80th Annual Southeastern Chapter Conference Planned for Daytona Beach, Florida

The 2020 Annual Conference Committee has announced that our 80th chapter conference is planned for April 16-18, 2020 at the Hilton Daytona Beach Oceanfront Resort. This hotel is right on the Atlantic Ocean, with two heated pools (one indoor/outdoor and one outdoor) and direct indoor access to the Ocean Walk Village shops and restaurants.

**Managerial Program:** On Friday, Cheryl Grazier of Fred Pryor Seminars will present *Leadership, Team-Building and Coaching Skills for Managers and Supervisors*. 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 to increase productivity; newly appointed team, workgroup and project leaders; and those who have been challenged with productivity issues.

25% Discount Available for Early Registration at the 2020 Annual Conference ... but there’s a catch!

The Hilton Daytona Beach Oceanfront Resort is a beautiful and luxurious venue, right on the ocean with lots of fun things to do within easy walking distance. But it has been nineteen years since we visited Florida and although we are hoping for record-breaking attendance, we do not like to pay for empty rooms! The block we have reserved is healthy, but we fully expect it to sell out and, although we are often able to add rooms to our block as the deadline approaches, *that is not going to be possible for this meeting*. We might be able to add rooms in December, but we are not going to be able to add them in January or later. For this reason, we are trying to encourage early registration so that we might have the option to increase our block if necessary.

Therefore, the Conference Committee has extended a 25% discount for Managerial and Technical registrations received by November 30 provided that they include a valid hotel confirmation number. There is no reason to let this hefty discount pass you by! If you register now and in January or February you find that you cannot attend, you can cancel both your conference registration and your hotel reservation with no penalty.
Meet Your Board of Directors: Florida State Director Todd Griffin

Todd Griffin was born in Lakeland, FL and has lived there his entire life. He’s been in the motor repair business for 33 years, starting his career working at Burnett Electric Motor Service in Lakeland, FL. Todd spent the first nineteen years of his career learning the business from the ground up, working as a mechanic, winder, and shop foreman before eventually being named general manager. In pursuit of greater opportunities, Todd left Burnett in 2005 and joined Flanders Electric Motor Service (now FLANDERS). At FLANDERS, Todd worked in various roles including inside sales, job estimating and purchasing. He later moved to outside sales as an account rep. before being promoted to southeast regional sales manager, a title he held for eight years. In May of 2018, Todd was promoted to general manager of FLANDERS’ Lakeland, FL Regional Service Center. In this role, Todd is responsible for profit and loss, business development, and growing future leaders within the FLANDERS organization.

Throughout his career, Todd has attended many EASA training classes and utilized the many resources made available by EASA to help further his knowledge and growth in the motor repair industry. In early 2019, he was voted on to the board of directors for EASA’s Southeast Chapter and is currently serving as Florida state director.

Todd has been married to his wife, Jody, for 33 years and has two children, Jessica and Dillan and three grandchildren. In his spare time, Todd enjoys the outdoors, fishing, hunting, and golfing.

Greetings from Region II Director Bret McCormick

To the members of the Southeastern Chapter,

As we approach the beginning of the “holidaze,” it’s a time for family, friends, and our business associations. Nothing replaces the bond between loved ones. One of the main reasons you drag yourself out of bed in the morning is to be sure that the ones you care for have what they need. Your friends are your support group, as they have the same reasons and motivations as you. I once knew a motor winder that said “you have to be able to get along with the people you work with because you spend more time with them than your family.” There’s a lot of truth in that statement. Long hours take you away from your family and it may make it difficult to maintain the balance between the two. Remember those slow days that you wondered and wondered if or when the next job was going to show? Instead of worrying, volunteer at your children’s school, your church, or a local shelter. Today’s interconnected world means you will never miss that important phone call and you will gain insight to how others perceive your world and you theirs. It’s truly all about finding that balance.

Did you know the EASA.com website has been updated? Visit and see what’s new! I want to remind you about an outstanding arrangement EASA headquarters has made with our Vendors. The upcoming schedule of Webinars all have sponsorships so there is no cost associated to Members. The important and valuable training is provided by EASA staff. On select Wednesdays at 1:00 EDT the upcoming slate will be a great aid to training not only your crew, but the opportunity to invite your clients in to see that you are engaged in training that will help you in your local market. Informative and free! Does it get any better? If you have any comments, concerns, or suggestions you want presented to the International Board of Directors, please send them to me before February 1, 2020. My e-mail is bret@semw.net.

Lastly, Leigh and I wish all of you a safe, happy Holiday Season. We are looking forward to seeing and meeting you in Daytona Beach next April.

Bret McCormick

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**IMPORTANT DATES!**

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<th>Date</th>
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<td>EASA Southeastern Chapter 80th Annual Conference</td>
<td>April 16-18, 2020</td>
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<td>Cutoff for 25% Discount</td>
<td>November 30, 2019</td>
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<td>Actual Hotel Cutoff Date</td>
<td>March 6, 2020</td>
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<td>Deadline for Golf</td>
<td>March 16, 2020</td>
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<td>Last Date to Cancel Conference Registration without Penalty</td>
<td>April 1, 2020</td>
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<td>Deadline for Ads</td>
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<td>Deadline to Cancel Hotel Reservation without Penalty</td>
<td>72 Hours before Booked Arrival</td>
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2020 Annual Conference will Publish Ad Booklet

The last time we produced an Ad Booklet was for our 75th Annual Chapter Conference in 2014. Next year we will observe our 80th Annual Southeastern Chapter Conference, and this also calls for something distinct. To recognize this event, we will publish a special advertisement booklet featuring every exhibitor. Also included will be a detailed description of the Managerial, Technical and Spouse/Guest programs, speaker bios, VIP guests in attendance, and anything else special that I can think of to put in there!

Included with each exhibit table will be one full-page (4x6) monochrome ad. Extra ads may be purchased for $100, and there will be only one full-page COLOR ad on the outside back cover which may be purchased for $250. This will go to the first person who orders and pays for it! Ad publication is also open to Active Members; you do not have to be a vendor or exhibitor to place an ad!

All ads must be submitted to the chapter office no later than February 29, 2020! After this date there is no guarantee that copy can be included in the booklet.

Across
2 Rating of capacity
7 Transformer grammar school
8 Life's blood of the bearing
9 It conducts ... sort of
11 M&TE verification
13 Test can be AC or DC
15 Motor leaks!
18 Wishful connection
19 A type of winding or winding failure
21 Transformer defensive backs
22 As they go up RPM goes down
23 Commutator coil
24 Brush shunt (oink)
25 How much can it carry?

Down
1 IR10 / IR1 index
3 It's like Bourbon Street!
4 Not a bunny
5 One type of current changed into another
6 Motor's "dog tag"
10 They're really stacked!
12 VIRtually unbreakable Law
14 A spike, not a hobo
16 Connection with no neutral
17 Parallel or angular
20 Good place to pick up

Please let me know if you like the puzzle. There may not be a "Motor Stuff 2".

Motor Stuff 1: Two words? No spaces. You can complete this puzzle online. Follow the link at: http://www.easasoutheast.org/puzzles-and-fun/
Important Information for the 80th Annual Southeastern Chapter Conference in Daytona Beach, Florida

It has been many years since we went to Florida, and we are expecting our 80th 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/spring-conference/). (If you're reading a printed Southwind, look for a link on the chapter website at http://www.easasoutheast.org/spring-conference/).

**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.

I hope to see you next year in Daytona Beach, Florida!