



**Chapter Leadership Council Meeting Minutes
Tuesday, Feb. 28, 2023 / Austin, TX
6:45 AM – 7:45 AM CST**

**Present: Cameron English, Ama Derringer, Walter Tobin, CLC Members
Notes taken by Ama Derringer, ERA Membership Coordinator**

Walter Tobin opened the meeting to talk about best ideas/practices within the chapters.

Cameron English, current Chapter Leadership Council Chairman, thanked everyone for showing such great commitment to ERA National, their respective chapters, and to the electronics industry. Cam acknowledged and thanked everyone for a great year and spoke to the importance of having the chapters be healthy, engaged and active.

Ama Derringer shared the results of all chapter events from 2021 to 2022. Notably, there was a remarkable productivity increase from 18 events in 2021 to 22 events in 2022.

For the most part, there has been a rejuvenation within most of the chapters. Acknowledging that we all have Zoom fatigue and challenges with suppliers, but you came out to support COLT. Cam asked the chapter leaders to start thinking about who should be next to attend the 2023 COLT event (to be hosted in the fall). Today, what we want to do is to keep the brainstorming and best practices going to see what worked. Money was raised for charity, there were events that captured the hearts and minds of the local chapters.

E.g., When Cam went to AZ there was no real chapter. Some of the top reps committed to resurge the chapter. In-plant show. There was a high level of relevance. They had two at GED and Medtronic. It brought more membership. We want to hear examples of what worked for you.

1) Discussion regarding major chapter challenges

- Empire Chapter: Finding it difficult to fill board member seats. Needed three people and found two. Lack of manpower. Rep engagement.
- Northern California Chapter: Challenge is to get new members. Gain interest of distributors and manufacturers. The chapter does have several ERA NexGen members but are struggling to get more of the rep community involved.
- New England Chapter: Scheduling event. Attracting rep members. Accountability of chapter leaders.
- Southwest Chapter: Finding things/events that can be done that will attract people and ideas for fundraisers. As this is not a golf-centric chapter, they are seeking other ideas for membership engagement.



- Carolinas Chapter: Membership involvement. Customer events. The chapters' membership covers a total of six states. The Southeast Chapter + Carolinas. The Southeast chapter is not active, so Carolinas is trying to help them.
- New England Chapter: Getting new members. Involved with a "new to the industry" event. Get them all together to see what the industry has to offer and to hopefully get new members.
- Florida-Sunshine Chapter: Growing membership. The Distributors and OEM. Challenged with getting the local distributors more involved.
- New York Metro Chapter: Admit that it has been a challenging year. The chapter lost their president, and filling his shoes has been hard. The chapter has added three more people to the board. Struggling at board meetings to come up with ideas for educational events, content and the right speakers.

2) Report regarding chapters' recent effective events

- Southwest Chapter: Byron Holloway, of Fralia Co. & Associates, teaches an Excel class, and a class on "How to Think Like an Engineer". In-person happy hour and food drive. Did a lot of research for venue; had a nice turn out.
- Canada Chapter: This is a relatively new chapter. Staying organized and consistent is key to keeping people involved. One event they did was a holiday toy drive. Customers, distributor and reps donated to sick kids at a Toronto hospital. Think about offering a volume discount for attendance at multiple events.
- Carolinas Chapter: Virtual breakfast meetings have attracted not only members, but also interest of non-members. Hosting online events makes it easier for people to attend.
- NY Metro Chapter: Has a successful annual golf outing. Great to raise money for charities. The charity aspect helps to draw in more participants. Look at this for your own chapter.
- Developing content: look at the breakout sessions offered at the ERA conference and replicate them at the chapter level for those who didn't attend. Recommend contacting Erin Collins at ecollins@era.org for a list of sessions and speakers.
- Suggest having industry people speak at chapter events; they have a lot of vital information to offer members. They can present virtually. Recommend people like Scott Lindberg and Bryan Shirley. They teach at the annual CPMR training and would be willing to donate their time and expertise for a chapter event presentation.



- Educational events are all right here at the ERA Conference. Hot topics like ChatGPT. Draw from the ERA Conference program and you'll have an endless number of topics.
- Preplanning the year ahead of time. Looking in your own network for educational events. Different ideas from COLT. Need info from COLT? Contact Erin Collins at ecollins@era.org, or look at COLT info available on the ERA website here: <https://era.org/chapter-officer-leadership-training-colt-online-quick-overview/>
- Morning breakfast events are great to bring people in. People are often available in the morning, makes it easy for them to attend. Charge \$20 per person to cover the venue rental and cost of the meal. Or suggest using each other's conference rooms at your business in order to keep costs down.
- DTAM event where people give their numbers. These are always very popular events. Look at Carolinas' DTAM event, hosted virtual, or Florida-Sunshine's DTAM event hosted virtually and in-person.
- Recommend Dennis Reed, from Edgewater Group, to come talk to your chapter regarding marketing solutions. The only cost is his travel expenses. You can guide him and choose the topic you want. He gathers information based on what you want. He also sends data free of charge and he has a free newsletter. Dennis is a great low-cost, valuable resource to tap. (Contact Erin Collins at ecollins@era.org for Dennis' contact info).
- Ellen Coan, of Indiana/Kentucky Chapter suggests taking customers to lunch if you can't go to them. Hosting a tour is also a great way to have them show you their place. Put the word out to what they do and encourage new talent. E.g., the IN/KY Chapter went to Purdue for a STEM career fair and had two other reps in attendance. Resumes received were shared with everyone. Participated as ERA National chapter, not just the IN/KY chapter. If you do attend a career fair, share the info with everyone. They also shared resumes with Texas chapter. We're all in this together, spreading the word of reps and ERA far and wide.
- Create a committee to find the right network of colleges to reach out to. For chapter meetings, or engagement with membership, it needs to be interactive. You have to have them involved with what the topic is about. Acknowledge that volunteerism can be the biggest challenge.
- Send out a questionnaire to your chapter members. What are they interested in learning about? What kind of activities and events are they wanting to participate in? Use your chapter members as a resource and try to give them what they want.



- Get more volunteers than you think you need. Host events that are interactive. And remember plans can be fluid and can change. Be open and flexible!
- The next generation wants to give back. Sometimes NexGen can recruit and have ideas, so get them involved. Want to know what rep members are involved in the ERA NexGen group? Contact Karin Derkacz at kderkacz@era.org.
- You have resources at your disposal from ERA National. Don't forget to use them. Also, the annual COLT meeting connects you to ERA National, so attend in fall of 2023 if you can.

3) How do you get people to volunteer?

- Reach out to the Southern California chapter for ideas. They are a great example of how to revitalize a chapter. Seven years ago, they were dead. There was no accountability to why it was happening. It's important to get the reps engaged. Members want to participate. Chapters have to sell the value of chapter involvement.
- The power of committees to get things accomplished. The Southern California chapter has a website design committee. They also have a committee for doing the recruiting at colleges; they have a golf committee; they have a committee that coordinates the table top show. The chapter is hosting 10 events this year.
- Committees really work. This is a golden opportunity to reach out for help. Committees lessen the burden and help to spread the work load, so no one person is overtaxed.
- Suggestion: ask volunteers to help you for just one year. Ask each other for help. Once people get involved and see the value of volunteering, they will generally stay on for longer.
- The COLT manual is an invaluable resource. It is on the ERA website, here <https://era.org/chapter-officer-leadership-training-colt-online-quick-overview/>.
- Appeal to distributors to give back to this industry. Distributors are very supportive at the branch level.
- Lunch at different locations headed by a board member who is close to those locations.
- Carolinas Chapter annual golf fundraiser. This is very successful, even though the members are spread out over a large geographical area. The chapter leaders found a course more centrally located to everyone, so this equals more attendees. Creating more central locations is important, especially for chapter covering a large area.



4) Membership activities

- Take this year's conference and look at the breakout session topics. Suggest contacting the speakers to determine if they would like to speak at a chapter event (in-person or virtual). Need help? Contact Erin Collins at ecollins@era.org.
- Download all of the sessions' documents from the conference apps and use that information to craft presentations to the chapter members.
- Learn from each other. Also, consider using the conference content from last year. The sessions have all presentation slides and documents available. There's at least 45 topics that you can farm from in order to develop meaningful presentations for your chapter members regarding timely and useful topics.
- ERA National can assist with event announcements. Use them as a resource.
- The importance of pre-planning. Recommend meet in January to have a general plan for all of your chapter's events for the year. Determine early on what you want to accomplish that year with chapter events.
- Recommended event: golf tournament, raising money for a charity. This is something that everyone can get behind and will boost attendance and support. Look at other chapters' golf events: Carolinas, Empire State, etc. What are they doing?
- Toy drive holiday luncheons or happy hours. These are popular events.
- Breakfast events. Be consistent holding them.
- Arizona hosts in-plant shows. If you are not a member you don't get to participate. Advertised by word of mouth.
- Luncheon events. Show your facility with lunch.
- Invite non-members to events.
- Regularly check your distribution list with National to update.
- Use a calling tree – to talk about activities coming up. One on one engagement is always the best.
- Make sure your chapter has a LinkedIn page to help promote events.

Meeting adjourned at 7:45 a.m. CST