

Minutes: ERA Board of Directors Wednesday February 16th, 2011

Start Time 6:30 pm CST

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

1: Treasurers Report:

- a. Chris Thompson reported a balance of \$31,300.00
- b. Mike Schroeder informed attendees that he has been in contact with the bank on obtaining a \$14,000.00 certificate of deposit. It will be arranged to come due on July, 2011 and then automatically renew for 1 year @ .75% interest rate. This will put it in a rotation with the other certificates of deposit.
- c. Mike reported that he has contacted the credit card processing company and negotiated a much lower rate.

2: Membership Report:

Tom Barrett reported as of January 31, 2011 a membership of 425.

3: Technical/Training Committee Report:

- a. Mike Schroeder reported that the ERA Tech. Line has had normal usage for the month.
- b. Mike informed attendees that the Committee has been working on questions for the OE Seminars at the ERA Trade Show.
After compiling a list of questions for each OE manufacturer and forwarding them the Committee was informed that Denso has pulled out of attending the Trade Show, Bosch will get back in touch with them and they have not heard anything from Remy.
- c. Wes Grueninger informed that he has spent most of the month on ERA Web Site updates.

4: Old Business:

a. ERA Trade Show.

1. The name tags for attendees at the ERA Trade Show will be different colors for members and non members.
2. Ken Plourde reported that on Saturday evening after the Trade Show Sponsors reception there will be a dinner and entertainment at the Wildhorse Saloon. This is available to ERA Members by reservation only. The information for a reservation is available on the ERA Web Site.
3. Larry Hagemeister will contact Jim Thomas on the agenda for the Suppliers Seminar at the ERA Trade Show.
4. Mike Schroeder will compile the information on discounts for attendees at the ERA Trade Show. He will forward this information to Wes Grueninger and Wes will have a printout at registration for Joe Davis Seminar and the ERA

Booth.

5. Mike has found some hot/cold mugs for handouts and will have costs and quantities for the March ERA Board Meeting.
6. Larry Hagemeister suggested looking into recycle bags as a handout also.
7. Mark Schiavone with Members Savings Program will be at the Trade Show and be available to answer questions on member benefits.

b. ERA Office Computer.

1. Mike Schroeder informed attendees that a computer has been purchased and is in use.

c. Hiring for Membership Committee

1. Tom Barrett informed attendees that every membership that is not renewed takes an average of 25 minutes per call to talk with members about renewing and usually takes at least two calls. Even splitting this up between members of the Membership Committee requires a lot of volunteer time. The Membership Committee feels that someone needs to be hired on a part time basis to make these calls. The Committee feels this could be handled at approximately 40 hours per month. The person hired would have to have knowledge of the rebuilding business as well as have knowledge of the ERA Web Site and all members' benefits. Discussion was had on what the ERA could offer this person, wage, incentives, commission, etc. Chris Thompson offered to talk with an employee of his to make the membership calls on a trial basis. Chris informed attendees that this employee has knowledge of the rebuilding business but would need instructions on the ERA Web Site. Wes Grueninger offered to spend time to instruct this person on Web Site usage and member benefits but suggested having them attend the ERA Trade Show for 1 on 1 training. Chris will talk with his employee and if interested have them attend the next Membership Committee meeting. The Membership Committee will have a report for the next ERA Board of Directors meeting in March.

5. New Business:

None

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

Second by Mike Schroeder. All ayes meeting adjourned @ 8:05pm CST.

**THE NEXT ERA BOARD OF DIRECTORS MEETING IS SCHEDULED
FOR WEDNESDAY MARCH 16TH @ 6:30 PM CST.**

Respectfully submitted

Daren Roggentien

Secretary