

ERA Board of Directors Meeting Minutes

Wed. July 18, 2007
Start Time: 7:34 PM ET

ATTENDEES: Scott Fureman, Joe Bradish, Kenny Turner, Dan Smith, Joe Davis, Jim Thomas, Alan Melton, Chris Thompson, Jerry Kiefer, Mike Dietrich, Mike Schroeder and Harald Kober

AGENDA:

1. Dan Smith talked to Polly Shea to clarify some confusion regarding the ERE vs. the ERA.

a.) Polly agreed to remove information regarding the "weekly chat" because it has been discontinued by the ERA.

b.) Polly agreed to remove the reference to the ERE being the official newspaper of the ERA.

c.) The ERA Show name is officially that and will continue to be so. Jim Thomas felt this was a good thing because it gave the ERA a lot of promotion, however, the confusion remains. Dan Smith stated that the show is strictly an ERE event and therefore the ERA has no legal issues with that.

d.) The publication of prices in the ERE paper was a concern to Dan Smith as it goes to other than rebuilders. Polly Shea wants Dan Smith to tell her if this is a problem and offered to allow the ERA to clean up the ERE mailing list so that it only goes to rebuilders and suppliers. Alan Melton, Dan Smith, Mike Schroeder, Chris Thompson, Mike Dietrich, Scott Fureman, Kenny Turner and Jerry Kiefer offered to do this task with Polly Shea's help as she has a new program to separate out zip codes. Dan Smith will check with Hank Henke to see if he will do his region. This may get new contacts for potential new ERA members. The goal of this project is to tell Polly Shea who should get the paper and this should help the ERE and ERA because only qualified recipients will get the paper. Jim Thomas thanked Dan Smith for his work on this item.

2. Website Issues. Dick Vensel has expressed concern with the ease of website use by computer novices. Alan Melton and Joe Bradish suggested contacting 10-20 current ERA members who are not using the website to determine why this is so. Dick Vensel and Jim Thomas will do that with help from Wes Grueninger. We will get a report at the next meeting. Dan Smith talked to Wes Grueninger recently about website use and stated that Wes designed the ERA website, except for the forums, which are in a format that is used worldwide. Spam filters used by various providers make some requested changes virtually impossible per Wes. The board will ask Wes if a "Dick Vensel corner" can be set up for questions from members. We will also ask Wes if a version of "forums for dummies" can be put on the home page. All of the attendees agreed these were good ideas and we will try to implement them. Dan Smith also reported that Wes is willing to help any member who has a specific problem with the solution.

3. Joe Davis 2008 proposal. Joe Davis referred to his recent email to board members regarding the history of the ERA training program. This was done to give the history to new board members. Joe Davis feels that neither rebuilders or the ERA can or should be charged more for seminars. His 2008 proposal is for a seminar in spring at the ERA show in Grand Rapids, MI. and five more seminars in the fall of 2008. Joe reported that the AERAC (Canadian Electrical Association) appeared to be in trouble. However Rick Rowe from WAI in Canada would like Joe Davis to do a Canadian blitz of seminars, six in total from Vancouver to Nova Scotia. These would cost the ERA \$4000 and WAI \$1000 per seminar. The ERA would get the door receipts. Jim Thomas asked Harald Kober his opinion of the Canadian rebuilders. Harald stated that the east and west function separately from one another and that the population of Canada is very widespread. This makes getting the 40 attendees necessary for break even a substantial challenge. Harald feels that phone calls to rebuilders in Canada would help increase membership. He wants to convince older rebuilders to participate to share their knowledge and experience. Jim Thomas agreed that the age of the industry is a very large factor in membership as that group is less likely to be technologically advanced. Joe Davis stated Rick Rowe said they could get 50-60 people per seminar across Canada. Dan Smith suggested a guarantee from WAI to cover the ERA's \$4000 if the 40 people required for the ERA break even point did not attend, while splitting any additional revenue from over 40 attendees. It was felt by all that this was the only way the ERA could do a Canada blitz as the treasury is dwindling. Joe Davis will take this proposal to WAI Canada for their approval. Mike Schroeder expressed concern about the treasury and felt future seminars needed to be financial viable and could be if sponsors worked at it. He suggested that all future seminars follow the Canada format. All agreed.

Dan Smith stated that suppliers needed the incentive of making some money from the

seminars and Joe Davis will try to get Bob Thomas to draw up a written agreement between the ERA and a seminar sponsor to detail the financial and logistic responsibilities of the sponsor. The sponsor responsibilities include a guarantee of a 40-person turnout minimum and a split after that. In the future APRA seminars will be treated the same as other suppliers.

4. Banner sales. Collection for banner sales on the website has slipped through the cracks. Jim Thomas, Wes Grueninger and Mike Schroeder will call suppliers to collect for future banner sales and Wes can provide technical info to suppliers for creation of new banners.

5. Report on membership kickoff. At this point no tangible results have been seen, but everything in place looks good.

6. Newsletter report. It looks great. Wes Grueninger formatted Jerry Kiefer's info and will use the same format for future newsletters. Jerry Kiefer is doing an excellent job. DuBois Marketing has included the newsletter in their monthly sales flier and has an ad in the newsletter as an added benefit to them. The initial newsletter cost \$423 to produce. Dan Smith will try to get Boston Auto Electric to sponsor a future newsletter and Dottie at Armature Sales will be contacted. Romaine, ASAP and UDS need to be contacted in this regard. Alan Melton will send the newsletter with Northwest Regulator fliers.

Lastly, financial matters were discussed and it was decided that the CD that has matured will be transferred to the checking account. Two sources of income were a concern of Mike Schroeder's and Dan Smith informed him that the next DVD is near ready to sell and that website production is beginning to have positive results which will be reported in the near future. Chris Thompson's follow-up person will plug new membership when she does her regular calls. Jim Thomas thanked Chris Thompson for volunteering this effort and stressed the importance of the membership drive to the future of the ERA.

The next board meeting will be August 15, 2007.

The meeting ended at 9:07 PM ET

Respectfully submitted,

Joe Bradish, Secretary