

Southwind

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

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Southeastern Chapter President Bret McCormick

Six Basic Tools to Help Your Business Work Better

Throughout time people have invented machines and systems to make work faster or easier. Since the dawn of time, man has made use of six simple tools to accomplish tasks that the hand and back couldn't get done. As we grew wiser, we found answers with our best tool, our minds. Your Electrical Apparatus Service Association gives you many tools to improve and grow your business. Since we already have the wedge, the lever, the wheel & axle, the ramp, the screw jack, and the pulley have already been invented, here's how to use each of EASA's simple tools:

1. The WEDGE

There's a customer out there. But you just can't seem to get through the first line of defense. By using the Electrical Engineering Pocket handbook and the How to Get the Most From Your Electric Motors publications, you will be able to leave pertinent technical information with key people in that firm. When stamped or imprinted, your prospective customer has handy, readily available information with your company's name on it! The Engineering handbook covers recent changes in the NEC, NEMA and IEC frame dimensions, motor connections, and tables on the effect of voltage variations on motors. The second is a "short course" on motor maintenance, but most importantly, when they have a failure, it reminds the customer who to call. And you thought a wedge was for sand traps.

2. The LEVER

In today's market, it seems everybody and his brother is selling electric motors. Just the other day, someone brought in a motor for repair he bought at McDonald's. Yes, everybody's selling motors. We, as an industry should address the issue of new motor sales. Only shops like ours can offer the complete package from application to service. We can redesign motors using EASA's Redesign Manual. We can judge their repair viability, using the EASA Core Iron Study. The most valuable of all your EASA tools-the Technical Manual (written primarily by our members), is the mother of all levers. You can use these levers to pry away motor sales from those pesky power transmission guys.

3. The WHEEL AND AXLE

Sometimes things in your repair facility just don't run as smooth as you would like. You aren't the Lone Ranger. We've all hit those brick walls in repair production. You spend most of your time solving problems many others have already solved. You need a big rubber tire to roll over those rough spots. The toughest thing as a shop owner or manager is admitting you need help. Then you have to find the help you need. We've already mentioned the *Technical Manual*, but there are many more tools to help standardize your shop procedures. EASA's *Best Practices for Motor and Generator Repairs* give you a good baseline to start your repairs. The *Mechanical Reference Handbook* gives you practical tips on equipment handling, materials, and welding. Using the *Winding Data Cards* and the *Internal Connection Diagrams* stop potential problems from starting. There are also cards for bearing dimensions, magnet wire, and Hi-Potential testing. There's even an *Employee Safety Guide*. Use these and keep your shop rolling along smoothly. But never forget the wealth of information you can find by meeting your fellow members at your regional chapter meetings.

Continued on Page 2 ...

4. The RAMP

A ramp is defined a sloping surface. The optimist sees a ramp as starting low and moving upward. How does one move upward? With training and experience. You'll receive many mailers this year offering many different types of training that EASA offers across the country and around the world. You don't have to travel to far away places for that essential training. You can order 22 different VHS tapes from EASA covering every aspect of AC and DC motor repair. Through a co-operative arrangement with the National Electronics Distributors Association, NEDA, you can order three video series on *High Performance Field Sales*. Seminars on *Winning Sales Management* and *New Directions in Inside Sales* are also available. Each chapter in our organization host meetings for peer networking and training, culminated at the yearly International Convention. Onward, ever upward!

5. The PULLEY

So far, all the tools have been relatively simple. The Pulley is a little more complicated. So, if you're ready, lets get a little more complicated. As we rush headlong into the millennium, the simple exchange of information has become a valuable commodity. Your organization has recognized this and is now providing three information-age offerings. All the winding data is now available on CD-ROM, a redesign and winding check software package is available, and <http://www.easa.com> is our Internet web-address. Need information? Get connected.

6. The SCREW-JACK

You've been thinking how we were going about this one, haven't you? The screw jack works on a principle of an upward spiral. Think of all the offerings listed above, all these ways to increase your business and productivity. Get all of your i's dotted and your t's crossed. Then start certifying your company for EASA-Q. The tools for certification are all available from EASA headquarters.

Use these six simple tools and remember this, the organization is here to help you grow your business, and its members provide the impetus to grow the organization. Become active in your local chapter, attend the seminars, and enroll yourself in the programs that will improve every facet of your business.



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Recent Deaths in our Chapter...

We are saddened to report the recent death of Dale DeBok. Mr. DeBok operated Atlas Industrial Repairs in N. Charleston, South Carolina, and was a past Southeastern Chapter State Director.

We also mourn the passing of Frank Nieves Sr. of Nieves Electric Service in Ponce, Puerto Rico. Mr. Nieves served as the Director at Large for the Caribbean basin, and as Chapter Secretary-Treasurer.

Bylaws Changes are Coming to Town ...

If you are the official representative of an Active Member firm, be on the lookout for a Bylaws Change Ballot. This is your opportunity to consider some amendments the Board of Directors recently voted to present to you. If you have not received yours by March 10, please contact the Chapter offices.

SAVE MONEY -- REGISTER EARLY
2002 SPRING
TECHINCAL FORUM
April 25 - 27

Details are now beginning to emerge about the 2002 Spring Technical Forum in Atlanta, Georgia. In a *Southwind* exclusive, this reporter can now reveal the startling facts about the conference's training theme, registration costs, and exhibitor opportunities.

"Our members want submersible pumps," said Conference Chairman Mike O'Brien of Electrical & Mechanical Resources in Richmond, Virginia, "and that's what we're going to give them." According to Mr. O'Brien, a recent survey conducted by the Southeastern Chapter revealed that the number one interest in Technical Forum subjects was *submersible pumps*. "Based on this information," said O'Brien, "I have arranged for Mr. Roger Jenkins, one of the premier pump men in America, to teach a specially tailored submersible pump repair class for our Technical Forum." In addition, classes in pump seals, servo motors, and gearbox repair are also being considered.

2002 Technical Forum

Get your registration in by March 1 to save a load of cash.

	Before March 1	After March 1
Full Conference Registration	\$125	\$150
Exhibitor Tabletop Reservation	\$400	\$500
Vendor Sponsorship	\$250	\$275
Extra Exhibit Hall Passes	\$ 70	\$ 70
Hotel Room – Single or Double	\$ 97	\$ 97
Golf Program on Thursday	\$ 49	\$ 49

"I want to see our members come out for this conference and demonstrate that America is still working," the rugged Virginian asserted. "That's why we have reduced the cost and have arranged special cut rates for those who sign up by March 1."

Exhibitors and Vendor Sponsors can save up to 20% on the cost of a tabletop, while **Full Conference Registration** will be discounted more than 16% when paid by March 1st.

Don't miss this opportunity ... register early!

The 2002 Technical Forum will be hosted by

The Atlanta Airport
Marriott.

4711 Best Road
 College Park, Georgia 30337
 (800) 228-9290
 (404) 766-7900

\$97 per night
Single or Double

Lodging is *not* included in conference registration. You must contact the Marriott for room registration prior to the cut-off date of **APRIL 10** in order to receive the special discounted rate of \$97 per night. After this date reservations will be made on a space / rate available basis only.

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America Pulling Together

For more than a few years, it seemed as though America might be falling apart. Sometimes we appeared deeply divided internally, weak and indecisive externally. Just a few short months ago, those who criticized America were the “mainstream” and old-fashioned patriotism was definitely out of vogue. But now, ordinary Americans are filled with pride and love for their country and it is refreshing to see U.S. flags flying everywhere. The “blame America first” crowd has (for the moment) retreated into relative silence. What a pity that it took such a horrible event to bring this about!

Like all Americans, we at the Southeastern Chapter were staggered by the events of September 11, and our sympathies are extended to those who lost so much. The months after have been difficult, and we know that our country and our Chapter will face new challenges in the coming year, but we are glad that we can now meet them head on as a nation united, proud, and free.

Send comments, suggestions, submissions, corrections, and complaints to

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