

1 9 7 6 F A L L C O N F E R E N C E

October 14-16, 1976 - Hilton Head, South Carolina - The Hyatt Hotel  
Chairman: Jack W. Ledford, Greenville Industrial Supply Company, Greenville, South Carolina



VOLUME 5, ISSUE NO. 3

SOUTHEASTERN CHAPTER

MAY - JUNE 1976

## GEARS MOVING ON FALL CONFERENCE PLANS

The Planning Committee for the 1976 Fall Conference recently met at the Conference site on Hilton Head Island, South Carolina for a two-day planning meeting complete with a tour of the hotel and the Island.

Jack and Christine Ledford head up the committee comprised of Frank and Jackie Leonard, Steve and Judy Darby, Fred and Marjorie Stephens, Sherrell and Juanita Wilder, Frank and Ann Whaley, Rick and Lorelee Wolters, Jess and Doris Bullard, Jim and Grace Bell and Kathie Krakovsky. The committee inspected the hotel in depth and discussed plans with the hotel staff. The food at the hotel restaurant was very good, and although the night club was not yet open, the hotel management assured us it would be in full "swing" by October. The Hyatt Hotel is situated right on the oceanfront, and has an outdoor pool adjacent to the ocean, for those who prefer swimming in a pool rather than the ocean. The rates have been confirmed at \$30 for

a single room and \$38 for a double.

The Island offers superb golf courses, excellent tennis courts, bicycling pathways, fishing areas and deep sea fishing charters. For those of you who have never been to Hilton Head Island, or to any island for that matter, you are in for a real treat. Hilton Head is a beautiful palm-treed tropical paradise, and the hotel is simply magnificent, as most nearly all of the Hyatt Houses are. Plan to bring the wife, she'll love the sand and surf, and of course, all of the quaint shops located around the island.

Access to the island is provided by flying in to either Jacksonville, Florida or Savannah, Georgia and taking a limousine ride to the island, or by taking Air South's direct flight from Atlanta to Hilton Head (The flight is recommended for those only who have strong stomachs and little regard for their personal comfort aboard a small aircraft. Bring your own coffee.)

Hilton Head Island, South Carolina, will be the site of the Fall Conference of Southeastern Chapter of EASA. Committee members include **Jack Ledford, Frank Leonard, Steve Darby, Fred Stephens, Sherrell Wilder, Frank Whaley, Rick Wolters, Jess Bullard, Jim Bell and Kathie Krakovsky.**

ELECTRICAL APPARATUS / JULY 1976

**Oct. 14-16, 1976** — 1976 Fall Conference, Southeastern Chapter, Electrical Apparatus Service Association, Hyatt on Hilton Head (S.C.) Hotel. Jack Ledford, Greenville Industrial Supply Co., 100 Dixie Circle, Greenville, S.C. 29602.

ELECTRICAL APPARATUS / SEPTEMBER 1976

**Jack Ledford** of Greenville Industrial Supply Co., Greenville, S.C., is chairman of the 1976 Fall Conference of the Southeastern Chapter, in Hilton Head, S.C. The group has welcomed into membership these firms: Chuck's Electric Motor Repair Services, Fort Pierce, Fla., represented by **Chuck C. Alcock**; Biscayne Electric Motor & Pump, Miami, Fla., represented by **Thomas Warren**; Rees Electric Co., Inc., Aiken, S.C., represented by **Robert A. Rees**; Alvin Wynn Electric Co., Fitzgerald, Ga., represented by **Alvin Wynn**; and Electric Motor Service, Inc., Shelby, N.C., represented by **Franklin Barbee**.

ELECTRICAL APPARATUS / SEPTEMBER 1976



# SOUTHWIND

Volume 5, Issue No. 5

SOUTHEASTERN CHAPTER

September - October 1976

## Smooth Sailing Ahead for Fall Conference

A last minute wrap-up session for the 1976 Fall Conference was held on August 14 in Columbia, South Carolina. All preparations and arrangements have been finalized and Chairman Jack Ledford has everything under control. For here on out it will be smooth sailing ahead.



Kathie Krakovsky, Fred Stephens and Judy Darby smile for photographer Steve Darby.



The Planning Committee taking time out of the five-hour meeting for a photo. Shown above are Frank and Ann Whaley, Juanita and Sherrill Wilder, and Jack and Christine Ledford.

Jess Bullard has the golf tournament ready, Frank Whaley and wife Ann have finalized the speaker line-up, Sherrill and Juanita Wilder have all of the food menus planned, Fred and Marjory Stephens have completed all arrangements with the Hotel, and Steve and Judy Darby already have the final pro-

gram at the printers. Jack and Christine Ledford will be handling the registration as well as overseeing the entire program in general. Chapter Secretary Kathie Krakovsky will be assisting in the mailings, promotion and registration.

For more detailed information see leaflet inside.

## STATE ELECTIONS

Ballots for State Directors for the states of Florida, South Carolina and Virginia were sent out from this office a short while ago. We need to have all of the votes tabulated by the fifteenth of September, in order to announce the winners at the Fall Conference next month.

If you have not yet returned your ballot, please do so today.

ONLY THOSE SHOPS IN FLORIDA, SOUTH CAROLINA OR VIRGINIA ARE ELIGIBLE TO VOTE IN THEIR RESPECTIVE STATE ELECTIONS.

Candidates are as follows:

**Florida**—Edward J. Brannam  
Turner Electric Works, Jacksonville

Francis O. Jobe  
Southern Winding Company, Tampa

**South Carolina**—Jim Garvalia  
Ireland Electric Corporation,  
Charleston

Frank Whaley  
Whaley Electrical Service, Columbia

**Virginia**—Tracy Elmore  
R & T Electric Company, Falls Mills

Dick Hedgepeth  
Electrical Equipment Company,  
Richmond

## BOARD MEETING

Anyone desiring to bring up either old or new business at the Chapter Board of Directors meeting next month, please contact President Frank Leonard, or one of your Chapter Officers prior to September 15 so that they may place the order of business on the agenda.

### CHAPTER FUNCTIONS SCHEDULE

#### 1976 FALL CONFERENCE

Hilton Head, South Carolina, October 14-16, Hyatt on Hilton Head Hotel, Jack Ledford of Greenville Industrial Supply Co., Greenville, S.C., Chairman.

#### 1977 TECHNICAL FORUM

Charlotte, North Carolina, March 17 - 19, Downtowner East Motor Inn. Edward Jenkins, Jr. of Jenkins Electric Company, Charlotte, N.C. Chairman.

#### 1977 FALL CONFERENCE

Jekyll Island, Georgia, October 27-30, Holiday Inn. Jim Bell of Bell's Tri-State Electric, Brunswick, Ga. Chairman.



*The Hyatt on Hilton Head Island at Palmetto Dunes — 372-room oceanfront hotel opened February 1, 1976, features Hugo's Rotisserie restaurant, Club Idigo with name entertainment, boutiques, pools, health club, banquet facilities for 850. Located in center of Palmetto Dunes Resort, offering 36 holes of golf (including George Fazio Course, named one of top 100 in U.S.), Laver-Emerson 17-court tennis club, villas, 3 miles of Atlantic Beach.*

Dear EASAN:

It's that time of year again, time for our Annual Fall Conference.

I'm really excited about this meeting for several reasons.

#1—The geographical location is ideal, especially for this time of year. Hilton Head Island, South Carolina is a sub-tropical paradise located about 30 miles from Savannah, Georgia.

#2—The Hyatt Hotel is really fantastic, as you can see from the photo above.

#3—The beauty of the island is breathtaking in itself. The brilliance of the flora and fauna is matched only by the magnificence of the clear, blue Atlantic Ocean.

What more could you ask for? Mark your calendar **now** for October 14, 15 and 16, 1976 at the Hyatt on Hilton Head Island.

We think we have a really great program lined up — outstanding speakers, great golf, tennis and fishing tournaments, and even a tour of the island for the ladies aboard the "Vagabond". Also, we have a great entertainer lined up for Saturday night's banquet.

Please don't hesitate — act now — reserve your room with the **hotel** (before September 21) and register for the Conference with **me**.

You don't want to miss this one! Your registration fee covers two full breakfasts for both men and women, luncheons for both men and women, a cookout, a banquet, plus lots, lots more.

Fly Delta or National Airlines to Savannah (30 miles away) and take a hotel limousine, or connect with Air South Airlines through Atlanta or Charlotte to fly direct to the island, or drive I-95, our coastal interstate to within 20 miles of Hilton Head.

We're going to make this 38th Annual Conference the best one yet!

We eagerly anticipate seeing you at Hilton Head next month.

Sincerely,

Jack W. Ledford  
Conference Chairman



## MEN'S PROGRAM

### Thursday, October 14, 1976

9:00 a.m. — Registration  
6:00 p.m.  
12:00 Noon — Golf Tournament  
2:00 p.m. — Tennis Tournament  
6:00 p.m.  
7:30 p.m. — President's Reception

### Friday, October 15, 1976

8:00 a.m. — Registration  
12:00 Noon  
8:00 a.m. — Breakfast Buffet  
9:00 a.m. — General Session, Call to Order  
9:15 a.m. — "Phone Power" by Buddy Bateman  
10:00 a.m. — Coffee Break  
10:30 a.m. — "Can a Service Center Afford  
A Computer" by Bill Ross  
11:15 a.m. — "Motivation — Ourselves and  
Others" by Walt Farrar  
12:15 p.m. — Men's Luncheon  
Annual Business Meeting  
— Afternoon Free —  
6:30 p.m. — Cocktail Party  
8:00 p.m. — Low Country Cookout

### Saturday, October 16, 1976

8:00 a.m. — Breakfast Buffet  
9:00 a.m. — Call to Order  
9:15 a.m. — "Utilizing EASA's Many  
Services" by Frank Fox  
10:00 a.m. — Coffee Break  
10:30 a.m. — "The Five L's of Good Employee  
Relations" by Weddie Huffman  
12:00 Noon — Adjournment  
— Afternoon Free —  
6:30 p.m. — Cocktail Party  
7:30 p.m. — Annual Banquet and Entertainment  
(Stella Storms)  
9:30 p.m. — Dancing

## LADIES' PROGRAM

### Thursday, October 14, 1976

9:00 a.m. — Registration  
6:00 a.m.  
10:30 a.m. — Golf Tournament  
2:00 p.m. — Tennis Tournament  
6:00 p.m.  
7:30 p.m. — President's Reception

### Friday, October 15, 1976

8:00 a.m. — Registration  
12:00 Noon  
8:00 a.m. — Breakfast Buffet  
9:30 a.m. — Buses Depart for Tour of the Island  
10:00 a.m. — Cruise Around the Island on board  
the "Vagabond"  
12:00 p.m. — Lunch at the Hotel  
— Afternoon Free —  
6:30 p.m. — Cocktail Party  
8:00 p.m. — Low Country Cookout

### Saturday, October 16, 1976

10:00 a.m. — Brunch and Ladies' Meeting  
— Afternoon Free —  
6:30 p.m. — Cocktail Party  
7:30 p.m. — Annual Banquet, Entertainment and  
Dancing

Can telephone expense (long distance charges) be decreased? Yes. Can they be decreased without a decline in the quality of service rendered to your customers? The answer again is yes.

The telephone is the best tool ever invented for getting information in a hurry, for entering and expediting orders and giving the fast service most industrial and service related customers want us to give them. But, the telephone is an expensive tool that must provide a return on investment or it will become a burden rather than a help.

An awareness of the telephone and its related uses and expenses should be a critical factor in any business. But, how do you develop an awareness of something that we have taken for granted for the last forty years?

Proper use of the telephone will enhance your company image and get repeat business and excellent word of mouth advertising. Improper use can have just the opposite effect. What constitutes improper use?

Now that we have developed some questions, let's see how we can improve our telephone manners, to increase business and improve our telephone efficiency to reduce cost at the same time.

Our first step toward redeveloping an awareness of our telephone was to invite

## ON THE LINE

By Steve Darby  
Darby Electric, Anderson, S.C.

a telephone representative to our office to show a film to our employees that use the telephone. We got a lot of favorable comment from our office and inside sales personnel on this.

Our second step was to send all of our employees that have any contact by phone with the public in the course of their jobs to a telephone usage clinic conducted by a Technical Education Center. The employees were divided into two groups and sent at two different times so we would not totally close down while the school was going on.

Our third step was to subscribe to a twice monthly newsletter printed by The Kirkley Press. Everyone in the office reads this newsletter and we hope they get some worthwhile information from it.

Our first three efforts were a tremendous success in making us aware of telephone courtesy and service, but we still needed something to help reduce long distance charges. They were literally outrageous. One month our phone bill was \$720.00, so we very carefully analyzed it. We found three or four calls to the same place on the same day. We found two calls to the same place within a half hour time period. These facts indicated that we needed to coordinate our calls so if two people

needed to call the same place, one could place the call and both could talk. The multiple calls within a short time span indicated that someone was placing a call without knowing full details of what they wanted and were having to check for more data and calling back. We immediately started everyone using a long distance log and a requirement that they check with those in the office before placing a call to see if they needed to call the same place. The log includes date, city, telephone number, beginning time, ending time and a remarks column. This will enable us to check the phone bill to make sure we are not charged for any calls we did not make, and then the major benefit was we "really" made everyone aware of long distance charges. *The first month we cut the phone bill from the \$720.00 level to \$420.00 without a reduction in sales and hopefully without a reduction in service to our customers.* We also found two calls charged to one of our telephone credit cards that were not ours so we had them deducted.

Can you do the same thing?

Very few EASA member firms would have equivalent phone bills but the fact remains that everyone can improve their telephone use and efficiency. Perhaps the first step for you would be to attend the 38th Annual Southeastern Chapter Fall Conference at Hilton Head, South Carolina on October 14th, 15th, and 16th, 1976. One session will be entitled "Phone Power" and will be conducted by two representatives of Southern Bell Telephone and Telegraph Company. Become aware of how much you can benefit by attending your chapter conference.



**THE HYATT ON HILTON HEAD ISLAND  
AT PALMETTO DUNES**

372-room oceanfront hotel opened February 1, 1976, features Hugo's Rotisserie restaurant, Club Indigo with name entertainment, boutiques, pools, health club, banquet facilities for 850. Located in center of Palmetto Dunes Resort, offering 36 holes of golf (including George Fazio Course, named one of top 100 in U.S.), Laver-Emerson 17-court tennis club, villas, 3 miles of Atlantic beach.

Photo by Roy Attaway



Marjory and Fred Stephens, Judy Darby.



Last-Minute Wrap-Up Session of 1976 FC Planning Committee held in Columbia, South Carolina in August. Sherrell Wilder, Jack and Christine Ledford, Kathie Krakovsky, Fred Stephens, Judy Darby.



Frank and Ann Whaley, Juanita and Sherrell Wilder, Jack and Christine Ledford.



Sherrell Wilder and Jack Ledford.



Jess Bullard, Frank Whaley, Juanita Wilder.





# SOUTHWIND

Volume 5, Issue No. 6

SOUTHEASTERN CHAPTER

November — December 1976



The registration desk was the center of activity throughout the entire conference. Jimmy Cook, Past International President; Kathie Krakovsky, Chapter Secretary; Beth, Fred Stephens' secretary; Stephannie, Fred Stephens' daughter, and Christine Ledford, Program Chairwoman.

There are several major ingredients required for a successful meeting. Some of them are — the program speakers, the hotel accommodations, the food, the weather, and the people attending. Well, all of these were perfect for the Southeastern Chapter's 38th Annual Fall Conference.

The Hyatt Hotel on Hilton Head Island, South Carolina was the best! The food was superb. You could watch



Shrimp boats passed right alongside the hotel catching our dinner for the evening meal.

the shrimp boats catch shrimp in front of the hotel in the morning, and then eat those delectable, fresh sea creatures that evening. The hotel chef made a cocktail sauce that would open your sinuses and improve your hearing. The sauce was hot, but it was good. The weather averaged a comfortable 70 degrees except during free time Friday afternoon when it rose to 83 degrees so all of the hearty souls could go swimming at one of the hotel pools, or in the ocean. The total number of people attending during part of the meeting was 240 which was a **great** turnout.

The President's Reception Thursday evening was the official opening of the Conference. Everyone had a chance to talk over old times while enjoying music, spirits, and delightful hors-d'oeuvres.

#### CHAPTER FUNCTIONS SCHEDULE

##### 1977 TECHNICAL FORUM

Charlotte, North Carolina, March 17-19, Downtowner East Motor Inn. Edward Jenkins, Jr. of Jenkins Electric, Charlotte, NC, Chairman.

##### 1977 FALL CONFERENCE

Jekyll Island, Georgia, October 27-29, Holiday Inn. James Bell of Bell's Tri-State Electric, Brunswick, GA, Chairman.

##### 1978 TECHNICAL FORUM

Charleston, South Carolina, March. Jim Garvalia of Ireland Electric Corporation, Charleston, SC, Chairman.



The tremendous success of the 38th Annual Fall Conference was due mainly to the work of the outstanding planning committee.



The first speaker was Tommy Williams from Southern Bell. His topic was "Phone Power" and he discussed the total concept of the program and all of the different phone power subjects that are available. He then showed a slide presentation, assisted by Buddy Bateman, on the phone power subject of credit management. After he finished his talk he gave out pamphlets on credit management for us to carry with us to refresh our memories at the end of each month. Every EASA firm represented at the Conference, no matter how large or how small, has a few hard-to-collect accounts so we all needed to hear this first session.

Our second speaker, Bill Ross of Cleveland Electric in Atlanta, Georgia, spoke to us about Electronic Data Processing. Bill gave us a lot of helpful hints and some downright sound advice which he went on to prove. He said we should never purchase computer hardware, the machine itself, since technological change in the computer field is so great and so fast that most computers are outdated long before they are worn out. It should be leased. He did lose most of us when he said we needed gross sales of five million dollars a year before we should consider a computer installation. There are, however, alternatives for the small companies such as computer service bureaus and mini-computers.

Our third speaker from Walt Farrar and Associates was a real professional. Walt pushed back the podium, spoke loud enough to omit the need for an amplifier system, told great stories to emphasize and make points; and when he finished he had used exactly forty-three of his forty-five minute allotted time. Most of all, he had motivated each of us to want to go home and motivate others. The old way to get a job done was to say "do it or else". Today, our employees will take the "or else". Another way is encouragement, but that gets old, and pay raises are great but the effect of a pay raise is soon forgotten. Today you need commitment by inspiration.

If you can inspire a person they will not let you down. Our attitude controls our actions, and our attitude is how we look at anything. The way we look at ourselves will let us develop our confidence. Since success breeds confidence we should develop a success pattern with our supervisors.

People follow a person with confidence in themselves. He also said it is a bad practice to ever criticize, condemn or complain. Even an alcoholic has one good point — he is not a quitter. We should be careful, though,

on how we make our praise or compliments. To tell someone "You sure don't sweat much for a fat person" really isn't much of a compliment, although it may be the truth.

We should learn that to motivate others, we need to:

1. Develop an attitude on confidence
2. Discipline ourselves against being overcritical
3. Be anxious to show our appreciation to others
4. Try to see things from the other man's point of view

The Annual Business Meeting was held during the luncheon on Friday afternoon. Once the meeting was over, it was free time for all. Some spent the afternoon sailing, some fishing, some swimming (the weather was a beautiful 80 degrees), some sunning, some yachting, and some just taking life easy enjoying the view of the ocean.

The evening meal proved itself to be the most fabulous cook-out ever! Can you imagine dining at poolside on a buffet (help yourself to all you can) of barbecued spare ribs, barbecued chicken, oysters, clams, shrimp, sausage, baked beans, corn on the cob, fresh bread, salads of every design, and a pastry tray that looked so good, it made you hungry all over again.

Rick Wolters, who was in charge of the tennis tournaments, presented the tennis awards; Sherrill Wilder, who was in charge of the fishing tournament, presented the fishing tournament trophies, and Jess Bullard, who was in charge of the golf tournaments, presented the golf trophies and awards (some good, some bad). This very elegant and elaborate Low Country "Cookout" proved to be a real highlight of the entire convention, complete with one casualty. Fred Stephens accidentally got "pushed" off the high diving board into the beautiful blue diving pool by his lovely wife Marjorie. How she ever got away with it, nobody knows, but I know several other women who would have loved to have tried it.

Frank Fox from EASA International was our first speaker on Saturday morning. After doing a little slight of hand magic to make sure we were awake, he gave an excellent presentation on the services and benefits we should derive from our EASA membership. Frank brought us up to date on some recent changes of which we should be aware, and told us what will be on the program in Houston at the International Convention in May of 1977.

Our last Conference speaker was Weddie Huffman. He told us, with quite a bit of flare, how to keep our employees happy so they will want to be part of the team. None of us have ever been eaten by an elephant, but all of us have been annoyed by the bites of gnats — and it is the little things, the "gnats" that annoy our employees. He reminded us of more annoying problems than most of us can remember, but we all got the idea that we had better be on the lookout for those little things like burned out light bulbs, cold coffee, broken vending machines, inadequate or dirty rest rooms, or unanswered questions.

The women got a tour of the island, and then took a cruise aboard the "Vagabond", complete with plenty of Bloody Marys for refreshments. They enjoyed an open-air luncheon on the patio of the hotel, and had a session on "Breast Self Examination" after the Brunch on Saturday morning.

The wrap-up event, the Fall Conference Annual Banquet, proved to be a super special event in itself. Awards were presented to Ben F. Whaley, Sr., Whaley Electrical Service, Columbia, South Carolina; William H. Wilkinson, Jones Electric Repair Company, Charlotte, North Carolina; and W. Hall Grey, Sr. of Southern Electric Service Company, Greenville, South Carolina, for their having been in the electric motor business for fifty years. Awards were also given to the EASA firms that have been in business for 25, 40 and 50 years. Chapter President, Frank Leonard, addressed the group, and was followed by International President, Dick Giles, who made some comments to the group himself. It was truly a pleasure and a delight to have Dick and Margaret Giles join us for a weekend of meetings and some fun on the Island.

Stella Storms and her orchestra provided some great after-dinner entertainment to not only listen to, but to dance to as well.

In summary, it was a great conference. We were told that people can grow and I believe that we were growing and we were helping our companies to grow by attending the Conference and participating in the meetings.

There was a large number of new faces at the conference. They belong to those who were attending their first EASA meeting. It was great to have them there and we hope they will make it a business practice to attend every Chapter meeting.





Your 1976 Board of Directors hard at work: Jim Bell (1977 FC Chairman), Russ Jethro (FLA), Steve Darby (Dir-at-Large), Olin Jobe (FLA-Elect), Woody Fogle (NC)...



... Buck Buchanan (Region IV), Frank Leonard (Pres.), Kathie Krakovsky (Chapter Secretary), Edward Jenkins (VP), Buster Cleveland (Sec-Treas).



... Dick Giles (Int. Pres.) Fred Stephens (Region V), Hugh Raines (GA), Jim Garvalia (SC-Elect), and Jack Ledford (SC).



Jack Ledford, Program Chairman, congratulates Jim Bell (Bell's Tri-State Electric, Brunswick, GA) on his winning one of the attendance prizes at the Friday morning General Session. Essex — IWI, represented by Bob McNamara, sponsored the prizes for the drawings.



Edward Jenkins, Jr., Vice President, presents Buddy Bateman of Southern Bell with a certificate in appreciation of his presentation to the membership on "Phone Power."



Bill Ross of Cleveland Electric in Atlanta, Georgia spoke on the economics behind purchasing a computer installation.



Walt Farrar was the third speaker on Friday, and spoke on employee motivation.



Chapter President, Frank Leonard, presided over the Annual Business Luncheon held Friday afternoon.



Dick Giles, International President, took a moment out to address the men at the business luncheon.



Friday night's "Low Country Cookout" was just about the most elegant "cook-out" we've ever seen!



Paul Grant of Cartersville Electric in Cartersville, Georgia was presented with a special award for his score on the golf course by Jess Bullard, who coordinated the entire golf tournament, as Jack Ledford looks on.



Out-of-Chapter visitor, Jenny Corbin of Sherer Electric Company in Indianapolis, Indiana shamed all the men by bringing in the biggest fish in the entire fishing tournament! Sherrill Wilder, who was in charge of the tournament, awards Jenny her trophy.

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Bill and Joy Morrison received trophies from Rick Wolters for winning the mixed doubles match in the tennis tournament.



Fred Stephens "accidentally" took a dip in the hotel's fabulous diving pool during the cookout.





Bob McNamara of Essex — IWI presented Pete Buhls of Electric Motor Repair in Bristol, Virginia with his prize as winner of one of the drawings held at the opening of the Saturday morning session.



Frank Fox from EASA headquarters accepted an award from Frank Leonard after his presentation to the membership Saturday morning on "Using EASA Services."



Weddie Huffman was the final speaker on the program. His dynamic talk on employee relations really ended the sessions on a high note!



The EASA ladies enjoyed a lieisurely brunch on Saturday morning. Seated at the headtable are: Kathy Krakovsky (Chapter Secretary), Margaret Giles (International First Lady), Christine Ledford (Program Chairwoman), Jackie Leonard (Chapter First Lady) and Leslie Jenkins (Chapter Vice President).



Margaret Giles, International First Lady, received a memento of her visit to the island from the ladies of the Chapter.



The ladies' speaker was unable to make the meeting, but Jewel Crim filled in for her and did a wonderful job.

## ***EASA PEOPLE***



***ARE ON THE BALL!***



## SPECIAL THANKS TO SPECIAL FOLKS



Our Chapter suppliers played an extremely large role in making the Conference the tremendous success that it was. They sponsored everything from door prizes to luncheons, coffee breaks to golf trophies, and much, much more. You have a complete listing of all of their names and addresses in your Convention Program which you received both in the mail prior to the Conference, and again at the Conference. Use those listings and advertisements whenever you are in the market for equipment and supplies to show them you value their support of our functions, as well as their business and their friendship.

Extra special thanks goes to Mr. Bryan Stevens of Electrical Insulation Suppliers for donating so much of this time and energy to capturing the events of the Conference on film. Through his outstanding camera work, we have been able to present you with these memories of the Convention.

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## CHAPTER NEWS

**Central District** — Met November 9 for a program on New Products presented by Fay Wire Co.

**King Coal** — Held its fall meeting in Peru, Illinois on October 8, hosted by Inman-Hahn Co. The program includes business and the men toured the Jones & Laughlin Steel Mill at Hennepin, Ill. The ladies enjoyed a trip to Starved Rock State Park.

**Ontario** — Met October 8-9 in Kitchener. Program included a tour of a meat packaging plant, followed by a program presented by EASA's Dave Gebhart.

**Southeastern** — Held its 38th Annual Fall Conference at the Hyatt Hotel on Hilton Head Island, S.C. on October 14-16. Two hundred fifty-three attended, a chapter record, and the weather cooperated by staying in the high 70s and mid-80s throughout. The first speaker was Tommy Williams from Southern Bell. His topic was "Phone Power" and he discussed the total concept of the program and all of the different phone power subjects that are available. Second speaker was Bill Ross of Cleveland Electric in Atlanta who spoke about Electronic Data Processing. He said we should never purchase computer hardware, since technological change in the computer field is so great and so fast that most computers are outdated long before they are worn out. Machines should be leased—and you should have gross sales of \$5-million a year before

considering a computer installation. Next speaker was Walt Farrar who spoke on motivating employees. The old way to get a job done was to say "do it or else," while today, you need commitment by inspiration. Saturday morning led off with Frank Fox of the EASA Staff who woke the group up with a bit of magic and then gave a presentation on the services and benefits of EASA membership. Final speaker was Weddie Huffman who spoke on keeping employees happy so they will want to be part of the team.



Frank X. Fox, IV from EASA Headquarters addressed the Southeastern Chapter members on "Using EASA Services."



Margaret and Dick Giles (right), the International President and wife, enjoy a laugh and a joke at the Low Country Cookout held outdoors at poolside.



Part of the magnificent crew who worked so hard planning the Southeastern Chapter's greatest conference yet, with 253 total attendees!

**Southern Cal** — Offered a choice of tours for their November 9 meeting. One option was a tour of the Advance Electric repair facility while the other was a tour of the coil manufacturing division.

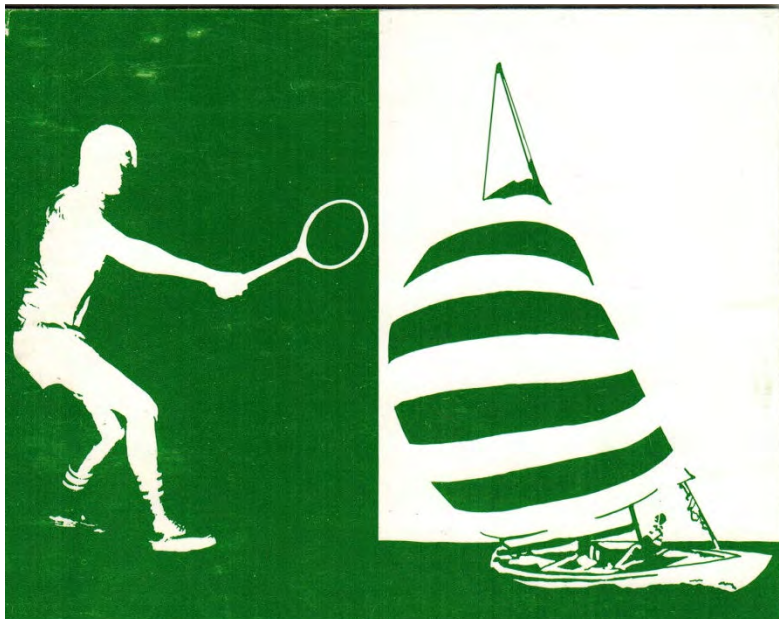


At Hilton Head, S.C. members of Southeastern Chapter mixed golf, tennis, sailing and socializing with such subjects as "phone power", computers, and motivation. Speakers included Southern Bell Telephone marketing specialists **Buddy Bateman** and **Tommy Williams**; Cleveland Electric Co.'s data processing supervisor **William C. Ross Jr.**; and **Walter G. Farrer**, who represents the Dale Carnegie courses in South Carolina. The group also heard **Frank X. Fox IV**, EASA manager of promotion, talk about the association's services; and **Weddie Huffman**, a specialist in employee relations. **Dick Giles**, the EASA president, also addressed the delegates. **Frank Leonard**, chapter president, presided.

A RECORD 253 persons attended the 38th Annual Southeastern Fall Conference in October at Hilton Head, N.C. Topics included the use of the telephone to collect past due accounts by **Tom Williams** of Southern Bell Telephone Co.; the use of data processing through service bureaus, mini computers and leased equipment by **Bill Ross**, of Cleveland Electric Co., Atlanta, Ga.; motivation by **Walt Farrar**, employee psychologist; EASA services by **Frank Fox**, of EASA headquarters, St. Louis, Mo.; and **Weddie Huffman**, also an employee relations specialist.

ELECTRICAL APPARATUS / DECEMBER 1976

ELECTRICAL APPARATUS / NOVEMBER 1976



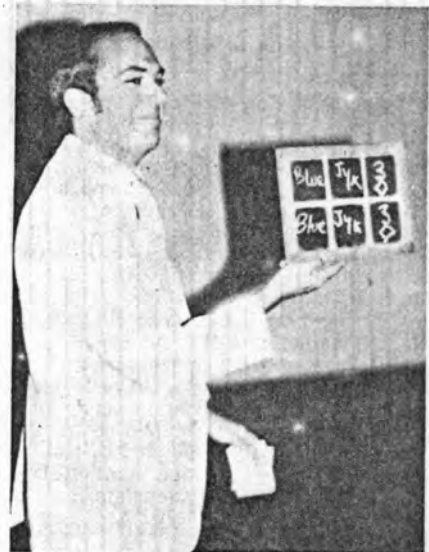
**SOUTHEASTERN  
CHAPTER**

**EASA**  
ELECTRICAL APPARATUS  
SERVICE ASSOCIATION

**38th  
ANNUAL  
CONFERENCE**

**OCTOBER 14, 15, 16, 1976**

**HILTON HEAD, SOUTH CAROLINA**



#### Farewell performance

Frank Fox, whose legerdemain has entertained members of EASA for more than six years, has resigned as the association's promotion manager to head his own business, Convention Cassettes. Here he demonstrates the magic of EASA services to delegates at the recent Southeastern Chapter meeting in Hilton Head, N.C.



#### Southern welcome





The registration desk on opening day, Thursday, October 14, was the center of activity. F. E. "Jimmy" Cook, (PAST IP), Kathie Krakovsky (SEC), Beth and Stephanie (GIRL FRIDAYS), and Christine Ledford (PROG. CHRWM).



The registration desk



The registration desk



The registration desk



Shrimp boats could be seen from your hotel balcony if you were fortunate enough to have a room on the ocean side of the hotel.



Tennis buffs were out in full force during the free time on Thursday afternoon.





The Board of Directors Meeting, Thursday morning, October 14: James H. Bell (77 FC), Russell L. Jethro (FLA), Steve Darby (DIR-AT-LGE), Francis O. Jobe (NEW FLA), W. W. Fogle (NC).



The Board of Directors Meeting, Thursday morning, October 14: Buck Buchanan (REG. IV DIR), Frank Leonard (PRES.), Kathie Krakovsky (SEC), J. Edward Jenkins, Jr. (VP), Buster Cleveland (SEC-TREAS).



The Board of Directors Meeting, Thursday morning, October 14: Dick Giles (INT. PRES.), Fred Stephens (REG. V DIR.), Hugh Raines (GA), James A. Garvalia (NEW SC), Jack Ledford, (SC & 76 FC).





President's Reception, Thursday, October 14



The President's Reception on Thursday night kicked off the start of the 1976 Fall Conference.



The President's Reception, Thursday, October 14



The President's Reception, Thursday, October 14



Christine and Jack Ledford chat with EASA members during the President's Reception on Thursday evening, October 14.



Friday morning started off with a buffet breakfast for all the men and women.



The Friday morning breakfast buffet for all attendees.



Friday, October 15: Sessions began with an attendance prize drawing. Jack Ledford, Jim Bell, winner, and Bob McNamara of Essex, who donated the prizes.





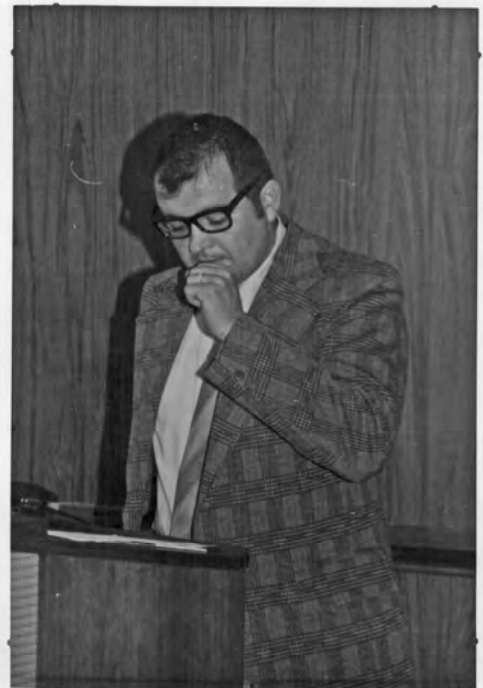
Friday, October 15: Frank Leonard, SE Chapter President, presided over the day's sessions.



Friday, October 15: SE Chapter VP, J. Edward Jenkins, Jr. presented a certificate to Buddy Batemen of Southern Bell who was the first speaker of the day.



Friday, October 15: Bill Ross of Cleveland Electric Company was the second speaker.



Bill Ross



Walt Farrar

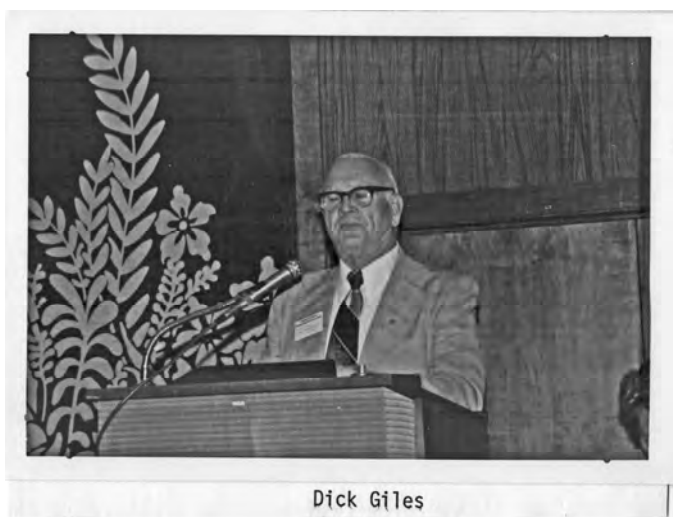


Walt Farrar



Friday, October 15: SE Chapter VP, J. Edward Jenkins, Jr. presented a certificate also to Mr. Walt Farrar of Walt Farrar and Associates, who was the third speaker.





Friday, March 15 - Low Country Cookout at Poolside





Friday, March 15 - Low Country Cookout at Poolside





Deep Sea Fishing Award



The Planning Committee of the 1976 Fall Conference



Tennis Awards







Golf Awards





Saturday, October 16: Bob McNamara of Essex awards the first drawing price to Pete Buhls of Electric Motor Repair & Sales in Bristol, Virginia.



Saturday, October 16: The second attendance price is given out by Bob McNamara.



Saturday, October 16: Frank Fox from EASA International, was the first speaker on Saturday morning, and was given a certificate by Chapter President Frank Leonard.





Saturday, October 16: Weddie Huffman was the second and final speaker of the Conference. Chapter VP Ed Jenkins presented him with a certificate for addressing the group.



Weddie Huffman



Saturday, October 16: The Ladies Morning Brunch Meeting.



Weddie Huffman





PB 23



Saturday, October 16: The Ladies' Head Table at Brunch: Kathie Krakovsky (EXEC SEC), Margaret Giles (IP wife), Christine Ledford (PROG CHWM), Jackie Leonard (CHP PRES wife), and Leslie Jenkins (CHAP VP wife).

PB 24



Saturday, October 16: Jewell Crim did a fine job filling in for the ladies' speaker who had to cancel at the last minute.

PB 25



Saturday, October 16: The International President's Wife, Margaret Giles, also addressed the ladies at the brunch.



Saturday, October 16: Jackie Leonard, the Chapter President's Wife addressed the ladies present, and then turned the podium over to Christine Ledford, the Program Chairwoman.



Some of the EASAN's were lucky enough to go yachting on board an EASA member's boat. Lloyd Schoen, Judy Darby, Jack Ledford and Christine Ledford are relaxing from the hectic pace of the Conference to enjoy some sun.



Kathie Krakovsky, Ruck Siddall and Steve Darby.