ERA News

Keeping Up with Your Association

■ The ERA Technical Education Series will debut a new feature at the Orlando WRS venue December 2 and 3. Spanish translation will be available for the entire weekend using audio equipment and headphones. WRS Warehouse Manager Josue Vasquez, pastor of a bilingual church and a former rebuilder, will act as translator. Current plans are to translate as many as three of these seminars in 2006 in areas with a high concentration of Hispanic technicians. The ERA Technical Education Series features industry icon Joe Davis. For more information see page 10 of this issue.

■ Thanks to the staff of Tucson Alternator Exchange for hosting 20 attendees for the ERA Technical Education Series at their facility November 4 and 5.

Rebuilder Mike Dietrich from Action Alternator in Salt Lake City said a lot of his peers missed out on a chance to "give their business a technical shot in the arm."

"Tucson Alternator was great. Steve and Leonard (Montano) were very hospitable, and made everyone feel comfortable. I was very impressed with their facility. Their production process is up-to-date and geared toward lean remanufacturing," Dietrich said.

International attendee Bryan Pratt, Pratt Auto Service, Nassau, Bahamas, discovered the seminar while doing a Web search which led to the ERA Web site. Although the Orlando seminar would have been a shorter trip, Pratt said he needed to attend "as soon as possible" and didn't want to wait a whole month.

Pratt soon discovered U.S. hospitality when he got lost trying to get to his hotel in Tucson. He called Leonard Montano, who advised that he was staying in a bad area of town and then called the host hotel and negotiated a lower rate so Pratt, who was on a shoestring budget, could get a room.

ERA Secretary Bob Thomas was impressed: "Bryan and Leonard both deserve awards. Bryan for traveling such a long distance to attend an ERA technical seminar, and Leonard for going way out of his way to help a fellow rebuilder he didn't even know."

■ Several ERA board members attended the Automotive Parts Remanufacturers Association (APRA) Big R Show in Las Vegas at the end of October. President Mike Schroeder, Executive Vice President Alan Melton, Technical Instructor Joe Davis, and Advisory Board Member Dennis Jacinto were also invited to attend the APRA Executive Board meeting. The informational meeting included discussion of future joint efforts for the ERA training program.

Jacinto was honored during the opening ceremony of the Big R Show with an award for "distinguished business statesmanship and dedicated service" to the industry.

"Dennis is very deserving of this award and we are proud to have him as one of our advisory board members," said Schroeder.

The APRA also introduced its new Web site for online vehicle wiring diagrams which will be made available in the coming months. The site, www.autoelectricpro.com, was demonstrated by Mark Kothe, APRA's technical service director.

"Over 40 of the 180-plus booths were vendors for electrical related items," said Schroeder. "Over 2,500 people attended the show. Our congratulations go to the APRA and its staff for producing a successful show."

■ The ERA fall membership drive is underway with a direct mailing to nearly 5,000 rebuilders across the U.S. As an added incentive through the end of the year, new members will receive a leatherette portfolio with the ERA logo embossed on the front. For complete membership benefits and contact information call the ERA office at (636) 584-7400.

■ The ERA Technical Education Series was hosted by WRS Memphis on November 11 and 12 at the Gold Strike Casino in Tunica, Miss. In addition to coursework presented by Joe Davis, guest speakers Mark Tillotson from Transpo and Dennis Kirby from Dixie Electric spoke to 59 attendees on Saturday afternoon.



(L to R): Mike Hill, owner of Precision Rebuilders and newly elected APRA chairman; Mike Schroeder, owner of Central Auto Electric and ERA president; and Mike Droullard, Vice President of Sales, Affinia Under Vehicle Group and outgoing APRA President.



A guest speaker for the ERA seminar hosted by WRS Memphis, Mark Tillotson of Transpo Electronics is shown here during his presentation.