

Minutes: ERA Board of Directors Wednesday September 15, 2010

Attendees: Ronnie Charnes, Henry Henke, Dean Conner, Alan Reynolds, Tom Barrett, Mike Schroeder, Larry Hagemeister, Wes Grueninger, Ken Plourde, Harald Koeber, Joe Bradish, Jason Kiser, John Prinvale, Daren Roggentien.

Guest Attendee: Mike Conner

1: Treasurers Report:

Chris Thompson was unable to attend and reported via email a balance of \$22,991.97 with all bills paid in full. One CD \$14,106.96.

2: Membership Report:

A total number of members were not available for the month.

3: Technical/Training Report:

- a. Mike Conner brought information to the meeting on setting up a Facebook Page for the ERA. He explained some of the advantages of having a Facebook Page would be marketing, networking, communicating, etc. at no cost to the ERA. It would be basically a free advertising/commercial for the ERA. He volunteered to set it up and monitor the site and also make any other board member a monitor that would desire to do so. Wes Grueninger told attendees that the ERA needs to make sure that the Facebook Page stays on a professional level. Mike Conner said with several people monitoring the site that this shouldn't be a problem.

Motion made by Ken Plourde to have Mike Conner move forward with producing a Facebook Page for the ERA.

Second by Mike Schroeder. All Ayes motion passed.

Once the Facebook Page is setup this would make a good article for the ERE Paper and also a good topic for the presidents corner in the ERE Paper.

Ken Plourde thanked Mike Conner for bringing this to the ERA.

4: Old Business:

a. Product Defect Form:

Mike Schroeder informed attendees that the form has been completed. Instead of being called a Product Defect Form it will be know as Warranty/Defect Claim Form. The form will is available on the ERA Web Site as an interactive PDF file that can be filled out and saved or printed and filled out by hand.

Motion by Ken Plourde to accept the document as presented by the Technical/Training Committee and add it to the ERA Web Site.

Second by Henry Henke. All Ayes motion passed.

b. Machine Shop Secrets DVD:

Wes Grueninger reported that he is still trying to make connections with Marshall Burr, the creator of the DVD.

c. ERA involvement with VASA:

Wes Grueninger told attendees that he hasn't had any contact with Ken Newton, the CEO of VASA since he sent him a letter of introduction from the ERA.

d. Membership Drive:

Wes Grueninger reported that in the area that he targeted for rebuilders that there is a possibility of 300+ rebuilders that are not ERA members. He didn't feel it was feasible to contact all these potential members by phone.

e. Membership Committee:

Tom Barrett reported that a Membership Committee has been set up. The members of this committee are Tom Barrett, Jason Kiser, Alan Reynolds, and Dean Conner. The committee's first meeting was held September 9th at 6:30 pm CDT via conference call. As of right now they plan on meeting every other Wednesday starting on September 23rd at 6:30 pm CDT via conference call. They discussed ways of getting new members as well as retaining current members. Tom Barrett has contacted a company that does mailings. They would do a 2 page mailing with color for .75-.90 cents per mailing they also informed Tom that the postal service offers a discount for non profit organizations if they are registered with the USPS. Doing the mailings would alleviate the problem of contacting all the potential members. Tom Barrett will meet with Wes Grueninger on setting up a Membership Committee on the forums of the ERA Web Site for the membership committee to use for scheduling meetings and compiling information on creating a letter for the mailings to present to the ERA Board for approval. Larry Hagemeister commented that the mailing needs to have something on the cover to encourage people to open them.

5: New Business:

a: Computer for the ERA Office:

Mike Schroeder asked for board approval to research getting prices on replacing the ERA office computer. Attendees agreed that the computer needs to be upgraded and asked Mike if he would get the information and have it available for the October ERA Board meeting.

b. ERA Trade Show:

Ken Plourde informed attendees that Joe Davis will be giving the training seminar at the ERA Trade Show in Nashville in 2011 and there will be a Trade Show Committee meeting in October.

c. Complimentary Banner Ad:

Ken Plourde informed attendees that Boston Auto Electric has opened a new warehouse in Canada. He asked if the ERA Board would approve a complimentary banner ad on the ERA Web Site congratulating them on the opening their new warehouse?

Motion by Mike Schroeder to have Boston Auto Electric design the banner ad. The ERA would run the banner ad complimentary for 6 months.

Second by John Prinvale. All ayes. Motion passed.

Ken Plourde will contact Boston Auto Electric about them designing the ad.

Being no further business a motion was made by Mike Schroeder to adjourn.

Second by Henry Henke. All ayes, motion passed.

Meeting adjourned @ 8:00pm CDT.

**NEXT ERA BOARD OF DIRECTORS MEETING IS SCHEDULED FOR
WEDNESDAY OCTOBER 20, 2010 @ 6:30 PM CDT**

Respectfully Submitted
Daren Roggentien
Secretary