

## EASA Southwestern Chapter

# Southwesterner

Spring, 2011



Greetings my fellow EASANS:

I arrived in Sedona, AZ late Wednesday afternoon and found myself in awe of the beauty and tranquility of this extraordinary Red Rock Country. You continually experience breathtaking scenic vistas of the many buttes and canyons of this enchanting land from every vantage point.



Thursday morning greeted us with fabulous weather to begin a morning of adventure exploring the Coconino National Forrest from the comfort of a "rough rider" 4WD Jeep vehicle. Our two hour excursion of the canyon was punctuated with frequent narratives by Hugh, our tour guide, describing the geographical features unique to this land and offering a new perspective on life and nature, metaphysical enlightenment, and Native American philosophy. Our group had a wonderful time and I was truly blessed to have this opportunity for an all too short sojourn in this very special place.

Of course, there was our usual golf group who also got to enjoy the amazing views from their golf course which was surrounded by more amazing rock formations.

Others ventured out on their own or broke into small groups to enjoy the many activities Sedona had to offer. And a few just relaxed on the tranquil grounds of the resort.

## From the President

As Thursday afternoon's Board of Directors meeting was called to order, I announced my theme for this administrative year, "Just a Little Extra" - A little "extra" makes ordinary things extraordinary. I call on every member to do "just a little extra" to make the Southwestern Chapter and EASA extraordinary for everyone. EASA International Chairman of the Board, Sandi Howlett, announced her theme "Aspire to Leadership" during her acceptance speech in Orlando, Florida last June. Let us all do a little "extra", and aspire to leadership - not only in the Southwestern Chapter, but also in our businesses and communities.

Addressing issues affecting our Chapter, Eric Nesloney, EASA SW Vice President, spoke these words during the board meeting: *"Are we relevant? As an association, as in businesses, we must be relevant to our members and to our customers."*

I firmly believe that our Chapter is relevant in many unique ways, but only to those who choose to take advantage of it, by simply investing a little in themselves and in the Chapter. Never underestimate the value of investing in yourself, as Benjamin Franklin told us, *"If a man empties his purse into his head, no man can take it away from him. An investment in knowledge always pays the best interest."*

The technical programs offered at every Convention enable us to stay informed of the latest developments in our industry. Another benefit of attending Chapter Conventions is that of associating with other successful people. We are always influenced by those we choose to hang around. It just makes sense to associate with leaders and winners.

Plans for the Chapter's Fall Convention in Baton Rouge, Louisiana were discussed and the date is set for October 13-15, 2011, so mark your calendars now, take

# From the President

that extra step, and be there! Keep in mind, in business as in life, you can make excuses or you can make money, but you can't do both. Attend our Chapter Conventions and learn how to thrive, not just survive!

Our vendors treated us to an extraordinary table top exhibition during the President's Reception Thursday evening, with their goods and product literature prominently displayed. We had a new vendor joining us for the first time, Beckey Fuller with DX Electric Company from Irving, TX. They offer an extensive line of electrical terminals, tubing, ties, and accessories. Thanks to all of our vendors for their generosity and continual support of the Southwestern Chapter.

The golfing winners were announced and prizes awarded. All present were shocked that there were no winners with the last name of "Gray"!



We were fortunate to have three EASA International board members attending, Kevin Toor, Vice Chairman and his wife Christine, from Romulus, Michigan; Bill Gray, Secretary-Treasurer, and his wife Liz, from Houston, Texas; and Steve Moffett, Director Region 6, and his wife Patsy, from Lubbock, Texas.

Friday was filled with technical presentations, the morning session with Gene Vogel, EASA International's Vibration Specialist presenting his lecture "Discussing Vibration Analysis and Balancing Tolerances." After a tasty box lunch and a tour of the Koyo Training Van we enjoyed afternoon sessions presented by Mr. Don Cacioppo, regional sales manager for Fluke Corporation, "High Tech Testing is now Affordable." Don presented a lecture with videos, discussing test instruments that have wide applicability in the motor repair field, for both electrical and mechanical testing and data acquisition, including Fluke's vibration analyzer and thermal imaging systems.

Our next session was presented by Mr. Billy Bailey, IT Manager for Smith Services of West Virginia, an EASA member firm. His presentation, "Protecting your Investment...your business...and your information" focused on access control methods, physical security, business continuity and disaster recovery planning, network security, operations security, and security architecture and design.

While the members were focused on a technical day, the guests and spouses were treated to an amazing trolley ride through the sights and awesome scenery of Sedona. The 2 hour tour was followed by a delicious gourmet lunch and an opportunity for some casual shopping in Tlaquepaque, a delightful shopping area.

Our general business meeting was held Friday afternoon, leaving an open evening for dining with friends at one of the area's fantastic restaurants.

We boarded a luxury tour coach early Saturday morning for a very scenic and leisurely ride to Williams, Arizona. Our arrival at the depot and passenger station of the historic Grand Canyon Railway provided an excellent photo opportunity and time to visit the gift shop. We then boarded the Grand View railcar, a vintage Vista Dome Coach for the 1st Class train ride to the

South Rim of the Grand Canyon. We savored an exquisite lunch served in the majestic dining room of the historic El Tovar Hotel, just a few yards from the spectacular Grand Canyon. After viewing the splendor



of this natural wonder, we again boarded the train to travel back to Williams, where we transferred to the coach taking us on to Sedona.



We were entertained by the Moffetts and Toors with several humorous and fun games to pass the time and keep us awake.

Upon arrival back at the resort, we had a casual dinner with a question and answer interview with EASA Vice Chairman Kevin Toor. Kevin performed the honors of installing Robert Karlheim as Director for District 7, concluding the official agenda of the convention.

Unfortunately, past president Dennis Conner and his wife Debbie had to cancel their attendance at the last minute due to the grave illness of his mother-in-law who died soon after the meeting. Our sincere condolences go out to the Conner family.

A positive highlight of our general membership meeting in Sedona was the adoption of a CRUISE meeting for Spring 2012. We have more information on this exciting event elsewhere in this newsletter.

Thank you Diane for masterminding an incredible convention and fabulous time for everyone in Sedona.

*A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.*  
Winston Churchill

Richard Walter

# News from EASA International

## International Director - Steve Moffett

Greetings to all from dry, dusty west Texas. I just heard on the local news that the past six months here in Lubbock were the driest since 1925. The sky is continuously filled with smoke from the fires that have now burned 1.3 million acres, destroying over 800 homes. To date, the fires have affected all but two of Texas' 254 counties.

Despite all of that, business has been good for most of the EASAs that I have spoken with. The good Lord blessed west Texas with abundant rain in 2010 and our farmers produced almost six million bales of cotton at record prices. Add to that the oil field is going crazy (thanks to \$4 gas), and the drought is causing lots of new water wells to be drilled. All of those are good things for the motor shops and related electrical stuff.

At our recent board meeting in Sedona, several of the third-generation Clarks of Brandon & Clark, were suggested as district director possibilities for District #1. After some investigation, I found out that they are being very prolific these days, as Josh Clark and Terisa had a baby girl in December, Noah Hudgeons and Tisha had twin baby girls in March and Kelly Turner and husband Chad are currently expecting their second child. I suggested that Chris Clark not drink after any of them!

Finally, I just completed my reservations for the 2011 EASA Convention in Denver, June 26-28. The program line-up looks very timely for our businesses; and with Southwest Airlines now serving Denver, it's easier than ever to get there (with no bag fees!). Register online at <http://www.easa.com/convention>. Hope to see you there.

## Technical Tips—Chapter Technical Committee

Frame numbers for NEMA standard horizontal foot mounted motors are derived in part based upon a proportional relationship to the "D" dimension, the shaft centerline height. It is very helpful to know this dimension from time to time when replacing motors or fitting motors to driven equipment. Fractional horsepower motors have two digit frame numbers, and integral horsepower motors utilize three digit frame numbers. The first two digits of integral horsepower frame assignments represent the mathematical product of the "D" dimension in inches multiplied by a factor of 4. A handy and useful "rule of thumb" to know is: *"The "D" dimension of an integral horsepower NEMA frame motor is exactly one fourth of the number comprising the first two digits of the frame number."* An example using the 182T frame, the first two digits (the two most significant digits) of the frame number are 18. Eighteen divided by four equals 4.5, therefore the "D" dimension is

4.500 inches. Another example using a 445 frame is, the first two digits are 44. Forty four divided by four is 11, therefore the "D" dimension is 11.000 inches. The two digit fractional horsepower frame numbers are also mathematically related to the "D" dimension, however a different ratio is used. The two digit frame number is derived by multiplying the "D" dimension by a factor of 16. A handy and useful "rule of thumb" to know is: *"The "D" dimension of a fractional horsepower NEMA frame motor is exactly one sixteenth of the frame number."* An example using the NEMA 48 frame, the frame number is 48. Forty eight divided by 16 equals 3, therefore the "D" dimension is 3.000 inches

## District 2—Krystal Bunt

We enjoyed a great meeting at Phase Electric in Cedar Hill on February 10. Everyone enjoyed delicious Mexican food and Troy from Spring



Point Solutions made a nice presentation for our technical training program. We had a great turnout with over fifty members in attendance.

Gene and Dawn had recently expanded their training and break area for employees and remodeled the administrative offices and front lobby of the service center.



Our next district 2 meeting will be Thursday August 11, at T. Gray Electric in Dallas. Troy recently purchased some property across the street from his service center and has moved the inside sales department to the new location. He will be giving us a tour of the new property.

Business continues to be steady to busy for most all of us in District 2 and we are grateful for that. On a fun note—one of our valued vendors and strong chapter supporters, Ken Johnson, and his wife Patricia, recently celebrated their 40th wedding anniversary. They had a big party in Ft. Worth with friends and family. Unfortunately, it was scheduled the same weekend as our Sedona Convention—so we missed our nightly bar tender in the Hospitality Suite. Congratulations Ken and Patricia!!

## District 4—Dale Hamilton

Bradleys' Inc., has expanded its Dynamometer load testing capabilities with the opening of its new 7 acre corporate repair and manufacturing campus, located at 600 East Hwy. 35 in Gregory, TX. The facility occupies double the



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land area of its former location, and increases its facility space by over 30%, to meet increased customer demand for Bradleys' services. Bradleys' recently received ISO 9001 certification, in recognition of quality control



excellence. Many of enjoyed a recent district 4 meeting at this wonderful new facility. We had a great turnout and the Bradleys' crew were wonderful hosts. Excel-

lent barbecue, by the way.

Jim presented a technical session on Electric cars and even had his very own toy there for "Show and Tell".



Also, in District 4—Hamilton Electric Works Inc. in Austin has discontinued sales and service of portable Power Tools. The space has been converted to Point of sale motor sales and the service department counter has been relocated to the location motor sales had been.

*If you have any news about your shop—please forward it on so it can be included in our newsletters.*

## District 6—Bill Scarberry

The weather has been just great in Oklahoma. Winds at a mild 20 to 30 with gusts to 45mph. Just thinking about the weather at Sedona with no wind and mild temp. Three great days for golf and the day at Grand Canyon was first class in every way. Had a wonderful time and all that missed the meeting lost out on one of the best we have had in some time.

We have had some sad news in the loss of Herb Wilson at Wilson Electric. We have worked with and for Herb since 1955 and he was a frequent visitor to chapter meetings.. We will miss him!

Work had been slow for a while but in one day it has gone from nothing to a pace that is hard to keep up. The shops I have talked to have got a lot of work. Don't know what happened but we will not question it!

Looking forward to the EASA International Convention in Denver, coming up in June. Hope to see everyone there.

One thing I have not figured out about the Sedona golf outing...but maybe Bill Gray will explain it to me. How could my team come 4th if there were only 3 teams in the golf match???

## District 7—Robert Karlheim

Hi to everyone in District 7.

I recently took the position as your district director and am looking forward to serving EASA and you in this position. Just a little about me—I currently reside in McKinney TX with my wife and 2 children. My 3rd child is attending college in Milwaukee WI. Many of you



may know me as your local Helwig Carbon Sales and Service Representative. I have been with Helwig for the last 18 years and had moved to TX about 6 years ago. I am also an independent Manufactures Representative and represent other companies as well, offer consulting services, and various other technical services. I look forward to visiting with all the shops in district 7 and helping to make our EASA chapter the best it can be in our. Please feel free to contact me at anytime should you have any questions or any chapter news to share.. You may reach me at C: 214-285-6697 or at Email: [robertk@sterlingreps.com](mailto:robertk@sterlingreps.com)."

## A Little Extra—from Richard Walter, President

*Simply by doing just a little extra, by taking those extra steps and going the extra mile above and beyond the usual, suddenly ordinary things become extraordinary things. We deal with and interact among other people every day, and when we experience the result of this truism's application, we immediately recognize it. It stands out in our minds. We like it when things turn out better than average and we especially like it when things turn out better than our expectations. Like fine wine or fine dinning, there is no substitute for top quality things or exceptional service. And when things are mediocre, or down right poor, we are underwhelmed and often vow to avoid that business, or that particular waiter, or that product or company. From these experiences we develop a new paradigm which becomes a new benchmark for our expectations. We can choose to take our business elsewhere.*

*As business owners we see our companies, our offices and shops, and our opportunities through our own eyes. How do your customers perceive your business and your service? How do those who already work with you view them? What's more, how do those whom you would like to join your firm, your prospective team members and prospective clients, see them? What separates your from others? What is special about your business that makes you stand out over your competition? In what way? Can your sales staff point this out? Can your potential recruits and*

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*potential customers see it or feel it? Does your targeted market know it? If not, is it really there?*

*If not, perhaps you are just working your job instead of pursuing your dream. People follow passion. They see your dream and just want to be part of it. They may not articulate it, but they simply feel something is happening and don't want to miss out. You become a magnet for others who want to be excited about chasing their own dreams. When you create that atmosphere of success, that air of expectancy, it creates a buzz; it creates a culture where people want to be a part of it. It is easier to find 50 people who want to run with you toward a shared goal or vision than it is to drag one along who doesn't want to go.*

*Most people do not have a dream, or purpose to their lives. Benjamin Franklin once said that "Most men die at 25 only to be buried at 65." However, endless dreaming without action is pointless and wasteful. I once read a couple of quips of wisdom regarding success:*

*Two secrets to success:*

- 1. Start*
- 2. Finish*

*If we don't ever start, we can never achieve our goals. If we don't continue, and don't take the next step and finish the race, we will fall short of the mark.*

*Two secrets to success:*

- 1. Never tell anyone everything that you know.*

*If you require instant edification on this one, continue reading. Otherwise, ponder those words overnight and perhaps the message will become apparent. In the spirit of friendly rivalry, for those north of the Red River, keep reading and reflect on the advice proffered in statement 1. "Never tell anyone everything you know." Line item 2. is omitted because, if I told you everything I know, then you would know everything you know plus what I know, so I am not going to give you all of the secret to success.*

*As members of EASA, we embrace the spirit of sharing our knowledge with our friendly competitors, on both technical matters and business matters. It is one of the many benefits of our association. It has been shown that only 3 or 4 percent of people are considered successful, and less than 1 percent highly successful. It makes sense to associate with successful people if you hope to be successful. EASA gives you this opportunity. It is up to you to capitalize on this opportunity by attending our conventions and making EASA part of your dream, and your dream a reality. Remember, you need to do just a little "extra" and take that little "extra" step. See you in Baton Rouge, October 13-15, 2011.*

## **We extend a warm welcome to our new members who have joined since the Fall, 2010 meeting:**

Chelsea Electric, Anthony, TX

Electric Works Inversiones, Chile

Electromecanica Centroamericana, Honduras

Electronic Power Design, Houston, TX

Inter Servicios Electricos, Colombia

Mantetronic SAS, Colombia

Multitecni Servicios, Ecuador

REMSA USA, El Paso, TX

Southern Transformers/Magnetics, Houston, TX

## **Affiliate Members (Vendors)**

Alconex Specialty Products, El Paso, TX  
(Alberto Hernandez)

DX Electric, Irving, TX  
(Beckey Fuller)

EIS Inc., Temp, AZ  
(Joe Graham)

Hilec, LLC, Arcade, NY  
(Ned Zolinski)

MM&M Elect/The Gund Co., Cedar Lake, IN  
(Todd Midkiff)

Worldwide Electric, De Soto, TX  
(Chuck Bryant)

# Memories of Sedona

*Your fellow EASAns - all taking time to relax, making memories & new friendships, and learning about new ways to grow their business!*



# Memories of Sedona





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## A LOOK AHEAD—SPRING, 2012 CONVENTION

All: At the recent fall meeting of EASA Southwestern Chapter in Sedona, the members voted to go on another cruise for the Spring, 2012 Convention. They requested that we select a different itinerary since we already went to the western Caribbean on our last cruise.

This 4-day cruise will depart from Miami on April 16th aboard the Norwegian Cruise ship “Sky”. You can go to the website to see the itinerary and details of the ship:

[http://www2.ncl.com/cruise-ship/sky/vacations#tab\\_detail](http://www2.ncl.com/cruise-ship/sky/vacations#tab_detail)

Negotiated group prices are: Inside cabin - \$383.73. Ocean View cabin - \$413.73. Please note that these prices are based on double occupancy and include **all taxes, port fees, airport/ship transfers and steward gratuities**. Trip insurance is optional.



This cruise is open to everyone—EASA chapters, members, EASA staff, friends/family, Affiliates and Associates are welcome to join us. If you are not currently a Southwestern Chapter member or Affiliate and are interested in receiving the upcoming flyer & registration form (or would like to add someone else) please send me an email so I can add you to the distribution list—info@easasouthwest.com

***Don't forget to mark your calendars - this will be a goodie!!***

The first flyer with registration details will be coming out soon