers while servicing the supply chain needs of their diverse customer bases.	Courts Ballroom
10:45 - 11:00 a.m.	Coffee Break	Courts Ballroom Foyer
11:00 a.m. - 12:15 p.m.	Pre-Conference General Session — Allied Electronics: Get on the Growth Train <i>(For reps and manufacturers)</i> Speakers: Lee Davidson, Scott McLendon and Mark Simon, Allied Electronics Allied Electronics has grown rapidly over the last decade. In this session, learn about the company’s formula for success and ways to work with Allied to grow your business locally.	Courts Ballroom
12:15 p.m.	Pre-Conference Program Concludes	Courts Ballroom
12:15 - 1:15 p.m.	Table Leaders’ Orientation	Westmont
12:30 - 1:00 p.m.	Conference First-Timers’ Orientation	Canterbury
1:30 - 3:15 p.m.	Conference Opening and Keynote General Session — Blowing the Doors Off Business as Usual: Creating Pockets of Excellence <i>(For all registered attendees)</i> Speaker: Dr. Kevin Freiberg It doesn’t matter what industry you are in, someone, somewhere right now is building a product, process or business model designed to kick your butt. How? By producing the NEXT GENERATION of people, technology, trends and tactics that disrupt the competition and amaze customers. If it’s you, then you	Courts Ballroom



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define the rules by which others must play the game. If it's NOT you, then you had better get comfortable playing by someone else's rules. Someone is going to start a revolution that will change your world. Why can't it be you? In this session, Kevin Freiberg takes you on a "deep dive" into the kind of leadership that inspires ingenuity, accelerates innovation and makes you indispensable to your customers. Find out how gutsy, go-for-it leaders in some of the most creative companies "de-commoditize" their businesses, radically differentiate themselves from their competitors and stand out in an overcrowded market. Then, build your own strategy for blowing the doors off business as usual!

3:15 - 3:30 p.m.	Coffee Break	Courts Ballroom Foyer
3:30 - 5:00 p.m.	General Session — Principals' Growing Demands on Reps: What Are the Satisfactory Solutions for All? <i>(For all registered attendees)</i> Moderator: Bob Terwall; Panelists: Keith Bandolik, Paul Nielsen, CPMR, David Norris, Greg Pace and Bill Romick Are the increasing demands on reps just a normal raising of the bar that is typical of most business relationships today? Or are they genuine "scope creep?" What duties are and are not included in a commission payment relationship? What can reps do (and not do) effectively for their principals, and how do they receive adequate compensation for their time and efforts? In this session, learn what others are doing to better define the terms of the rep-principal relationship that enhances the relationships for the partners' mutual benefit. Learn what works (and does not work) in pay-for-services arrangements that are outside the scope of the traditional selling function. And take away practical tips on how to address the subject of expanding time demands and payment for same. <i>A round table workshop discussion for all attendees is included.</i>	Courts Ballroom
5:15 - 6:45 p.m.	Welcome Networking Reception <i>(For all registered attendees)</i> <i>(This event will be held outdoors, weather permitting, or indoors in the East Foyer.)</i>	Gazebo Patio
Evening	Open	

Wednesday, Oct. 5, 2011

7:00 a.m. - 5:00 p.m.	Registration Desk Open	Courts Ballroom Foyer
7:00 a.m. - 5:00 p.m.	Suppliers Showcase	Courts Ballroom Foyer
7:00 - 8:00 a.m.	Continental Breakfast <i>(For all registered attendees)</i>	Courts Ballroom Foyer
7:00 - 7:45 a.m.	Exhibitor Workshops for All Attendees <i>(See following descriptions and locations.)</i> • Empowering Systems: Tired of Not Getting Paid on All Your Design Wins? Speaker: Scott Mayo Join Empowering Systems, Inc., for a 45-minute workshop on how Account Manager CRM can help automate your design win management. Scott Mayo	Canterbury



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demonstrates the power behind the most popular CRM solution designed for electronics manufacturers and representatives. The demos include a sneak peak of Account Manager Mobile as well as distribution first-time buy imports, design win management, sales commission imports, PartnerAccess and more. Plus, you'll be entered to win an iPad.

• **Eyond: Automate Sales Reporting between Manufacturers and Reps** Westmont

Speaker: Louis Lavin

Fully automate the process of informing your sales reps on sales details in their territories through automatic nightly transfer of data between manufacturers' accounting systems and MRSware. Get faster insight to the field; eliminate printing, shipping and faxing costs; get line item details into the field for more effective sales efforts. MRSware has been automating the transfer of sales and commissions data in production systems for six years. Come learn all the details.

• **MRERF: MRERF's Must-Have Resources for Reps and Manufacturers** Prince of Wales

Speaker: Karen Jefferson, CPMR, CSP

MRERF offers professional development for reps, manufacturers and distributors to create more efficient partnerships. Come learn about the latest and greatest resources available.

• **JJM Search: Executive Search 101: The Art of Recruiting** Butler

Speaker: Carla Mahrt

Learn the basics of how an executive recruiter works and how to gain the maximum results when you or your company hire a recruiting service.

8:00 - 9:30 a.m.

General Session —

Closing the Generation Gap: Leading Today's Multi-Generation Work Force

(For all registered attendees)

Speaker: Nancy Barry

Who are these people and why can't they all get along?! For the first time in history, there are four generations in the workplace. During this lively program, Nancy Barry provides insight into each generation – who they are, what they want and what makes them different from other generations. She shares simple solutions on how to get all the generations to work well together and create an environment filled with open communication, mutual respect and collaboration. *A round table workshop discussion for all attendees is included.*

Courts Ballroom

9:30 - 9:45 a.m.

Coffee Break

Courts Ballroom Foyer

9:45 - 11:00 a.m.

Breakout Seminars

(For descriptions of seminars, see listings following these agenda pages.)

- The View from the Other Side: How Today's and Next Gen Reps and Manufacturers See Each Other *(for All)*
- Creating a Tribal Sales Culture to Help Manage Change *(for All)*
- War Stories from the Rep (Legal) Front *(for Reps; Manufacturers welcome)*
- Using Social Media to Boost Your Business: Now That You Know the Basics, You Can Shift into High Gear *(for Manufacturers)*

Courts Ballroom
Canterbury
Butler
Prince of Wales



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11:00 - 11:15 a.m.	Break	
11:15 a.m. - 12:45 p.m.	General Session and Lunch — Economic Outlook 2011 and 2012: How the Fed Sees It <i>(For all registered attendees)</i> Speaker: William Strauss The “Great Recession” of 2008 and 2009 ended in the middle of 2009 with significant impacts on the economy. The economy experienced outsized losses in housing, manufacturing and jobs. Yet, what should be a robust recovery is not occurring, nor expected. Consumers are saving at an increased pace, limiting the growth of consumer spending. Credit conditions, while significantly improved from what existed during the recession, remain relatively tight and will act as a headwind to growth. Bill Strauss looks at the performance of the overall macro economy with specific attention paid to key economic sectors and indicators.	Courts Ballroom
12:45 - 1:00 p.m.	Break	
1:00 - 2:15 p.m.	Breakout Seminars <i>(For descriptions of seminars, see listings following these agenda pages.)</i>	
	<ul style="list-style-type: none"> • Creating a Tribal Sales Culture to Help Manage Change <i>(for All)</i> • Cloud Computing for (Pardon the Expression) Dummies <i>(for All)</i> • Business Transitions: What Every Owner Needs to Know <i>(for Reps)</i> • Using Social Media to Boost Your Business: Now That You Know the Basics, You Can Shift into High Gear <i>(for Reps)</i> • Supply Chain Logistics: How Can Manufacturers Cut or Control Costs? <i>(for Manufacturers)</i> 	Courts Ballroom Canterbury Westmont Prince of Wales Butler
2:15 - 2:30 p.m.	Coffee Break	Courts Ballroom Foyer
2:30 - 3:45 p.m.	Breakout Seminars <i>(For descriptions of seminars, see listings following these agenda pages.)</i>	
	<ul style="list-style-type: none"> • Working with Distribution: Maximizing the Channel <i>(for All)</i> • Cloud Computing for (Pardon the Expression) Dummies <i>(for All)</i> • Business Transitions: What Every Owner Needs to Know <i>(for All)</i> • Using Social Media to Boost Your Business: Now That You Know the Basics, You Can Shift into High Gear <i>(for Reps)</i> • Commission Recovery Under the Procuring Cause Doctrine <i>(for Reps)</i> 	Courts Ballroom Canterbury Westmont Prince of Wales Butler
3:45 - 4:00 p.m.	Coffee Break	Courts Ballroom Foyer
4:00 - 5:15 p.m.	General Session — Tracking (and Keeping) Business When It Moves Off Shore: Who Does It Best and How <i>(For all registered attendees)</i> Moderator: Mark Conley; Panelists: John Janis, Steve Mathis and Al Wright “Chasing” business when it goes off shore remains a huge headache for many companies, reps and manufacturers alike. In this session, executives of three manufacturers – all credited by reps with doing a good job of both tracking	Courts Ballroom



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and keeping their off shore business – describe how they do it. The questions to be addressed cover: scenarios in which design, prototyping, NPI and production occur in multiple locations; different profit centers and how they impact design registration; communications and information flow between design and ship-to territories; and the types of CRM systems manufacturers are using.

A round table workshop discussion for all attendees is included.

7:00 - 10:00 p.m.	<p>“Next Gen” Conference Party <i>(This is an optional event for which there is an additional charge. Those who have not signed up in advance for the theme party can do so at the Conference Registration Desk.)</i></p>	Marquis
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Thursday, Oct. 6, 2011

7:00 a.m. - Noon	Registration Desk Open	Courts Ballroom Foyer
7:00 a.m. - Noon	Suppliers Showcase	Courts Ballroom Foyer
7:00 - 8:00 a.m.	Continental Breakfast	Courts Ballroom Foyer
7:00 - 8:00 a.m.	<p>Exhibitor Workshop for All Attendees <i>(See below for presenter and location.)</i></p> <ul style="list-style-type: none"> • RPMS: DIY Data Import with the RPMS I-MAP System <p>Speaker: Jim Adam In this seminar, Jim Adam demonstrates the I-MAP process, a part of the E-DATA feature of RPMS. He illustrates, for both current RPMS users and prospects, how easy it is to import virtually <i>any</i> Excel spreadsheet of invoices from any manufacturer with the I-MAP feature. Even complex POS reports with product level detail can be imported directly into RPMS via I-MAP.</p>	Butler
7:00 - 8:00 a.m.	<p>ERA Chapter Leadership Council (CLC) Meeting <i>(For all ERA chapter officers and managers)</i></p>	Canterbury
8:00 - 9:30 a.m.	<p>General Session — What IS a Sales Territory Today? How Can Reps and Principals Build Win-Win Agreements When Traditional Territories Are Disappearing? <i>(For all registered attendees)</i> Moderator: Chet Zaslow, CPMR; Panelists: Gerry Gallagher, John O'Brien, CPMR, Gary Smith, CPMR, and Tom Wichert Are “traditional” sales territories becoming obsolete? And if so, what widely varying arrangements are being forged between reps and manufacturers to ensure their mutual success? In this program, reps and manufacturers profile a number of variations now in use, outline the pros and cons of each and share their experiences. <i>A round table workshop discussion for all attendees is included.</i></p>	Courts Ballroom
9:30 - 9:45 a.m.	Coffee Break	Courts Ballroom Foyer



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9:45 - 11:15 a.m.	General Session — New Ways of Thinking about the Next Generation of People, Technology, Trends and Tactics <i>(For all registered attendees)</i> Speaker: Gordon Hunter One of the industry's most sought-after speakers and respected CEOs wraps up the conference program with an insightful and optimistic look into the future of the global electronics enterprise and <i>your</i> business. Some of his projections may be surprising, and all of his observations are sure to be thought-provoking.	Courts Ballroom
11:15 - Noon	Closing General Session — What Are YOUR Action Items? <i>(For all registered attendees)</i> Moderator: Kathlie Cahill, CPMR Don't leave the conference without your action items! Use this brief time to organize your all-important to-do list for when you get back to the office.	Courts Ballroom
Noon	Conference Concludes Thank you for attending ... and travel safely!	