

# Southwind

VOLUME 27 ISSUE 2

www.easasoutheast.org

3rd QUARTER 2008



Association of  
Electric Motor Repair Shops  
for Co-operative  
Self-Improvement

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## Chapter Membership Value: Regional Training

By Chapter President Lenwood Ireland

It has often been written that a service organization's most valuable asset walks out the door each evening and hopefully returns the next business day. As a service manager or owner, we recognize that the employees under our leadership are the "heart" of the organization. It is in our mutual interest to invest time, money and resources in developing them into efficient producers of quality service.

In this issue of the Southwind I am reporting on a recent training opportunity that provided our members with career skill development training for their employees. The Southeastern Chapter Board of Directors is committed to providing value to its member firms and their employees by planning and presenting regional training. Presently, our goal is to offer two training sessions each year. Please contact any member of the Southeastern Chapter Training Committee with your suggestions and or comments.

Lenwood Ireland (Chairman)  
Charlie Brown  
Charles Wilson  
Ray Paden  
Ric Romanoff

lenwood.ireland@ireland-electric.com  
charlieb@hollandindustrial.com  
cwilson@crimsonelec.com  
rkpaden@easasoutheast.org  
rromanoff@ems-fl.com

## Chapter Membership Value: Service Technician Training Seminar

In early April the Southeast Chapter hosted the EASA "Mechanical Repair Fundamentals of Electric Motors" seminar in Charlotte, N.C. This seminar was underwritten by the Electrical Equipment Company and we would like to thank Norman Rose for initiating this partnership event. Their participation allowed the chapter to offer this course to the membership at a reduced rate and member firms were able to send employees to a regional event which reduced travel expenses and lost production time for the participating service centers.

Twenty two service shop employees from firms located in Georgia to Virginia attended the course which was taught by EASA customer service engineer Tom Bishop, P.E. We received a great deal of positive feedback from course participants.



EASA Engineer Tom Bishop

## IMPORTANT INFORMATION INSIDE THIS ISSUE!

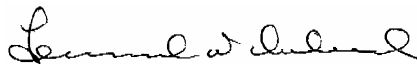
2008 *JOINT* FALL CONFERENCE WITH  
EASA REGION 1 OCTOBER 23-25  
IN OCEAN CITY, MARYLAND

*Continued on Page 2*

## Chapter Membership Value: Management Tool - Service Technician Survey

The Southeast Chapter conducted a survey of the participants at the close of the course and the following data has been compiled for your evaluation and use. It provides a snapshot of service center employment age, years of service, training requests and important benefits as they relate to this sample. After you review the attached data, walk out on the shop floor and conduct your own informal survey; you may be surprised to find that your personnel value the same training and benefits reflected in these survey results.

I would like to thank Ray Paden, Exec Sec. Treas. for his assistance in preparing and administering the survey. Questions or comments about the survey and or the data are welcomed via email to [lenwood.ireland@ireland-electric.com](mailto:lenwood.ireland@ireland-electric.com)



### SURVEY RESULTS

Participants were asked their age and how long they had worked in an electrical apparatus repair shop or related industry.

<u>Age</u>	<u>Respondents</u>
<25	5
25-35	7
36-45	4
46-60	6

<u>Years in Industry</u>	<u>Respondents</u>
0-5	11
6-15	4
16-25	2
26-40	5

Participants were asked what benefits were important to them. Approximately 20% listed more than one benefit.

<u>Benefit</u>	<u>Respondents</u>	<u>Age Range</u>
Health Insurance	6	21-50
Retirement / 401k	6	27-60
Pay	5	25-58
Vacation / Time off	4	25-47
Education / Training	3	26-37
Dental	2	27-45
Consistent Work	1	<25
Work Conditions (Building, Equipment, Shop Procedures)	1	50+

Participants were asked for topics in which they would like to receive training.

<u>Training Desired</u>	<u>Respondents</u>	<u>Age Range</u>
Principles of AC/DC Motors	7	20-47
Winding	6	19-50
Mechanical Problems / Failures	4	20-31
Balancing / Alignment	4	27-58
Field Service	2	28
Machine Work	2	21-50
Core Loss, Motor Reengineering		
Submersible Pumps, UL Certification,		
Test & Inspection Procedures	5	21-43

## EASA Regions 1 and 2 Fall Technical Conference October 23-25, 2008

This year our Annual Fall Conference will be held jointly with EASA Region 1 at the beautiful Princess Royale Hotel in Ocean City, Maryland, with a *Pirate-themed* Welcome Buffet on Thursday evening. Join the fun and come in costume!

It's always good to meet new people and find out how they do things differently from us, so we are really looking forward to this joint meeting with our sister chapter "up north." In addition to the fun there will also be plenty of opportunities to expand our knowledge and experience with helpful seminar topics.

We are meeting at the beautiful *Princess Royale Resort* in Ocean City ([www.princessroyale.com](http://www.princessroyale.com)) and the Planning Committee has negotiated excellent rates for this property: just \$99 per night, or \$159 for ocean front. As always, though, the room block is limited so don't wait 'til the last minute.

A conference registration form is included in this issue of *Southwind*, and you can find Exhibitor, Sponsor and Golf forms as well on our chapter website: [www.easasoutheast.org](http://www.easasoutheast.org). We look forward to seeing you there!

### Thursday

- Registration begins
- Golf Outing – Glen Riddle Golf Club. Tee-off at 10:30 AM.
- Pirate themed welcome buffet.

### Friday

- Kickoff Breakfast – Keynote speaker International Chairman Kevin Miller
- Technical Seminar – Motor Controls 101
- Managerial Seminar – Valuing an Electrical Apparatus Service Company. Two sessions: Presented by Pete Smith of C&S Associates.
- Lunch
- Exhibit Hall (4:00 PM – 7:00 PM)
  - Hors d'oeuvres
  - Door prizes
  - Open bar
- Open Evening
- Friday Social events – Tax free shopping, sight-seeing and lunch in Rehoboth Beach, DE

### Saturday

- Continental Breakfast
- Technical Seminar – Ball Bearing Internal Clearances
- Managerial Seminar – Marketing to Grow Your Business. Presented by Jeff McCroskey.
- Joint Tour
- Final Banquet
  - Dinner
  - Entertainment
  - Open Bar



Don't miss out on the  
"treasure" of learning!



**EASA REGIONS 1& 2 JOINT FALL TECHNICAL CONFERENCE**

October 23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup>  
The Princess Royale Resort  
Ocean City, MD



**REGISTRATION FORM**

**\*\*\* REGISTRATION FEE SCHEDULE \*\*\***

	Paid before 9/1/08	Paid on or after 9/1/08	Enclosed
Complete Conference Registration – Technical	\$220	\$275	
Complete Conference Registration – Social	\$160	\$200	
<i>a la carte (included with Complete Registrations above)</i>			
Thursday Evening Buffet ONLY	\$60	\$70	
Friday Activities & Events ONLY ➤ Includes Kickoff Breakfast, Technical Sessions, Coffee Breaks and Exhibit Hall	\$100	\$130	
Saturday Activities & Events ONLY ➤ Does NOT include Final Banquet	\$85	\$85	
Final Banquet ONLY	\$75	\$75	
<b>Total Enclosed</b>			

Name:	Badge Name:
Company:	Phone:
Address:	Fax:
City:	State:                      Zip:
Email (for confirmation):	
Companion Name:	Badge Name:
Additional Name:	Badge Name:
Expected Arrival Date:	Departure Date:

Please make your room reservations **DIRECTLY** with  
**THE PRINCES ROYALE RESORT**  
**Be sure to mention “EASA” when making your reservation**  
**and receive special rates: \$99/night (\$159/night Oceanfront)**  
**Room reservations must be booked by 9/30/08**  
**Call 1-800-4-ROYALE**

Make check payable and mail to:  
**EASA JOINT FALL CONFERENCE**  
**3980 Martin Luther King Jr. Dr. SW**  
**Atlanta, GA 30336**

Check enclosed                       VISA                       MasterCard

NAME ON CARD (PLEASE PRINT)	
SIGNATURE	
CREDIT CARD NUMBER	EXPIRATION DATE



If paying by credit card, you can also  
register by faxing this form to:  
**404-472-1204**



## **REGIONS 1 & 2 JOINT FALL TECHNICAL CONFERENCE**

### **Golf Outing**

*Glenn Riddle Golf Club*

Thursday October 23, 2008

11:00 AM

**\$ 85.00 / Person**

\_\_\_\_\_ Will attend @ \$ 85.00 / Person

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Preferred Foursome: \_\_\_\_\_

Phone: \_\_\_\_\_

### **GOLF OUTING SPONSORSHIPS**

**Longest Drive @ \$250.00 \_\_\_\_\_**

**Straightest Drive @ \$250.00 \_\_\_\_\_**

**Closest to the Pin @ \$250.00 \_\_\_\_\_**

**Hole Sponsorship @ \$100.00/Hole \_\_\_\_\_**

Make Check payable to: **EASA Joint Fall Technical Conference**

Send Payment to:

**EASA Regions 1 & 2 Joint Fall Technical Conference**

**c/o Essex Brownell**

3325 Street Road - Suite 100

Bensalem, PA 19020

Attn: Dennis Franklin



**Phone: (215) 639-4991**

**Fax: (215) 639-5208**

## Annual Chapter Business

The Southeastern Chapter's Annual Business Meeting will be held in conjunction with our Joint Region 1 and Region 2 Fall Conference in Ocean City, Maryland October 23-25. Please join us as we consider the following business:

- The annual financial report
- The annual membership report
- Any other business that may properly be brought before the meeting.

## Southeastern Chapter Board of Directors to Meet Soon!

The Southeastern Chapter Board of Directors will meet in conjunction with the annual Fall Conference to be held at the Princess Royale Resort in Ocean City, Maryland.

Do you have any business that should come before the board? If so, please contact the chapter office right away so that your matter can be added to the agenda.

## "Sharp as a Tack" at the 2008 EASA International Convention in Dallas, Texas

by Ray Paden

I had a blast at the 2008 EASA International Convention at the Gaylord Texan hotel and convention center in Dallas (Grapevine) Texas. The food was great, the seminars were informative, and the best thing of all was meeting with all my old friends from other motor shops around the country and around the world. I especially enjoyed Michael Marks' presentation, *State of the EASA Industry* and related remarks. There's no way I can reproduce any of the real substance of his talk here, but I did want to pass along a few quotes I thought worth remembering:

- Whining is not a strategy. Neither is hope.
- You can't sell below cost and make it up on volume.
- Think of your business as a large tree full of monkeys. The managers and owners are the monkeys at the top. When you look down you see lots of smiling faces. When the monkeys at the bottom look up, they see ...

This trip I realized why the Exhibit Hall is so fun: it's like going trick-or-treating, but without the silly costumes. I brought back lots of hats, pens, tape measures, flashlights, squeeze balls and other prizes for my shop guys. I brought back some great memories. I brought back new ideas and a couple of extra pounds. Don't miss out next year. Start planning now to attend the 2009 meeting in St. Louis, Missouri!

## Years of Service Awards

The following Southeastern Chapter members are eligible for awards honoring their years of service in the electrical apparatus repair industry. We will be happy and proud to present these awards to their representatives at the 2008 Joint Region 1 and Region 2 Fall Conference.

### 60 Years of Service

Carolina Armature Works Inc.	Fayetteville, NC
Earnhardt Electric Service Inc.	Roebuck, SC
Florida Electric Motor Co.	Miami, FL
Porter's Electric Motor Service Inc.	Gaffney, SC
Purser Central Rewinding Co. Inc.	Concord, NC
Southern Winding Service Inc.	Tampa, FL
Darby Electric Company Inc.	Anderson, SC

### 50 Years of Service

Cartey Electric Motors	Athens, GA
Coastal Electric & Rewinding Co. Inc.	Myrtle Beach, SC
Dixie Electro Mechanical Service Inc.	Charlotte, NC
Electric Motor Repair & Sales Co.	Bristol, VA
Jacobs Electric Motor Repair & Supply Inc.	Vero Beach, FL
M&W Electric Motor Service Inc.	Pensacola, FL

### 40 Years of Service

CSI Services Inc.	Martinsville, VA
TMR Sales & Service Ltd.	Bridgetown, Barbados
Delta Electric & Machine Co.	Lenoir, NC

### 25 Years of Service

Electric Motors & Drives Inc.	Anderson, SC
RTS Transformer	Apopka, FL
Tigertek, Inc.	Eden, NC
Waco Electrical Apparatus Sales & Service	Sandersville, GA
Wilson Industrial Electric Inc.	Elberton, GA

Do you know of another chapter member that is eligible for a "Years of Service" award, but is not listed here? How about an individual who has passed a milestone of years of service to our industry in 2008? Please contact the chapter office so that we can honor them also.



Fat old man with bad back risks life and limb to win T-shirt.



**Southeastern Chapter  
Electrical Apparatus Service Association**

Raymond K. Paden, Exec Sec/Treas  
3980 Martin Luther King Drive  
Atlanta, GA 30336  
(404) 472-1307 (404) 472-1204 FAX



(Left to right) Region 2 Director Charles Wilson swears in new chapter officers: Sec/Treas. Charlie Brown, VP Robin Ireland, and President Lenwood Ireland

Region 2 Director Charles Wilson welcomes new Florida State Director Jack Heinz.



Aaar, Matey! It's time fer ye to be settin' yer course for the *Joint* Region 1 and 2 Fall Conference, October 23-25 this year in Ocean City, Maryland, says I. Thar be more details inside this here issue of *Southwind*.



## 2008 Southeastern Chapter Handbook is Now Published!

The 2008 Southeastern Chapter Member Handbook has been published electronically and should now be available for download (by members only) from the chapter website at [www.easasoutheast.org/handbook](http://www.easasoutheast.org/handbook). An electronic handbook is easy to use and takes up no room on your desk. Publishing and distributing it this way saves the chapter lots of money on printing and postage, but we understand that some of our members may not be able to take advantage of this method. If you must have a paper copy please contact the chapter office (see above) by phone, email or snail mail and we will get one to you as soon as we can.