



Minutes of EGSA DD Committee Fall Conference – September 14, 2015

Start: 3:00 PM Eastern - End: 5:10 PM Eastern

Location: Denver, CO

Organizer: Lyndon Risser, Kurt Summers

Attendees: Per Roster

Minutes Respectfully Submitted By: Chad Youkers

Team Communication Flow Chart

- Discussed the Team Communication Flow Chart and the Existing Leadership
- Attendees should see any of the Committee Leadership if interested in becoming involved
- Rick Morrison – Board Liaison
- Kurt Summers – Vice Chair – Working Group Leader
- Chad Youkers – Secretary
- Kim Giles – Staff Liaison
- Working Group Chairs
 - TAP (Technician Apprenticeship Program) – Chair – Chad Youkers
 - TLAA (Technician Lifetime Achievement Award) – Chair – Bob Piske
 - TOYA (Technician of the Year Award) – Chair – Al Powers
- Looking for plenty of Volunteers !

Attendance

- Sent roster list around – Please add your information if it is not already on the list and check for accuracy

First Time Attendees

- Recognized – looked like about 20

Survey

- Al Powers and Kurt will send the list around
- Attendees to look down through the list and pick the Top 3 items that would create more member value
- Chad Youkers will review the results and send to leadership

Meeting Ground Rules

- We agree... to leave our EGO's at the door!
- We agree... to create value for Generator Dealers and Distributors to grow EGSA products and services
- We do not... use this platform to sell anything but EGSA value and services

- We are committed to... stick to our agenda and park your ideas and suggestions to better serve our members with excellence

EGSA Mission

- Under the leadership of its Board of Directors and operating through its various committees and staff
 - EGSA strives to:
 - Educate
 - Provide networking opportunities
 - Share relevant knowledge and trends with Industry Professionals including manufacturers, distributor, dealers, engineers, manufacturer representatives, contractors, integrators and others who serve the Industry.
- To provide an environment where
 - On-Site Power Generation Industry Experts Unite and Share knowledge to drive the Industry to higher levels of Service and Performance.

EGSA Goals

Provide... the On-Site Power Generation community with education and industry enrichment

Maintain... financial viability to ensure a strong EGSA future

Develop... programs that promote long-term membership value.

Agenda

- One Page Plan... What we committed to deliver
- Goals and YTD Performance Report
- TAP Updates... Technician Apprenticeship Program
- TOYA Updates... Technician of the Year Award
- Best Practices Panel... 911 Rental

2015 – 2016 DD Goals

100 / 500 / 1500

100 - Conference Attendees – 85 in Jacksonville – up 19 from Jacksonville

500 - DD Members (YTD 296) – up 19 from Jacksonville

1500 - LinkedIn Industry Professionals - YTD 1,300+

Fast Facts – Linked IN

- Linked IN: Contributors needed ! Content Limited to Educational Industry Relevant
- Membership Update:
- EGSA has 655 Paying Member Companies. Anyone employed in these companies can participate
- 277 are Dealer and Distributor Companies

TAP

- Chad Youkers gave a short presentation on TAP
- The Team was introduced:
 - o Chad Youkers – Chair
 - o Al Powers – Vice Chair
 - o Secretary – OPEN
 - o Bob Piske – Advisor
 - o Tyler Van Dyke – Advisor
- Tap Objectives:
 - o *Provide an EGSA sponsored and clearly designed path that will attract students that are attending, or planning to attend, a Trade or Technical School, to choose the OnSite Power Industry as their Career.*
 - o Promote the OnSite Power Industry as a very viable and lucrative career path that has limitless possibilities Worldwide
 - o Provide a mutually beneficial path for up and coming talent to work with EGSA Member Companies to fill our ever-expanding void
 - o Allow all EGSA member companies a chance to participate
- TAP Progress to Date
 - o The TAP Working Group has held two teleconferences with several “back and forth” discussions via email
 - o A number of Post Secondary Education Facilities have been approached: Ohio Technical College, Fleming College to gauge interest – Overwhelming!
 - o The first two conference calls have strong suggestions and feelings to go in two directions with this initiative (with three Levels – 1, 2 and 3) – More on this later
- **Tap Levels**
- **Level 1** – EGSA Member Company Sponsored
- Any potential technician, recruit, ex-military, etc. eligible after being sponsored by an EGSA Member Company
- Designed to offer an entry level avenue into a structured apprenticeship program that is recognized by EGSA
- Once a technician at this level is ready for, and passes the Apprenticeship Certification, the technician moves to Level 2
- **Level 2** – Graduated Student or Technician from Level 1
- Any technician that has successfully passed the Apprenticeship Certification Test
- Any student from Post Secondary Education facility that has passed the Apprenticeship Certification Test

- **Level 3** – Technician has completed the requisite 3 years of experience and has successfully passed the Journeyman Certification
- One of the methods to measure the success of the TAP Program
- **Tap Goals**
- Course definition and timeline for Board approval Spring 2016 Implementation goal is Fall of 2016.
- Gauge interest and further define TAP Program from DD Committee members via survey to be sent to all Committee members (Pending Board Approval).
- Prepare detailed and well defined Outline of TAP Program to Board that will represent what will be presented to EGSA Member DD's and interested Post Secondary Education Facilities
- Explore the possibilities of implementing several interactive areas of the EGSA Website for DD's, Technicians, etc.
- Fill the Secretary Role of Working Group
- Q & A
 - o Several questions and comments from the audience.
 - o Program still needs refining
 - o Survey results will help the team put this together for Spring EGSA Board Approval

TOYA

- o 2015 is our 2nd winner to be crowned this evening
- o Once again congratulating Todd Vaughan from Kelly Generator
- o Team TOYA – is:
 - Al Powers – Chairman
 - Keith Heid – Vice Chairman
 - Aaron Yates – Secretary
 - Tom Wein – Advisor
 - Rick Hodgkins – Advisor
- o The WHY
 - Increase awareness of generator technician career track by recognizing industry talent
 - Promote and award excellence
 - Member Tool – For EGSA Members to reward top performing technicians
 - Member Tool – Creating an industry standard for us to measure Tech performance and behaviors
- o What's in it for you?
 - More engaged workforce. If we reward excellence – will get more of it !
 - Increase our talent pool
 - It's a way to give an "Atta boy" to your Top Techs
 - Some really great PR for the winners company
- o TOYA – Where are we going ?

- We will continue to build on our past successes to enhance this program. We appreciate any suggestion to improve this program.
- We are soliciting EGSA members to serve on the jury. See me to get on this list.
- We are exploring ways to expand the program to recognize Techs at different levels.
- Misc.
 - Very interested in obtaining feedback
 - Soliciting Working Group Members and Jurors
 - Chad Youkers and Keith Heid gave testimonials of being a juror – very worthwhile !

Video

- Video on the Rental Industry shown to Attendees

Rental Panel – 911 Rental

- Kurt introduction to the Rental Panel
- Customer Service Panel Introduction
 - Bob Piske – Owner / Technician - Arizona Generator Technology Inc.
 - Chris Dulnik – Project Manager – Sunbelt Rentals
 - Tricia Schweiss – VP Marketing – Sunbelt Transformer
 - Joe Fiorito – National Accounts – Caterpillar
- Question 1 – 911 Rental and Customer Service
 - Bob Piske – What roles do rental products bring to DD’s
 - Rentals were one of the last things added to the company
 - Rentals are a great revenue stream once equipment is owned
 - Pile of Employees that don’t require an HR department
 - From a standpoint of Rental – it is a huge opportunity to be able to reach out to new customers, solve their problem, be able to respond and alleviate stress – You are a friend for life.
 - Built 800 kW and it was at hospital for THREE YEARS ! This rental led to the rental of a 1250 kW and eventually new equipment
 - Funny pic of Bob’s first rental fleet of little portable generators in little red wagons
 - 180 units and several two Megs now
 - Chris Dulnik – Rental Responsibility Safety and Success
 - Often the site picked for the unit is not sufficient
 - Connecting unit to the building
 - Sizing, supporting and spotting cable
 - Servicing logistics need to be paid attention to as well as training, etc. Lengths of cable the same, etc. A lot of misinformation.
 - Keeping the facility, the technicians and the general public safe

- In house training program
 - Doing homework is key.
 - Picture – Montgomery, AL – RSA Building – Very critical load – 6 – 1500 kW's brought in. Case study – 5 – 6 month standby application
- Tricia Schweiss – Business Opportunities
 - Showcase the fact that we can help each other act as one stop shops.
 - A call just for a one generator doesn't mean that is the end of the job.
 - What are you doing with the equipment? Knowing the project allows a one stop shop.
 - Three attributes: Speed, Ease and Support
 - Planned opportunities: Plant maintenance, load bank testing, etc.
 - Case Study:
 - Gas flare – 5 MW backfeeding to the grid
 - The packaging was the reason for the reward in addition to the support
 - Emergency opportunities such as natural disasters, etc.
 - Packaging solutions using EGSA companies
 - Training programs offered internally and external
 - Customer satisfaction, brand loyalty, etc.
 - Turnkey opportunities abound !
- Chris shared info. about working together with other member companies, such as the case study that he had utilized Sunbelt Transformers switchgear to help them complete
- Joe Fiorito – Rental Is Awesome !
 - Comes down to 3 P's:
 - People
 - Products
 - Passion
- Joe – People: Number 1 key to business –
 - Suppliers are key to success
- Joe – Products
 - Gearhead – get to play with lots of big and interesting toys. Very interesting !
 - Start small – 25's – 60 kW's !
 - Get what you pay for !
 - Accessories are KEY !
- Joe - Passion
 - MUST love your job
 - "You Get It"
 - Those that don't, typically move on to other job.
 - When disaster hits, everyone else is fleeing from the problem. We are racing toward the problem
 - Chris Dulnik – Rental Responsibility Safety and Success
 - Often the site picked for the unit is not sufficient
- Get these P's right – Profit follows !
- Joe will be speaking tomorrow about Rentals

- Bob – Worse thing that can be done is to ASSUME
 - o Extreme heat in AZ
 - o Load bank everything before sending out on rent
 - o Wouldn't hold temperature in a 90 degree ambient
 - o Held back 20% and wouldn't pay them. They would not fix the deficiency
 - o Don't assume ANYTHING and always test and certify
 - o Checking in equipment, recertifying, etc. is key.
- Chris – Manufacturers used to be proud of their equipment. Sees a trend down in this.
- Maintenance Question from audience:
 - o Is there more maintenance requirements on rental equipment
 - o Panel: Consensus is to treat the equipment as top notch and it will pay back by the lack of problems, happy customers and reputation
- Audience comment:
 - o How do you approach customers from a marketing standpoint ?
 - Performance, support, etc. Depth of product
 - Targeting Electrical Contractors, etc. is probably the best bet
 - Service contract business
 - Solution provider for complex technical issues
- Audience comment:
 - o ROI over the last decade VS Years Ago
 - Joe: ROI is turning the wrong way, attributed to Tier 4 and other reasons. When looking at publicly traded companies like United Rentals, Aggreko, etc. 40 – 45% are common
 - o Rental Rates
 - Bob: Keeping older equipment around longer is key to keeping rates down
 - Tier 4, etc. is going to inherently raise rates
 - Joe: Inevitable the rates are going up
 - 4 – 8% of the acquisition cost is typical of rates
- Audience comment
 - o 50 Hz. – Question about new engines and 50 Hz. - Joe: It's not going to be easy or even possible with Tier 4 engines
- Audience comment
 - o Transfer switch rental opportunities – Yes they are available !
- Bob asked question about kVA
 - o Chris explained how the industry rates units at .8 power factor instead of kVA as a standard that was agreed to years ago and still stands today
- Contingency
 - o Short discussion on the tactics used for contingency planning for hurricanes etc.

Meeting adjourned at 5:10 PM