ELECTRICAL REBUILDER'S ASSOCIATION BOARD OF TRUSTEES MEETING

Wednesday, April 6, 2005

The meeting began at 7:40 pm via conference call. Mike Schroeder, Alan Melton, Chris Thompson, and Bob Thomas were in attendance. Polly Shea did not attend.

The first item discussed was the seminar held by EMS in Logan, WV April 1 – 2. It was the first seminar using the new format. Mike Schroeder, Alan Melton, and Dan Smith were among those who attended one or more of the three classes. The big surprise was that 52 rebuilders attended the Friday evening class. Total attendance was 64. Each of the three classes was well received.

Chris shared his secrets in getting such a large turnout. He said all his employees pushed and sold the seminar for two months, two mailings were sent out to all customers, and for two months, every rebuilder who called the sales counter was asked, "Are you coming to the seminar?" EMS also held an open house of their rebuilding shop, sharing their methods of running a successful rebuilding business with their customers. Chris said he was overwhelmed by the comments from customers who said they had learned so much from both the open house and seminar.

Bob said he would make a list of the various ways EMS promoted their seminar, to share with the hosts of the fall events.

It was noted that the handout for the Friday night class was not sponsored, and the board agreed that the association would pay for the cost, about $8.75 per book. Mike suggested the purchase of one-inch binders with clear pockets on the outside. Joe plans to find sponsors for the book before the fall seminars, but the ERA would still provide the binders.

Alan suggested a flyer be printed to advertise the growing list of ERA publications. This flyer could given to all seminar attendees, and be mailed to members with their membership packet. All agreed this should be done before the show seminar, and it could also be used in the booth.

Joe had suggested that a short PowerPoint presentation be made about the ERA, to be shown at the seminars just before the lunch break on the second day. A short script could then be used by the regional VP or an ERA representative to talk about the value of membership. Mike said he talked at the EMS seminar and started by asking all ERA members to raise their hands. Then he told the others they should thank those rebuilders, because they paid the dues that made the seminar possible.

Bob mentioned that Wes has completed the show pages, including a page for booking at a variety of alternate hotels. In addition, the group code is on the Fairfield Inn page, and online registration at group rates is now possible. Also new on the website is a six-year archive of ERE articles, complete with new search engine. Give it a test run.

Bob made the suggestion that regional vice-presidents could be invited to participate in the trustee meetings on a rotating basis. All agreed that this would be a good way to increase participation by the vice-presidents, and it was decided to begin with the next meeting. Bob said he would work out a schedule and contact them. Mike added the suggestion that all of them should participate in the annual budget meeting. Everyone agreed.

Bob suggested the next meeting should include the compilation of a complete list of all materials that need to be procured and transported to the show, along with a plan to get them there. Scott Furman and Bill Meyer are both driving and have volunteered to transport materials. Shipping of all items will have to be coordinated.

The next meeting is scheduled for April 20th, one month before the show weekend. All advisory board members are invited to send comments or suggestions to any or all of the meeting's participants.

Respectfully Submitted,
Bob Thomas
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