Chapter Leadership Council (CLC) Meeting Notes
Feb. 25, 2020

Group 1: Tom Trzeciak, Walter Tobin, Greg Thompson, Hunter Starr, Buzz Reynolds, Jeff Huntsinger, Greg Warren (Carolinas, Florida Sunshine and Chicagoland-Wisconsin)

Chapter Challenges

- Increasing membership
  - More publication of ERA and Chapter events to nonmembers in a bid to “show them what they are missing.”
  - Publish news about the convention to non-members to show the value ERA is bringing. Maybe a broadcast email with some member comments and some snippets of content.
- Younger members were an issue. Recruiting needs to be done by the membership. There is some natural transition as sons and daughters take over. No real heart pounding ideas.
- Financing was not an issue at our table. All the chapters represented are not pressed for funds.
- Geography where the Chapters have significant membership that must travel to venues. Just trying to have events that do not exclude geographic areas so one group is not always the one to travel.

Most Effective Events

- Golfing, Bowling, Baseball Games, Racing, sporting venues often tied and shared with a Charity have all had success. The biggest issue was organizing with one suggestion that an “outside” event organizer be hired to dedicate the time to make larger events successful. All agreed this was not new ground.
- DTAM event was discussed and some of the roadblocks experienced by other chapters and the potential lack of distributor participation. One suggestion was to offer a “scholarship” to be awarded to a distributor participant to help motivate participation. Much depends on the local distribution policies.
- The table was intrigued by the potential of tabletop shows both at a large OEM or attached to an event that could attract engineering participation. Some suggestion that shows are having a resurgence. The large OEM event would bring in membership to offer engineers access to an array of information and products in a concentrated venue without major time commitment. Also, a speaker event such as a “block chain ”presentation where reps could also present a tabletop display could also be attractive. Again, proper planning and advertising would be key to success.

Events Involving Reps, Disty and MFRs

- None of the events above necessarily excluded either disty or mfrs and most were inclusive.
Some events were directed especially to all three like: Harmony among REP, DISTY, MFG relationships.

Events that Did Not Work
- Only one mentioned was when a chapter brought in a lobbyist to speak.

Annual Planning Calendars
- The best idea was simply to lay out dates on the calendar for the whole year going forward even if the specific event was not defined.

Group 2: Mike Boswell, Bryan Teen, Steven G. Tennessen, Kenny Kumar, Terri Straube, Gary Smith, Lori Bruno, Larry Flores (SoCal, Northern Cal Carolinas)

Chapter Structure
- VP of Interest mentioned - Each chapter has the ability to create a position that is unique to your area.
- BOD will tell you who on EXCOM. Can have distributors on the board.

Times for meetings
- North Carolina chapter is changing meetings to lunch, so far two lunches were attended better than dinners.

New Member Packet
Download from National website. Create No. Cal LinkedIn page.

Chapter management
- So. Cal has paid Office Manager that plans all for chapter.
- North Carolina uses ERA National for event management. They handle meeting minutes, email promotions, website updates etc.
- Event manager in So. Cal gets paid $3k per month, they work 30 hours per week. Executive Director has made as much as $70k annually. They had as high as 120 companies at that time.

Dues
- Chapter website and collect dues.
- So. Cal collects their own dues, as their dues are different. Their dues are more expensive. Fees range from $350 - $600.

Events
- So Cal does roughly 8 - 10 owners forums per year. Budgeted to do 3 major chapter events, golf tournament, and potentially a couple table top shows.
• So Cal makes money on their golf tournament. They look to have 100 - 125 people...last 85 people last year.
• Inherent belief if there is no buy in there, if we don’t charge people, they will show up for a purpose.
• “They have skin in the game.” Go to SCORE. Learn who our SCORE leaders are, they give you speakers/topics for free. www.score.org.
• Meetings with CPA, legal (contract law), and HR always work for chapter meetings. Do a meeting on tariffs with local economist

- Local DTAM Meeting
  o Go to all distributors and then someone compiles all the information.
  o Corporate distributors not always in favor of this.
  o Need to have good relationship with local distributor to get this information

Group 3: Dave Dasson, Chuck Tanzola, Brad Butler, Steve Cooper, Seth Brock and Mike Long (Empire State, Minnesota, Chesapeake, Florida-Sunshine and St. Louis)

Chapter Structure/Board Meetings
• Standard meetings vs changing structure.
• “Robert’s Rules of Order” used to be norm and still is. But moving toward more informal meetings.
• Telecon meetings for large geography.

Challenges
• Large Geography
• Finding people to volunteer
• Attendance Struggle - Any people in attendance is better than ZERO. More important to set the meeting then focus on number.
• Pricing – Free vs Paid events? Member Pricing vs. Non member Pricing.

Successful Meetings
• Minnesota Brad Butler had Michael Knight visit.
• Shows at customer locations with table tops are successful.
• St. Louis Happy Hour Table Top Show 100 or so attendance.
• DTAM Meeting
  o 6 categories total. Challenges consist of getting distributor to release data. Good relationships help this.
  o Empire has specific form for Disty and DTAM.
• Golf and Charity Tie Ins.

**Membership and board**

- Manufactures encourage ERA membership – help from national?
- National Email list – organize list.
- Board Members include Disty and Manufacturer.

**Events**

- New England Dinner and Golfing
- Cyber Security
- New England does 3 events per year
- Golf event $12k gross, 10 K net, 5k to chapter and 5k to charity – Metro NY
- Paypal site for payment

**Other Ideas and Discussions**

- Platform for sharing/communicating ideas, events, materials from chapter to chapter? National does Chapter News but other ways? Microsoft Teams.
- Regular Communications to members and non members.
- ERA Conference App to stay up for content and event ideas.

**Group 5 John Beaver, Matt Cohen, Dave Gassman, Ellen Coan, Kingsland Coombs, Craig Sanderson (Michigan, Metro NY, Ohio, Indiana KY, Chicagoland-Wisconsin)**

**Events and event ideas**

- Apex Buyers Association – Metro NY considering an alliance for joint dinner functions. Attract 50-60 people in Long Island.
- Metro NY has successful Golf Outing with 100 golfers and 20 for dinner.
- Lots of talk about including distys at event
- Start up topic mentioned
- Contacting National for help in promoting events as well as registrations – Michigan mentioned benefit as well as others.
- Website and LinkedIn button
- Idea to update whitepapers and present topics.
- Future rep/future line card
- Dave of Ohio chapter mentioned he is just restarting and has 6 people.
- Ohio plans to have event with Walt and Top Golf.
- Michigan mentioned Chrysler event that was free for distys.
- Indiana-Kentucky mentioned APTIV technology presentation – sensors etc.
- Top Golf also mentioned by Indiana-Kentucky.

**Chapter structure and meetings**
• Michigan mentioned last meeting was 6 months ago. Members seem to NOT share best practices.
• Michigan trying to regather energy. They may contact ERA national (Stephanie) for assistance.

Events that Didn’t Work

Communication Seminar – VOIP etc.