

## ERA Board of Directors Meeting

Wed., 8/22/07

Start Time: 6:35 PM CDT

Attendees: Jim Thomas, Chris Thompson, Joe Bradish, Joe Davis, Kenny Turner, Ken Plourde, Dan Smith, Mike Dietrich, Mike Schroeder, Blaine White and Alan Melton.

### 1). ERE MAILING LIST

Dan Smith has talked with Polly Shea about assuring that the ERE newspaper goes only to rebuilders and their suppliers. Polly has a new data base which will make cleaning up the list much easier than previously. Dan will get the NE region from Polly and will go through it and give Polly the results. If this region works out satisfactorily, the ERA will continue with other regions.

### 2). VACANT BOARD POSITIONS

Current open position: SE VP

Soon to be open: Jody Nava and Jim Talsma of the Board of Advisors

Alan Melton will talk to Ronnie Charnes and Wendy Greene to see if they would be interested in any of these positions. If not, Alan will email member lists to the Board of Directors to see if they know of any potential nominees.

### 3). DVDS - Progress Report From Wes Grueninger (Attachments)

Wes emailed the Board regarding changes in his contract. Alan Melton read the main points of Wes' proposal (1st attachment) and Dan Smith listed Wes' ERA accomplishments (2nd attachment). Dan stated that many of these accomplishments were in large part clerical, taking many hours. Joe Bradish explained that Wes' business, family and personal considerations make it impossible to continue his current level of responsibility. Mike Schroeder complimented Wes' many accomplishments for the ERA and his concern for the future of the association as shown by his willingness to take a pay reduction. Mike did, however, have questions regarding the DVD project, i.e., Wes has been paid for a portion of it which might necessitate reducing Wes' percentage on the initial DVD. Mike also explained that Bob Thomas and he had previously done many of the projects that Wes has now assumed. The ERA trade show should have a booth committee to distribute the duties among many different people. This will reduce individual workloads at the show. Dan Smith was in favor of more dialogs with Wes and stated that Wes was a very valuable asset to the ERA. Alan Melton suggested a phone conference between Wes and the Executive Board of Directors as soon as possible.



#### 4 and 5.) JOE DAVIS' AGENDA/TECH COMMITTEE REPORT COMBINED

Joe Davis reported that the tech committee and Dan Smith discussed the seminar guarantee idea. It was reevaluated and all agreed it was not a good idea. If the WAI/Canada seminars take place, Joe Davis will contract with WAI/Canada independently of the ERA. The ERA would help promote this series of seminars but would not be responsible for paying Joe Davis. Seminars held in the US would be at suppliers who had done a good job in the past. There would be no seminar guarantee required from these sponsors, and the ERA would be more selective in the future in this regard.

The seminar line up proposed for 2008 includes the following locations:

- ERA Trade Show - Grand Rapids, MI
- APRA Clinic - Providence, RI
- Charlotte, NC'
- Chicago, IL
- Kansas City, KS
- APRA Show - Las Vegas, NV
- Salt Lake City, UT

Dates for most of the above are undetermined at this time. At \$4,000 per seminar, the ERA would pay Joe Davis \$28,000 in 2008. Dan Smith and Joe Davis felt that the combined APRA/ERA seminars would be good recruiting opportunities. Boston Auto Electric would help promote the Rhode Island seminar and try to arrange manufacturer tours at Cole Herse and Polak. Darlene Schroeder sends out current registration info for upcoming seminars to Joe Davis. It should also go to the appropriate regional VP and the seminar sponsor. Bob Thomas will rewrite seminar sponsor responsibilities and remove the guarantee.

The 2007 seminar at EMS currently has 26 registered and the WAI/Allenton seminar has 21. Banner ads were discussed and Jim Thomas said he would call RAM. Dan Smith will talk to Lester. Alan Melton, Jim Thomas, Mike Schroeder, Chris Thompson and Dan Smith will divide the list provided by Wes to promote banner ads. Alan asked what Wes would charge to design banner ads. Wes emailed that his fee would be \$100 to the supplier.

Mike Schroeder explained how in the past the ERA and APRA had traded booth space and that the ERA was welcome at the APRA Board Meeting. Mike reported that 11 new members had joined since July. Blaine White will attend the Allenton seminar and Alan Melton will attend the EMS and Sacramento seminars to promote the ERA.

The meeting adjourned at 8:07 PM CDT.



Respectfully submitted,

Joe Bradish  
Secretary



Dear ERA Executive Board Members,

2007 has not turned out to be exactly what I had planned on when I sent a proposal to the ERA board in late 2006. My son leaving the business and other plans that fell through have required my staying at the helm of Auto Lab. I've been running that business and putting in 40+ hours per week on ERA projects and the load has been taking its toll.

I've also been keeping an eye on the health of the ERA and I'm concerned about the state of things. It seems like we have been spending a lot of money, in vain, trying to recruit new members.

Our membership drive with jacket incentives, new ERE ads, Dubois's flyer ads and colorful supplier handouts has not resulted in any appreciable gains.

Our banner-ad program, sent to every known supplier in the industry, has not resulted in one new banner ad.

Our web services program to bring inexpensive websites to the membership has brought in about 10 inquiries, but only two sales - both to ERA board members (Jerry Kieffer and Ken Plourde). Ken Plourde's site is still under development, but should be finished this week.

I have spent a considerable amount of my ERA-work time on these projects. The ERA has invested thousands paying me to develop them. There may be a long term payoff for our investment in these programs, but I have my doubts. For the good of the association, I do not think this is a good way to continue, therefore, I propose we make the following changes:

- 1) Immediately stop paying me \$3750.00 per month. Drop my monthly contract fee to \$1250.00 as of August 1st. For this amount I will continue to develop and maintain the website/forums and create one new tech article per month which will be published in the ERE paper and posted on the ERA website.
- 2) I will continue to administer the ERA Web services program for the ERA at no cost. When a new website is purchased by a member, the ERA will split the fee with me: \$200.00 to the ERA and \$200.00 to me.
- 3) I will continue to work on training DVDs at no cost to the ERA. The ERA would have to pay for any materials, travel and duplication costs incurred in the DVD creation. I would receive a \$25.00 royalty payment for every DVD sold.
- 4) In the future, if I am to spend the entire ERA show in the booth, promoting ERA programs, then the ERA will pay my travel and lodging costs.

These changes will allow me to cut down on my working hours and still insure that the projects that are underway will continue. At the same time it will stop the large drain on the ERA bank account. Hopefully, this will free up enough money that we will be able to drop the supplier cost-guarantee from Joe's future seminars.



I'm going to excuse myself from the Wednesday evening board meeting to give you all a chance to freely discuss my proposal. I'm open to any other ideas that will both lighten my load and, at the same time, save the ERA money.

I will be glad to hear from any of you individually, either by email or phone. Call anytime. During the day you can reach me at Auto Lab 414-259-1166 or in the evening at home 262-679-7028.

Thanks,

A handwritten signature in black ink, reading "Wes Grueninger". The signature is written in a cursive, flowing style with a large, prominent "W" and "G".

Wes Grueninger