

Distributor/ Dealer Committee Meeting

September 24, 2018

EGSA Fall CONFERENCE



2018 Fall Conference
Nashville, TN September 23-25

2018

Dealer Distributor Committee Team



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DD LEADERSHIP GROUND RULES

- ***We agree...*** to leave our EGO's at the door!
- ***We agree...*** to create value for Generator Dealers and Distributors.
- ***We agree....*** to promote EGSA products and services.
- ***We will not...*** use this platform to sell anything but EGSA value and EGSA services.
- ***We are committed to... sticking to our agenda and are asking that we all park our other ideas and suggestions for future conversations, in order to make the most of our few hours this***



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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.



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EGSA VISION

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.



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EGSA GOALS

1. **Provide...** the On-Site Power Generation community with education and industry enrichment
2. **Maintain...** financial viability to ensure a strong EGSA future
3. **Develop...** programs that promote long-term membership value.



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MEETING AGENDA

- 1:20 – 1:30, **EGSA Committee Intro** (Government Relations)
- 1:30 – 3:00, **Featured Event** - Remote Monitoring Panel
- 3:00 – 3:15, **TAPP Update**
- 3:15 – 3:30, **TOYA Update**
- 3:30 – 3:50, **Tech Talk Update**
- 3:50 – 4:20, **Fuel: Fact or Fiction Update**
- 4:20 – 4:30, **Technical Oversight Committee Update**
- 4:30 – 4:40, **Education Committee Update**
- 4:50 – 5:00, **Closing Business**
- 5:00 – 5:30, **Round Robin/Networking**



EGSA Committee Introduction

Government Relations

Committee

Vinnie Davidson



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Dealer/Distributor Committee

Remote Monitoring Panel



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Andy Briggs, President – Power Telematics, Inc.



Moderator

With more than 3 decades of power systems experience, executive level leadership, sales and business operations, Andy has held senior-level positions with several leading generator distributorships throughout his career.

Andy has been at the forefront of industry trends for his entire career, most recently founding Power Telematics, an industry-leading provider of generator monitoring and vehicle tracking services. There, Andy has assembled a growing team of experienced industry professionals dedicated to helping clients build better businesses and positioning them for significant growth and profitability.



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Scott Boddicker, VP of Sales – Deep Sea Electronics



Scott has spent his entire 15-year career in the power systems industry with an emphasis on the sales and marketing side of business.

He has worked on custom telematic solutions for multiple OEM's, data centers, municipalities, hospitals, microgrids, and universities. Much of his experience in telematics comes in working with rental fleet managers as Scott has contributed to the increased profitability and equipment longevity for these customers and clients



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Harold Jarrett, CTO – OmniMetrix, LLC



Harold has been immersed in the integration of power generation equipment and wireless technology as both the equipment and the connectivity rapidly escalated in data performance. As the first provider of digital cellular monitoring systems, he has had the opportunity to work with every major generator manufacturer in creating monitoring solutions, and this depth of experience is key to the OmniMetrix product line.

Harold teaches the Communication course in the EGSA Rowley Advanced School, sharing the accumulation of experience gained working with manufacturers, dealers, technicians and genset owners over the last two decades. He is a graduate of Georgia Tech (BSEE, MSEE) and an active volunteer in Robotics & STEM education.



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Dane Olson, Operations – Generator Solutions, Inc



With a superior background in customer service, business management, professional audio/visual and automation, Dane joined Generator Solutions in 2010.

In that time he has worked on and overseen various projects from technical support, special accounts, sales, marketing and business development that has made Gen-Tracker one of the leaders for independent and universal generator monitoring solutions in our industry.



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Tony Saunders, Executive Vice President – CRN Wireless



Tony oversees customer acquisition and retention, product development, and daily operations. He studied economics at Stony Brook University on Long Island, NY, and previously held management positions with a wholesale alarm monitoring central station, and a wireless telemetry equipment manufacturer.

For more than three decades, Tony has specialized in the wireless monitoring of remote assets, primarily focused on the needs of the electronic security and alarm system industries. He is the co-inventor of a patented UHF wireless alarm communication device, and is an expert in wireless data communications, including long-range and short-range RF, as well as cellular technologies.



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Ashok Teckchandani, CEO – Ayantra



With more than 30 years of experience in the Data Communications industry, Ashok has founded 3 start ups and has had engineering and management level experience at General Signal, Hewlett Packard, Badger and HCL.

Ashok has developed projects for Remote Meter reading, Greyhound Bus line Monitoring, Federal Express Scan tools, remote asset monitoring and first ever PC based fax machine for Xerox.



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Bob Thomas, President – RX Monitoring



With over 36 years of power quality experience, Bob Thomas consults on behalf of Utility companies, factories, shopping malls, retail stores, banks, financial institutions, semi-conductor fab manufacturers, data centers, hospitals, out-patient clinics, mobile units and printing facilities.

In 1995, he founded a power quality consulting firm, Rx Monitoring Services, Inc. to better service the industry as an unbiased third-party expert. With over 30,000 power quality site studies around the world, he is recognized as one of the few experts in power quality analysis.



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Remote Monitoring Panel

Generator Population



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Generator In-Service Population - 2017

OEM Power Range	Mobile	Stationary	Grand Total
<5 KW	193,706	19,627	213,333
5 to 18KW	1,002,944	910,549	1,913,493
18 to 50KW	422,755	270,587	693,362
50 to 250KW	344,287	502,739	847,026
250 to 500KW	17,303	157,640	174,943
>500KW	16,919	152,373	169,292
Grand Total	1,997,934	2,013,515	4,011,449

Mobile Includes:

- APUs
- Portable Generators
- RV Generators
- Trailer Mounted Generators

Stationary Includes:

- Industrial Generators
- Residential Generators

Source: Power Systems Research PartsLink®



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Generator US Production - 2017

OEM Power Range	Mobile	Stationary	Grand Total
<5 KW	192,945	2,497	195,442
5 to 18KW	400,542	145,077	545,619
18 to 50KW	19,380	40,950	60,330
50 to 250KW	12,128	43,786	55,914
250 to 500KW	1,067	10,385	11,452
Grand Total	626,062	242,695	868,757

Mobile Includes:

- APUs
- Portable Generators
- RV Generators
- Trailer Mounted Generators

Stationary Includes:

- Industrial Generators
- Residential Generators

Source: Power Systems Research OE Link®

>500KW Not Reported



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Generator US Production Outlook

Gen-Set Rating	2018	2019	2020	2021	2022
<5KW	197,511	196,511	200,285	204,551	204,257
5 to 18KW	555,138	555,433	569,773	585,780	588,979
18 to 50KW	62,156	63,028	65,507	68,233	69,495
50 to 250KW	57,193	57,654	59,561	61,577	62,154
250 to 500KW	11,670	11,740	12,108	12,482	12,548
Grand Total	883,816	884,366	907,234	932,623	937,433

Source: Power Systems Research OE Link®

>500KW Not Reported



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Defining the Terminology

- Remote Monitoring
- Remote Access
- Remote Control



Remote Monitoring

- Passive monitoring of equipment whereby the device and/or the platform sends outbound alert notifications.
- The platform also typically provides visibility to the status and condition of the equipment



Remote Access

- Primarily “Point to Point” access to the generator controller or switchgear to either run the manufacturer’s software via a “remote session” (VPN, etc.) or to access onboard software (web server, etc.).



Remote Control

- Either a “Point to Point” connection or commands sent to a device (or multiple devices) to remotely control the equipment
- Typically remote start/stop, relay control, etc.



Topics of Discussion

- **WHY** is remote connectivity important and why should generator owners and service companies consider it?



Topics of Discussion

- HOW is remote connectivity deployed and how do service companies implement it?



Remote Monitoring – Why?

Why is generator monitoring valuable and why should the end user pay for it?



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Remote Monitoring – Why?

Why should a service company offer monitoring and what are the benefits?



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Remote Monitoring – Why?

How does the service company use remote monitoring to better serve their customers and produce revenue?



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Remote Monitoring – Why?

As generator controls manufacturers offer remote monitoring systems, how important is remote monitoring to Deep Sea and why?



Remote Monitoring – Why?

Why is remote monitoring important for power quality, UPS testing and generator commissioning?



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Remote Monitoring – Why?

With a shortage of technicians, how can remote monitoring help?



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Topics of Discussion

HOW is remote connectivity deployed and how do service companies implement it?



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Remote Monitoring – How?

*Cellular, Ethernet, Wi-Fi,
Satellite, etc.*

Which is best and why?



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Remote Monitoring – How?

What are the most important things to monitor on a generator?



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Remote Monitoring – How?

What type of data is available and what do you collect, why is it important?



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Remote Monitoring – How?

How secure are remote monitoring systems and how do you overcome these risk concerns?



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Remote Monitoring – How?

*How long does it take to
install a monitoring system?*



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Remote Monitoring – “Myths and Objections”

It's too expensive



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Remote Monitoring – “Myths and Objections”

*The customer expects me to
have people available 24/7
looking at a screen to
respond*



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Remote Monitoring – “Myths and Objections”

*We are too busy to take on
something new*



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Remote Monitoring – “Myths and Objections”

The customer has a remote annunciator and they don't see the need for monitoring



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Remote Monitoring – “Myths and Objections”

*The customer wants
monitoring but doesn't want
to pay any annual recurring
costs*



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Remote Monitoring – How?

What about reports for authorities like NFPA110, CARB, Joint Commission?



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Remote Monitoring – How?

What questions can a dealer ask to identify the best solution for their application?



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Topics of Discussion

Open Q&A



Stop By Our Booths!



Dealer/Distributor Committee

Technician Apprentice
Placement Program
(TAPP) Working Group



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Dane Olson, Chair
Generator Solutions, Inc.



Greg Nelson, Vice Chair
Sentrien Systems, Inc.



What is TAPP?

A relationship with EGSA and Educational Institutions to promote placement of new graduates with EGSA member companies. Additionally, promote and develop Power Generation specific curriculums and generate an increased population of qualified Apprentice Technicians.

In Essence; a Matchmaking Initiative for Dealers and Qualified Entry Level Technicians.



TAPP

Objectives:

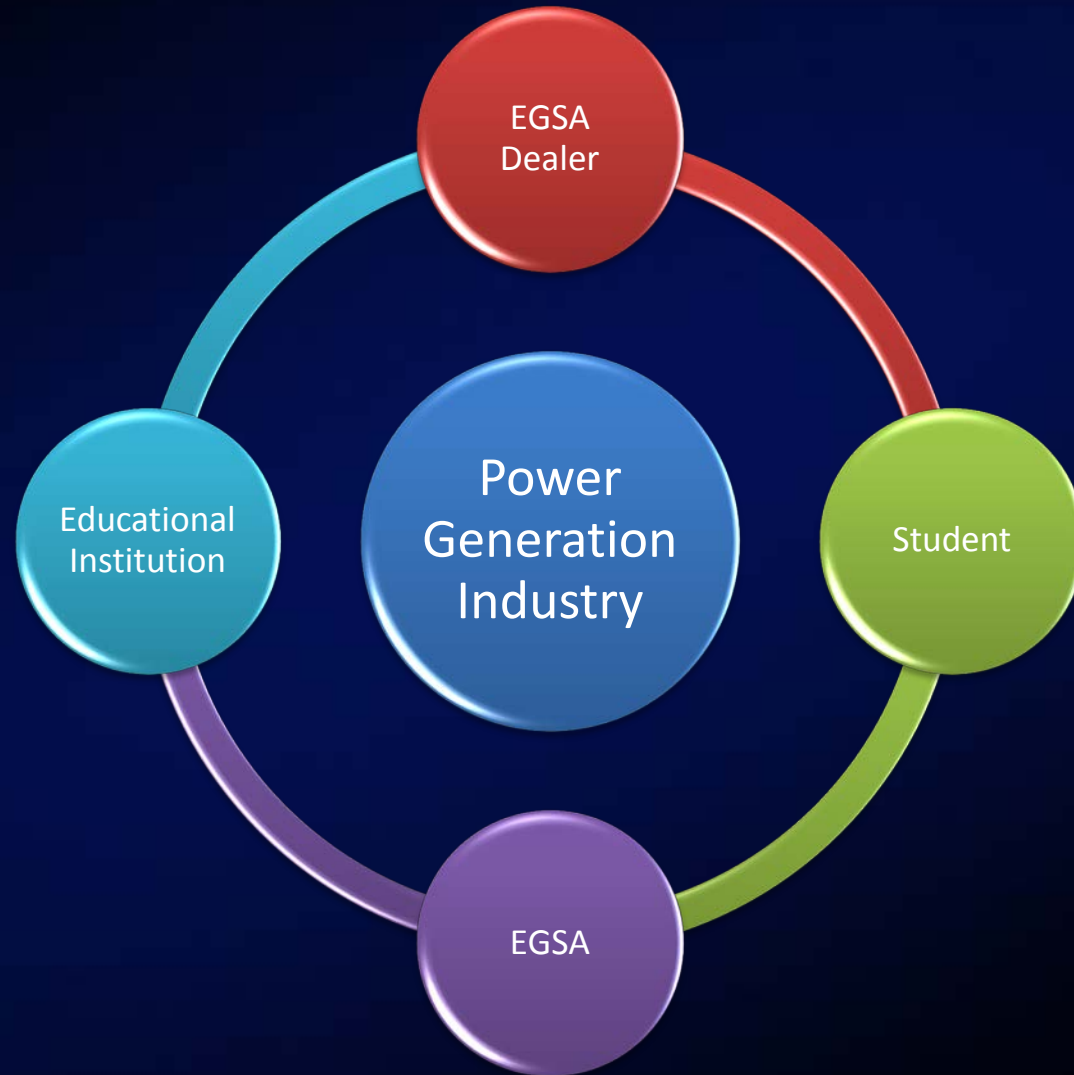
- Increase the Number of Qualified (EGSA Apprenticeship Test) Entry Level Technicians
- Facilitate Interviews Between EGSA Dealers and Entry Level Techs
- Evangelize the Power Generation Industry's Importance
- Evangelize EGSA's Position within Power Generation Industry
- Provide Quantifiable Value to EGSA Dealer/Distributors
- Strengthen Educational Institution Relationships



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Stakeholders

- Student
- EGSA
- Education
- EGSA Dealer



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Student

- Alert Student to Power Generation Career
- Give Students Inside Track on Generator Dealers
- Appeal to Student's Main Decision Drivers
 - Geography
 - Job Security
 - Pay
 - Part of a Family



Educational Institution

- Current
 - Assist in Pipeline and Placement
 - Add Legitimacy and Excitement to Program
- Prospective
 - Create Net New Revenue Program
 - Access to Broader Job Market Sectors



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EGSA

- Broaden Contact with EGSA Membership
- Find Tangible Ways to Assist EGSA Dealers in Growth
- Expand Awareness of Apprenticeship Test
- Alert Dealers to EGSA Programs and Tools



Dealer/Distributors

- Expedite Dealer Access to Talent
- Lower Cost of Dealer Talent Search
- Increase “EGSA Influenced” Material into Educational Curriculums
 - EGSA Apprenticeship Test
- Broaden and Foster Close Teamwork with EGSA and EGSA Dealers
- Give our EGSA Dealers a Soapbox



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Recent Developments & Upcoming Program Items

- Fact Finding Meetings with Ohio Technical (Senior Level Career and Program Staff)
 - Placement Statistics
 - Enrollment Numbers
 - Student Values
 - Other Programs and Offerings
 - Identify Risks to the Success of the Program
 - Confirmed Assumptions



Recent Developments & Upcoming Program Items

- Pipeline Outreach
- Enrolled 'Spotlight' Opportunities
- Career Fair
- Student and Alumni Connections
- Geographically focused Market Test(s)



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TAPP – Technician Apprenticeship Placement Program Interest & Input



Dane Olson, Chair
Generator Solutions, Inc. – Booth B3
Dane@Gen-Tracker.com



Greg Nelson, Vice Chair
Sentrion Systems, Inc. – Booth B13
GNelson@Sentrion.com





Lee Newton



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TOYA Fall 2018

Improvements

- Changed essay format to an Interview with Manager
- DD touches Committee members called DD membership and informed them of the Selection process
- Semi- finalist recognition on several levels
- Various social media blast about nominations for TOYA
- DD Feedback for future improvements



Tech Talk Working Group



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Tech Sharing



Fuel Fact or Fiction Working Group Update

Michelle Hilger & Jeff Poirier



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Fuel Fact or Fiction Working Group

Purpose

To follow the vision of the EGSA by providing a reference and source for members to engage in anything and everything diesel fuel.

Goal

To create awareness and educate power generation personnel on the current status of diesel fuel within the industry so that our customers have proper maintenance programs in place in the event of an emergency.



EGSA Committee Introduction

Technical Oversight Committee Update

Dan Bigelow



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EGSA Committee Introduction

Education Committee

Update

Richard Knittel



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Closing Business



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Round Robin / Networking



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