

ERA PRESS RELEASE

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Robert Logan, CPMR, Named 2024 Recipient of the Ray Hall Spirit of ERA Award

The Electronics Representatives Association (ERA) is pleased to announce that Robert Logan, CPMR, CEO, Kruvand Associates, is the 18th recipient of the Ray Hall Spirit of ERA Award.



ERA Executive Committee leaders John O'Brien, CPMR, and Tom Griffin, CPMR, presented Logan with the award at the 2025 ERA Conference in Austin, Texas.

The Ray Hall Spirit of ERA Award was established in 2004 to honor the late Ray Hall, who served as CEO of ERA for almost 40 years. The award recognizes individuals who exemplify the spirit of ERA through their commitment to serving and advancing the manufacturers' representative function.

Robert Logan has been in the electronics industry since 1979 when he started working for a regional electronic distributor. In 1985, he joined a start-up manufacturers' representative firm and then had the opportunity to move to Kruvand Associates in 1988. He has been involved in ERA for the majority of his career as a sales representative. He received his CPMR in 1995 from Indiana University. He was appointed president of Kruvand in 1998 and expanded the company into Mexico in 1999.

He has participated in many manufacturers' rep councils, various committees within ERA over the years and served on the EDS Board of Directors, including one year as president of the EDS Board, and currently serves on ECIA's Joint Council for Manufacturers' Representatives.

He currently serves as CEO of Kruvand Associates after promoting Tobi Cornell to President two years ago.

Many in the industry only know his name as "Cowboy."

Previous recipients of the award, who served as judges of this year's entries, are:

Byran White, CPMR, Catalyst Unity Solutions (2023);
Gary Smith, CPMR, G.L. Smith & Associates (2022);

Tom Griffin, CPMR, Catalyst Unity Solutions (2021);
John O'Brien, Coakley, Boyd and Abbett (2020);
David Norris, CPMR, Norris & Associates Inc., Hingham, Mass., (2018);
Chuck Tanzola, CPMR, Fusion Sourcing Group, Edison, N.J. (2017);
Dan Parks, CPMR, West Electronic Solutions, Inc., Costa Mesa, Calif. (2016);
Bob Evans, CPMR, EK Micro, Rolling Meadows, Ill. (2014);
Bob Walsh, CPMR, Coakley, Boyd and Abbett, Inc., Framingham, Mass. (2013);
Bill Herold, CPMR, Conquest Technical Sales, Thousand Oaks, Calif. (2012);
Carol Cohen, CC Electro Sales, Inc., Indianapolis, Ind. (2011);
Kathie Cahill, CPMR, of Net Sales Company, Victor, N.Y. (2009);
Paul Nielsen, CPMR, of Brainard-Nielsen Marketing, Elk Grove Village, Ill. (2008);
Bruce Scoggin, CPMR, of Electro-Rep Associates, Charlotte, N.C. (2007);
Mark Conley of O'Donnell Associates North, San Jose, Calif. (2006); and
Mark Motsinger, CPMR, of Wallace Electronic Sales, Kernersville, N.C. (2005).

About ERA

The 90-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers' representatives, the principals they represent and the distributors who are reps' partners in local territories. For more information about ERA, visit era.org.