

ELECTRICAL REBUILDER'S ASSOCIATION BOARD OF DIRECTORS MEETING
Wednesday, July 19, 2006

The meeting began at 7:40 pm EST via conference call. Dan Smith, Chris Thompson, Mike Schroeder, Alan Melton, Scott Fureman, Jerry Kieffer, Mike Dietrch, Joe Davis and Bob Thomas were in attendance.

Mike Schroeder reported that he has not yet transferred any association funds into interest bearing accounts. He said that our bank's money market account is offering a very low yield, less than 1%, so he's looking at other options. It should be noted that the intention is not to amass a war chest. The object is to make a few dollars for the association off the checking account balance, which has averaged \$70,000 for the last 12 months.

Next Dan reported on the meeting he and Alan had with Polly, concerning the proposition that the association pay her a flat fee as compensation for allowing all rebuilders to attend the show for free. He said she was receptive to the idea. It was noted that at least one member of the Board of Advisors expressed an opinion that this would be detrimental to membership renewals. Bob said there was some discussion on the subject on the website's Board Forum. Pros and cons were discussed at length, and everyone present felt more input from the Board of Advisors is needed. Bob urged everyone to make their feelings known on the Forum if they have not already done so. He noted a decision should be made before the planning meeting, as this will have to be a part of the overall show plan.

To reiterate the details of this proposition:

- 1 – Rebuilders must pre-register to get in for free.
- 2 – Rebuilders must present (when they pre-register) an invitation for free admittance, from an ERA member supplier who is exhibiting. There will be no cost to the suppliers.
- 3 – Badge colors of members and non-members will be different, to help recruiters in the booth identify the non-members.

Mike Schroeder emphasized that the goal of this proposition is to increase the number of non-member rebuilders who attend the show. He pointed out that if we can do this successfully, we'll have the opportunity to sign a greater number of new members at this show.

Dan also reported that Polly was willing to guarantee the inside cover of the *ERE* for a membership drive ad, but would have to charge for the space. He said she offered the space for \$2,000 for four months if we provide photo ready ad copy. Bob noted that at this point it would be impossible to get an ad together for the September paper with the deadline only a few weeks away and the membership committee yet to meet. He added we only really need the ad for three months, October, November and December. He said providing copy and artwork for the ad would not be no problem but added we will need

some typesetting help. Dan said he'd get back to Polly on the months we need the ad and nail down the exact cost. Jerry said he would get with the rest of the membership committee to begin gathering material for the ad.

Next Joe went over his suggestions for seminar locations for 2007.
At this point, they are:

Cleveland, OH
Allentown, PA
Logan, WV
Grand Rapids, MI
St Paul, MN
Orlando, FL
Montgomery, AL
Dallas, TX
Sacramento, CA
Portland, OR (Show)

At least two more locations are needed. Joe said Memphis was one possible addition. Mike Dietrich suggested holding one in Las Vegas the weekend of the APRA show. Mike Schroeder said he would call the APRA to see if this would be feasible.

Another seminar topic that was discussed was the need to improve registration at the door. Mike Schroeder noted the problem is a lack of communication between the office and the person or persons in charge of registration for each event. He emphasized that incomplete paperwork is the biggest problem, and the association is currently paying Darlene to track down missing, illegible and incorrect information. Bob pointed out that this is stressful work for Darlene. Joe said he will need to get more involved with registration, to ensure full names, addresses and phone numbers are filled in legibly, and correct prices are charged those who register at the door.

Mike suggested that each seminar host should provide a contact person by a specific date prior to each seminar. This contact would then be responsible for providing the location and hotel information for advertising, as well as co-ordinate registration at the door. Bob said he would update the host responsibilities document and send it out with the minutes.

The meeting concluded at 9:45 pm and the next meeting is scheduled for Wednesday, August 16th.

Respectfully Submitted,
Bob Thomas, secretary