

ELECTRICAL REBUILDER'S ASSOCIATION BOARD OF TRUSTEES MEETING

Wednesday, September 15, 2004

The meeting began at 7:05 pm via conference call. Polly Shea, Mike Schroeder, Chris Thompson & Bob Thomas were in attendance.

Mike announced the Internal Revenue Service has approved the association's non-profit status and assigned us a year-end date of December 31. The official paperwork was received on September 15.

Mike suggested that a discount be given to first time exhibitors, to entice participation from suppliers who have not exhibited before. He said the association could pay for the discount, assuming the exhibitor was an ERA member. This was approved, and the discount would be given only to new exhibitors who are also members. This would also include new members.

The prize give-a-way for the 2005 show was discussed at length. Polly said she would solicit prizes from exhibitors and maintain the list. Bob suggested that a detailed plan be drawn up to conduct the drawings, and ideas and suggestions be solicited from all advisory board members. He said that the mechanics of the drawing must not be neglected or put off to the last minute. He also suggested that release of the information about the prizes be strategically planned to gain maximum impact. It was decided a show committee should be formed to coordinate both the ERA booth and the drawings.

The hands on demos were also discussed, and Bob suggested that each be given a catchy and descriptive name, rather than just calling them all "hands-on demos".

Discount pricing for the Rebuilder's Desk Reference were discussed. It was decided that the following discounts would be available to members only: 5 copies or more - \$15 each, 15 copies or more \$12.50. Single prices remain at \$25 for non-members and \$20 for members.

Polly agreed to publish information on the membership drive in the October paper. The portfolios that were given to new members who joined at the show will also be shipped to all new members during the drive (Sept – Nov). Mike said he was working with a local printer in Union, Missouri who has offered a very good price on full color brochures.

The meeting concluded at 8:45 pm. The next meeting will be October 6th.