



2011 Fall Conference

November 3-5
Greenville, South Carolina

2011 Fall Conference Committee

Chairman Chris Raines

Mike Darby
Wayne Hall
Charles Wilson
Raymond K. Paden

As EASA Southeastern Chapter members, we think of our annual conference when the fall arrives. This year's event will be in Greenville, South Carolina, where we will enjoy the beautiful Hyatt Regency, a hotel offering all of the amenities that we are used to, right on one of our nation's top rated Main Streets. Walking out the 'back door' of the Hyatt, you will find yourself on a family-friendly half mile tree-lined avenue that offers over 90 restaurants and pubs, numerous shops and galleries, theaters, museums, and beautiful nature and athletic parks. There are just too many things to mention but visit www.greenvillehd.com to watch a high-definition video about what the downtown area offers. You can also read about it at www.greenvillesc.gov.

We kick off our events on Thursday with a choice of activities: a "fun walk/run," golf or (a first) skeet shooting. Our annual golf tournament will be held at the beautiful Cliffs of Glassy Mountain course, and I have personally been looking forward to playing there for quite some time. If golf isn't your game, then enjoy a skeet shooting tournament in nearby Anderson, South Carolina. Don't like golf or guns? Then enjoy a 1 mile fun walk or (for the truly serious) a 5K run, both through downtown Greenville. Prizes will be awarded for each of these events.

On Friday, we have plant tours! First, we will visit the ABB/Baldor/Reliance Test Lab where we will see products tested, learn about what's new with ABB and enjoy a lunch sponsored by our host. After a comfortable coach ride to Lyman, South Carolina, we will visit SEW Eurodrive to tour their assembly plant. Besides being interesting and informative, both tours will give us a new appreciation for the care and effort that goes into the products we sell.

Both Thursday and Friday evenings will feature numerous vendors in an exhibit area where we can fellowship with them and each other while we enjoy tasty food and our favorite beverages. Many who have attended the exhibit area in the past have found this time spent with so many of our vendors and EASA colleagues all in the same room one of the most valuable contributions of the meeting. There will also be door prizes!

Saturday will feature our yearly business meeting over breakfast with an address by EASA International Chairman Kevin Toor, followed by a morning of educational seminars for either Managerial or Technical folks. For our Managerial track, Sales and Marketing Guru Joe Eilers (www.joeellers.com) will talk about ... *Sales and Marketing!* On the Technical side, Ted Ford of W.R. Associates (www.wrinc.com) will present the important facts of brush plating, and one of our favorite speakers, Jared Scott of SEW Eurodrive (www.seweurodrive.com) will offer a class on electromechanical brakes. Shop guys planning on participating should bring their tool bag for "hands-on" training in the disassembly, analysis, trouble-shooting, assembling and adjusting of these devices.

So as you can see, this conference offers something for most every associate in your shop. If you're a regular, then you know that you will enjoy the Thursday activities, the spouse guest program, plant tours, exhibit areas, business lectures and seminars. If you have never attended, then make this your first visit to the Southeastern Chapter Conference. If you attended the 'state meetings' and enjoyed them, then I can assure you that you will not be disappointed in this larger gathering and will take back to your shops valuable information and pleasant memories. If you have any questions, please feel free to contact me or Chapter Executive Secretary/Treasurer Ray Paden.

I look forward to seeing you there,

Chris Raines
EASA Southeastern Chapter President

A Very Special Invitation!

The Southeastern Chapter is pleased to extend a special invitation to our friends in EASA International Region 1, who hosted the Southeastern Chapter at their 2008 Fall Conference in Ocean City, Maryland.

Come on down for a taste of our Southern Hospitality!



The Hyatt Regency, Greenville, South Carolina

Fall Conference Schedule

Wednesday, November 2

6:00-8:00 PM Registration Desk Open

Thursday November 3

7:00-9:00 AM Registration Desk Open

9:00 AM Golf at Cliffs of Glassy,
Greer, South Carolina

9:00 AM Skeet Shooting
McConnell Hall Outfitters,
Anderson, South Carolina

9:00 AM 1K Walk, 5K Run
Downtown Greenville

3:00-5:00 PM Registration Desk Open

6:00 PM Exhibit Hall Opens

7:00 PM Dinner served in Exhibit Hall

10:00 PM Exhibit Hall Closes

Friday November 4

7:00-9:00 AM Registration Desk Open

9:00 AM Tour Departs for Baldor/Reliance
Test Laboratory, Greenville, South Carolina,
Guest Speaker: Randy Colip
VP of Sales, Baldor/Reliance, Div. ABB Group

12:00 PM Lunch at the Baldor/Reliance Test Lab
Sponsored by Baldor/Reliance

2:00 PM Tour – SEW-Eurodrive,
Lyman, South Carolina

4:00-6:00 PM Registration Desk Open

6:00 PM Exhibit Hall Opens with President's Reception

7:00 PM Dinner served in Exhibit Hall

10:00 PM Exhibit Hall Closes

Saturday November 5

7:00-9:00 AM Registration Desk Open

8:00 AM Business Breakfast
Guest Speaker: Kevin Toor,
EASA International Chairman

9:00 AM-1:00 PM Managerial Seminar

Sales and Marketing, Speaker: Joe Ellers

9:00 AM Technical Seminar – Brush Plating,
Speaker: Ted Ford, W. R. Associates

10:00 AM Technical Seminar - Electromechanical
Brakes (Hands On) Troubleshooting,
rectifiers, adjustments, etc.
Speaker: Jared Scott, SEW-Eurodrive

1:00 PM Lunch

2:00 PM Conference Adjourns

As mentioned elsewhere, our Spouse/Guest program is mostly "unstructured" for this conference because the Greenville area is packed with interesting things to do, and many are within easy walking distance of our hotel. However, most conference activities are still included with the Spouse/Guest registration.



We are excited to bring the Southeastern Chapter Fall Conference to the Hyatt Regency in beautiful Greenville, South Carolina, and we believe that you will enjoy your stay at this luxurious property. We have negotiated a very attractive rate for this hotel.

\$109 per night

Single or Double Occupancy
(plus state and local taxes, of course!)

You can make your reservations on the Internet at

<https://resweb.passkey.com/go/electricalapparatusservice>
or if you prefer you can call Hyatt Central Reservations
888-421-1442

Self parking is available for \$6 per day

Valet parking is \$15 per day

The hotel is extending this rate for two days before and after our event, so come early or stay late and enjoy what Greenville has to offer.

HOTEL CUT-OFF DATE

October 12, 2011

After this date contract rate may not be extended or rooms may be unavailable at any price.
Please do not delay!

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

Exhibitors, vendors or even Active Members may choose to sponsor certain events, for which they will receive the gratitude of the Chapter and an opportunity to gain widespread and positive exposure among our attendees. See page 7 for more details.

FULL CONFERENCE REGISTRATION \$250 INCLUDES:

Thursday: Admission and Dinner in Exhibit Hall
Friday: Breakfast, Baldor Tour, Lunch at Baldor, SEW Eurodrive Tour, Admission, President's Reception and Dinner in Exhibit Hall
Saturday: Breakfast in Chapter Business Meeting, Managerial or Technical Seminars and Lunch

SPOUSE / GUEST REGISTRATION \$175 INCLUDES:

Thursday: Admission and Dinner in Exhibit Hall
Friday: Admission, President's Reception and Dinner in Exhibit Hall
Saturday: Breakfast in Chapter Business Meeting and Lunch
We have not planned a structured Spouse/Guest program this year because there is so much to do in Greenville just within walking distance of our hotel.

EXHIBIT HALL ONLY \$50 PER NIGHT INCLUDES:

Thursday: Admission and Dinner in Exhibit Hall
Friday: Admission, President's Reception and Dinner in Exhibit Hall
Admission to the Exhibit Hall is available for either or both nights, at only \$50 per night.

EXHIBITOR RESERVATION \$550 INCLUDES:

ONE complimentary Full Conference Registration
One six foot exhibit table, draped, with two chairs
Exhibitors must sign waiver on Form EX. For information on shipping boxes to hotel, drayage, electrical service, banner placement, wireless Internet or any other questions, please call the Chapter office or go to www.easasoutheast.org/fc2011exhibitor.

As has been our practice, vendors may not register for the conference or for the Exhibit Hall unless they are an Exhibitor or Sponsor, or are associated with a vendor who is an Exhibitor or Sponsor. This restricts presence in the Exhibit Hall to those vendors who have supported the conference financially.

FRIDAY ONLY REGISTRATION \$225 INCLUDES:

Friday: Breakfast, Baldor Tour, Lunch at Baldor, SEW Eurodrive Tour, Admission, President's Reception and Dinner in Exhibit Hall

SATURDAY ONLY REGISTRATION \$125 INCLUDES:

Saturday: Breakfast in Chapter Business Meeting, Managerial or Technical Seminars and Lunch

If you would like to participate in the Golf or Skeet tournaments, but you will not have access to an automobile for travel to these venues, please contact the Chapter office. We will try to help make arrangements for your transportation.



GOLF \$130

Our Annual Golf Tournament will be held at the prestigious *Cliffs of Glassy*. Registration includes greens fees, cart rental, lunch and tournament prizes. Participation is limited so please avoid disappointment by getting your reservation in early.

Thanks to WEG Electric Motors for sponsoring our Golf Lunch!



SKEET \$130

Our First Ever Skeet Tournament will be hosted by McConnell Hall Outfitters in Anderson. Registration includes 50 practice rounds, 50 tournament rounds, birds, shotgun rental (if needed) lunch and prizes.

Skeet Shoot Lunch sponsored by our friends at EIS!



GREENVILLE WALK / RUN \$25

Frankly, as far as I'm concerned walking is something you do when your car breaks down, and running is what you do when you see a lion or a bear. But I understand some people go in for that sort of thing, and if so, downtown Greenville is a perfect place for it. Registration includes the 1k walk or 5k run, T-shirt and prizes.

Walk / Run Sponsored by Advanced Rotors Inc.



Saturday Managerial Seminar
Sales: "Good" and "Real"
Dr. Joe Ellers



We will start by defining "real" and "good" as they relate to the sales process. What are *good* sales opportunities? What does the sales process *really* look like? What is a *real* opportunity? What is a *real* sales call?

Dr. Joe Ellers (AKA The Sales Guy) has been in sales for over 30 years, and a real-life sales manager for over 25 years. Since 1984, Joe has consulted with over 1500 organizations in over 20 countries around the world, helping them to sell more at better and better margins. Joe has strong ties to distribution, including his former ownership in a distributor and his annual appearances at the UID in Indianapolis. Joe also has strong ties to our industry as well. He helped to rewrite a portion of the EASA Marketing Manual, and has spoken at the EASA Annual Convention. Joe Ellers is the author of 7 books, including The Sales Manager's Handbook and The Best Distribution Sales Book Ever.



Saturday Technical Seminar
Brake Motor Fundamentals
Jared Scott, SEW-Eurodrive

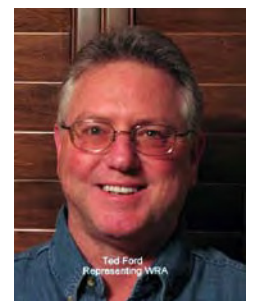


Jared Scott is the corporate mechanical trainer for SEW-Eurodrive, a global leader in the power transmission industry. He has worked at SEW-Eurodrive since 1995 in various roles including: Service, Assembly, Industrial Gearing, and from 2004 forward in the Corporate Training Department. Jared is responsible for providing training on SEW-Eurodrive's Gearmotor and Industrial Gearing product lines. This responsibility encompasses both internal employee and external customer training. In addition Jared is the Industrial Process/5S Specialist for all five SEW-Eurodrive assembly centers in the United States.

Topics he will cover include: Overview of Brakemotors, Trouble Shooting Brakes (hands-on), Repair of Brakes (hands-on).

Saturday Technical Seminar
Fundamentals of Electroplating
for the Motor Shop
Ted Ford, W. R. Associates, Inc.

W.R. ASSOCIATES INC.
Specializing in Selective Plating Development and Technology



Ted Ford is a sales manager for W. R. Associates, Inc., in Encinitas, California. He is a 15-year veteran employee of the company, which specializes in selective plating, brush plating, and brush electroplating. In recent years, he has made a number of brush



plating presentations at EASA Chapter meetings on the West Coast. In conjunction with the Liquid Development Company (LDC) Ted and Technical Representative Gary Torgerson presented a technical paper on brush plating at the 2009 EASA Convention in St. Louis, Missouri.



EASA Southeastern Chapter
 3980 Martin Luther King Jr. Dr.
 Atlanta, GA 30336
 (404) 472-1307
 (404) 472-1204 FAX

REGISTRATION
2011 Fall Conference
 Greenville, South Carolina
 November 4-6, 2011

FORM
CR

CONTACT NAME	
Company	
Address	
City / State / Zip	
Phone	Fax
E-MAIL ADDRESS (REQUIRED FOR CONFIRMATION OR TO PAY BY CREDIT CARD)	

PLEASE CHECK ANY THAT APPLY

<input type="checkbox"/> <i>Southeastern Chapter</i> Active Member
<input type="checkbox"/> <i>Other Chapter/Region</i> Active Member Chapter/Region:
<input type="checkbox"/> <i>Any Chapter</i> Privileged Member
<input type="checkbox"/> Affiliate Member or Vendor Must be an exhibitor or be associated with an exhibitor in order to register for conference or exhibit hall
<input type="checkbox"/> First-time Attendee

If you have any difficulty using this new form please contact me at the Chapter office.
 (contact information at bottom of form)
 Ray Paden
 Executive Secretary/Treasurer

For each attendee, select *one* registration type, check box and write cost below. For each attendee choose *no more than one* optional activity, check box and write cost below. Add row and write in total column.

	CONFERENCE REGISTRATIONS SELECT ONLY ONE FOR EACH ATTENDEE						OPTIONAL ACTIVITIES SELECT NO MORE THAN ONE FOR EACH ATTENDEE			Totals
	FULL CONFERENCE \$250 (Early \$225)	SPOUSE / GUEST \$175 (Early \$150)	FRIDAY ONLY \$225 (Early \$200)	SATURDAY ONLY \$125 (Early \$100)	EXHIBIT HALL ONLY THURSDAY \$50	EXHIBIT HALL ONLY FRIDAY \$50	GOLF \$130	HANDICAP	SKEET SHOOT \$130	
Attendees Use for up to four registrations. Copy form as needed.										
FULL NAME:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
NICKNAME FOR BADGE:										
FULL NAME:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
NICKNAME FOR BADGE:										
FULL NAME:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
NICKNAME FOR BADGE:										
FULL NAME:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
NICKNAME FOR BADGE:										
TOTAL										

"Early"
 If payment received before 10/1/11

TO PAY BY CHECK MAKE PAYABLE AND MAIL TO:
EASA SOUTHEASTERN CHAPTER
 3980 Martin Luther King Jr. Dr. SW
 ATLANTA, GA 30336

For more information please call or email
 Ray Paden (404) 472-1307
rkpaden@easasoutheast.org

A *PayPal* account is not required to use *PayPal*.

The Southeastern Chapter is now accepting credit card payments through *PayPal*. To pay by credit card, please fax your registration form(s) to **(404) 472-1204**. **Please make sure your valid email address is provided above!** You will receive a *PayPal* "invoice" at this address. Please pay promptly – registrations are not confirmed until paid.





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EXHIBITOR RESERVATION
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Greenville, South Carolina
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FORM
EX

CONTACT NAME	
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City / State / Zip	
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PLEASE CHECK ALL THAT APPLY

- Southeastern Chapter Affiliate or Active Member
- Other Chapter Affiliate or Active Member
- First-time Exhibitor

Browse to www.easasoutheast.org/fc2011exhibitor or call the chapter office for information on SPONSORSHIPS, drayage, electrical service, wireless internet, banner hanging or anything else you may need.

For each attendee, check box and write cost below. Add row and write in total column. Select no more than one optional activity for each attendee.

Exhibitors & Exhibit Hall Only Badges Use Form CR to purchase Full Conference or Spouse/Guest Registrations for other attendees or associated vendors. Please use a separate form for each table reserved.	EXHIBIT TABLE \$550 (EARLY \$500)	FULL CONFERENCE (1 INCLUDED W/TABLE)	EXHIBIT HALL ONLY \$100 THUR & FRI	GOLF \$130	HANDICAP	SKEET SHOOT \$130	RUN / WALK \$25	"Early" If payment received before 10/1/11
								Totals
FULL NAME:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
NICKNAME FOR BADGE:		COMP						
FULL NAME:			<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
NICKNAME FOR BADGE:								
FULL NAME:			<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
NICKNAME FOR BADGE:								
							TOTAL	

Waiver (must be signed by Exhibitor's representative)

Exhibitor agrees to be fully responsible to pay for any and all damages to property owned by Hyatt Regency Greenville, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency Greenville, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

*Get your name out!
 Don't forget to check out
 the sponsorship
 opportunities available at
 this Fall Conference!*

 Exhibitor's Representative

 Date

TO PAY BY CHECK MAKE PAYABLE AND MAIL TO:
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ATLANTA, GA 30336

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SPECIAL GUEST SPEAKER
EASA International Chairman Kevin Toor



Kevin Toor, EASA's Chairman of the Board, has more than 32 years of experience in the electrical apparatus industry. He is co-owner of Birclar Electric & Electronics, LLC in Romulus, Michigan. A dedicated EASAn, Toor served as Vice President and President of the Great Lakes Chapter before becoming Director of Region 3. He served as International Secretary/Treasurer in 2009-2010, Vice Chairman in 2010-2011, and became Chairman of the Board for the 2011-2012 administrative year this past June. During the past administrative year, he served as Board Coordinator for these international committees: Associate Member Advisory, Management Services, Membership and Trade Relations. He currently serves as Chair of the Executive and Remuneration Committees and is a member of the Audit Committee. Toor and his wife, Christine, have four children: Kevin Jr.; Jordan; Samantha; and Jack.



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SPONSORSHIP RESERVATION
2011 Fall Conference

FORM
SP

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E-MAIL ADDRESS (REQUIRED FOR CONFIRMATION OR TO PAY BY CREDIT CARD)	Address
	City / State / Zip

SPONSORSHIP OPPORTUNITIES	Sponsorships available	Sponsorship Amount	Total
Fun Run/Walk T-Shirts and Prizes	4	\$300	SOLD
Exhibit Hall Dinner - Thursday	2	\$1000	
Exhibit Hall Dinner – Friday	2	\$1000	
Exhibit Hall Cash Door Prizes	10	\$100	
Exhibit Hall Door Prizes	We encourage our Exhibitors to bring door prizes of any kind. You may use our conference drawing ticket system, or a system of your own (for instance, business cards collected at your table) but please let us know so that we can plan time for your presentation.		
Saturday Breakfast	1	\$500	SOLD
Saturday Lunch	1	\$750	
Please contact the Chapter office if you need more information, or if you would like to arrange something special. We value our Exhibitors and Sponsors highly and are eager to accommodate you in any way we can.		TOTAL	

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Electrical Apparatus Service Association
2011 FALL CONFERENCE**
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FALL CONFERENCE REGISTRATION INFORMATION!

