

# Southwind

VOLUME 23 ISSUE 2

www.easasoutheast.org

3rd QUARTER 2004



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

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## Washington Convention News

By Brenda Cole

**What a convention!** Our staff at EASA headquarters did an outstanding job for our members. The subjects discussed in the various seminars prove once again that our leaders “feel our pain.” They are on top of the everyday challenges we face in today’s business environment. Even being in such a city rich with much to do, the sessions were very well attended and extraordinarily informative. I came away from the seminars I attended with a sense of empowerment and new ideas to help improve that important bottom line. I will share some of these ideas later in the newsletter.

This was our first year taking our 8 year-old Granddaughter Rebecca. The Youth Program was phenomenal. On the first morning, we left Rebecca with a group of children and adults she had never met. By the end of the convention, she had many new friends and many new memories of her first trip to Washington. I understand now why so many members have saved this week each year for their family vacation. There is something for everyone in the family.

One of the highlights of the convention for me is the exhibit hall. Not only does this time afford you the opportunity to learn about new products and to buy these products at “special show prices” but it also provides a forum for discussing product challenges with key management. This time is also the first opportunity to renew old friendships and acquaintances with folks you haven’t seen since the last convention.

At the Annual Business Meeting and Luncheon on Wednesday, Mr. Bill Nielson of Flanders Electric was sworn in as our 2004-2005 Chairman of the Board. A hearty congratulations to Bill. He and wife Sara will be joining us in October at our Fall Conference in Myrtle Beach. More about that later.

It was so great to see our chapter so well represented in Washington. Members from all five states and the Caribbean Basin were present. There was even a sighting of our very own Regional Director, Mr. Enrique Cortes. We certainly hope he will join us in Myrtle Beach.

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## EASANS HELPING EASANS COMPETE

By Brenda Cole

One of the very best investments you can make in your business this year is to attend the upcoming Fall Conference which will be held at the Myrtle Beach Hilton, Myrtle Beach, South Carolina on October 7 – 9, 2004.

The conference committee has put together a “can’t miss” program that will offer many new strategies for surviving this business environment, which has impacted most of us. Some of the tips I learned at the Washington convention I shared with you in an article in this *Southwind* titled “Business/Marketing Strategies for EASA Industry Trends.” We will be elaborating on future trends of the industry and survival techniques. Not all of the tips are necessarily NEW ideas, but I am sure you will learn at least one new idea to take back to your business. **I’m so confident of this that I will personally refund your registration fee if you feel you have not done so.**

We are pleased to have Mr. Bill Nielson, EASA’s International Chairman of the Board, as our guest in Myrtle Beach. His attendance is even more significant because he is Chairman of the International Marketing Committee that produced the White Paper, “Future Trends” and that will be the theme for this conference. Bill is certainly the most knowledgeable person to help present these strategies to our members.

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**BE SURE TO READ  
PAGE 4 FOR  
IMPORTANT  
INFORMATION!**

## Competition ... Not Warfare

By Raymond K. Paden

Sometimes we start to look at our business matters as warfare. We think of our business plan as battle tactics, our competitors as enemies, and equate our business success with personal survival. This kind of thinking is not only unhealthy, it is counterproductive. Virtually all EASA Members are competitors, but *we are not enemies!* Although we compete for business, we are all working together (or should be) to secure the health of our organization and our industry, and to that end we can and should help each other. As long as everyone "plays by the rules," our relationships with our competitors and suppliers should be more like a good game of baseball than a battle.

But there's the problem; the rules are changing. Many motor manufacturers have bypassed the traditional motor shops and have targeted their sales strategy through mass-distributors, or worse, gone directly to our customers with national purchasing contracts. While our motor sales are drying up, competition with inexpensive foreign-built motors has pushed the price of new units so low that rewinds are sometimes impractical for 50, 60, or even 100 horsepower motors. Even as manufacturers are competing with shops for new motor sales and pricing them out of rewinds, they are offering less (and slower) compensation to the motor shops that service their warranty claims. There are even rumors that some manufacturers are planning to open their own warranty service facilities and bypass the EASA motor shops altogether. Of course, all of this is just "business," and no one asserts that the manufacturers do not have the right to do these things, but motor shop owners are angry, and are looking for some way to strike back.

Which brings me to the 2004 Fall Conference, October 7-9 in Myrtle Beach. One focus of our conference this year will be to open a dialogue on these issues. To that end, our motor shops will gather for a "round table" discussion on these and other issues, and will then present their concerns and questions to representatives of the motor manufacturing industry. We aren't expecting a love-in, but civil behavior will be required of everyone and we hope that all sides will come away with a better understanding of the way the changing market is affecting all of our members. It is possible that the discussions among our motor shop members may produce ideas or actions that could favorably impact our problem. At the very least, we expect that everyone will have an opportunity to vent a little and it will be comforting to know that our competitors share these problems.

Be sure to read this issue of the *Southwind* carefully for more information about our 2004 Fall Conference in Myrtle Beach, South Carolina, and make your plans now to attend. You won't want to miss these round-tables or any of the other exciting events we have planned.

### 2004 Fall Conference Myrtle Beach, South Carolina October 7 – 9

We have negotiated a great room rate of \$99 per night, and every room is *ocean view!* Don't miss the cut-off date of September 1. Ask for the special "Electrical Apparatus" rate.



10000 Beach Club Drive  
Myrtle Beach, SC 29572  
(866) 454-8309

## A Poignant Moment

I thought you might enjoy hearing about a very moving ceremony we were privileged to witness while in Washington. On Saturday evening we signed up for the "Monuments by Moonlight" tour. We visited all the various memorials, World War II Memorial, Vietnam Memorial, Lincoln Memorial, etc and the final visit for the evening was the Iwo Jima Memorial – a breathtaking sight. All the flags in Washington were flying at half-staff in honor of President Ronald Reagan. As we arrived, two Marines raised the huge flag all the way to the top of the pole. Next they lowered it and removed it. They proceeded to raise a smaller flag to the top of the memorial. After a few minutes of flying high above the Iwo Jima Memorial, this flag was lowered, removed and folded in a very solemn ceremony.

Our guide informed the group that we had just witnessed a rarely seen "*Casket Ceremony*" and that this flag would be presented to a fallen Marine's family. It was a deeply affecting moment for all of us.

*Brenda*

## EASANS HELPING EASANS COMPETE

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Myrtle Beach will not be all work and no play. We have tournaments planned...golf, tennis and volleyball. We have a new concept planned for our vendor exhibition that you won't want to miss. We have a *poolside, casual dress finale* planned for Saturday evening so plan to stay over and enjoy Myrtle Beach and the comradery of our fellow EASA members. We will do a little shaggin', maybe some kareoke, (at the request of your Vice President) and a lot of eating and drinking.

Myrtle Beach is beautiful in October with daytime temperature means of 76 degrees and ocean temps of 73 degrees. The thousands of restaurants offer every cuisine imaginable. My favorite is Landry's Seafood Restaurant, where the king crab legs are the best I have ever eaten. The shopping is among the best I have done. Turn over those credit cards and the spouses/guests will find an enormous selection of stores to use them in.

The Myrtle Beach Hilton has hosted our group before. They did a fabulous job then and are excited to host us once again. Every room has an ocean view and are available for this conference at a very affordable \$99.00/night. This property has recently completed a renovation so for those of you who attended the 1996 Fall Conference there, you are in for a pleasant surprise.

Please consider attending this conference. I really believe there will be something for everyone who attends. After all, you have my personal guarantee. So what do you have to lose?

## “Business/Marketing Strategies for EASA Industry Trends”

This convention seminar presented by Mr. Michael Marks was very enlightening. We will be elaborating more on this subject matter at our Fall Conference in Myrtle Beach, but I did want to share a sampling of the strategies Mr. Marks presented to the attendees.

- In order to have an outstanding customer relationship – You must always do what you say.
- If you decide to stay heavily invested in this industry – You must do NEW things not the same things better.
- You must get ruthless and focused on customer retention.
- You must become a predator within the EASAN flock. Do what you do best and buy the rest. Have alliances with fellow EASANS.
- All customers are not alike. Rate your customers and educate your employees to understand the importance of the ratings.
- Provide computer tools and resources for your technicians instead of your salespeople. High service margin service center = a lot of traditional service plus predictive and preventative maintenance, high use of the Internet by techs, and a lot of alliances that increase revenue without a lot of added costs.
- Hire and retain good employees (DUH!) Get them in the right positions. Make sure they know what to do. Give them the necessary resources. Leave them alone. Remove obstacles as they arise.
- PLAN PROFIT FIRST!

### The Bottom Line ...

**Decide: are you playing the game to win, or are you simply playing not to lose?**

## Congratulations to our very own Fred Stephens

of Commercial Electric and S/W Enterprises in Savannah. Fred was awarded EASA’s prestigious *Lifetime Achievement Award* at the Washington convention. Fred so richly deserved this award for his loyalty and dedication to the electric motor industry over the past 64 years. He is recognized throughout the industry as one of the foremost contributors of new technology in motor winding.

An author, having published the book, “The Art of Winding Electric Motors”, he also prepared instructional books pertaining to new technology in electric motor winding in addition to articles for Electrical Apparatus Magazine. He has also done consultant work for the United States Navy, the Canadian Navy, the Egyptian Navy, General Electric, Westinghouse Electric as well as many independent companies. Fred designed and supervised the installation of an electric motor rewinding shop aboard the repair ship, U.S.S. Sierra for the United States Navy.

Most recently, by request of the Norfolk Naval Fleet Training Center Chief, Fred introduced to a class of officers, the CCCS Winding Method that both Norfolk and San Diego Fleet Training Centers are starting to teach. As developer of the Continuity Phase Method, the 4 CS Method, the 3CSS Method and Teach Tech, he has developed numerous types of labor-saving equipment over the years such as the Coil Puller, Machine Master and Winding Equipment. Fred’s philosophy is “There is always a better way.”

Fred’s service to EASA includes 6 years on the International Board of Directors, EASA’s Engineering Committee and Chairman of EASA’s Technical Training Committee.

Congratulations Fred Stephens and we enjoyed sharing this event with you and Marjorie.

## YEARS OF SERVICE AWARDS

The following Chapter members are eligible for awards at this year’s fall conference. If you know of a member firm that is eligible, but not listed here, please contact the chapter office right away.

### 25 Years of Service

D. I. Banks Electric Motor Repair Inc.  
Bi-State Coil Winding Inc.  
Lake City Electric Motor Repair Inc.

New Bern, North Carolina  
Ridgeway, Virginia  
Lake City, South Carolina

### 40 Years of Service

Averitt’s Electric  
Sumter Machine Co. Inc.  
T&S Electric Motors Inc.

Laurinburg, North Carolina  
Sumter, South Carolina  
Tifton, Georgia

### 50 Years of Service

Conway Electric Motor Service  
Crimson Electric Inc.  
Fielder Electric Motor Repair

Conway, South Carolina  
Greer, South Carolina  
Galax, Virginia

### 60 Years of Service

Southern Armature & Pump Co.

Fort Lauderdale, Florida

## Saying Goodbye ...

The Officers and Board of Directors of the Southeastern Chapter are sad to note the passing of the following friends during the past few months:

Tom Gibson  
12/14/1918 – 12/12/2003  
Huntersville, North Carolina

Louie W. Cleveland Sr.  
6/11/1911 – 1/22/ 2004  
Atlanta, Georgia

The thoughts and prayers of the chapter also extend to Dennis and Tammy Fortner of Dahlonega, Georgia. Their son Kevin drowned in Lake Lanier on June 19. Kevin was twenty-two, and was employed at Fortner’s Electric Motor Sales and Service.



**Southeastern Chapter**  
**Electrical Apparatus Service Association**  
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Atlanta, GA 30315  
(404) 622-1441 (404) 622-0461 FAX

## IMPORTANT NEWS

### *Please Read This!*

**On April 23, 2004, upon motion duly made, seconded, and approved, the following was adopted by the Southeastern Chapter Board of Directors:**

RESOLVED, that the following proposed actions be presented to the membership at the annual meeting of the chapter. These proposals are *mutually exclusive*, that is, no more than one may be adopted by the membership:

- (a) RESOLVED, that in the event the Chapter suffers a net operating loss in any given year, the Board shall divide the amount of that loss by the number of Active and Affiliate members, round to the nearest dollar, and add the result to the annual membership dues amount for the following year.
- (b) RESOLVED, that the Board shall increase the annual membership dues amount to \$200 per year, and that a dues credit of \$100 be given annually to each member firm that attends one or more Chapter conferences each year.

## Washington Convention News

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These conventions are truly a good value. It is not just a tax-deductible vacation; EASA tries to make sure there is something beneficial there for everyone. For many years, I participated in the Spouse Program. It mostly consisted of ladies who had a wonderful time on selected tours while their husbands were in seminars. But since I became more involved in our company and in the chapter, I started attending the Business Program and have been very impressed with how relative the program matter is to our everyday business. If you have never attended one of these conventions, consider attending next June 26 – 29. We will be at the Opreyland Hotel in Nashville, Tennessee – a short drive or inexpensive flight on AirTran Airlines for most of us in the Southeastern Chapter. Mark your calendars now!

**PLEASE NOTE:** These resolutions *have not yet been adopted*. Due to the important and controversial nature of these actions (they involve your money!) the Board has decided that they should be considered by the membership at the annual meeting of the Chapter, held in concurrence with our Fall Conference, October 7-9 in Myrtle Beach, South Carolina. At this meeting these motions will be considered by the membership, and may be amended, tabled, passed or defeated in accordance with parliamentary procedure and our Chapter's bylaws.

Please consult the Southeastern Chapter Bylaws Article XII for information on such actions, proxy voting, and quorums.