

Itinerary for ERA - Spirit of St. Louis Chapter Meeting, Monday, July 8th 2019

Let's support our local friends and businesses.

- Introductions of members and guests
 - Gems Sensors and Controls Adam Truesdell
 - [Manufacture of sensors](#)
 - [Distribution through Neff Power and Allied](#)
 - Mike Jett-Spec-tech, Joe Winze Jweb (our website guy)
 - [Unable to attend](#)

- Treasurer's Report Mr. Mike McElhone ZF Electronics/Cherry <http://switches-sensors.zf.com/us/>
 - [Check book balance of \\$16,352](#)
 - [Expenses of \\$2,700.00](#)
 - [\\$2,000 for trade show deposit](#)
 - [\\$ 700.0 to web groups](#)
 - [Check today from ERA National for \\$500.00](#)
 - [Dues for:](#)
 - [Arrow](#)
 - [Avnet](#)
 - [Rustronics](#)
 - [TTI/Sager/Mouser](#)
 - [Allied](#)

- Chapter officers – 2019-2020
 - President Chris Robertson Heartland Electronics
 - Vice President Mark Bowers RW Kunz
 - Secretary David Wright Allied Electronics
 - Treasurer Mike McElhone ZF Electronics/Cherry
 - National Delegate Mike Long Seltec Sales

- We have reached out to these companies to join our organization: Mink and Associates, IRI, Harris Hanson, EI Sales, Johnson Company, Beyond Components, and others.
 - [Continue to look for new companies](#)

- Chapter website www.erastl.org – all new information has been updated by webmaster. Eight new members added and show information is updated. 30 members 15 reps, 12 distributors and 3 manufacturers.
 - [JWeb is now handling the site](#)
 - [Recommend from Buse at last meeting](#)
 - [Will be developing a hit counter for home page of web site](#)
 - [Created e mail for President of ERA](#)
 - [Will help develop links for the show and golf tournament](#)

- **Sponsorship opportunities** are now available for the 2020 ERA Conference, scheduled Feb. 23-25, 2020, at the AT&T Conference Center in Austin, Texas.
 - St. Louis was a sponsor last show at Silver Level
 - \$1500.00 cost
 - Helped offset some of the fee for the national delegate to attend
 - Chris to ask Walter Tobin for some idea of an ROI from the sponsorship

- Blues Hockey Tickets
 - Much discussion
 - Chris was thinking 4 tickets
 - User of the tickets would buy from ERA at Face value
 - Thomas Dowell possible to share tickets
 - Several comments on how to use the tickets for special events
 - How do we best use them

- Colt Training (possibly Mike Lodes) and others
 - Mike Lodes (MarkLine) is going
 - Held in Chicago
 - Chapter to pay mileage-hotel-training cost

- Dues – local dues are \$150. Does not include April 2020 table top show rate
 - Issue with the amount that national sent for the National Distributors

- **ALL ERA members are provided with the discount for the ERA show. So if our show booths cost \$450, then all ERA members pay \$350 for their booth, and pay \$350 for any number of booths that they want. This goes for distributor, manufacturer and rep members. All pay the discounted rate including distributor members.**
 - Deposit made on show venue
 - \$2000.00
 - \$10,884 balance
 - Set up on April 21 noon to 5 PM
 - Orlando's to provide box lunches
 - Hospitality room will have lunches and beer
 - Open 11-5
 - Continental breakfast before seminars
 - Seminars start at 9 AM
 - Bingo cards for people attending
 - Will have ERA members on the card
 - Will have prizes attached to win
 - Will not have to be present to win prize
 - Need to set a deadline to sign up for the show.
 - Looking for someone to be Seminar Chairperson
 - Will be able to register on the web site
 - Going to do away with the signage at each booth to save cost
 - Need to look at the cost for non-ERA members to show

- What makes a good seminar
 - Look for new trends
 - Early Advertising
 - 90 minute blocks
 - Lots of give away
 - Cost
 - \$200 for 90 minutes
 - \$150 for 60 minutes
 - Two seminar rooms
 - Start seminars at 8 Am to 3 PM
 - Is it possible to give some continuing education credits for seminars
 - What is required to do this
 - Mark Bowers – Mike Lodes – Chris – Jeannie (arrow) help with front counter – Carrie Lessel – Dave Willand
 - Show cost up slightly from 2018 show
 - Prizes – looking for donations
- Golf Tournament (Mike Lodes-Markline and others TBD)
 - Target September 20th
 - Chapter makes a little on the tournament
 - Mike Lodes – Carrie Lessel -- Jeremy Krueger-Spectrum volunteered to help
- Organize Show committee. Mark Bowers from RW Kunz to lead. Update on progress.