

# Southwind

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

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## The President's Column

Let's face it, we are fascinated with the future. It's hard to imagine a greater advantage in business, or in life, than the ability to see into the future. Planning for the future is like trying to hit the ultimate moving target. Take aim, because the very survival of our organization (EASA) and your businesses depend on it. As serious and impossible as it sounds, facing the future is not hopeless. It does, however, require direction and preparation, plus a large amount of flexibility. As EASA Members we must be prepared to handle the new technology in today's marketplace. We also must be flexible enough to sell against the large PT houses.

EASA shops have been impacted from all directions by competition which are willing to accept lower gross margins, or have enormous buying power so we will have to market our "VALUE ADDED CAPABILITES" to our customers. Does your customer know that you can offer more services than the "BOX SELLERS" such as root cause failure analysis or field service capabilities? Can they remember a motor they sold to a customer 1-month ago? At this point we must be ready to take advantage of opportunities in today market place, but we must also hold tight to the traditions and history that make us who we are as *EASA Repair Facilities*.

Success in the future could very well be defined by not only proper preparation and quality training of your shop personnel, but also by embracing and marketing your "VALUE ADDED CAPABILITES".

Chapter President

### **REPORT FROM THE GEORGIA STATE DIRECTOR**

Please accept my heartfelt thanks to all of you who turned out for the 2000 Technical Forum at the Atlanta Airport Marriott. I had always enjoyed working as nothing more than a consultant on these meetings when SUDDENLY, as State Director I had to come up with a complete program. Well it is not as easy as it looks. I found out just how quickly deadlines come and go. However, with the assistance of a very knowledgeable and proficient committee, headed up by

*Continued on page 2*

Co-chairman Ben Hamilton of Darby Electric Company in Anderson, the attendees enjoyed and impressive technical program.

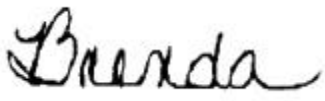
We wish to thank Mr. Gary Hendry and the great folks over at Georgia Power for the plant tour. Not long after our meeting in Atlanta, they applied for membership in EASA and are now Active Members. Also a special thanks goes to Essex-Brownell and staff for their generosity in providing such a nice lunch and tour of their new facility. Stu Karpy learned a valuable lesson – be careful what you volunteer for, someone may take you up on it! Lynn Morgan did a great job of arranging lunch for our group. As always, thanks to all the vendors for making this a record meeting. We really appreciate all you do and hope that it continues to be beneficial to you.

Thanks to Shawn Venable and Harry Jenkins for their contributions to the Tech Forum. We have Shawn to thank for all that wonderful food in the hospitality suite. I hope all of you were able to enjoy some of that shrimp. And can't we just always count on Charles Wilson to come through and turn an otherwise quiet evening into a rip-roaring good time? He certainly did it again with "Who Wants to be a Thousandaire." What tough questions! And how about all those "lifelines" tossed to Judy Darby at the front table! We had several big winners. A huge thanks to Steve McAbee for coordinating the exhibitors and exhibit hall.

I would also like to say thanks to our Executive Secretary/Treasurer Kim Paden for all his help with this, and all of the meetings. He takes an enormous amount of work off the chairman, enabling the focus to be on the program. Kim is a pleasure to work with.

It goes without saying, but Georgia is always proud to host a Chapter meeting. Next time we have that privilege will be the **Fall Conference 2002**. If you have any ideas as to where you would like to visit, or what you would like to do while here, please feel free to submit your ideas and suggestions to me at Cole Electric Company. You can reach me by phone at 404-752-7885, fax 404-752-5162, or email at [Bcole3035@aol.com](mailto:Bcole3035@aol.com). Also, anyone wishing to serve on the planning committee please come forward now! (Committee membership *is not limited to Georgians.*) It's not too early to begin our planning.

I certainly hope to see you in Palm Beach September 28-30! As our next conference chairman Bret McCormick would say ... *are you packed yet?*



Brenda Cole  
Georgia State Director  
Meeting Planner

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If you are "Internet Active" don't forget to bookmark our website and check back often for the latest news about meetings, training seminars, and other chapter events. Remember that all the latest news goes there first, and the *Southwind* newsletter is posted on our Chapter Resources page long before it ever hits the U.S. Post Office.

If you have email, you can send a request to the webmaster at [rkpaden@mindspring.com](mailto:rkpaden@mindspring.com) to be notified whenever anything significant is posted! Who can tell? He may even remember do it!

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## SPECIAL! ELECTION NEWS!

These results were just tabulated in the hotly contested **Virginia State Director** election. In an *extremely close* race, Mike O'Brien of Electrical & Mechanical Resources in Richmond narrowly edged out Lenwood Ireland of Ireland Electric Company in Chesapeake. Congratulations to Mike O'Brien, and our sincerest thanks to Lenwood Ireland for making this a close and exiting race and for being willing to serve the Southeastern Chapter.

Speaking of close races! A special RUN-OFF ELECTION is currently underway to break a tie vote in the **South Carolina State Director** election between Ben Hamilton of Darby Electric Company in Anderson, and Mick Hatley of Electric Motor & Repair Inc. in Columbia. Stay tuned!

At this time, results **cannot be announced** in the **Florida State Directors** election ... *because it isn't over yet!* Hopefully the final results will be in very soon.

## THIS SPACE FOR RENT

Effective January 1, 2000  
advertisement rates for the  
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will be as follows:

One-quarter page ads (this size) only

Accepted at the rate of \$100 each

A maximum of eight ads per issue

Ads must be paid in advance of publication.  
Please contact editor for more information.

Make your plans now to attend the  
2000 Fall Conference  
The Four Seasons Ocean Grand Resort  
Palm Beach, Florida  
September 28-30

And mark your calendars now for the  
2001 Spring Technical Forum  
Charlotte, North Carolina  
March 8-10

Questions? Call NC State Director Shannon B. McDonald Jr.  
828-324-9932  
828-324-6689 FAX



**Southeastern Chapter**  
**Electrical Apparatus Service Association**  
Raymond K. Paden, Exec Sec/Treas  
1397 Blashfield Street, SE  
Atlanta, GA 30315  
(404) 622-1441 (404) 622-0461 FAX