

ERA 2005 North American Trade Show—May 19–22

Schedule of Events

Atlantic City Convention Center • One Miss America Way • Atlantic City, NJ 08401 • (888) 222-3638

Thursday, May 19, 2005

ERA Technical Education Seminar – 6:30 to 9 p.m. (Room 301)

Joe Davis, Joe Davis Enterprises, *How Generators, Starters & Alternators Really Work*—

This class is a great refresher for the experienced rebuilder or can be used as an introduction to the theory behind electrical rebuilding for new employees. Hands-on demonstrations will be used to help students visualize electro-magnetic fields, generation of current, voltage and amperage.

(Advance registration suggested for all Joe Davis Seminars.)

Friday, May 20, 2005

Exhibitor Set-up – 8 a.m. to 6 p.m.

ERA Technical Education Seminar – 8:30 a.m. to 12 p.m. (Rooms 201-202)

Joe Davis, *Information on the Latest Charging & Starting Systems*—This information-packed class is designed to help you and your employees stay abreast of the very latest changes in alternators and starters. It will cover all the new systems and include a handout to update your Technical Service Manual.

ERA Board Meeting – 9 to 11 a.m.

ERA Technical Education Seminar – 1 to 3:30 p.m. (Rooms 201-202)

Joe Davis, *Solving Rebuilding Problems*—Guest speakers will cover rebuilding problems in specific areas with emphasis on answering the questions of attendees. Learn proper component testing methods that will save you time and money every day. Be sure to bring your rebuilding questions and discover innovative solutions to common problems.

ERA Open Meeting/Roundtable – 7 to 9 p.m. (Rooms 201-202)

Alan Melton, Northwest Regulator Supply, moderator; Dan Smith, Boston Auto Electric, guest speaker – *Repeatable Quality*
Cash bar 6 to 9 p.m.

Saturday, May 21, 2005

Exhibitor Set-up – 7:30 to 9 a.m.

Seminar – 8 to 9 a.m. (Room 201)

Guest speaker, Snap-on Tools—*Automotive Service Marketing Concepts*

Exhibition/All Day Live Demos*/Rebuilder Swap 'n Shop – 9 a.m. to 4 p.m.

Training Stations Training Stations will include hand-outs. (Show Floor)

11 a.m. to 12 p.m.—Larry Hagemeister, Hagemeister Auto Electric—*Batteries*—All aspects of batteries including technical information, selling, testing, types, agm (absorbment glass matt) calcium, thermol run away, conduces testers, why batteries have a thermol blanket, etc. Rebuilders should know batteries better than anyone. Hopefully this seminar will give them a different outlook on batteries and make their customers think of them first when they need a battery.

2 to 3 p.m.—Mark Tillotson and Troy Light, Transpo Electronics—*More About Voltage Regulators*—The F601 revisited; see new testing procedures for Ford and other manufacturers, PCM controlled regulators, and how to check late model import regulators and terminal identification.

Reception/Drawing for Prizes – 4:00 to 5:30 p.m., Show Floor

Sunday, May 22, 2005

Exhibitor Discussion Group – 9 to 10 a.m.

Introduce board members (attendance required)

Seminar – 9:00 to 10 a.m. (Room 201)

Gary Smith, Appttrak Computer Software and Bob Thomas, B & H Electric—*Effective Use of Computers in your Rebuilding Business*—Get the most use out of a computer in your business. Save time by getting your computer to do more work for you. For those already using computers and those still “thinking” about it. Presentation online.

Exhibition/Live Demos* – 10 a.m. to 1 p.m.

Exhibitor Teardown – 1 to 5 p.m.

*ALL DAY LIVE DEMOS INCLUDE: **OBDII, Batteries and Soldering**

Batteries—Bruce Hale, East Penn Mfg.

Deka Battery will give a demonstration on battery construction types, their features, benefits and applications.

Soldering—Richard Vensel, Vensel Enterprises

Demonstration includes soldering, desoldering and silver soldering on rotors, stators, rectifiers, armatures, regulator chips, solenoids and field coils. Hands-on involvement, with the rebuilders soldering copper to copper, aluminum to aluminum, and aluminum to copper.

Concessions available Friday thru Sunday

FREE DRAWING*

Dozens of exciting vendor products valued at \$250–\$500 to be given away.

GRAND PRIZE: \$10,000 Jimco Test Bench!

*ERA membership not required, but rebuilders **MUST BE PRESENT** for drawing during the reception.



ALL EVENTS HELD
AT THE ATLANTIC CITY
CONVENTION CENTER

Convention Center
Parking Fee: \$9/4 hours,
\$1/ea. additional hour

HEADQUARTER HOTEL
**FAIRFIELD INN
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GROUP IDENTITY: ELECTRICAL REBUILDERS
CONVENIENTLY LOCATED JUST FIVE MILES FROM THE
BOARDWALK AND CONVENTION CENTER. COMPLIMENTARY
DELUXE CONTINENTAL BREAKFAST. EASY ACCESS TO ALL
MAJOR HIGHWAYS. OUTDOOR SEASONAL POOL.
SHUTTLE SERVICE PROVIDED
FROM HEADQUARTER HOTEL TO CONVENTION CENTER
(NOMINAL CHARGE APPLIES)

ELECTRICAL REBUILDER'S ASSOCIATION DELL COMPUTER GIVEAWAY

to one lucky ERA Rebuilder Member!

Sunday Afternoon

Do not need
to be present
to win.

Register at the ERA Booths 202 & 204

BONUS! → May 20–22
SEMA Int'l. Auto Salon

Atlantic City Convention Center!

(702) 450-7662

See facing page.

Transportation to Atlantic City

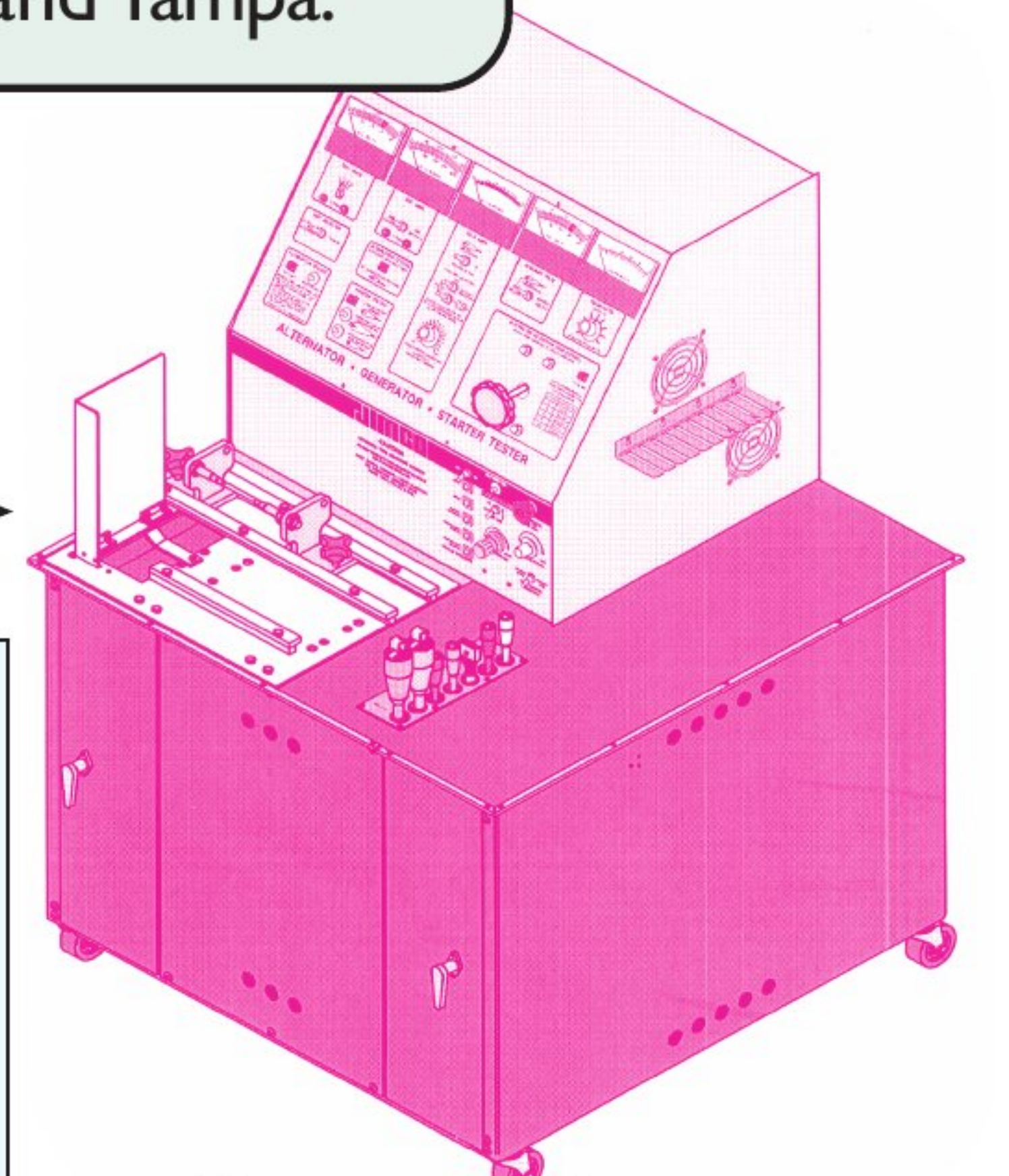
Atlantic City Rail Line: From Philadelphia to Atlantic

City Convention Center Terminal for under \$10. Customer service in NJ (800) 772-3606, out-of-state (973) 491-9400. Web site: www.njtransit.com.

Delta Airlines: Any Delta flight thru Cincinnati.

Spirit Airlines: Service from LA, Denver, Las Vegas, Detroit, San Juan, Ft. Lauderdale, Ft. Myers, Orlando and Tampa.

UNDER
\$10



7.5 HP console alternator,
generator, starter test bench