

# Southwind

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3rd QUARTER 2019



## Electrical Apparatus Service Association

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

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Director at Large  
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Region II Director  
Bret McCormick

Affiliate Representative  
Jimmy Walker

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## Get Ready for the 80<sup>th</sup> Annual Southeastern Chapter Conference

As you probably know, the 2018 “Fall Conference” was blown into March of 2019 by Hurricane Florence. After the success of that rescheduled conference, the chapter board decided to move our annual conference to the spring for a few years. Now, the 2020 annual conference is being planned for **April 16-18, 2020** at the Hilton Daytona Beach Oceanfront Resort. This beautiful hotel is in the heart of Ocean Walk Village, only 15 minutes from the Daytona Airport, with an indoor connection to the Ocean Walk Shoppes, featuring entertainment, shopping and more than seven diverse restaurants and lounges.



This luxurious hotel is right on the Atlantic Ocean, where the wide, flat beach is open to emergency vehicles only, so you won't have to worry about getting run over by a three-wheeler while you're sunbathing. There are two heated pools (one indoor/outdoor and one outdoor) and of course the entire Atlantic Ocean, which is solar heated.

**Managerial Program:** On Friday, Fred Pryor Seminars will present *Leadership, Team-Building and Coaching Skills for Managers and Supervisors*. Gone are the days when bosses simply told subordinates what to do. Today's managers and supervisors need to know how to increase productivity through motivation. They need to build team loyalty as well as deal with the problem players too. This one-day seminar is designed with one purpose in mind: to increase proficiency in the broad range of skills needed to be a successful coach. **Who will benefit most?** New managers and supervisors; experienced managers and supervisors who have never been formally trained in coaching skills; those directed

### The Board and Chapter Welcome New Region II Director Bret McCormick

EASA HQ has announced that Bret McCormick of Stewart's Electric Motor Works, Inc. in Orlando, Florida has taken office immediately as Region II Director and will serve until June 2022. Mr. Jeff McCroskey of Ireland Electric in Virginia Beach, Virginia is the elected alternate and will serve in any instance where Mr. McCormick is unable to attend a meeting of the EASA International Board.

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to increase productivity; newly appointed team, workgroup and project leaders; and those who have been challenged with productivity issues.

**Program Agenda:**

- **The “Want-to-Win” Attitude: How to Build it**
- **Strategy and Planning Essentials for Managers/Coaches**
- **How to Coach Your Team**
- **How to Handle a Coaching/Counseling Session—and When to Leave it to Professionals**
- **Coaching Superstars: How to be a Manager and a Mentor**

**Day Two of the Managerial Program** will feature a *Round Table* discussion on Workplace Safety for Managers and Owners. Just about anyone who has been in the electric motor repair industry for more than a few months has a tale to tell: workplace hazards discovered, near-miss accidents and unfortunately *didn't-miss* accidents. One incident could end your business and worse, someone's life. Participants will have the chance to share things that they have learned, often the *hard way*, so that others can hear and benefit from these experiences. These *networking* opportunities are among the most valuable benefits to participating in chapter meetings.

**Technical Program:** On Friday and Saturday, several speakers will present training on a variety of subjects of primary interest to motor mechanics. More information on speakers will be available later, but topics will probably include:

- **Pumps: bearings, mechanical seals and hybrid coatings**
- **Balancing and vibration techniques and skills**
- **Rigging: proper lifting procedures and equipment**
- **Torch operation: proper procedures and safety**

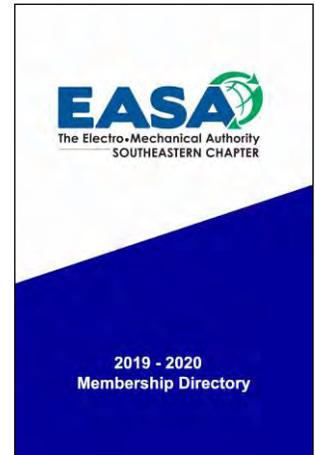
**Exhibit Hall:** Our renowned Exhibit Hall will open on Friday evening with good food, fun, fellowship, drawings with cash and other prizes, and of course, interesting exhibits from our Affiliate Members and other vendors. You won't want to miss this! Meet and talk with your vendor salespersons in a relaxed, casual atmosphere without ringing phones and frenzied questions from employees. Enjoy the reception, open bar and buffet dinner. And don't forget to mingle with your fellow EASAns, network and just have a good time.

## 2019-2020 Chapter Directory Now Available

The 2019-2020 Chapter Directory, which includes phone, address and contact data for all Southeastern Chapter Active, Affiliate and Privileged Members is now available for download on the chapter website:

[www.easasoutheast.org](http://www.easasoutheast.org).

Chapter members will soon receive an email with instructions on how to access the password-protected directory page to download an e-version of this handbook. Professionally printed copies of the directory are also available from the chapter office for \$12 postage paid. **Under no circumstances may the information contained in this directory be used for marketing purposes except by members of EASA.**



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## WELCOME TO OUR NEW CHAPTER MEMBERS

The Southeastern Chapter extends a hearty welcome to our members who have joined since January 2019.

Escambia Electric Motor Sales & Service  
1101 W. Main Street  
Pensacola FL 32502-5338  
(850) 432-1577  
[www.escambiaelectric.com](http://www.escambiaelectric.com)

Gipson Electric Motor Repair Inc.  
135 Shamrock Blvd. Ste. D  
Tyrone GA 30290  
(770) 631-6076

Macs Industrial Motor Works  
2801 US Hwy 17 South  
Richmond Hill GA 31324  
(912) 756-1806  
[www.macaljon.com](http://www.macaljon.com)

Motors, Pumps, and Gears, Inc.  
4604 Kolb Ave.  
Columbus GA 31904  
(706) 221-9396

## Greetings from Newly-Installed Region II Director Bret McCormick

To the members of the Southeastern Chapter,

It's a great honor to have the opportunity to begin my term as Regional Director for the Southeastern Chapter, Region 2. Our EASA membership year starts in spring, a time for new beginnings. The promise of a new year starts with spring planting, so I'd like to plant a few "seeds" with my fellow members.

The Southeastern Chapter has always been among the leading chapters in EASA. To continue with that leadership it is important for you as a member to actively participate. Southeastern Chapter conferences are known throughout EASA and our vendors as among the most informative and best-run. Our 80<sup>th</sup> Annual Conference next April in Daytona Beach, Florida will be no exception. Please plan to attend, and also plan to attend the upcoming International Convention in Nashville for important educational seminars in both business and repair techniques. You can walk the floor of the *only trade show* specifically tailored to our industry.

Many conversations with motor repair shop owners and managers lead to the "I can't afford to go" remark. If you don't gain valuable knowledge and someone else does, you WON'T be able to afford to keep your business running. For you to continue to be a force in your industry, you can never stop learning and expanding. You can learn to run your business or it will continue to run you.

Nothing compares to attending EASA meetings. I know the most important thing you will learn at an EASA sponsored meeting is that the EASA members that attend are *just like you!* They have the same problems with employees, vendors, insurance companies, and customers. Only the names have changed to protect the not-so-innocent!

My father worked in this industry from 1946 until he retired from active participation in 1985. He was President of our Chapter in 1989. I served on the Southeastern Board from 1996 to 2002 with Ken Randall, Rick Lloyd, Shawn Venable, and Susan Hamilton, all second generation EASAns. I look at our present Southeastern Chapter Board of Directors and see Kelly Bolin, Iain Jenkins, and Hatcher Overton. They are from second and third generation family owned and operated businesses. I challenge you to bring your daughters and sons to Daytona Beach and Nashville so we might carry on this wonderful tradition. You will certainly reap what you sow!

I'm looking forward to meeting, listening, and talking with you during the next three years.

Sincerely,

Bret McCormick  
Region 2 Director

## Southeastern Chapter Board of Directors Meeting

The Annual Fall Meeting of the Southeastern Chapter Board of Directors was held September 21 at the Hilton Daytona Beach Oceanfront Resort in Daytona Beach, Florida, our venue for next year's conference. The board was able to experience this beautiful property first-hand before selecting it for our 2020 conference, and we are confident that our members will be as impressed as we were.

At this meeting of the board, the following actions were taken:

### Presentation of the Membership Report:

The Southeastern Chapter has 205 Active Members, from the following states:

|                 |    |                 |    |
|-----------------|----|-----------------|----|
| Florida:        | 57 | Virginia:       | 22 |
| Georgia:        | 42 | Caribbean:      | 16 |
| North Carolina: | 44 | Out of Chapter: | 1  |
| South Carolina: | 23 |                 |    |

The chapter also has 12 Affiliate Members and 4 Privileged Members.

### Presentation of the Financial Reports:

As of August 30, 2019, the Southeastern Chapter balance sheet is recorded as follows:

|                 |         |                      |         |
|-----------------|---------|----------------------|---------|
| Current Assets: | 99,865  | Liabilities          | 18      |
| Other Assets:   | 494     | Equity:              | 100,341 |
| Total Assets:   | 100,359 | Liabilities & Equity | 100,359 |

### Election of New Chapter Officers for 2020-2021

President:  
Billy Johns  
Stewart's Electric Motor Works  
Orlando, Florida

Vice President:  
Bill Henkel  
Rocky Mountain Electric Motor LLC  
Rocky Mountain, North Carolina

Secretary-Treasurer  
Iain Jenkins  
Jenkins Electric Co.  
Charlotte, North Carolina

## Important Information for the 80<sup>th</sup> Annual Southeastern Chapter Conference in Daytona Beach, Florida

It has been many years since we went to Florida, and we are expecting our 80<sup>th</sup> conference to be one of our best. The Hilton Daytona Beach Oceanfront Resort is a beautiful property right on popular Daytona Beach, and April is a great time of year to be there. However, there are some *very important things* that you should observe:

**Our room block will most likely sell out.** I know that I tell you this every year, but often I am able to call the hotel and get some rooms added to our block a few weeks out from the meeting date. *That is not going to happen this time!* If we need to add rooms in November, we might be able to, but if we call in January or February trying to add rooms, the hotel *will not* be able to accommodate us. Therefore we are offering a **twenty-five percent (25%) discount** on every conference registration\* that is received in the chapter office by November 30 **if it includes a valid hotel confirmation number.** This way, if our block sells out in November we *might* be able to get some more rooms. **So don't procrastinate!** Get your rooms and if you find out later that you cannot attend, cancel your reservation more than 72 hours from your arrival date and you will not be charged a penalty. You can make reservations by calling 866-536-8477, 1-800-HILTONS (24-hour reservations), 386-254-8200 (hotel direct, M-F, 9am-5pm) or at

our dedicated Internet reservations site [here](http://www.easasoutheast.org). (If you're reading a printed Southwind, look for a link at [www.easasoutheast.org](http://www.easasoutheast.org).)

**We have negotiated a fantastic rate of \$129 per night (plus tax) for this hotel!** but parking near Daytona Beach is at a premium, so parking will be extra. Valet-parking is \$30 per car per night. Self-parking is a special rate of \$12 (instead of \$20) per car per night. This is something to bear in mind when deciding whether to drive or fly. Also, the self-park lot is about a half-block away, so start getting in shape now if you are going to self-park. There are lots of places to eat and things to do within walking distance of the hotel, so you should not need a lot of "in and out."

**The Resort Charge has been waived for our group.** If you use

our dedicated Internet reservation site, on the first page you will see a notice to this effect. On the second page and following, though, it will appear to say that the Resort Charge is in effect. Ignore that. The Resort Charge will not be applied to your reservation. Some services and discounts will not be available because we waived the charge, but we felt sure that you would approve.

**Sleep like a King or gaze at the sea!**

This is a convention hotel, so most of their rooms have two Queen-size beds and

therefore most of the rooms in our block do as well, and they are all ocean-view. We do have *some* rooms with King size-beds, but they are "city-view." Bear that in mind when you make your reservations. Once the Kings are gone, we are unlikely to be able to get more.



The Electro-Mechanical Authority  
SOUTHEASTERN CHAPTER  
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Locust Grove, GA 30248

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