

# 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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## Registration Information for 2017 Fall Conference Released

The registration season for the 78<sup>th</sup> Annual Fall Conference of the Southeastern Chapter is underway, with the conference package release by email on July 28 and the “paper” version in snail-mail shortly afterwards. The conference committee has forged powerful Technical and Sales/Managerial programs for us this year. The **Technical Program** offers two tracks: [A] The ever-popular *Fundamentals of Pump Repair* taught by EASA International Technical Support (Pump and Vibration) Specialist Gene Vogel; and [B] a multi-tiers seminar series on motor testing, with Friday morning’s class presenting a special emphasis on ultrasonic (UE) and infrared (IR) technology, and Friday afternoon and Saturday’s focus on De-Energized and Energized Motor Testing to ASTM Standards. The **Sales/Managerial Program** will feature noted speaker Joe Ellers on *Outselling the Competition: Moving from Reactive to Proactive Selling and Finding the Decision-Maker at Every Company*. We can now also announce that the Sales/Managerial Program will include *Selling More by Expanding Your Business Offerings into Motor/Equipment Management*, a half-day class presented by Rick Hollen, Business Development Specialist at Spring Point Solutions. Some bullet points from this seminar:

- What is motor/equipment management?
- Your Value Proposition
- Transparency – giving customers the insight they want
- Make life easier for your customers
- Real-Time information flow
- Proactive vs Reactive
- Cataloging equipment
- Preventative/predictive maintenance
- Storage of spares
- Spare and Repair Strategy
- Providing routine detailed reports
- Incorporating customer specifications
- The importance and effect of recurring revenue
- Approaching customers with the concept
- Managing customer expectations
- Tracking business opportunities
- The value of data
- Getting started

You can download the entire registration package, including more information and registration forms, at <http://easasoutheast.org/FallConference.htm>.

### Exhibitors Wanted!

Last year’s conference featured thirty-three exhibitors showcasing their products and services on thirty-four tables, and we hope to surpass that milestone this year. We have reserved a larger exhibit hall and are planning an exciting Friday night, with the President’s Reception, dinner, drinks, drawings, games and fun for all.

### Inflation Buster!

At this year’s conference we are “holding the line” with prices unchanged from last year for the Technical and Sales/Managerial Programs, Exhibit-Hall-Only passes, Exhibit Tables and hotel room rates!



More Fall Conference details inside!  
**HOTEL DEADLINE**  
**AUGUST 30!!!**

## Spouses and Guests Welcome!

The conference committee has something special planned this year for our Spouse/Guest attendees. Friday will begin with a short bus ride to Charleston (with guide) and a tour of beautiful Charleston Harbor, with box lunch during the cruise. Friday afternoon will feature a guided tour of historic colonial plantation house Drayton Hall on the Ashley River just north of Charleston. Attendees will then return to the hotel for an evening in the Exhibit Hall, including reception, dinner and drawings. Saturday morning those who choose to do so will car pool to the nearby Tanger outlets, returning to the hotel in time for the final banquet luncheon with our Technical and Sales attendees.

### Box Lunch Menus

All served on soft baguette

**Ted's**  
BUTCHERBLOCK

1. Turkey & Swiss – mixed greens, ripe tomato
2. Ham & Swiss – mixed greens, ripe tomato
3. BLT – artisanal bacon, ripe tomato, mixed greens, garlic aioli
4. Waldorf Salad – chicken, dried cranberries, pecans, apple & brie, lightly tossed in garlic aioli
5. Caprese – homemade mozzarella, plum tomato, paper thin prosciutto, hand-picked basil, white balsamic vinaigrette
6. Grilled Vegetable Panini – grilled marinated vegetables (seasonal), farmhouse cheddar, house vinaigrette

All include a side of fresh fruit, fresh-baked cookie and a token redeemable for a soda or bottled water from the Carolina Belle snack bar. Condiments served on the side.

**Important!** Be sure to include your cell phone and email address with your registration! You will be contacted for your menu choice 2-3 weeks prior to the conference.



## Meet Your Officers and Directors:

Southeastern Chapter Vice President Bobby Powell



Hello and greetings to all. I have been with Holland Industrial for thirty-eight years and I am currently one of thirty-five “Employee Owners”! I got my start in the electric motor repair business by working in the electrical shop my junior and senior year in high school while growing up at Oxford Orphanage in Oxford NC.

I have always enjoyed working in the electric motor repair industry. Especially on the sales side where I have been very fortunate and very successful for many years. As a young man working for the Holland’s, I always toyed with the idea of one day owning and running my own motor repair business. That opportunity was granted to me and others in 2004 when Charles and Larry Holland agreed to sell Holland Industrial to the employees. Mr. Charles S. Holland Sr. started the company in 1952. Charles and Larry wanted to see the successful business that their daddy started and they built, along with their good friend Neil Gillespie, continue for many years. Holland Industrial became a 100% “ESOP” that day and we have never looked back. We expanded our in house repair capabilities and our on-site services to the point that we now cover about two thirds of North Carolina and south side Virginia in repair services and sales. I cherish this great opportunity that the Hollands gave us every day! As many of you already know, whether you are corporately owned, family owned or ESOP owned, the electric motor repair business can be quite challenging and demanding, but the opportunities and rewards it brings make it all worthwhile.

When I’m not working I like spending time with my family and my seven grandchildren. I enjoy college sports, golfing, hunting, fishing and running behind a good pack of beagle hounds! If we can ever be of any help to you please do not hesitate to call me!

### Southeastern Chapter Board to Meet Soon

The Southeastern Chapter Board of Directors will meet in conjunction with the annual Fall Conference this September. At this meeting, the board will take up old and new business, including the election of new chapter officers for the 2018-2019 membership year. If you have any item of business that you would like for the board to consider, please submit it to the chapter office no later than September 1.

### \$200 TECHNICAL

[A] Fundamentals of Pump Repair with Gene Vogel, or  
[B] Ultrasonic / Infrared inspections, Online and Off-Line testing of Electric Motors, with Adrian Messer and Don Donofrio  
Friday: All-day Class, lunch, Friday evening Exhibit Hall and dinner. Saturday: Half-day Class, Final Banquet Lunch.

### \$200 SALES/MANAGERIAL

Friday: Joe Ellers: Outselling the Competition: Moving from Reactive to Proactive Selling and Finding the Decision Maker at Every Company. Friday: All-day Class, lunch, Friday evening Exhibit Hall and dinner. Saturday: Half-day Class (to be announced later), Final Banquet Lunch.

### \$130 SPOUSE / GUEST

Friday: Lunch cruise and tour of Charleston Harbor. Box lunch provided (you will be contacted by email or phone for your menu choices) and snacks/drinks will also be available at snack bar on the boat. Afternoon will include guided tour of Drayton Hall Plantation. Friday evening: Exhibit Hall and Dinner. Saturday: car pool to Tanger Outlets, Final Banquet Lunch.

### \$66 EXHIBIT HALL ONLY

Includes Friday evening admittance to the Exhibit Hall with dinner only. Breakfasts for all registered guests are included with the hotel room.

### \$450 EXHIBITOR RESERVATION

One six foot exhibit table, draped, with chair, including entrance and dinner in the Exhibit Hall of course. Please contact the chapter office with questions on shipping to hotel, drayage, electrical service, wireless Internet or other matters.

Unfortunately, we are again unable to extend a complimentary conference registration to exhibitors, but exhibitors are welcome to join us for our Saturday Final Banquet lunch. We only ask that you inform us of that (see Form E for more details). As has long been our practice, vendors may not register for the conference or for the Exhibit Hall unless they are an Exhibitor or Sponsor, or are associated with a vendor who is an Exhibitor or Sponsor. This restricts presence in the Exhibit Hall to those vendors who have supported the conference financially.

### \$80 / \$60\* GOLF TOURNAMENT

Thursday at Shadowmoss Golf Club, meeting in the hotel lobby at 7:30 AM, shotgun tee time at 8:30 AM. Includes greens fees, cart and lunch sponsored by Holland Industrial. We will carpool to the course, only minutes away. *Participation is limited!*

\*To encourage more participation, we are extending a \$20 discount this year to motor shop personnel.

Golf Lunch Sponsored by





The Electro-Mechanical Authority  
SOUTHEASTERN CHAPTER

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**Chapter President Frank Leonard**  
**October 1976**



**Frank Leonard, June 2013**  
(Photo Courtesy of the Bristol Herald Courier)

We are sad to announce the passing of Frank Leonard of Bristol, Virginia. Frank served the Southeastern Chapter as president 1976-1977. He remained interested in chapter affairs and active at Southeastern Chapter Member Firm Electric Motor Repair & Sales Co. until his sudden passing in September of 2016. He owned several companies in related fields, and was a noted community philanthropist.

### IMPORTANT DATES

#### HOTEL ROOMS

*Registration Deadline* August 30  
Registrations accepted after this date *if space is available*. We have a very good rate and you don't want to miss it. Please register *now!*

#### GOLF

*Registration Deadline* September 7  
Registrations will be accepted after this date *if space is available*.

#### FALL CONFERENCE

*Conference Dates* September 28-30  
There is no deadline to register, but PLEASE don't wait until the last minute!