

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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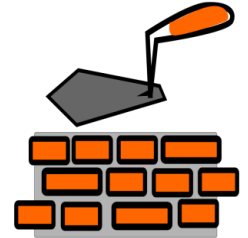
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Foundation Laid for the 2017 Fall Conference



The 2016 Fall Conference was one of the best in recent memory, and we hope to reprise that successful meeting with a return to North Charleston and the Embassy Suites. Details of our conference program are still being worked out, but we can now announce that the Technical Track will include the always popular EASA *Fundamentals of Pump Repair* presented by EASA Technical Support Specialist Gene Vogel, while the Managerial/Sales Track will feature classes (to be determined later) by popular EASA presenter Joe Ellers. We are also planning a more structured Spouse/Guest program for our “significant others.” And of course our conference will also include golf, an exhibit hall and the good food and fellowship that our attendees have come to expect. Save the date now on your calendar and look for more details to be released shortly after the International Convention in June.

After much negotiation and some high-powered wrangling, we have managed to secure the same very reasonable room rate this year that attendees enjoyed in 2016: only \$139 per night! Reservations can be made now at our personalized [Embassy Suites web portal](#).



The Embassy Suites in North Charleston, site of the 2016 and 2017 Fall Conferences

EASA International Convention Comes to Southeastern Chapter

As you have hopefully heard by now, the 2017 EASA International Convention will be held June 25-27 in Tampa, Florida. We are proud to host this year’s convention, and our board wishes to offer any assistance we can to our parent association. Volunteers will be needed for room monitoring, speaker introductions, attendee assistance and many other roles. If you are interested in helping at this year’s International convention, please contact the chapter office and we will be glad to put you in touch with the right person. We hope to see you there in Tampa!



2017 EASA Convention
June 25-27 • Tampa, FL
Pre-Convention Education June 24

Meet Your Officers and Directors: Southeastern Chapter President Jeff McCroskey

Jeff McCroskey is part-owner and Vice-President of Sales & Marketing at Ireland Electric Company in Virginia Beach, Virginia. For most of his career Jeff was in a different industry, spending almost twenty years in sales and management in the field of



industrial safety products and safety training programs. Then in January 2006 he took the plunge into the electric motor and pump sales and repair industry. Over the years Jeff has learned a lot through the patient teaching of his co-owners,

Lenwood and Robin Ireland. He also quickly got involved in EASA using the conferences, seminars

and tradeshows to fast track learning about the industry. Jeff began serving on the Southeastern Board as the Virginia State Director. After another officer's resignation, he was "fast-tracked" to Vice-President for two years and is now in his second term as President. "There is no doubt being involved in EASA has been worth every bit of effort and time," says Jeff. "I have created so many relationships that have resulted in me learning more and more from people who have been in the industry much longer than me. I thank each person who has taken the time to answer a question or teach me something over the years. And the best part is I have a lot of new personal friends as well." When not working, Jeff enjoys spending time with his wife Kayley and watching and playing a variety of sports.

It's Almost Time...

...for publication of the 2017-2018 Southeastern Chapter Membership Directory, formerly called the Southeastern Chapter Handbook. We will be verifying our data against that contained in the database of EASA International headquarters, but we are eager for this resource to be accurate and up-to-date, so if you have had any changes of address, phone number, email or other contact information, *please* contact the chapter office to make sure that we have the latest data!

New this year! Due to the high cost of printing, for decades the chapter has published the handbook/directory only in electronic format. This year the directory will also be published in a real, printed and bound book that you can hold in your hands, flip through, jot notes in or use to dispatch flies and other pesky insects in your office. Chapter members will receive a copy of the directory in the mail later this year. Please watch for it and address comments to the chapter office. We will be looking for positive feedback in order to determine if this practice should be continued in the future.

Southeastern Chapter's Lenwood Ireland Prepares to Receive the Gavel as EASA International Chairman

Congratulations to Lenwood Ireland of Ireland Electric Company in Virginia Beach, Virginia, as he prepares to accept the honor of serving as Chairman of the EASA International Board of Directors. Mr. Ireland will be sworn in at the 2017 International Convention, and will be the *thirteenth* International chairman or president to serve from the Southeastern Chapter!



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