

## **Minutes ERA Board of Directors Wednesday February 4<sup>th</sup>, 2015**

President Henry Henke called the meeting to order at 6:30 pm CST

**Attendees:** Art Glass, Scott Scharrer, Alan Reynolds, Henry Henke, Bill Ernst, Ronnie Charnes, Bob Thomas, Kenny Turner, Larry Hagemeister, John Brillman, Tom Barrett, Jerry Kieffer, Lonnie Bain, Mike Schroeder, Lynn Gross, Wes Grueninger, Ken Plourde, Daren Roggentien.

### **1: Treasurers Report:**

- a. Mike Schroeder reported the balance in the ERA checking accounts stands at \$15,993.74.
- b. Mike reported that he has started receiving invoices for the Trade Show expenses.

### **2: Membership Report:**

- a. Mike Schroeder reported that the membership files are being updated. Mike informed that they have run across some double entrees. Some companies have changed names. Mike added he would have a full and complete report by the ERA Annual Meeting in Davenport.
- b. Henry Henke questioned if the ERA has lost members. Mike replied that for the month of January there were 19 or 20 members that hadn't renewed. Darlene has been on the phone calling these members and many have informed her that they would renewing. Mike added that some of the renewals being late could be caused by the new invoicing system. Previously the member would receive an invoice 2 months prior to their anniversary date. The new invoicing program sends out renewal notifications on the month prior to their anniversary date so basically giving them 1 month notice. Some members have sent in partial payments wanting to change their anniversary date. Wes Grueninger added there were 5 new Supplier members for the month of January.
- c. Henry Henke asked where Mike was at on the computer updates both membership and financial.? Mike responded that he was through November 2014 and will be finishing December 2014 shortly.

### **3: Technical/Training Committee Report:**

- a. Howie Gore was unable to attend the meeting.
- b. Ken Plourde reported that the committee discussed the Good of the ERA as a company. One issue they discussed was if the backup systems used by the ERA Office and the ERA Web Site are sufficient. Mike Schroeder informed that the ERA Office computer info is transferred to his shop computer and both are backed up to a thumb drive daily. Mike added that the 2 computers are in separate buildings. Wes Grueninger reported that the ERA Web Site is automatically backed up daily and is backed up to a tape monthly and the tape is stored in a lock box. Wes and Mike are confident that no information can be lost. Lynn Gross would like Mike and Wes to look into the Cloud Backup System. Lynn added that this is the most modern backup available at this time. Lynn thought the cost is around \$100.00 per year.

- c. Lynn questioned whether guests to the ERA Web Site could purchase DVD's and other items the ERA has for sale? Wes responded that they can. Lynn wondered if sales would be better for these items if they were view-able from the ERA Home Page? Wes responded he didn't think it would be much better but could be looked into.

#### **4: Exchange Newspaper Report:**

- a. Henry Henke informed attendees that the financial state of The Exchange Newspaper has been on the decline for the last few months. Henry added that the reason is advertiser are leaving. The reason for advertisers are leaving is their business has declined or they are doing direct advertising via emails. Henry informed that the ERA Executive Board met with Bob Thomas and Wes Grueninger on possible solutions. Wes and Bob presented the ERA Executive Board 2 possible solutions. One would be to shut down The Exchange Newspaper or redesign and change the format. The new format would be to reduce the number of copies that are sent out per month. The new design would be sent to rebuilder members, supplier members and honorary members only. Doing this The Exchange Newspaper would have to do away with the newspaper design as no web printer would setup for this few copies. Wes reported that he had found a short line printer that would make this many copies in a magazine format. The magazine format would be 8 1/2" X 11" in size, 16 pages on glossy paper, full color, stitched, drilled and addressed and mailed. Currently The Exchange Newspaper sends out approximately 5,000 free copies per month. A question was brought up about non-members subscriptions? Wes felt that non-member subscriptions should be done away with. Mike Schroeder felt that we should not have discussion on non-member subscriptions at this time. Wes added that the ERA is losing money on non-member subscriptions. Bob Thomas added that non-member subscription dues may have to be raised. Bob went on to explain that even in the new format The Exchange Newspaper would have to have 1 year commitments from advertiser to continue on. Bob reported that The Executive Board wanted him to contact the current advertisers and see if they were receptive to this new design and would be willing to give a 1 year commitment to support the ERA. Bob added that the advertisers that he had spoken with prior to tonight's board meeting were all on board. Bob informed that the printing and mailing costs would be substantially lower and He and Wes would lower there labor costs also. Tom Barrett asked about financial records for The Exchange Newspaper? Mike Schroeder informed that all financial accounting will be directed to the ERA Office and will be tracked separately with the Quickbooks program. Lynn Gross made a motion to accept the proposal as follows: The March issue of The Exchange Newspaper will be the last printing of the newspaper in the newspaper format. April's issue will be the first issue in the magazine design format. All advertising commitments will be honored and all current non-member subscriptions will be honored. The new magazine style will be mailed to ERA Rebuilder Members, ERA Supplier Members and ERA Honorary Members only. There will be no free ERA Exchange Magazines mailed to any non-members. The fate of non-member subscriptions will be decided at a later date. A second to the motion was made by Mike Schroeder. All ayes. Motion approved.

## **5: ERA Trade Show Report:**

- a. Wes Grueninger reported there are 69 rebuilders preregistered for the Trade Show, there are 70 preregistration's for the seminars and 30 Vendors. Wes informed there were 2 Vendor Booths still available but felt those would be filled soon. Wes reported that the John Deere tour of the Havestor plant had been canceled and a tour of John Deere's Seeding plant has been set up to replace it. Wes added that the tour has sold out. It will consist of a walking tour that will last approximately 1 hour. The tour will then continue at the John Deere Pavilion. A question was asked if non ERA members in the area were aware of the Trade Show? Wes informed that a complimentary issue of The Exchange Newspaper was mailed to non ERA members in a radius of this years trade show. The issue contained information on events at the show as well as registration information. A question was asked if The Exchange Newspaper was drawing attendance at the Trade Show as well as membership? Wes felt that the ERA Web Site was drawing membership as well as attendance at the Trade Show. Wes added that he has received registration from 2 Global Members from South Africa.

## **6: Old Business:**

### **a. Nominating Committee:**

1. Ken reported that he had sent out the slate of candidates that the nominating committee had proposed to fill positions on the ERA Board of Directors. A motion was made by Art Glass to accept the slate of candidates as proposed. A second to the motion was made by Mike Schroeder. All ayes. Motion approved. Ken informed that he would post the slate of candidates on the ERA Web Site.

### **b. Status of New Members Suppliers/Rebuilders:**

1. Ken Plourde reported that the question had been resolved.

### **c. Door Prizes at the Trade Show:**

1. Ken Plourde reported that the following Vendors have donated door prizes.  
**IMI Hi-Torque Starters**, DuraMax replacement starter. \$465.00 value.  
**WAI**, 2 \$250.00 gift certificates to be used towards purchase of products,  
VRC-2012-Com tester.  
**Dubois Marketing**, 2 \$250.00 gift certificates to be used toward purchase of products.  
**Jimco**, On Vehicle Alternator Tester.  
**DS/USA**, 2 12 Volt Jump Pacs.  
**ERA**, 19" Flat Screen TV.  
**Regitar**, Com Regulator Tester, AC Delco Inspection Camera.

### **d. ERA Handouts at the Trade Show:**

1. Mike Schroeder informed that almost everything was given out at last years show. Mike offered to have his daughter put together a Wall Vendor Reference poster that could be laminated as a handout to members. Mike added that he would look into costs. Wes added that he had some overruns of the labels that he could bring for handouts.

## **7: New Business:**

### **a. New ERA Tech. Line Phone Number:**

1. Mike Schroeder informed attendees that the new phone # for the ERA Tech. Line is 1-636-584-8324. Mike added that new stick on labels for the new phone # will possibly be available at the ERA Trade Show.

**b. ERA Facebook Page:**

1. Ken Plourde reported that he had posted a message on the ERA Web Site asking for a volunteer to administer the ERA Facebook Page. Ken informed that he had 2 people come forward and offered to accept the position. Jim Thomas and Rick Demke. Jim volunteered to be the administrator and Rick will assist him.

Being no further business a motion was made by Art Glass to adjourn the meeting  
Lynn Gross made a second to the motion.  
All ayes. Meeting adjourned at 8:20 pm CST.

**THE NEXT ERA BOARD OF DIRECTORS MEETING IS SCHEDULED FOR MARCH  
4TH, 2015 AT 6:30PM CST.**

Respectfully submitted.  
Daren Roggentien.  
Secretary.