

ELECTRICAL REBUILDER'S ASSOCIATION BOARD OF DIRECTORS MEETING
Wednesday, March 21, 2007

The meeting began at 7:40 pm EST via conference call. Alan Melton, Dan Smith, Chris Thompson, Mike Schroeder, Blaine White, Kenny Turner, Scott Fureman, Jerry Kieffer, Larry Hagemeister and Bob Thomas were in attendance.

The first item discussed was the survey of lost members, conducted by the regional vice-presidents. Bob said that during the five-month period from September 2006 thru January 2007, 39 members had not renewed, the vast majority being from the SE, NE and NC regions. Scott and Blaine reported what they found after contacting most of the expired members on their lists.

The most common reasons seemed to be: 1-out of business or selling business, 2-unable to afford dues at this time, and 3-forgot, but will renew membership soon.

Bob noted that over half of the membership has never used the website, and suggested a newsletter of some type to touch bases with all members a few times a year. He said the newsletter could be used to promote the seminars, sell publications, provide technical tips and get ERA news out to members. The idea was discussed and Jerry volunteered to put together a proposal for consideration after the show. Mailing costs will be around \$200 per issue.

Banner advertising on the ERA website was discussed next. Bob suggested the price be lowered slightly so that the amount for supplier dues and website sponsorship won't be exactly the same. After a short discussion the cost for being a website sponsor was changed to \$295. Bob also suggested that Wes be tasked with selling and invoicing the sponsorships. All agreed.

Bob then brought up the chat room on the website, which has not been used for over a year. He explained that while the chat software lease is not a big expense, it is still about \$40 a year that could be better spent. All agreed to drop the chat room from the website.

The pricing for all the publications and DVD's being sold was discussed, and no changes were made. Bob said that an order form that includes everything for sale will be ready before the show. He said this order form would also be mailed out with membership certificates.

The Portland show was discussed at length. Larry explained his plan to give away ERA jackets by drawing tickets hourly. Only ERA members in attendance and present when the ticket is drawn will be eligible. The number of jackets to be ordered was discussed and all agreed that extra jackets should be available to sell.

Mike mentioned that the number of vendors registered for the show is down from previous years and everyone present agreed to make some phone calls to suppliers who have not yet committed to exhibiting.

The breakfast-board meeting on Sunday morning following the show was discussed and all agreed a buffet is preferred over a plated breakfast. The buffet will open at 6:45 am and the meeting will begin at 7:00 am. All Board of Advisor members are asked to attend if possible. ERA business will be discussed and the election of 2007 officers will be held.

Alan reported that the nomination committee had nearly finished their work. Bob suggested that all of the incoming officers be invited to the April meetings to help with the transition. Everyone agreed.

Alan brought up a suggestion that an email relay system, similar to those used by Yahoo Groups be incorporated into the Forum on the ERA website. Bob explained that the Forum is operated by VBulletins under a lease agreement, and email is not offered as a part of their service. After a short discussion the decision was made to shelve the topic until Wes could be at the meeting.

The meeting concluded at 9:35 pm. The next two meetings are scheduled for April 4th & 18th.

Respectfully Submitted,
Bob Thomas, secretary