

Minutes: ERA Board of Directors Wednesday March 21st, 2012

Start Time: 6:30 pm CDT

Attendees: Henry Henke, Ronnie Charnes, Joe Bradish, Alan Reynolds, Bob Thomas, Kenny Turner, Drew Withrow, Tom Barrett, Jerry Kieffer, Ken Plourde, Wes Grueninger, Mike Dietrich, Chris Thompson, Dean Conner, Mike Schroeder, Mike Conner, Jim Thomas, Daren Roggentien.

1: Treasurers Report:

- a. Chris Thompson reported a balance of \$26,355.99 in the ERA checking account with all bills paid in full.
- b. Chris informed that the discrepancy with Polly has been resolved.

2: Membership Committee Report:

- a. Tom Barrett gave the following report. There are currently 452 members, there were 17 renewals for the month with 3 new members joining.
- b. Tom reported that Jean had made 78 membership calls for the month. Jean informed Tom that she has been promoting the ERA Trade Show and 8-10 % of the rebuilders that she has contacted have plans on attending the Trade Show.

3: Technical/ Training Committee Report:

- a. Bob Thomas reported that the Help Line has been operating normally and usage has been within budget.
- b. Wes Grueinger talked about videos that he has been working on that were sent in Ken Plourde on Leece Neville alternators and Henry Henke on Bosch starters. Wes also informed that Juan Grube had sent a large packet of information on flywheel charging systems to install on the Jimco Web Site. Mike Schroeder suggested paying Wes an additional \$500.00 to put the information on the ERA Web Site.
- c. Mike Schroeder informed that the committee made final decisions on the Voltage Regulator Tester raffle and the "It Worked For Me" contest.
- d. Final preparations were made for the suppliers meeting. They will plug the New Products Program, The Tech Help Line and promoting membership in the ERA.

4: Old Business:

a. ERA Trade Show

1. Ken Plourde reported that there are 60 rebuilders preregistered for the Trade Show.
2. Midtronics has signed up to exhibit and will be giving live demonstrations on battery testing.
3. ZEN will be joining IMI in their booth.

4. Ken reported that ERA Board Members need to sign up to work in the ERA booth. Wes will post a signup sheet on the ERA Forums. Alan Reynolds will coordinate with Wes on the schedule. Wes will also post a signup sheet for board members to post their cell phone numbers.
5. A discussion was had on handouts for the ERA booth. A motion was made by Bob Thomas to allow Wes to spend up to \$200.00 for shopping bags similar to what the ERA handed out in 2011. A second was made by Mike Dietrich. All ayes motion approved. Mike Schroeder will have Darlene check for handouts from previous years to have available at the ERA booth.
6. Mike Schroeder informed that there has been 30 rebuilders sign up for Dan Marinucci's seminar, 26 are ERA members and 4 are not. Mike informed that anyone that is working the registration for Dan's seminar need to remind non members of the discount to seminars. The cost to attend Dan's seminar is \$109.00 for non-members and \$75.00 for members. The discount can be taken for non-members who sign up and pay to become ERA members at the seminar registration.
7. Ken Plourde reported that he will need \$300.00 cash for prizes for the "It Worked For Me" contest. Chris Thompson replied that he will have the cash for Ken. Ken informed that He, Wes Grueninger and Bob Thomas will be the judges for the contest.
8. Wes reported that Mark Schiavone with The Buying Group would be attending. Mark will give a seminar on Friday evening and will be in the ERA booth on Saturday for anyone that has questions on The Buying Group program.
9. Wes informed that there would be complimentary coffee and water available at Dan Marinucci's seminar.
10. Wes reported that he would make 30 reservations for breakfast for Sunday mornings ERA Board meeting. The cost for the breakfast is \$15.95 each plus tax and gratuity.

b. Discount on Lester:

1. Bill Ernst was unable to attend the meeting. Tabled for the April ERA Board meeting.

c. Membership Advertising:

1. Tom Barrett reported that he had talked with Polly about advertising for ERA membership in the ERE Newspaper. After discussion it was decided to compile more information for the April ERA Board meeting.

d. Exide Buying Group:

1. Tom Barrett informed attendees that he had spoken with a representative from Exide. The representative from Exide informed Tom that they are interested in forming a buying group for ERA members. Tom reported that he informed the Exide representative that Exide would have to join the ERA as a supplier member. Tom informed that he would be in contact with Exide and have more information available at the April ERA Board meeting.

5: New Business:

a. ERA Members Information Access:

1. Bob Thomas asked if there is a membership list with contact information that is available to ERA rebuilder members? Wes Grueninger replied that member information is available on the ERA Web Site but not a complete printed list. After discussion it was proposed to have Bob Thomas forward a current membership list to Wes at the end of each month. Wes could then create a current membership list that could be accessed from the ERA Web Site. A motion was made by Mike Schroeder to have Wes compile a list and have it accessible from the ERA Web Site for ERA member/rebuilders by request pending board approval. A second was made by Ken Plourde. All ayes motion approved.

b. Enhanced Duties of Membership Committee:

1. Ken Plourde reported that He and Henry Henke had been working on a proposal to bring to the ERA Board of Directors on a plan/program to enhance the duties of the ERA Membership Committee. The amount of time it takes to maintain and recruit new members is overwhelming. Tom Barrett and his committee have done an exceptional job in difficult times maintaining and growing the ERA membership but something needs to be done to relieve the volunteers of some of the responsibilities that require a lot of time. After discussion it was decided that the ERA Board needs to fine tune this proposal and bring it back to the ERA Board at a later meeting.

Ken Plourde called for the meeting to go into executive session at 8:30
The executive session was adjourned at 8:35.

Being no further business a motion was made by Joe Bradish to adjourn the meeting.
A second was made by Tom Barrett. All ayes meeting adjourned at 8:40 pm.

**THE NEXT ERA BOARD OF DIRECTORS MEETING IS SCHEDULED FOR
APRIL 15TH, 2012 @ 7:00 AM IN ALLENTOWN, PENNSYLVANIA.**

Respectfully Submitted.
Daren Roggentien.
Secretary