

ERA Board of Directors meeting Wed. June 20th, 2007

Start time 7:34 pm ET

Chris Thompson, Joe Davis, Kenny Turner, Joe Bradish, Alan Melton, Mike Dietrich, Wes Grueninger, Dan Smith, Jim Thomas, Ronnie Charnes, Jerry Kieffer, Blaine White and Scott Fureman were in attendance.

1. The first agenda item was the Canadian VP position. Harald Kober was nominated in Portland, and it has been since determined that Fraser Cox had indeed retired. Harald has been active in ERA in the past and was elected unanimously by all members in attendance. Jim Thomas, Alan Melton and Joe Davis feel that Harald can help boost membership in Canada.

2. The following questions were voted on by board members on the website. This second agenda item resulted in 17 votes cast for question #1 with 11-yes votes and 6-no votes. Question #2 had 16 votes, all yes.

QUESTION #1. Should the ERA give away an ERA jacket with every new member--our cost \$26.00 and one jacket for every member that brings in 3 confirmed new members.

QUESTION #2. Should pricing on the Counterman's Guide be dropped to \$12.95 per each?

For those who don't know. The book price schedule is:

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

3. The upcoming membership drive was discussed. DuBois Marketing is giving the ERA page 6 of their July sales flyer for our advertisement. Mark Hoogterp from DuBois said the flyer currently goes out to 4,200 rebuilders. The ERA is grateful to DuBois for their generous offer.

Scott Fureman pinpointed the need to show a real dollar value of an ERA membership to attract new members. It was estimated that a membership is worth approximately \$400 per year. Romaine Electric has told Jim Thomas that they will distribute flyers for the membership drive. Boston Auto Electric and Vensel Ent. also have volunteered to give out flyers. Jim Thomas told of our new ERE advertisement which is much catchier, but also much smaller. The smaller size will help save the ERA money. Joe Davis will get names of the contact people at WAI for the drive. The membership drive is starting early this year with the hope of getting a strong response.

Joe Davis gave details of the Bryan, TX seminar. 30 people attended, with 6 companies in attendance who were not members. 19 attended in Montgomery, AL., 5 of whom were not members. Jerry Kieffer, membership committee chair, and Jim Thomas felt that we need to do a better job promoting membership at seminars as well as contacting seminar attendees after the seminar. Jerry Kieffer will recruit help from other membership committee people for contacting attendees after seminars.

4. The Winnipeg seminar had 28 people in attendance, 19 were from Wilson. The remaining 9 were not ERA members and 1 has since joined ERA. Joe Davis said that there was a lack of communication regarding the duties of seminar sponsors between the ERA and Wilson. Wilson would be much better prepared in the future due to a more solid relationship with Joe Davis and the ERA.

Jim Thomas wants to send "thank you" cards to seminar sponsors with contact names to be provided by Joe Davis. Joe Davis and Bob Thomas want to produce a certificate of appreciation to give to sponsors during the seminars. Jerry Kieffer has sent out 34 "thank you" cards to new members joining the ERA since October, 2006.

5. The initial ERA newsletter has been completed by Jerry Kieffer and Wes Grueninger. All said that it looks excellent and that Wes deserves our appreciation for the fine formatting. He received a conference call round of applause. The ERE advertisement is ready to go to the printer. Wes helped with this ad also.

Dan Smith will communicate with Polly Shea regarding the confusion of the ERE and the ERA. Jim Thomas has offered his assistance. Jim Thomas has contacted Dennis Jacinto regarding the possibility of the APRA giving ERA members a discount on the wiring diagram internet site. The only discounts currently available are for APRA members. Jim Thomas will talk to Dennis about discounts for ERA members from Lester Co.

6. The final agenda item was a technical committee report by Scott Fureman. Scott reported that we need to have 1 contact person from seminar sponsors. The ERA Regional VP will be in charge of communicating with that contact person. This communication is very important to a successful seminar. The ERA needs to know who this contact person will be at least 5-months in advance of a scheduled seminar. Joe will help make sure we have the right contact person whenever he can. The ERA has not sent out flyers for recent seminars since sponsors have provided them. Wes Grueninger can supply them if they are needed.

The technical committee wants to provide as much current information as they can get. This is difficult given the limited OE information available. They hope the ERA membership can help in this regard by reporting examples as they occur. The technical committee wants to post OE info such as the donated Prestolite books on the website, but has legal concerns. It was suggested by Dan Smith that we contact a lawyer to clarify this issue.

Use of the ERA website was discussed. Dick Vensel expressed concern with the difficulty in using it. Joe Davis suggested that a DVD on website use would help beginners. Wes Grueninger thought something

written would be more useful. Joe Bradish and Joe Davis said that many rebuilders have problems using computers. Wes Grueninger has tried to reach a happy medium with all the possible scenarios.

The ERA DVD currently in production is about generators. It will be reviewed by Dan Smith, Joe Davis, Scott Fureman and Jim Thomas. The next DVD scheduled is about solenoids. Dan Smith will help with this project as much as he can. The next ERA book has been tabled until we know more about the future DVD production schedule.

Joe Davis' proposal for 2008 seminars has been received by the board and will be discussed at a future board meeting. Joe Davis provided WAI contact names for the remaining 2007 seminars at their locations.

This meeting adjourned at 8:55 pm ET.

Respectfully submitted,

Joe Bradish, Secretary