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
o 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
  o 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
  o 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 – LinkedIn
- LinkedIn: 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:
  - Chad Youkers – Chair
  - Al Powers – Vice Chair
  - Secretary – OPEN
  - Bob Piske – Advisor
  - Tyler Van Dyke – Advisor
- Tap Objectives:
  - 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.
  - Promote the OnSite Power Industry as a very viable and lucrative career path that has limitless possibilities Worldwide
  - Provide a mutually beneficial path for up and coming talent to work with EGSA Member Companies to fill our ever-expanding void
  - Allow all EGSA member companies a chance to participate
- Tap Progress to Date
  - The TAP Working Group has held two teleconferences with several “back and forth” discussions via email
  - A number of Post Secondary Education Facilities have been approached: Ohio Technical College, Fleming College to gauge interest – Overwhelming!
  - 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**
  - Several questions and comments from the audience.
  - Program still needs refining
  - Survey results will help the team put this together for Spring EGSA Board Approval

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**TOYA**

- 2015 is our 2nd winner to be crowned this evening
- Once again congratulating Todd Vaughan from Kelly Generator
- Team TOYA – is:
  - Al Powers – Chairman
  - Keith Heid – Vice Chairman
  - Aaron Yates – Secretary
  - Tom Wein – Advisor
  - Rick Hodgkins – Advisor
- **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
- **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
- 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.
  
  o 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
  - Extreme heat in AZ
  - Load bank everything before sending out on rent
  - Wouldn’t hold temperature in a 90 degree ambient
  - Held back 20% and wouldn’t pay them. They would not fix the deficiency
  - Don’t assume ANYTHING and always test and certify
  - 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:
  - Is there more maintenance requirements on rental equipment
  - 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:
  - 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:
  - 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
  - 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
  - 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
  - Transfer switch rental opportunities – Yes they are available!

- Bob asked question about kVA
  - 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
  - Short discussion on the tactics used for contingency planning for hurricanes etc.

Meeting adjourned at 5:10 PM