

ERA 2007 North American Trade Show—April 26–29

Sponsored by
ASE Supply • Northwest Regulator Supply • Romaine Electric



Schedule of Events

Holiday Inn Portland Airport Hotel and Columbia Conference Center • 8439 NE Columbia Blvd. • Portland, OR 97220 • (503) 256-5000

Thursday, April 26

ERA Technical Education Seminar — 6:30 to 9:30 p.m. (Salons C&D, Holiday Inn)

Joe Davis, Joe Davis Enterprises, *Component Testing & Troubleshooting* — This class is a continuation of *How Generators, Starters & Alternators Really Work*, presented in 2005 and 2006. First you'll learn the best ways to quickly and accurately evaluate individual component parts through hands-on testing. Students will also be taught how to effectively troubleshoot the finished product when all components test OK, but the complete unit fails to operate properly. Save time and increase profit by reclaiming only the good parts and scraping only the bad.

Make Your Life Easier
Get eight days of
training in four!

Friday, April 27

Plant Tours — 11:30 a.m. to 2:30 p.m. (Includes all three companies).

Board coach at 11:15 a.m. at Holiday Inn

- Faulkner Automotive Electric: View the teardown area—cleaning process and burnout of cores; teardown of armatures—armature and rotor winding, baking procedure and bus stator rewinding. Plus wire formers!
- ASE Supply/Thermo By Products: Tour the worldwide distribution facility for dozens of brand name parts. See the new online system. Win free tickets to the trade show.
- Northwest Regulator Supply: See the manufacturing facility for their test leads, repair harnesses, specialty harnesses, jobber-style testers and computerized tester, as well as the manufacturing of VWrangler Power Products.

FREE DRAWING!
Exciting products valued
at \$250 to be given away.
(Saturday attendees only)

ERA Technical Education Seminars — 7:30 to 11:00 a.m. and 3 to 5:30 p.m.

(Salons C&D, Holiday Inn)

Joe Davis, Joe Davis Enterprises, *New Starting & Charging Systems and Tips on Rebuilding Them* — This information-packed class will help you and your employees stay abreast of the latest changes in alternators and starters. You'll pick up valuable tips on rebuilding them that will save you time and money. Each attendee will receive a seminar hand out book. Be prepared to efficiently rebuild late model units before they arrive at your door. You'll also learn innovative solutions to common rebuilding problems.

Exhibition/Live Demos — 6 to 9 p.m. (Conference Center)

Demos include:

- Vehicle systems testing, Dick Vensel, Vensel Enterprises
- Battery testing, NW Battery
- OBDII scan tools, AES Wave
- Solenoid testing, Dan Smith, Boston Auto Electric
- Computer help, Dennis Jacinto, Lester Catalog

Saturday, April 28

Seminar — 8 to 9 a.m. (Salons A&B, Holiday Inn)

Jim Thomas, Smith Auto Electric, *Building Your Rebuilding Business* (including computers and software). Presentation of "proven" growth ideas for rebuilders, enhanced by new software Smith Auto Electric has used for more than a year to improve growth. Suggested vendor list included. Discuss value of membership in various associations and how they help the small rebuilder; information, business saving ideas and contacts.

Exhibition/Live Demos — 9 a.m. to 3 p.m. (Conference Center)

Demos include IR heating and soldering, Dick Vensel, Vensel Enterprises; battery testing, NW Batteries; scan tools (company to be announced) solenoid testing, Dan Smith, Boston Auto Electric; computer help, Dennis Jacinto, Lester Catalog; plus a consulting booth for technical questions.

ERA Open Meeting/Roundtable — 3 to 4 p.m. (Conference Center)

Alan Melton, moderator, tech questions answered from consulting booth; FREE Joe Davis Seminar, *Rebuilder's Aid to the Installer*—Learn how to help your installer customers correctly diagnose electrical problems the first time.

Reception — 4:00 to 5:30 p.m. (Conference Center)

Hors-d'oeuvres & cash bar; exhibitor prize giveaway.

Sunday, April 29

ERA Board Meeting and Breakfast — 7 to 9 a.m. (Holiday Inn—Mt. Bachelor Room)

APRA Electrical Clinic — 8 a.m. to 11 a.m. (Salons A&B, Holiday Inn)

Mohammad Samii, Sammy's Auto Electric, *An Advanced Look into the Charging/Starting System*—Discuss details of various units and systems using a PC-based oscilloscope and analyzing patterns that range from the PCM interaction with charging/starting systems to the latest in system design. Review prevalent pattern failures of common units to identify probable cause of failure. Introduction to newer alternators and rebuilding techniques using a step-by-step pictorial presentation with detailed testing and measuring specifications.

Friday Night
Sneak Preview—
enhanced to
three hours!

Non-exhibiting Suppliers:

NO laptops or briefcases allowed on show floor. A rebuilder who is also a supplier will pay the vendor fee.

VIOLATORS WILL BE
ESCORTED OUT.

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and COLUMBIA
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HOTEL IS NEXT DOOR TO CONFERENCE CENTER
ROOM RATE \$89

1.5 Miles from Portland International Airport
Free Shuttle Service for Hotel Guests
FREE PARKING

Group name: Electrical Rebuilders
Make reservations by April 13

Questions? Call Polly Shea at (913) 642-4682.

All Electrical—Strictly Business!

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