

MINUTES OF THE MEETING OF THE ERA NATIONAL BOARD OF ADVISORS
Saturday, September 11, 2004, at the Fairfield Inn in Atlantic City, New Jersey

The ERA Business Meeting began at 2:20 PM following the planning meeting for the 2005 ERA Trade Show. In attendance were: Ronnie Charnes, Hank Henke, Kenny Turner, Chris Thompson, Alan Melton, Mike Schroeder, Polly Shea, Bob Wagner, Dennis Jacinto, Wes Grueninger, Dick Vensel, Dan Smith, Scott Furman and Bob Thomas.

Chris Thompson gave a treasurer's report. As of September 10, 2004, the ERA general fund had \$32,538.38 and the ERA training fund had \$7,144.24. The combined balance was \$39,682.62.

Mike Schroeder explained the trustee's recent decision to allocate a portion of the dues directly to the training fund as they are received, to ensure the program is funded into the future. Based on attendance and costs of the 2004 seminars to date and the planned seminar schedule for 2005, it was determined (using conservative estimates) the training program would fall about \$16,000 short in 2005. It was decided to allocate \$25 from each rebuilder member's dues, \$100 from each supplier member's dues, and \$50 from each warehouse member's dues, directly into the training fund. These amounts will be transferred throughout the year, as the dues are received. It was further decided to begin this procedure this month.

At this time the 2005 budget was presented (copy attached with the minutes).

Mike Schroeder then gave a membership report. As of September 8, 2004, there are 388 paid members, which included 4 individuals, 294 rebuilders, 90 suppliers & warehouses.

Bob Thomas explained the fall membership drive which will run through November 30th. He also talked about the contest being held among the regional vice-presidents, which will be judged based on the percentage of increase over the three month period.

Wes Grueninger gave a report on the new ERA website. He presented comparison figures on usage between EREN and the new forums. The number of messages was higher on the new site and Wes pointed out the quality of message content was also improved. He also presented download figures on various webpages and documents on the new site. Of particular interest was the number of page view of the test banner ads. All of the ads from the first group had well over 1,000 page views.

Bob Thomas briefly explained the planned website sponsorship program, but said he planned to wait until more supplier services are completed before soliciting for sponsors. He said the proceeds from the sponsorship program would be used to fund and improve the website. Right now, any supplier member may take advantage of the free banner ad test by sending their ad to Wes. Once the sponsorships are sold, all free ads will be removed.

Dick Vensel then reported on the plans for the training program for 2005. These included work on the first chapters of the complete book on rebuilding (tentatively called "The Fine Art of Electrical Rebuilding"), and a total of seven planned seminars events. He said that the training committee was working with Joe Davis to revamp the seminars to generate new interest. He said several different ideas were being discussed, and a decision would be reached soon. Among the ideas are: a "basic electrical" class Friday night, the inclusion of more "improve your business" type material during the Saturday seminar, a roundtable type discussion on Saturday, using only the very latest "Keep It Current" material and a new name for the whole weekend program. Alan Melton suggested "Rebuilder's Survival School" as a name. Dick said that Joe may sell his complete book, with text, rather than give it away at the seminar, although this has yet to be decided.

Mike Schroeder reported on the sales of the Rebuilder's Desk Reference, which have been steady. Four copies have been sold online since it was added to the website just a few weeks prior. Mike also said he had received a price for printing the planned ERA brochure in full color. The brochure will be a membership sales tool to be used in the fall drive, and at other events in the future. It is hoped that supplier members will help distribute the brochures with membership applications to all rebuilders.

Bob Thomas said that offices who's terms expire in May are: president, national vice-president, SE, NC, & SC regional vice presidents, and secretary. Anyone with a desire to fill any of these positions is encouraged to step forward.

Lastly Mike Schroeder thanked Wes Grueninger for the work he has done on the ERA website, and Dick Vensel for the work he has done on the ERA training program. Each has made a mark on the industry, and everyone in attendance agreed with applause.

The meeting concluded at 4:35 pm. The next advisory board meeting will be held at 9:00 AM on Friday, May 20, 2005 at the Atlantic City Convention Center. That will be the only advisory board meeting that weekend and all members are encouraged to set that time aside to attend.

Respectfully Submitted,

Bob Thomas
Secretary