

Minutes ERA Board of Directors Wednesday April 1st, 2015

President Mike Dietrich called the meeting to order at 6:30pm CDT.

Attendees: Alan Reynolds, Ronnie Charnes, Mike Dietrich, Scott Scharrer, Lonnie Bain, Wes Grueninger, Henry Henke, Art Glass, Mike Schroeder, Lynn Gross, Chuck Showalter, Ken Plourde, Larry Hagemeister, Bob Thomas, Daren Roggentien.

1: Treasurers Report:

- a. Mike Schroeder reported a balance of \$8,830.62 in the ERA checking account with all bills paid in full. Mike added that Wes and Bob have been paid for the month of April and the ERA Office expenses were paid through June of 2015.
- b. Mike informed attendees that the income for the 2015 Trade Show was \$26,830.00 and the expenses were \$15,966.78 for a profit of \$10,863.22.
- c. Mike reported that he has a detailed profit and loss statement for 2014 and a profit and loss statement for January through March of 2015 if anyone would like a copy he would forward a copy to them.

2: Membership Report:

- a. Mike Schroeder reported that this would be his last membership report as Scott Scharrer has volunteered to fill the position of Membership Committee Chairperson.
- b. Mike reported that the ERA has 419 current members. Mike added there were 3 new members that joined at the Trade Show.

3: Technical/Training Report:

Chairperson Howie Gore was unable to attend the meeting.

- a. Larry Hagemeister informed that the committee met and he did not have any information on what was discussed.

4: Exchange Magazine Report:

- a. Wes Grueninger reported that the new format for the magazine was 99% completed. Wes added that he had received 4 quotes from different printers some were high on printing and low on mailing and vice versa. He was in the process of determining which printer would be the best value for the ERA. Wes added that the magazine should go to the printers on April 3rd or the 6th. Discussion was had on the number of copies that would be printed. Approximately 500 copies will be needed to be printed with the number of members, subscriptions and advertisers were figured in. Wes informed that International copies had special mailing requirements.

5: ERA Trade Show Report:

- a. Wes Grueninger reported the attendance for the 2015 Trade Show was 141 this compared to 175 attendees for the 2014 Trade Show held in Atlanta. The difference for Atlanta is mainly because Vendors for the Atlanta Trade Show brought several employees with them.
- b. Wes reported that the number of non-members that attended the 2015 Trade Show was 14% or 20 people. Wes felt that the ERA Board needs to look at the cost to get non-members to attend the Trade Show versus the number that attend for future Trade Shows.
- c. Wes reported that one of the most important things he looks for when choosing a venue to host the Trade Show is cost for rebuilders to attend.
- d. Chuck Showalter commented that he had a few customers that were going to attend the Trade Show but declined when the John Deere was sold out. Wes added that the John Deere Harvester was cancelled because of a shutdown in the factory. The John Deere Planter tour was substituted and was limited on the number of people that they could accommodate.

6: Old Business:

a. 2016 ERA Trade Show Location:

- 1. Mike Dietrich informed attendees that Wes announced that the 2015 Trade Show would be his last as Coordinator. Mike is in the process of setting up a Trade Show Committee.

b. Exchange Magazine Subscriptions:

- 1. Mike Dietrich asked for input on costs for non-members subscriptions or should the ERA offer non-member subscriptions at all? Ronnie Charnes felt the ERA should continue offering non-member subscriptions but not lose money on them. Mike Schroeder added that this is not an easy decision. Mike informed that the ERA Executive Board discussed this and decided to \$12.95 to the cover of the magazine to give it value. Ronnie felt that the cost of a subscription to non-members should be the cost of a membership in the ERA. Wes felt that subscriptions should be done away with. Chuck Showalter made a motion to discontinue offering subscriptions to non-members. Lynn Gross made a second to the motion. Roll call vote was 2 in favor of discontinuing non-member subscriptions and 6 in favor of keeping subscriptions. The motion was denied for a lack of majority. Discussion continued with Henry Henke feeling that an occasional issues could be sent to non-members at no cost in hopes of increasing membership. Bob Thomas added that he felt that this would be a waste of time and money to send out free issues as it has not increased membership over the last 2 years.

Bob added that he has received a few calls from rebuilders about subscriptions and he informed them if the ERA decided to continue offering non-member subscriptions that the cost would be significantly higher than the current cost of \$30.00 per year. Mike Dietrich felt that the ERA could offer subscriptions at a cost of \$79.00 per year. Ronnie felt that before doing away with subscriptions that President Mike Dietrich should contact advertisers and get some input from them.

Bob added that he had talked with the current advertisers when the ERA was in the process of the changeover. Mike Schroeder made a motion to table the decision on subscriptions for 2 months and then revisit the issue when more input would be available. Ronnie Charnes made a second to the motion. All ayes. Motion passed. Question was asked if current subscriptions would be honored? Mike Dietrich informed they would be.

7: New Business:

a. New Labels: Ken Plourde

1. Ken Plourde brought to the Board a suggestion for a new label that could be added to the ERA Label Collection. The new label would read “**WATER DAMAGE MAY VOID WARRANTY**” With the ERA Logo displayed in the corner. A question was asked on income from selling the current labels. Mike Schroeder informed that the ERA has \$359.00 so far this year in label sales. Wes informed that the initial cost on printing the labels would be approximately \$300.00. Mike Schroeder made a motion to add the new label to the ERA Label Collection. Alan Reynolds made a second to the motion. All ayes. Motion approved. Wes will post a copy of the new label on the ERA Web Site for approval. Bob Thomas added that all the labels from the collection will be advertised in the Exchange Magazine on occasion.

b. Waving Supplier Membership Dues: Ken Plourde

1. Ken Plourde informed attendees that Dan Bell the owner of Whatcom Electric and The Apptrak program informed him that he would be waving his fee for the Apptrak program to the ERA for 2015. Ken would like to have the ERA Board wave his membership fees for 2015. Art Glass made a motion to wave Whatcom Electrics Supplier Membership dues for 2015 for his waving of the \$5,000.00 fee for the Apptrak Program that is available to ERA Rebuilder Members. A second to the motion was made by Mike Schroeder. All ayes. Motion approved. Mike Dietrich will contact Dan.

c. Committee Appointments: Mike Dietrich

1. Mike Dietrich informed attendees of the following Chairperson Committees.
Membership Committee: Scott Scharrer.
Technical/Training Committee: Howie Gore
Trade Show Committee: Mike Dietrich

d. S.W. Regional Vice President Vacancy: Mike Dietrich

1. Mike Dietrich asked what is the criteria is for the Regional Vice President position? Ken Plourde informed that the duties are listed in the ERA Bylaws. Mike Schroeder informed that he had spoken with a few members when making calls for the Nominating Committee. Chuck Showalter informed that he would contact Matt Wight from IMI Performance Products and see if he would be interested in filling the position.

e. ERA Pay Pal Account: Mike Dietrich

1. Mike Dietrich asked about the status of the ERA Pay Pal account? Wes Grueninger informed that he is the process of changing everything over from the Pay Pal account and that it is time consuming but is a work in progress.

Being no further business a motion was made by Ronnie Charnes to adjourn the meeting. Ken Plourde made a second to the motion. All ayes. Meeting adjourned at 8:00pm CDT.

THE NEXT ERA BOARD OF DIRECTORS MEETING IS SCHEDULED FOR MAY 6TH, 2015 AT 6:30 PM CDT.

Respectfully submitted.
Daren Roggentien.
Secretary.