

Southwind

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**Electrical Apparatus
Service Association**
An Association of
Electric Motor Repair Shops
for Co-operative
Self-Improvement

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Chapter Member Awarded “Woman-Owned Business Certification”

Chapter Vice President Jeff McCroskey
Ireland Electric Company, Virginia Beach, VA

Small Business, Woman-Owned Business, Minority-Owned Business, Veteran-Owned Business, and more...

These are designations often placed on companies doing business in the marketplace. Some designations are easy to receive and others take time. About three years ago one of our Southeastern Chapter shops undertook the process of achieving one of these designations. Dixie Electro Mechanical Services owned and operated by our Chapter President Peggy Hunnicutt and her husband Darryl took on the task of becoming certified as a “Women’s Business Enterprise” through the Greater Women’s Business Council. The Council is a certifier group for the Women’s Business Enterprise National Council. Congratulations go out to Peggy because her shop received this award, and was featured in a Small Business article called Shop Talk in the Charlotte Observer newspaper.



The article states there are over 70 businesses in the Charlotte area certified as women-owned by the Greater Women’s Business Council. In the world of EASA this is a great honor for Peggy and Dixie because as Linda Raynes, CEO of International EASA, estimated in the article “5 percent or fewer of its member companies are owned by women. An even smaller number of EASA member businesses are owned and run by women.” So Peggy is in rare company.

Is the process easy to achieve one of these designations? Not always. Peggy estimates they spent six months on everything and called it “quite a process.” However she said it will be worth it in the long term even though they haven’t realized the full potential yet. It has been beneficial and opened some doors to larger companies for Dixie. The Observer article stated that many major corporations have supplier-diversity programs that set aside money each year for vendors in one of these designations. Rather than offer their own certification programs, which can be

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Rebate Donations by Chapter Members

Members who registered for the 2014 Fall Conference in Myrtle Beach, South Carolina, were entitled to a rebate of their 2014 Chapter Dues. The following members graciously donated their rebate to the support of the Southeastern Chapter.

Active Members

Advanced Electronic Services	Mount Airy	NC
Cole Technology Inc.	Atlanta	GA
Dixie Electro Mechanical Service	Charlotte	NC
Electric Motor and Repair	Columbia	SC
Electric Motor Service of Clinton	Clinton	SC
Electrical & Mechanical Resources	Richmond	VA
Electrical Equipment Company	Raleigh	NC
Excel Apparatus Services Inc.	N. Charleston	SC
Holland Industrial	Henderson	NC
Ireland Electric Co.	Virginia Beach	VA
Jenkins Electric Co.	Charlotte	NC
Lake City Electric Motor Repair Inc.	Lake City	SC
Mayland Armature Company Inc.	Spruce Pine	NC
Porter's Electric	Gaffney	SC
Servo South	Shelby	NC
Southern Winding Service	Tampa	FL
TigerTek Industrial Services	Stoneville	NC

Affiliate Members

Baldor Electric Co.	Greensboro	NC
Bartlett Bearing Company Inc.	Gastonia	NC
EIS	Charlotte	NC
Essex Brownell	Fort Wayne	IN
Leeson Electric / Landgraf McAbee	Fort Mill	SC
Nidec Corporation/US Motors	Greensboro	NC
Phenix Technologies Inc.	Accident	MD
WEG Electric Motor Corporation	Duluth	GA

Thanks to all of you for your generous support!



Florida State Director Laura Chirichigno and husband Luis,
Southern Winding Service of Tampa, Florida
New Exhibitors at 2014 Fall Conference

Amendment to Southeastern Chapter Bylaws Approved by Members

After mail balloting in accordance with the chapter's bylaws, and with a quorum of Active Members responding, the amendment proposed by the Southeastern Chapter Board of Directors has been approved. The bylaws of the chapter are now amended to add the Affiliate Committee to the chapter's list of standing committees described in Article XI, Section 1. The Affiliate Committee will consist of the Affiliate Representative and one representative from up to three Affiliate Member firms.

As is almost always the case, some ballots were returned by the post office as undeliverable as addressed, and if yours was one of them, I apologize. Please remember that when you inform EASA International of a change of address or other vital information, *the chapter is not routinely notified of these changes* by International Headquarters. Please be sure to let us know too!

"Woman-Owned Business" Continued from Page 1

costly, they require vendors to go through a rigorous third-party certification. But getting a certification of this type will often put the vendor in a smaller pool of competitors for the customer's business.

Are there ways you can help your shop by becoming certified in a designation and therefore increase your business? The requirements are often very strict, and take time to complete, but in the long run it may be worth it. Congratulations again to Peggy and Darryl and Dixie Electro Mechanical Services on achieving this award! (As a footnote to this article, after going through the annual recertification process, Peggy and her business have just received recertification for 2015!)

Has your shop won an award or been recognized recently? If so we would like to mention that in a future Southwind newsletter. Please contact Ray Paden or any Southeastern Chapter board member with information.



EASA Accreditation

Chapter Secretary/Treasurer Doug Hinson
Excel Apparatus Service, North Charleston, SC

Over the years, my business has spent a great deal of time and money in an effort to demonstrate our qualifications and resources assuring our customers we are the most cost-effective option after a motor failure, an option where they could be back running with a product that is as efficient as when it was purchased, coupled with limited down time. We also continue to face the reality where many of our customers as well as other industries are inclined to supply EASAs with motor repair specifications or instructions on how to fix their motors.

In the world of service, how many customers tell a supplier how to repair something?

EASA's Accreditation program is a viable solution for our industry where members can address some of these issues:

- The misconception that motors cannot be rebuilt while maintaining efficiency will be clarified
- End users will have the assurance that standards for reliability and efficiency will be performed at certified centers

In a recent survey conducted by EASA, over 50% of our customers supported the Accreditation Program and most indicated they would incorporate it in their specs.

The "audit" by definition is intimidating, but the audit team who qualified EXCEL was anything but. Prior to coming to our shop, we performed a self-audit. In my case, I gave copies to key craftsmen and managers, asking them to go through the process independently. We then worked with the outside auditors to understand our questions and begin corrective action.

The site visit was painless and very relaxed as we went through the audit process. We had some things areas in our job card that needed modification and were allowed to correct it on the spot. It was a day of education not intimidation.

The Accreditation Program is also gaining traction in our targeted industries. In a recent issue of Maintenance Technology, managing editor Jane Alexander said in her article, "I try to never pass up opportunities to spotlight good news on the asset-management, energy efficiency, or workplace fronts." The Accreditation Program is a "triple dip."

2015 Fall Conference News!

The Conference Planning Committee can now announce that a venue has been chosen for this year's meeting. The 2015 Fall Conference will be held October 8-10 at the Sheraton Imperial Hotel in Durham, North Carolina. This is a beautiful, modern facility perfectly suited for our conference, and we have negotiated a phenomenal room rate of only \$110 per night (plus tax) with free self-parking. As always, our room block is limited, but this time, under the terms of this contract, once our block is closed, it is unlikely that additional rooms will be available at this price, so please plan to reserve your rooms early!



Speaker Chuck Yung (right) and Past-Chapter President Ben Hamilton



Greg Dittrich (center) and associate Kyle Doehla (left) of Affiliate Member Essex Brownell with Chapter Vice President Jeff McCroskey



The Electro-Mechanical Authority
SOUTHEASTERN CHAPTER

Raymond K. Paden, Exec Sec/Treas
1395 Hampton Locust Grove Road
Locust Grove, GA 30248
(678) 782-5961 FAX (888) 511-6336

Please Welcome Our New Southeastern Chapter Active Members!

Quality Electric Motors Inc.
7040 Industrial Road
West Melbourne, FL 32904
(321) 951-9296
(321) 676-9068 FAX

Tekwell Services Inc.
91 Cass Pine Log Road
Cartersville, GA 30121
(770) 386-4668
(770) 386-7167 FAX

NEW MAILING ADDRESS and PHONE NUMBERS for the Southeastern Chapter!

EASA Southeastern Chapter
1395 Hampton Locust Grove Road
Locust Grove, GA 30248

(678) 782-5961
(888) 511-6336 FAX



Welcome to Our New Virginia State Director

The Board of Directors is pleased to announce the induction of our newest representative from the Commonwealth of Virginia, Mr. Hatcher Overton of Electrical & Mechanical Resources, Inc., in Richmond, Virginia.

Hatcher was born and raised in Richmond. After graduating with a Bachelor of Science from The University of the South in Sewanee, Tennessee in 2005, he moved back to Richmond, where he worked as a sommelier at an Italian restaurant from November 2005 until March 2007. Hatcher worked in sales with a startup speakers' bureau until December 2009, and in January 2010 he went to work for Electrical and Mechanical Resources (EMR) cleaning parts in the shop. He moved to outside sales in 2011, and then to inside sales in 2014, where he continues work today.

Hatcher lives in Richmond with Megan, his wife of three years and their dog, Roo. He enjoys live music, collecting records, any and all sports and the outdoors.

Hatcher grew up going to EASA conventions yearly with Grandad, Dad and family, and he is happy to be involved with the association now that he works in the industry. The Board of Directors welcomes Hatcher and looks forward to working with him in years to come.