

ERA 2008 North American Trade Show - April 3-6

Sponsored by
DuBois Marketing, Inc.

Tentative Schedule of Events

DeVos Place Convention Center • 303 Monroe Ave. NW, Grand Rapids, Michigan 49503 • 616-742-6500
www.devosplace.org



Thursday, April 3

ERA Technical Education Seminar – 6:30 to 9:30 p.m. (Atrium Room, Amway Hotel)
Joe Davis—refresher or for new employees.

Friday, April 4

ERA Technical Education Seminars – 7:00 a.m. to 1 p.m. (Atrium Room, Amway Hotel)
Joe Davis—including Ford/Delco regulators and testing with Steve Anderson, clutch pulley torque specs, and Hitachi engagement issues with Dan Smith.

QuickBooks Seminar – 2:00 to 3:00 p.m. (Atrium Room, Amway Hotel)
Intuit

Testing Late Model Units Seminar – 3:00 to 4:00 p.m. (Atrium Room, Amway Hotel)
Alan Melton

On-vehicle Testing Seminar – 4:00 to 5:00 p.m. (Atrium Room, Amway Hotel)
Dan Marinucci, *Essential On-car Tests You Should Know*—Critical on-car electrical checks that every installer technician and electrical specialist should know. Experience shows that routinely using these tests turns the tide of needless alternator and starter returns. Includes original video clips of the tests. Dan has written MOTOR Magazine's monthly import car column, *Foreign Service*, since 1989.

Exhibition/Live Demos Sneak Preview – 5 to 8 p.m. (Ballrooms A/B, DeVos Place)
Live demos include clutch pulleys. More to come!

Saturday, April 5

Roundtable Discussion – 8 to 10 a.m. (Atrium Room, Amway Hotel)
Alan Melton, moderator; tech questions answered by panel of industry experts.

Exhibition/Live Demos – 10 a.m. to 4 p.m. (as Friday)

Reception – 4:00 to 5:30 p.m. (Show Floor)
Hors-d'oeuvres & cash bar; exhibitor prize giveaway.

Sunday, April 6

ERA Board Meeting and Breakfast – 7 to 9 a.m. (Amway Hotel—room to be announced)

Hi-pot testing/Slip ring replacement Seminar – 9 to 10 a.m. (Atrium Room, Amway Hotel)
Richard Vensel

The Science of Making Money Seminar – 10 a.m. to 12 p.m. (Atrium Room, Amway Hotel)
Larry Hagemeister, Dan Smith and Jim Thomas, *What Really Successful Business Owners Know*—Pricing and sales strategies; co-existing with parts houses; computer/Internet opportunities; profitability through flexibility; warranties; selling scrap; and computerized shop management.

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

Consulting Booth

Rebuilders—leave questions to be answered at the roundtable.

All Electrical—Strictly Business!

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Get eight days of
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Training Topics:

- Ford/Delco regulators plus testing;
- clutch pulley torque specifications;
- testing late model units;
- Hitachi engagement issues;
- hi-pot testing/slip ring replacement and cleaning;
- on-vehicle testing;
- pricing and sales strategies;
- co-existing with parts houses;
- computer/Internet opportunities;
- profitability through flexibility;
- warranties;
- selling scrap; and
- computerized shop management.

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**Watch for more details
in the February issue!**



Money-back Satisfaction
GUARANTEE
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1 Exhibition/Activities Registration

2 ERA Seminar Registration

1
EXHIBITION and ACTIVITIES
Make Checks payable to: ERE,
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Company Name _____
☐ Rebuilder ☐ Mfr. Rep. ☐ Core Sup. ☐ Mfr./Sup. ☐ Other _____
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☐ **ERA Member?** (check box)

Registration fee includes RECEPTION

Attendees Names (Please Print Clearly)

1 _____
2 _____
3 _____
4 _____

(Sorry, no online registration.)

* Two members per company

Questions? Call
Electrical Rebuilder's
Exchange
NEWSPAPER
(913) 642-4682



Exhibition Fee Includes:

- Exhibits / Live Demos—5 to 8 p.m. Friday, 10 a.m. to 4 p.m. Saturday
- Roundtable—8 to 10 a.m. Saturday
- Reception—4 to 5:30 p.m. Saturday
- ALL Seminars (excluding Joe Davis, ERA Tech Ed Seminar below)

EXHIBITION								SUB TOTAL
Before 3-14-08				After 3-14-08 or ON-SITE				
Rebuilder		Supplier		Rebuilder		Supplier		
Mbr. *	Non- Mbr.	Mbr.	Non- Mbr.	Mbr. *	Non- Mbr.	Mbr.	Non- Mbr.	
FREE	\$25	\$350	\$700	FREE	\$30	\$375	\$750	
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2
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Attendees Names (Please Print Clearly)

1 _____
2 _____
3 _____
4 _____

(You may register online for seminars at www.electricalrebuilders.org.)

Questions? Call
Electrical Rebuilders
ASSOCIATION
(636) 584-7400



THUR. 6:30–9:30 p.m.		FRI. 7 a.m.–1 p.m.		Both Seminars		SUB TOTAL
Member \$29	Non-Mbr. \$49	Member \$79	Non-Mbr. \$109	Member \$99	Non-Mbr. \$149	
TOTAL ENCLOSED						

NOTE: Registration forms/payments for **1 ERE Exhibition/Activities** and **2 ERA Tech Ed Seminars** mail to different addresses.