

Rebuilders Win Big at Reception

\$25,000 in Prizes Awarded

By Traci Matt
STAFF WRITER

Even Ole Blue Eyes wouldn't have been disappointed with his Lady at the ERA Show reception on Saturday afternoon, May 21 in Atlantic City. Thanks to the generosity of exhibitors, more than 25 attendees walked away with prizes valued from \$250 to over \$10,000.

The catch—each entry was a Bingo card that had to be initialed by someone in every booth on the show floor.

Comic Big Daddy Graham served as master of ceremonies. Sports talk radio WIP host and award-winning performing artist and producer, he poked fun at industry guru Dick Vensel and ERA President Mike Schroeder as the JIMCO crew wheeled the grand prize—along with the chained box of Bingo cards—from their booth to the reception area.

Paul Rupp, *Electrical Rebuilder's Exchange* columnist and technical adviser, had been collecting the cards throughout the day as he discussed on-car diagnostics and testing with rebuilders at the ERE booth. Rupp added to the drama by handcuffing himself to the Bingo card box on the way to the reception.

"Polly (Shea) and JIMCO's idea of having the giveaway cards signed by each exhibitor was met with a little resistance at first," said Rupp. "The exhibitors thought they might not have enough quality time to spend with each rebuilder and felt like they were just doing them a favor by signing. The rebuilders first thought they would feel rushed to get each one to sign and a few did not want to talk to some of the exhibitors. However, by the end of the day the exhibitors and rebuilders said they were glad everyone was kind of forced to stop by each booth."

Rupp said one rebuilder finally talked to a supplier he had been avoiding for years and mended that fence. Another stopped by a booth he normally wouldn't have visited and found

a \$25 part he presently was buying for \$75 elsewhere. Now they were all waiting together for the big drawing.

But even emcee Graham, who has opened for such entertainment giants as B.B. King, The Four Tops, Dennis Miller, and Ray Charles, wasn't the main attraction. The real headliner for this reception was the grand prize 25th Anniversary Special Edition test bench donated by JIMCO. According to Carolyn Grube, test bench builders Juan Grube and Scott Scharrer referred to it as the "Mikey and Vinnie Machine, a la American Chopper."

Marion and Martina Szotak of Quality Rebuilders in Paterson, New Jersey, were the lucky grand prize winners. Marion credits his wife for doing "the whole job" of getting the card filled out by the end of the day.

"I was shocked. It was fun but I didn't expect it. I've never won anything," he said.

As if the \$10,000 bench was not enough of a contribution, JIMCO added the "bling"—chrome-plated vise parts, polished aluminum tread plate for the aluminum trim and belt guard parts, and a tread plate design on the matting

Prize Winners

Accumax Auto Parts—\$500 Best Buy gift card, Vernon Zimmerman, Weaver's Repair Shop, Denver, Pa.

Alfa Auto Electric—\$250 stators and rotors, Joan Nightengale, Nightengale Auto Electric, Shippensburg, Pa.

AMSCO Valley Forge—\$250 merchandise, Royce Jahnke, Green Bay Rebuilders, Green Bay, Wis.

Applied Systems Research—\$3,200 ASR AutoData software with modules, Franco Giangrasso, County Carburetor, Poughkeepsie, N.Y.

Aptrak Computer Software—(2) \$250 software packages, Jim Hudock, Hudock Alternator & Starter Service, Uniontown, Pa.; and Robert Markarian, R&M Rebuilding, St. Laurent, Quebec

Boston Auto Electric—\$300 2 AL9960LH alternator, Suzanne Thoms, R & M Remanufacturing, Toms River, N.J.

D&V Electronics—\$250 merchandise, Tasha Nelson, Casse de las Armaduras, San Juan, Puerto Rico

DuBois Marketing—(2) \$500 merchandise certificates, Brian Boreman, E & W Rebuilders, Burnham, Pa.; and Carol Kuhn, Kuhn's Equipment Repair, Oxford, N.Y.

Electric Motor Service—\$500 merchandise, Ron Stampa, Vineland Auto Electric, Vineland, N.J.

IMI Performance Products—\$250 merchandise, Scott Hamchuk, P & G Instrument, Islip, N.Y.

International Automotive Trading—\$500 merchandise, Randall Fox, Weaver's Repair Shop, Denver, Pa.

Lester Catalog—\$600, (1) Kwikfinder CD subscription, (1) Kwikfinder.net subscription, Mike Relyea, Con-Rel

Auto, Schenectady, N.Y.; and Douglas Delahaut, Green Bay Rebuilders, Green Bay, Wisc.

Northwest Regulator—\$1,400—891-CP complete test lead kit, AJ Campbell, Avenue M Alternator & Starter, Temple, Texas

NRG/IPM—\$250 merchandise, Shawn Llewellyn, Madison Generator, Rochester Hills, Mich.

Quality Rebuilders—\$475 new Delco Remy 42MT starter and \$250 merchandise, J.L. Fraser Cox, Quinte Alternator, Belleville, Ontario

Regitar U.S.A.—\$500 power tools, Eddie Omedeo, ACC Rebuilders, Memphis, Tenn.; and Patrick Soliday, Pat's Auto Electric, Warren, Pa.

Romaine Electric—\$250 DM45 AC/DC inductive amp probe and digital multimeter, Crystal Roggentien, Roggentien Electric, Marengo, Iowa

Taditel Automotive Electronics—\$250 merchandise, Angela Hoffman, HEI, Lebanon, Ore.

Transmet Corp.—\$250 merchandise, Roger Dufek, Con-Rel Auto, Schenectady, N.Y.

Vensel Enterprises—\$500 merchandise, Jim Thomas, Smith Auto Electric, Yakima, Wash.

Wagner Alternators and Supplies—\$250 merchandise, Charlotte Gavani, Bridge Auto Electric, Morrisville, Pa.

Wetherill/Transpo—\$750 VRC1000A regulator tester and VRC101-31 adapter box for testing PCM Ford 6G regulators, Peter Konstantopoulos, Alpha Ignition, Woodside, N.Y.

GRAND PRIZE

JIMCO—\$10,000 7.5HP console alternator, generator, starter test bench, Marion and Martina Szotak, Quality Rebuilders, Paterson, N.J.

covering the machine.

“As to the cost, as the genteel southern ladies put it, ‘I’d rather not say,’” said Carolyn Grube. “Suffice it to say that the value of this bench has been disproportionately increased by the bling.”

“As to the show, attending it allowed us to do what we wanted to do. We had a chance to visit with customers we knew, make some new customers, sell a lot of test leads, four test benches, several small testers and a computer ‘spec’ printer—and have some fun,” she said. “The days of the huge turnout at a trade show are over. Maybe that’s a good thing because we were very busy but could also find time to spend with rebuilders who had questions or needed more information or that we just had not seen in a while.”

Franco Giangrasso, County Carburetor, Inc., Poughkeepsie, N.Y. was the winner of a software package from Applied Systems Research.

“You could tell that all the vendors that participated want to see this industry grow based on the prizes that they donated,” he said. “This was the first ERA show that I went to and I loved everything about it. I went to all Joe Davis’ seminars and they were fantastic. I liked it so much that on Saturday I became a member of ERA. From what I saw I think that this organization is the best thing for the rebuilding industry.”

Longtime ERA Show supporter Boles Parts Supply (BPS) had a personnel conflict for the weekend and wasn’t able to exhibit, but they stepped forward to sponsor the reception.

Other reception sponsors included Romaine Electric, Apptrak Computer Software, Boston Auto Electric, Automotive Parts Remanufacturers Association, DuBois Marketing, Electric Motor Service, Just Parts, Lester Catalog, Lewis Tool and Die, Quality Rebuilders, and Standard Starter Drive.