



POWER OF INFLUENCE

Elevate, Expand, Evolve

Feb. 23-25, 2025, Austin, TX



CONFERENCE HIGHLIGHTS

Including descriptions of the Keynote, General Sessions and Breakout Sessions.



CONFERENCE SCHEDULE

View the latest schedule of the conference program.
Note: Updates to the schedule will be ongoing.



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Welcome Back!

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Power of Influence: Elevate, Expand, Evolve

"In efforts to increase our power of influence, the sales representatives, distributors and manufacturers must elevate our sales and marketing efforts, expand our reach and continue to evolve cohesively to effectively provide increased value to each other and our customers."

- Jeff May, President, Logix Sales & Marketing, 2025 ERA Conference Chair

"Our focus will be on the power of influence via marketing, data analysis and information resources to assist customers in their decision making. By working together with these resources, we can elevate our ability to provide value, expand our customer reach and evolve as organizations to meet current and future demands."

- Perry Thornton, President, Pinnacle Marketing, 2025 ERA Conference Vice Chair

Conference Program Highlights

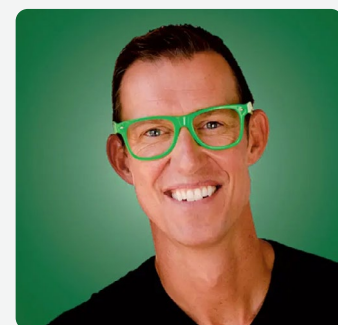
KEYNOTE SESSION
Monday, Feb. 24, 2025
8:10 a.m. - 9:15 a.m.

Digital Leadership: Future Proofing You and Your Business from Innovation to AI

Presented by Erik Qualman, Technology Speaker, Futurist, Best-Selling Author

Digital leaders are made—not born. With the massive virtual shift that has occurred these last few years, the key is understanding & never forgetting the powerful harmony between the offline and online. With the potential for AI to transform the way you operate and innovate, it's essential that businesses start preparing now for this exciting technological revolution. Knowing that technology changes every second, but human nature never does, learn the habits that allow you to always be a year ahead of your competition but never a year ahead of your customers and partners. In short, all digital leaders understand that focusing on relationships is at the core of energizing any transformation.

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From Tariffs to Taiwan: Key Economic & Geopolitical Challenges Shaping Our Industry

Presented by Melissa Dailey Fairbanks, Vice President – Equity Research, Raymond James

About the Session

Melissa Dailey Fairbanks is vice president of equity research at Raymond James, and a financial analyst covering the semiconductor and IT supply chain sectors. She graduated cum laude from the University of Michigan with a bachelor's degree in business administration.

In her general session, she will speak to issues that directly impact the electronics components industry, such as tariffs, inventory, sales trends and specific geopolitical issues in China, Taiwan and Europe.

General Session
Monday, Feb. 24, 2025
11:00 a.m. – 12:00 p.m.

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Facing our Futures: How Foresight, Futures Design and Strategy Creates Prosperity and Growth

Presented by Nikolas Badminton, Futurist Speaker, Advisor and Best-Selling Author

About the Session

Nikolas Badminton will teach us how to embrace “futures thinking” to understand and anticipate the trends challenging our world. Attendees will learn how to supercharge strategic thinking through signals and trends identification, and unlock growth by shifting our mindset from “what is” to “what if.”

The session will also touch on: Global and domestic megatrends such as population growth, renewable energy shifts, metals and minerals, microchips and waste; the impacts and effects of AI/GenAI and data center growth; how smart cities and offices, smart homes and consumer electronics adoption are changing industries and consumer behavior; and how sustainability practices—reduce, reuse and recycle—will build a burgeoning new economy and change how we design products.

General Session
Monday, Feb. 24, 2025
4:45 p.m. – 5:45 p.m.

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2025 ERA Conference

Feb. 23-25, 2025



General Session
Tuesday, Feb. 25, 2025
8:10 a.m. – 9:20 a.m.

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FutureNomics: Navigating Economic Trends and Strategic Leadership for the Electronics Industry

Presented by Dr. Mary Kelly, Ph.D., CSP, CDR, US Navy (Ret.), CPAE, Author, International Speaker

About the Session

This dynamic program will provide a comprehensive overview of macro and microeconomic trends shaping the global electronics market, including supply chains, trade policies and emerging technology. Dr. Kelly will break down complex economic concepts into actionable insights, empowering participants to anticipate changes and adapt effectively. Beyond economics, FutureNomics emphasizes strategic leadership tailored to the unique challenges of the electronics industry.

General Session
Tuesday, Feb. 25, 2025
3:45 p.m. – 5:00 p.m.

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WEST MARK
ELECTRONICS



Growth is a Choice: Amplifying Marketing Effectiveness to Elevate Your Personal Brand, Dominate Sales and Expand Your Influence

Presented by Kaplan Mobray, Best-Selling Author, Motivational Speaker, Founder of Kaplan Mobray Leadership Institute

About the Session

This session will dive into the critical marketing strategies and tools designed to help you elevate sales growth, build trusted customer relationships and enhance brand reputation. Attendees will be inspired to shift their mindset to be more intentional about shaping the connection between your personal brand, industry credibility and business results. Kaplan will share insights on how to leverage emerging trends, digital platforms and client-focused marketing strategies to nurture leads effectively and close high-value contracts. The presentation offers practical insights and actionable steps for boosting marketing effectiveness in our fast-changing industry.



2025 ERA Conference Schedule

This schedule is subject to change. Visit the [2025 ERA Conference Schedule page](#) for updates. All times shown are CST.

Sunday, February 23, 2025

12:00 - 6:00 p.m.

Attendee check-in/Badge pick-up

5:00 - 6:30 p.m.

Welcome Reception

Monday, February 24, 2025

7:00 - 7:50 a.m. - Breakfast

7:00 - 7:50 a.m. - First-Time Attendees Orientation

7:00 - 7:50 a.m. - Workshop: Data and Commission Services for Reps, presented by Budde Marketing Systems

7:00 - 7:50 a.m. - Workshop: FAQ Session - ERA Mark Motsinger White Pin Internship, hosted by Kingsland Coombs, CPMR, CSP

8:00 - 8:10 a.m. - Conference Opening - Welcome Remarks from Jeff May, 2025 ERA Conference Chair

8:10 - 9:15 a.m. - Keynote Session - Digital Leadership: Future Proofing You and Your Business from Innovation to AI, presented by Erik Qualman

9:15 - 9:30 a.m. - Break

9:30 - 10:45 a.m. - Breakout Sessions

10:45 - 11:00 a.m. - Break

11:00 a.m. - 12:00 p.m. - General Session - From Tariffs to Taiwan: Key Economic & Geopolitical Challenges Shaping Our Industry, presented by Melissa Dailey Fairbanks

12:00 - 12:45 p.m. - Lunch

12:45 - 1:30 p.m. - ERA Update and Lifetime Achievement Award, presented by Walter Tobin, CEO of ERA

1:30 - 1:45 p.m. - Break

1:45 - 3:00 p.m. - Breakout Sessions

3:00 - 3:15 p.m. - Break

3:15 - 4:30 p.m. - Breakout Sessions

4:30 - 4:45 p.m. - Break

4:45 - 5:45 p.m. - General Session - Facing our Futures: How Foresight, Futures Design and Strategy Creates Prosperity and Growth, presented by Nikolas Badminton

6:30 - 7:00 p.m. - Buses depart AT&T Center for off-site conference party

7:00 - 10:00 p.m. - Conference party, hosted off-site at The Speakeasy (*Registration required)

Tuesday, February 25, 2025

7:00 - 7:50 a.m. - Breakfast

7:00 - 7:50 a.m. - Workshop: Repfabric and Empowering Systems Have Joined Forces, presented by Repfabric / Empowering Systems

7:00 - 7:50 a.m. - ERA NEXGEN Meeting (*Reps are invited to attend and observe)

7:00 - 7:50 a.m. - Chapter Leadership Council (CLC) Meeting - For Chapter leaders

8:00 - 8:10 a.m. - Opening Remarks by Jeff May, 2025 ERA Conference Chair

8:10 - 9:20 a.m. - General Session - FutureNomics: Navigating Economic Trends and Strategic Leadership for the Electronics Industry, presented by Dr. Mary Kelly

9:20 - 9:30 a.m. - Break

9:30 - 10:45 a.m. - Breakout Sessions

10:45 - 11:00 a.m. - Break

11:00 - 11:45 a.m. - ERA Awards Announcements

11:45 a.m. - 12:45 p.m. - Lunch

11:45 a.m. - 12:45 p.m. - UT Student Recruitment Lunch with Alex Gabbi

12:45 - 2:00 p.m. - Breakout Sessions

2:00 - 2:15 p.m. - Break

2:15 - 3:30 p.m. - Breakout Sessions

3:30 - 3:45 p.m. - Break

3:45 - 5:00 p.m. - General Session - Growth Is a Choice: Amplifying Marketing Effectiveness to Elevate Your Personal Brand, Dominate Sales and Expand Your Influence, presented by Kaplan Mobray

5:00 p.m. - Conference adjourns



Register for
Breakout Sessions
using this QR code

Breakout Sessions

[Register](#) for the breakout sessions of your choice! [View Breakout Sessions](#) information page for more details and speaker information.

View [Breakout Sessions](#) page for more details and speaker information.

- AI Digital Tools and Implementation at the Rep Level
- Customer Experience Excellence: Building Lasting Brand Recognition and Long-Term Customer Loyalty
- Economic Update: Electronics Components Industry
- Level Up Your Digital Marketing Strategy
- Leverage Technology to Work Smarter, Not Harder
- Marketing to Engineers in an Increasingly Complex Buying Environment
- Master Your World: 10 Leadership Tactics for Productivity, Profits and Communication
- Mitigating Legal Risks for Manufacturers' Reps
- Own The Space in Today's Crowded Marketing World
- Securing the Supply Chain in a Digital Age
- The CHIPS Act and its Effect at The University of Texas-Austin
- The Ever-Changing World of AI
- TRUE Strategic Partnerships



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ERA extends its deepest gratitude to these dedicated volunteers who generously volunteer their time to serve on the 2025 Conference Committee and Sub-Committees. Their tireless efforts help make this conference possible!

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Lisa Dietrich, Conley & Associates
Adam Grigor, Tech-Trek, Ltd.
Todd McAtee, Mouser Electronics & XTG
John O'Brien, CPMR, Coakley, Boyd & Abbett
Paula Renfrow, TTI, Inc.
Mark Wachtel, SJ Associates
Tom Wichert, TDK-Lambda Americas

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For more information about the event and to register online, visit www.era.org.



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