

Southwind

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www.easasoutheast.org

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

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2006 FALL CONFERENCE

SURVIVING THE COMMODITY



CRUNCH

It's getting harder and harder to thrive and even survive as the cost of the commodities we use every day in our businesses continues to climb. Fuel for our vehicles, energy for our burn and bake ovens, and especially the cost of the copper in our rewinds is spiraling upwards with no end in sight. The only *good* side (if you can call it that) of this trend is that the cost of new motors seems to be keeping pace with rewind expenses, but our customers (also feeling the pinch) often complain and demand that their suppliers (us) help them by holding down *our* price increases for rewind *and* new products!

If only we could demand the same thing of *our* suppliers, but unfortunately that isn't an option. Still, there are some things that we can do, and this year our Fall Conference program is designed to help us identify the problems and cope with them.

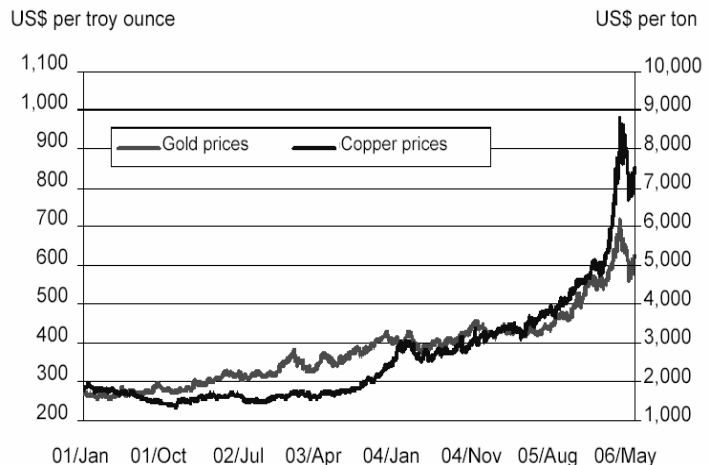
Don Lammers of Vaughen's Pricing Guide will help us understand some of the radical changes that are taking place in the **cost of commodities** that we use every day in our business. He'll give us a better understanding of the real impact these changes have on our bottom line, and some ways we can take these facts into account as we price our rewinds.

Kevin Henson of Essex will talk about the way we purchase our **copper**, and introduce strategies (such as tolling) that will help to reduce the bite of sudden increases in the cost of this expensive raw material.

Every motor has bearings, **bearings** are made of steel, and the cost of steel is rising as well. Joe Wilkerson of Bartlett Bearings and Joe Burgess from Koyo Bearings will talk about bearing prices, how we buy them, and how we can try to insulate ourselves from the uncertain future of bearing prices.

John McFarland, Chairman and CEO of Baldor Motors & Drives will talk about the changing times for **motor manufacturers**, while we learn some new ways to market ourselves as EASA shops from

Gold and copper (daily) prices since January 2001



As you can see from this graph I "borrowed" from the 14 July 2006 issue of Standard Bank's *Research Economics*, the rising cost of copper has closely mirrored that of the precious metal gold, but while gold has risen 121% since January of 2001, copper has gone up 316%!

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Southeastern Chapter President and Conference Chairman Charles Wilson and South Carolina State Director Mick Hatley.

In addition to this, we will all enjoy sharing our view and ideas during round table discussions, and we'll also gain some pointers on **Marketing, Selling and Repairing Gearboxes and Pumps**. And don't forget the Exhibit and Hospitality Hall, where we'll share lots of good food and cheer with our vendor friends. Add to this golf, tennis, beach volleyball and the fun social events where you can make new EASA contacts and renew old acquaintances.

The 2006 Fall Conference at the Hilton Myrtle Beach Resort is one you will not want to miss! Start making your plans now. We have negotiated an excellent room rate for this fantastic property, where every room has an ocean view, but our block of rooms is limited so reserve your rooms early.

See www.easasoutheast.org for the latest information



**10000 Beach Club Drive
Myrtle Beach, SC 29572
(877) 887-9549**

**Ask for the special EASA Rate of
\$119 per night (plus tax)
Hurry! The cut-off date for this rate is
August 21.**

February 7, 2006

The Board of Directors
EASA Southeastern Chapter

RE: the Article "Evolution to Revolution" published in the Southeastern Chapter newsletter

Gentlemen and Brenda:

It has been pointed out to me that the above referenced article conveys to the reader the impression that the views were those of the Chapter Board, or at least that the Board had approved their publication. Of course, this is not the case (and it was not my intention to so imply) but after re-examining this article I must admit that it is a reasonable assumption. While I expected the tone, style and sentiments expressed to convey it as a personal message from me as a member, the use of my title and the Chapter name and address at the end could certainly lend itself to the interpretation that the article was somehow "official."

I have had several positive comments about the article's description of the situation (as I saw it) and the sentiments it articulated, but I do understand the concerns expressed by some motor manufacturers or their representatives. In my defense, I would say only that while I knew my comments would be controversial, I do believe that I stopped short of advocating any particular course of action, other than the opening of a dialogue on the issue among EASA's membership, both Active and Associate, and I don't see how anyone (motor manufacturers included) could decry that.

However, the use of my title and the Chapter's address was unfortunate and inappropriate, and for that mistake I extend to the Board, the Chapter's membership and the *Southwind* readers my sincere apologies. In the future, any of my editorializing will be clearly identified as such, and will include a disclaimer that the views expressed do not necessarily represent those of the Board or anyone else.

A facsimile of this letter will be reproduced in the next issue of *Southwind*.

Respectfully,

A handwritten signature in black ink, appearing to read 'Raymond K. Paden'.

Raymond K. Paden
Executive Secretary/Treasurer
EASA Southeastern Chapter

I GAMBLED ON LAS VEGAS AND WON!

What does it take to *win* in small business? What does the future hold for us in the electric motor industry? Our time is extremely valuable and we have to *invest* a great portion of it into the actual day to day workings of just keeping our businesses running, striving to provide excellent service and products to our customers, while balancing both our resources and time to provide for our most valued asset, our employees.

How did I gamble on Vegas and win? I *invested* a portion of my time to go to our E.A.S.A. International Convention last month. I participated in our seminars and meetings. I visited with my E.A.S.A. friends and I listened. I discovered that there are many of us who share the same or similar challenging issues. The best discovery was to listen to those who have met the challenges and have come out of them with workable solutions. I took home the "*winnings*" of new and rekindled friendships, valuable information from the seminars and just enough memories to last until our next Southeastern Chapter convention in September.

I challenge you; make an *investment* of your time in our organization. It is a sure *WIN*.

I appreciate the support and trust my fellow Virginian's have placed in me by voting me in as your new State Director. I look forward to *investing* more of my time for our State and our association.

Robin S. Ireland
Virginia State Director

YEARS OF SERVICE AWARDS

The following Chapter members were eligible for awards at last year's fall conference. Unfortunately, we were forced to cancel that conference due to Hurricane Katrina's aftermath, so these member's will instead be honored at this year's Fall Conference in Myrtle Beach.

25 Years of Service

Clayton Electric Motor Repair Inc.	Elon College, NC
Cole Electric Company Inc.	Atlanta, GA
Electric Motor Repair & Sales	Greensboro, NC

40 Years of Service

Bee Electric Motors	Hollywood, FL
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50 Years of Service

Electric Service & Sales Inc.	Greensboro, NC
Electric Service & Sales Inc.	Martinsville, VA
James Electric Company	Gainesville, GA
Midway Electric Inc.	Demorest, GA

60 Years of Service

Rome Electric Motor Works Inc.	Rome, GA
Roy's Electric Motor Service Inc.	Richmond, VA

75 Years of Service

Electrical Equipment Co.	Richmond, VA
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The following members are eligible for awards in 2006, and will also be honored:

25 Years of Service

East Coast Electrical Equipment Co.	Youngsville, NC
Griffin Electrical Machine Inc.	Baxley, GA
Industrial Apparatus Repair Inc.	Roanoke, VA
Tavares Electric Motor Repair Inc.	Tavares, FL

40 Years of Service

Greenville Industrial Supply	Greenville, SC
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50 Years of Service

General Motor Repair & Service Inc.	Greensboro, NC
Georgia Power Repair Shop	Forest Park, GA

60 Years of Service

Holland Supply Co.	Henderson, NC
Smith Gray Electric Co. Inc.	Albany, GA
Smith-Gray Electric Co. Inc.	Columbus, GA

If you know of a member firm that is eligible, but not listed here, please contact the chapter office right away. If your firm is listed here, please try to attend so that we may publicly honor your company.

FALL Conference Schedule

September 20 – 23

Myrtle Beach, SC

Thursday	7:00-8:00 AM	Registration
	8:00 AM	Golf – TBD, Lea and Shawn Venable
	3:00-4:00 PM	Registration
	4:00-7:00 PM	Exhibits/Hospitality Hall
Friday	7:00-8:00 AM	Registration
	7:00 AM	Breakfast in Hotel Cafe
	8:00 AM	"How We Buy Copper" Kevin Henson, Essex
	8:30 AM	"How We Buy Bearings" Joe Wilkerson, Bartlett Bearings And Joe Burgess, Koyo Bearings
	9:00 AM	"A Look at Pricing Motor Repair" Don Lammers, Vaughen's Pricing Guide
	10:00 AM	Break
	10:15 AM	"Changing Times for Motor Manufacturers" John McFarland, Baldor Motors & Drives
	11:30 AM	"How to Market Yourself as an EASA Shop" Charles Wilson and Mick Hatley
	12:00 PM	Networking lunch with Round Table Discussion
	1:00 PM	Chapter Business Meeting Address by EASA Chairman Art Anderson
	2:00 PM	Optional Round Table Discussion
	2:30 PM	Tennis – Walt Brooks, Debbie Elium
	4:00-7:00 PM	Exhibits/Hospitality Hall
Saturday	7:00 AM	Breakfast in Hotel Cafe
	8:00 AM	"How to Market, Sell and Repair Gearboxes" Bill Kinard, SEW Eurodrive
	10:00 AM	Break
	10:15 AM	"How to Market, Sell and Repair Pumps" Speaker TBD
	12:15 PM	Open Afternoon
	2:00 PM	Volleyball on the Beach, Mike Stewart
	6:00 PM	Past President's Reception by the Pool (open to all registered Conference Attendees)
	6:30 PM	Final Banquet - Cookout by the Pool

Congratulations!

We are pleased to announce the election of **Robin Ireland** of Ireland Electric in Virginia Beach as our new Director for the State of Virginia. After her election Robin was appointed by the Board to fill the remainder of new Secretary/Treasurer Lenwood Ireland's unexpired term. She will begin serving her new term in April of 2007.

Also, a special thanks to **Steve Martin** of Electrical & Mechanical Resources in Richmond for making it a real contest. All too often in the past, the Southeastern Chapter has had difficulty in finding more than one candidate willing to serve the Chapter as a state director, which makes for a pretty boring election.

Speaking of that the Southeastern Chapter needs you!

We are currently seeking candidates for South Carolina and Florida to take office in April 2007, and next year we will elect directors for North Carolina and Georgia to begin serving in 2008. Please get involved, attend the Chapter meetings, and when the time comes accept the call to run for office. If you have any questions about the process, or about the duties of state directors, please do not hesitate to contact the Chapter Office for more information.



**Southeastern Chapter
Electrical Apparatus Service Association**

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3980 Martin Luther King Jr. Drive
Atlanta, GA 30336
(404) 472-1307 (404) 472-1204 FAX

IMPORTANT FALL CONFERENCE INFORMATION INSIDE!

**Bylaws Amendments
Approved**

Balloting is finished in the recent bylaws referendum held by the Southeastern Chapter and here are the results:

	YES	NO
1. Quorum Change	260	4
2. Mail Ballots	262	2
3. CPA Audit	259	5
4. Amendment Proposals	259	5

Detailed information on these proposals was included in last month's *Southwind*, and with the ballot. You can also read about them at the Chapter website, www.easasoutheast.org.

Of course, in accordance with our bylaws as they were *before* the passage of Amendment 2, all mail ballots not returned were counted as affirmative votes. Although these amendments all passed by large margins, 228 such affirmative votes are included in the results above. We hope that this change will help to encourage more voter participation in future Southeastern Chapter ballots and elections.

For more details see the Chapter website.

Get Ready for the
2006 Southeastern Chapter Handbook!

The 2006-2007 Southeastern Chapter Handbook will soon be published. As we did last year, we are publishing and distributing this valuable resource to our members electronically. The Handbook will be posted on the Southeastern Chapter website on August 10, with instructions for downloading and saving it on your computer. You can then search, copy and print this document as needed.

Just as last year, we will furnish a paper copy of the handbook to any member who requests it, but in order to conserve our Chapter's resources, we are not sending out postcards. If you would like a paper copy of the handbook, please send a request by fax or email to the Chapter offices. (Note new address and fax number above.) Be sure to include your member name and address!

