

Minutes: ERA Board of Directors Wednesday October 20, 2010

Attendees: Alan Reynolds, Mike Schroeder, Tom Barrett, Kenny Turner, Chris Thompson, Dean Conner, Ronnie Charnes, Larry Hagemeister, Wes Grueninger, Bill Skillings, Ken Plourde, Jim Thomas, Joe Bradish, Daren Roggentien.

1: Treasurers Report:

Chris Thompson reported a balance of \$23,715.52 with all bills paid in full.

2: Membership Committee Report:

- a. Tom Barrett reported for the month of September 434 members and the month of October 430 members.
- b. Tom Barrett informed attendees that he had applied for non profit status for the ERA with the US Postal Service and has been denied for several reasons.
- c. Tom Barrett reported that he has been in contact with a company that does mailings. They would do a 300 piece mailing in black and white for approximately \$280.00 or approximately \$360.00 for color. This price would include all costs including postage.

Motion made by Ken Plourde to appropriate \$500.00 to the Membership Committee to move forward with the mailings. The mailings will be done in color.

Second by Mike Schroeder.

All ayes, motion approved.

Tom suggested once the mailings have been sent that prospective members be contacted by phone from volunteers of the ERA Board to answer any possible questions they may have. Tom also reported that he has had positive feedback from suppliers including the mailings in their shipments to rebuilders.

- d. Tom Barrett also informed that several of the rebuilders that he has talked to about renewing their memberships doesn't know all the benefits the ERA has to offer their members. One thing brought up was to have a mass emailing to all members reminding them of all the benefits and what has been added to the ERA Web Site. Joe Bradish thought a CD could be sent to members and prospective members. Wes Grueninger thought a short video could be produced on benefits and how to use the ERA Web Site step by step. This video could be placed on You Tube, Facebook and the ERA Home Page. It was decided that Wes should produce the video for now.

3: Technical/Training Committee Report:

- a. Mike Schroeder reported that the Warranty/Defect form has been completed. The Form will be able to be accessed from the ERA Home Page under Forms Library.

It was suggested that a date filed be added to the form. Wes Grueninger will add this to the form. A question was brought up about suppliers adding the form to their web sites with their company information installed on the form?

Motion made by Ken Plourde to allow suppliers to use the Warranty/Defect Claim Form on their web site.

Second by Ronnie Charnes.

All ayes motion approved.

Mike also has talked with some suppliers about the form and has received positive feedback from them.

- b. Wes Grueninger reported that two videos have been added to the video library and he has posted video trailers on Facebook. Wes has also added a large collection of tractor wiring diagrams to the ERA Web Site, and has several training videos in the works.
- c. Wes Grueninger informed attendees that he is adding a counter to the video library videos. This will allow him to see how many times each video is viewed. This idea was brought up by Dick Vensel.
- d. Mike Schroeder reported that the Tech Line has been busier than normal.

4: Old Business:

- a. **Machine Shop Secrets DVD.**

Wes Grueninger reported that there has not been any correspondence and thinks this should be tabled for now.

- b. **ERA Office Computer.**

Tabled until the November meeting.

- c. **VASA.**

Wes Grueninger reported no change in this and should be tabled for now.

5: New Business:

- a. **Supplier Warehouse Web Site Logins:**

Wes Grueninger asked attendees how many logins each warehouse should be issued. As of right now there is no policy on this and he would like to see one put in place. It was suggested that Wes contact suppliers on this and report back at the November meeting.

- b. **Suppliers Phone Sales:**

Mike Schroeder suggested talking with suppliers about phone sales people informing callers of what the ERA has to offer its members. Tom Barrett reported that he has talked with some suppliers and phone sales people and they are not aware of what the ERA has to offer. Larry Hagemeister suggested that the ERA have a seminar on the ERA benefits and Web Site for suppliers and their employees at the ERA Trade Show in Nashville.

- c. **ERA Trade Show:**

Ken Plourde informed attendees that there have been commitments from Bosch and Delco for seminars. Polly Shea would like the Technical/Training Committee

to come up with topics so the seminars won't turn into sales pitches. Ken would like these topics to be put together by the November Technical/Training Committee meeting.

A suggestion was made on having seminars with training videos at the ERA Booth at the Trade Show.

Plant tours have been setup at ASPD.

Polly Shea is trying to put together entertainment for rebuilders' guest that won't be attending seminars at the Trade Show.

Being no further business a motion was made by Ken Plourde to adjourn.

Second by Mike Schroeder.

Meeting adjourned @ 8:55 pm CDT.

**NEXT ERA BOARD OF DIRECTORS MEETING IS SCHEDULED FOR
WEDNESDAY NOVEMBER 17, 2010 @ 6:30 PM CST**

Respectfully Submitted

Daren Roggentien

Secretary