

ERA Board of Directors Meeting
Thursday, May 31, 2007

Scott Fureman, Jim Thomas, Dan Smith, Alan Melton, Dennis Jacinto, Joe Davis, Wes Grueninger, Jerry Kieffer, Chris Galbreath, and Mike Dietrich attended.

Alan Melton suggested changing the meetings back to the third Wednesday of the month at 7:30 pm E.T. All present agreed.

Our first agenda item was the Canadian Vice Presidents position. Joe Davis talked to Fraser Cox about continuing as the Canadian Vice President. Fraser respectfully declined as he is retired now and is no longer involved in the industry. Alan Melton will contact Harold Kober of Roko Service LTD in Vernon, BC to take Fraser's place. Harold accepted the nomination when he was in Portland at the trade show. We will be having an online election among the board members to confirm his nomination.

Next was the Counterman Guide pricing. Due to the low sales and valuable information contained in the book, the board feels the price needs adjusting. Current pricing is \$21.95 for members and \$26.95 for non-members. It was suggested the price be adjusted to;

Members	Non-Members
1 \$12.95	\$17.95 each
5 \$11.90	\$16.90 each
10 \$ 9.90	\$14.90 each
25 \$7.90	\$ 12.90 each

No vote was taken because we lacked a Quorum

Next was DVD pricing. Joe Davis would like the board to review the current DVD pricing structure. He feels that DVD's will be how he earns some of his income in the future. Reviewing this now will keep us ahead of it. The board decided to review this over the next few meetings.

ERA Jacket pricing was the next item on the agenda. We purchased 67 jackets to be debuted at the Portland show. Ten jackets were given away at the Portland show, as hourly giveaways. We will be taking a picture and placing the jackets on the website soon. The website price will be \$39.95 each

We discussed the idea of giving away a jacket to each new member that joined during our next membership drive. Jerry Kieffer our membership director suggested that we could also have a contest among the members to see who could sign-up 3 new members and then they would get a free jacket. Larry Hagemeister, who was in charge of the jackets, said that more jackets can be ordered on a short run basis, if needed at the same cost factor. The jacket program could not be voted on either because of the quorum issue but needs to be resolved soon because we are trying to time the membership drive a little earlier than normal to work with the mailing of our first quarterly newsletter. We will try to set-up an on-line vote on a couple of these issues as soon as possible.

We have located the survey that was conducted three years ago. We can distribute it, to anyone who would like to see it. The information was good at the time. It is now old and had only 14 responses.

Our President, Jim Thomas, will be publishing an article in the ERE newspaper about the benefits of belonging to ERA

Our First newsletter is expected to be in our members mailboxes around the First of July. We will most likely mail a 11 x 17 mailer. We will announce our membership drive, have a few technical articles, and list the benefits of belonging to ERA. We will mail this to past members also. The membership drive will also be advertised in the ERE newspaper. The newspapers add will be smaller than last years. We did not get very good results with last year's full page add.

Another new idea was to do a story named "Know Your Supplier". These would on the suppliers that host Joe Davis seminars. This would then be a benefit for suppliers to host these and an additional benefit of membership for suppliers.

Bob Thomas has accepted the Technical Education committee chair. He has proposed a weekly tech tip and will be forming a committee to do many more great projects for the ERA.

Thank you letters and certificates of appreciation will be sent, to each host of a Joe Davis seminar.

The Winnipeg Canada seminar has no one signed up as of this date. *Last minute update 7 have signed up.* Wilson would like to send 16 of there own staff. There was some discussion about charging for Wilson employees. No decision was made at this time. Rick Rowe and Dan Smith are contacting some of his customers to get more attendees to come to Joe's Seminar in Winnipeg. The Technical committee will be taking over promotion of the seminars in the future. This should help our attendance in the future.

The next and all future meetings will return to our original third Wednesday of the month at 7:30 pm Eastern time, 4:30 pm Pacific time. June's meeting will be June 20th.

Respectfully
Alan Melton