



**Reliable Solutions
Today!**

Australasian Chapter

January 2014
Issue 11

Keeping our members informed

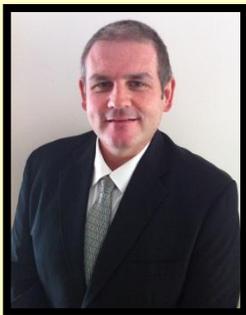
<http://www.easa.com/chapters/australasian>

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Sean McNamara

A Message from your President.

Happy New Year to all of our members and affiliates and I hope that you all had a fantastic Christmas shared with your family and friends.

2014 brings us a new year with new challenges. We are facing a climate where our customers are looking to run their businesses more efficiently and more cost effective than ever before. Focusing on a high quality product that meets their needs and reduces downtime. It is crucial that they align themselves with a business that can assist in meeting these requirements in today's market.

On behalf of the Australasian Chapter, I am pleased to announce that EASA have developed a new logo. Along with the logo's new design, the international committee chose the tagline, "*The Electro•Mechanical Authority*", which makes clear that members work on both electrical and mechanical equipment, and they are the experts in doing so. Members will be able to download the new logo in February, and there is more information on Page 4 of this newsletter.

I am also pleased to say that our October 2013 meeting in Sydney went really well and we look forward to future meeting in the harbour city.

Our upcoming Gold Coast convention is an opportunity for our suppliers/affiliates to display and discuss their products to a captive market. This was trialled last year with great success and feedback by all that attended. To take our businesses to the next level, we need to work closely with suppliers and their products. I encourage all members and affiliates to attend. The Twin Town resort on the Gold Coast has proven to be a great location, and I look forward to seeing you all there.

Sean McNamara
President
EASA Australasian Chapter

"We have had all previous newsletter issues and upcoming chapter information uploaded onto the EASA website. We encourage all of our members to log into and keep up to date"

<http://www.easa.com/chapters/australasian>

“BACK IN SYDNEY” October 2013



Sydney was a successful meeting with a tour of the ANSTO plant at Lucas Heights and great presenters such as David Cuff regarding Superannuation and Leith Hitchcock regarding Reliability and Asset Management. The ladies had a great day on the Harbour, and at the Presidents dinner we raised over \$1000 for the bush fire appeal.



Gold Coast Meeting 28th – 30th March 2014

Come and join us to take part in a great convention and meet with affiliates who will be displaying their great products.

Great Friday and Saturday night entertainment and an overall good time will be had by all.



Enjoy the best beach resort accommodation in Coolangatta & Tweed Heads

Outrigger Twin Towns Resort - famous for sun drenched days and that relaxed beach lifestyle. Our resort accommodation offers life's simple pleasures, with golden beaches just steps away and space and time to relax to do as little, or as much as you like. A host of guest facilities are at your fingertips when you stay in these quality Coolangatta accommodation apartments and hotel rooms.

Outrigger Twin Towns Resort is the perfect choice for an affordable, relaxed beach-style holiday getaway. It's the ideal year-round holiday destination, close to world-class surfing beaches, hinterland wineries, river tours and all the excitement the Gold and Tweed Coasts have to offer.

For more information, please contact Michael Tate, easa.australasian15@bigpond.com

<http://www.outrigger.com.au/queensland/outrigger-twin-towns-resort-coolangatta/overview.html>

BOSTON CONVENTION

June 29th - July 1st 2014 at the Sheraton Boston & Hynes
Convention Center

“LEARN CONNECT PARTNER SUCCEED”



We encourage all of our Australasian members to take the opportunity to attend the USA conventions. They are seen to be believed. Next year the convention is in Boston.

Sheraton Boston Hotel is located just 6.5klms from Boston Logan International Airport. Enjoy indoor access to shopping and restaurants at The Shops at Prudential Center and Copley Place or one of our Boston Back Bay restaurants. Stroll just a few blocks to Copley Square, the Charles River or the Boston Common.

http://www.sheratonbostonhotel.com/?PS=LGEN_AA_DNAD_CGGL_TPRP

Keep an eye out in future newsletters for more information on the convention.

You can also keep updated on <http://www.easa.com/convention>

Australasian Chapter News

New logo to launch in February

Re-branding of association builds on evolution, changes in our industry and EASA's role as "The Electro•Mechanical Authority."

Over the past 25 years, EASA members have changed in various ways to meet more and new demands of our customers. In addition, we've added services and/or products to meet these customer needs. As a result, these changes have required us to become even more technical, product offerings to be more sophisticated, and our business practices to be more efficient.

EASA's technical expertise and training programs also have evolved and grown to help members meet these demands.

In seeing this evolution, as well as an increase in outside influences negatively impacting our industry, our Board of Directors made one of EASA's major objectives in its current strategic plan to "strengthen EASA's position as the recognized authority in electro•mechanical systems."

A new tagline

Along with the logo's new design, the committee chose the tagline, **The Electro•Mechanical Authority**, which makes clear that members work on both electrical and mechanical equipment, and they are the experts in doing so. (Yes, we know electromechanical is one word, by the way. We believe using the bullet shown makes the statement more forceful.)

Although the Reliable Solutions Today! tagline has served EASA well for more than 15 years - as has the "classic" logo we've been using for decades (and which I affectionately call the "meatball") - it was time to move forward with a bold new statement.

After numerous conference calls with the committee and an EASA staff team, the committee recommended the logo to the Board, and it was accepted. We were most pleased that the Board agreed that the new design:

- Maintains the stable image of our past as the foundation via its deep blue color
- Boldly proclaims EASA as the "The Electro•Mechanical Authority" for industrial and commercial markets
- Ties in our important international focus with a stylized globe that also points back to our new tagline
- Represents our industry in a unique way via the rotation reflected in the globe design
- Demonstrates the recycling nature of our business via the green color of the globe.

Extensive work in new design

Needless to say, much thought went into the design and selection! On behalf of the Board and the Marketing & Industry Awareness Committee members, I want to thank the staff team that worked hard on this great design and provided input, including Graphic Designer Deb Holland, Communications Manager Randy Joslin, Product Development Specialist Craig Whitworth and Product Development Manager Carl Fields.

Important note: In introducing this exciting new logo, EASA also has developed a graphic standard that will help members use it properly, including exact color identification - and how you can and cannot use the logo. This graphic standard will be available in the "Members Only" section of www.easa.com during February when EASA will begin using the new design. Members will be able to download artwork for the new logo in "Members Only" in February as well.

"Classic" logo still valid

Please also note that although it will be phased out over time, the existing "classic" logo will continue to be valid and used. For instance, EASA products such as our seminar reference manuals and electrical and mechanical handbooks will still have the "classic" logo until those inventories are depleted and EASA Headquarters reorders. So for a good while, our logos will co-exist. We just ask that you use the new one any time you're reprinting anything that contains the logo. And of course we'd love to see the new EASA logo on member Web sites with links to EASA's site! The committee strongly believes the new logo and tagline will do a great job in representing us as **The Electro•Mechanical Authority** to the world. We think you're going to like it.

Your Executive Team

Sean McNamara	<u>President</u>	JOYGLOBAL - NSW
Paul Tatham	<u>Vice President</u>	Arrow Electrical - NSW
Michael Tate	<u>Secretary Treasurer</u>	EASA
Brian Smith	<u>Executive Committee</u>	Elecmo Services - SA
Les Parsons	<u>Executive Committee</u>	Arlington Pty Ltd- NSW
Brad Fuller	<u>Primary Affiliates Delegate</u>	Enertel - NSW

Australasian
President Honour
Roll

- C. Dorman*
- K. Ambler*
- C. Allen*
- G. White*
- J. Deer*
- R. Oyston*
- L. Parsons*
- C. Langham*
- R. Turner*
- B. Dunstone*
- M. Tate*
- R. Gear*
- M. Tate*
- L. Parsons*
- R. Whatmore*
- S. McNamara*



What EASA can do for You!!



Webinars - They are very informative and are highly recommended. You will need to get up early though, around 5am (Sydney Time) they kick off. Get your team around a computer in your workplace and you can interact live via phone and computer with many people around the world and an expert from EASA. From approx \$60AUD it is money well spent.

Upcoming webinars include;

Minimizing Risk with High Voltage Rewinds

- February 12

Motor Starting Capabilities and Considerations

- March 12

Three Part Series on Pump Selection

- April 9, 16, 23

For more information visit <http://www.easa.com/>

EASA Australasian Shirts

We have some EASA Australasian polo shirts that will be at the Gold Coast meeting. Come and see Michael Tate as they will be a good addition to your wardrobe.



Affiliates Corner

I would like to welcome Alex Sohler from Regal Beloit to our EASA team as Engineering Support. Alex is very well known in the motor repair industry and with his many years' experience, gives our members a local contact that can assist with your electric motor and associated equipment enquiries.

You can contact Alex on alex.sohler@outlook.com or 0452 396 658. We may even get an article/information from Alex to add to the next newsletter.

As we all service the breakdown industry at many different levels, our customers rely on all of our businesses to provide the following;

- High Quality products and services
- Competitive pricing
- and arguably most importantly, reducing your customers "downtime" by meeting their requirements "on time"

To meet these goals we all rely on strong working relationships with our Suppliers/Affiliates.

In addition to this, our chapter relies on a strong overall membership and is always looking to grow our Affiliate numbers.

This section of our newsletter is dedicated to news and updates from our Affiliates.

Use this section to provide our members information on your new products/services. We are happy to advertise your products here.

Your delegates are;

- (Primary)Brad Fuller
bfuller@enertel.com.au
- (Deputy)Richard Walker
richard.walker@weg.com.au

We look forward to some great information to put in our next newsletter issue.



This newsletter is to be published quarterly by the EASA "Australasian Chapter" for members and affiliates. New items, questions, features, photographs or comments for publication should be submitted to;

- Michael Tate, Secretary Treasurer
easa.australasian15@bigpond.com
- Sean McNamara, President
sean.mcnamara@joyglobal.com