

Southwind

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

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IN JUST A FEW SHORT YEARS, YOU COULD BE READING

THE SOUTHEASTERN CHAPTER IS DISSOLVED!

Okay, I'll admit that headline is startling, inflammatory, and just a little bit deceptive, but (taken altogether) it is also accurate. In just a few years our chapter could become a thing of the past.

Yes, the Southeastern Chapter is one of the strongest, most active chapters in the Electrical Apparatus Service Association. Together with Southwestern, we are one of only two chapters that comprise a single region within the organization, and with over 260 Active Members, we are also the largest single chapter, representing over 10% of this international organization's Active Members. Right now, our chapter is organized, well represented at the International level, and fiscally healthy. So what's the problem?

The problem is *participation*. Our new Board of Directors will soon be constituted, but as I write this article three positions on our board and one officer's chair remain unfilled. We have found prospects (and we are thankful for those who have agreed to serve and those who are considering it) but no more than one in each state. For several years now, few state director elections have been held because more than one candidate for director could seldom be found. Instead of wasting time and money on a meaningless ballot with only one candidate, the Board has simply appointed the only willing person to the post. When the first two-year term was up, the process was repeated. Year after year, the same small group of willing members has met and served this chapter, but now, having fulfilled two two-year terms, some of these faithful can no longer remain in their positions.

Searching for possibilities, we have scoured the registration lists of all chapter meetings for the last few years and have discovered a dismaying fact: while we have good attendance overall, it is usually the same group of people, and almost all of them have now cycled through the Southeastern Chapter leadership positions.

Just a couple of years ago we fought a great battle against overwhelming odds and saved our chapter from dissolution or evisceration. Many of you were roused up and came out ready to fight,

**FALL CONFERENCE
NEWS INSIDE!**

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contribute and encourage, and we very much appreciate it. Without you and your support, this article's headline would have already become fact! But now we face a need that is just as vital. We need YOU to get involved in your organization and your chapter. We need you to come to meetings, participate and contribute your time to keeping this chapter healthy.

OUR CHAPTER NEEDS A BLOOD TRANSFUSION!

We need new blood, new people who are interested in the health of their industry and this association. We need people to get involved, come to conferences, ask questions, help out, give their opinions and generally put their shoulder to the wheel. What does it take to serve at the chapter level? Not that much. Here's what is required to serve as a state director:

(1) Give the board the benefit of your knowledge and experience. Share your thoughts and ideas with the other members of the board as they discuss things (usually by email) throughout the year.

(2) Come to board meetings. Except when unusual business requires it, the Southeastern Chapter Board of Directors meets twice a year. You will need to attend these meetings at your own expense, traveling to a location that is usually somewhere in the chapter's territory and (if necessary) staying for a night in a hotel. Dinner for you and a guest will be provided.

(3) Come to our chapter conferences. One of the board meetings will be held in conjunction with our annual Fall Conference, and you will also be expected to attend the conference unless unavoidable circumstances prevent it, help out if needed, and stand around looking good ... if possible.

That's it. Both of these requirements represent an investment of time and money. Is your chapter worth it? A couple of years ago, many of you thought so. Now we need more than just a bunch of angry folks spoiling for a fight. We need people who will sacrifice *just a little* to help keep the Southeastern Chapter healthy. *We need you.* Isn't it time you got involved?

In the past ten years four EASA chapters have voluntarily surrendered their EASA Charter, disbanding due to apathy and inactivity. Without your participation, in a few years the Southeastern Chapter could be one of them.

Raymond K. Paden
Southeastern Chapter Vice President
Executive Secretary/Treasurer

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 October.

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

King and Prince Beach & Golf Resort Selected for 2007 Fall Conference

The King and Prince Beach & Golf Resort on Georgia's historic St. Simon's Island has been chosen as the site of our 68th annual Fall Conference. The King and Prince is a popular St. Simon's Island resort destination, with luxurious accommodations that are everything our members have come to expect. Please visit www.kingandprince.com for more information about this resort.



REGION 2 DIRECTOR'S REPORT

Make plans now to attend our **2007 EASA Convention in Minneapolis, Minnesota**. The convenience and affordability of an east coast convention makes **this** the year to attend. This a beautiful time of the year for Minneapolis, with daytime temperatures in the mid 70s. For you shoppers out there, Minneapolis is the home of the world's largest mall – Mall of America. I am personally looking forward to a dining experience at Bubba Gump's Seafood Restaurant. What a fun place! **RUN FORREST RUN!!!** The convention committee has done an outstanding job on the selection of speakers and topics that are so vitally important to the needs of our EASA members. By now, you should have received several mailings from headquarters listing all your options. If you have not received your information, please feel free to contact your Southeastern Chapter or log on to www.easa.com.

And now a reminder that the deadline for submitting your **Operating Performance Survey** is April 20. No one from EASA or its staff will have access to your information. This data will be treated confidentially by Profit Planning Group and will be aggregated in such a way that prevents identification of any individual company. **The results of this survey are free to participants.** A performance scorecard FREE! Or you can pay \$125.00 for a customized report sent directly to you comparing your company with similar businesses and suggestions for improving your company's profitability. That is a deal! Please plan to participate.

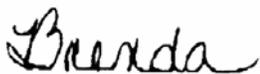
The Southeastern Chapter heads for St. Simons Island October 11th – 14th. Mark your calendars now! We have only booked 50 rooms for each night and they will go fast. When our block is sold out additional rooms will be sold as available, but the rates may go up as the less expensive rooms are sold out. Make your plans now to join us for a fabulous Fall Conference at a beautiful resort property.

On behalf of the Southeastern Chapter, my I extend hearty congratulations to our 2007-2008 incoming international officers. They are as follows:

Mr. George Stratton – Chairman of the Board
Mr. Kevin Miller – Vice Chairman
Mr. David Griffin – Secretary/Treasurer



Please join Bill and me in Minneapolis for what promises to be a terrific time!



Brenda Cole
Region 2 Director



**Southeastern Chapter
Electrical Apparatus Service Association**

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Southeastern Chapter Board to Meet

Do you have an item of business, question or other communication for the Southeastern Chapter Board? The annual spring meeting of the Board will soon take place, so please send any correspondence to the Chapter office (address above) now so that it can be distributed to the board and considered at their next meeting.

At this meeting, the board will conduct the following business:

- Review 2006 financial and membership reports
- The board will consider a *proposal* to amend the Southeastern Chapter bylaws to elect all directors “at-large” and eliminate direct representation by state.
- Review plans for the 2007 Fall Conference at the King and Prince Resort on St. Simon’s Island, Georgia.
- Choose a new Affiliate Representative
- Swear in any new state directors for the 2007-2008 membership year
- Swear in new officers for the 2007-2008 membership year
 - President – Raymond K. Paden
 - Vice President – Lenwood Ireland
 - Secretary/Treasurer – Robin Ireland*
- Any other business that may be properly brought before the board.

*Just accepted as this issue goes to press! We are now seeking a new Virginia State Director.

Southeastern Chapter Bids Farewell to Past President E. Steve Darby

Past Chapter and EASA International President Steve Darby died on January 6. Steve served as President of the Southeastern Chapter in 1974-75, and President of EASA International in 1986-87. Steve was very active in the organization and dedicated to its welfare. On behalf of the chapter we extend our prayers and sympathy to Steve’s family. He will be missed!

Our Thanks for Your Service

On behalf of the Southeastern Chapter, the Board of Directors extends its heartfelt thanks to the following board members who have left or will soon leave the board. Some of them have served *at least* two two-year terms:

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| Stuart Elium, North Carolina | 2002 |
| Mick Hatley, South Carolina | 2003 |
| Kevin Henson, Affiliate Representative | 2004 |