

Minutes ERA Board of Directors August 19th, 2020

President Ken Plourde called the meeting to order at 6:30 pm central time.

Attendees: Mike Schroeder, Michele Schroeder, Jim Richer, Art Glass, Joe Mazzone, Glen McLaughlin, Stephanie Schroeder, Ted Heywood, Jeff Cazel, Bob Thomas, Mohammad Samii, Jerry Kieffer, Lonnie Bain, Mike Dietrich, Ken Plourde, Howie Gore, Alan Reynolds, Dennis Jacinto, Daren Roggentien.

1: Consent Agenda:

- a. Mike Schroeder would like to add discussion on Global Subscription Scheduled Fees to New Business.
- b. Glen McLaughlin made a motion to accept the Consent Agenda. Jeff Cazel made a second to the motion. All ayes. Motion approved.

2: Secretary Report:

- a. Mike Schroeder made a motion to accept the minutes from the July 15th, 2020 ERA Board of Directors meeting. Glen McLaughlin made a second to the motion. All ayes. Motion approved.

3: Treasurers Report:

- a. Mike Schroeder presented a Profit & Loss Statement for the month of July 2020. Mike explained the offset for the Advertising and 2020 ERA Trade Show refunds.
- b. Mike reported a balance of \$11,563.28 in the ERA Checking Account. Daren made a Roggentien motion to accept the Treasurers Report. Glen McLaughlin made a second to the motion. All ayes. Motion approved.

4: Membership Report:

- a. Michele Schroeder reported that as of July 22nd, 2020 the ERA has 362 members.
- b. Michele informed attendees that she made 25 calls to delinquent members with the following results:

- 1) 1 paid by phone.
- 2) 1 mailing in payment.
- 3) 1 calling back with credit card number.
- 4) 3 not renewing at this time.
- 5) 3 closed their business.
- 6) 4 had invoices emailed to them.
- 7) 1 had invoice faxed to them.
- 8) 11 left messages and waiting on return calls.

c. Glen McLaughlin questioned what states the rebuilders were from that closed their business. Michele informed that they were from Texas, Oklahoma and the third has actually sold their business and the ERA Member will call back with contact information of the new owners. Mohammad Samii added that the Texas rebuilder that closed was Talley Auto Electric. Talley's business was down and because of his age he decided to close his business.

5: Correspondence Report:

a. ERA Office:

1. Michele Schroeder reported that she had received an email from a new ERA Rebuilder Member with Magneto information that he felt would be useful to

members and would like to see it added to the ERA Web Site. Michele added that she forwarded the information to Bob Thomas, Bob informed attendees that that he forwarded the information to Dustin and it has been added to the ERA Web Site. Bob will contact the new ERA Member.

b. Secretary:

1. Daren Roggentien reported that he did not receive any correspondence.

6: Exchange Magazine Report:

- a. Stephanie Schroeder reported that the September issue of the Exchange Magazine will be going to the printer by the end of the week. Stephanie added that the September issue will have 20-24 pages due to the increase in advertising. Glen McLaughlin asked if the amount of advertising is increasing. Stephanie informed that the increase is due to the Supplier refunds from the 2020 ERA Trade Show. Mike Schroeder reminded attendees that when talking with Suppliers to make sure and thank them for their support for the ERA with their advertising in the Exchange Magazine.

7: ERA Web Site Report:

- a. Bob Thomas reported that Dustin is working on enhancing what Guest Members can view on the ERA Web Site.
- b. Bob reported that he is working on adding Key Words for the Tech. Documents for the Search Engine and explained how the Key Words help ERA Members find the Tech. Documents on the ERA Web Site. Bob added that anyone that creates Tech. Documents to make sure and send them to him so they can be created properly.
- c. Ken Plourde would like to "Find A Rebuilder" added to the Member Benefits on the ERA Web Site. Bob will get this added.

8: Technical Advisor Report:

- a. Mohammad Samii reported that there have not been many calls coming in on the ERA Tech. Help Line.
- b. Mohammad informed attendees that he has started checking to make sure callers are current on their membership.
- c. Mohammad reported that the Tech. Articles that he creates go to Stephanie and Bob before they are added to the Exchange Magazine and installed on the ERA Web Site.

9: 2021 ERA Trade Show:

- a. Mike Schroeder reported that there is nothing to discuss at this time.

10: Open Forums:

- a. Jerry Kieffer: 2021 ERA Trade Show contingency plans.

11: Old Business:

a. Membership Drive:

1. Ken Plourde reported that the Membership Drive Committee had a conference call and presented tasks for Dustin to work on. Guest Members will be able to view more items.

12:New Business:

a. Global Subscription Scheduled Fees:

1. Mike Schroeder reported that the ERA has a Global Subscription Supplier that would like to change to a Global Subscription Rebuilder. Mike added that it is difficult to sort through whether they are a Supplier or a Rebuilder when they are purchasing a Global Subscription to the ERA Web Site. After discussion a motion was made by Bob Thomas to revise the Global Subscriptions to a flat fee for Global Suppliers or Global Rebuilders to \$220.00 per year. Ken Plourde made a second to the motion. All ayes. Motion approved. Bob will make the changes on the ERA Web Site.

Being no further business a motion was made by Jim Richer to adjourn the meeting. Mike Dietrich made a second to the motion. All ayes. Meeting adjourned at 7:35 pm central time.

THE NEXT ERA BOARD OF DIRECTORS MEETING IS SCHEDULED FOR SEPTEMBER 16TH, 2020 AT 6:30 PM CENTRAL TIME.

Respectfully submitted.
Daren Roggentien.
Secretary.