



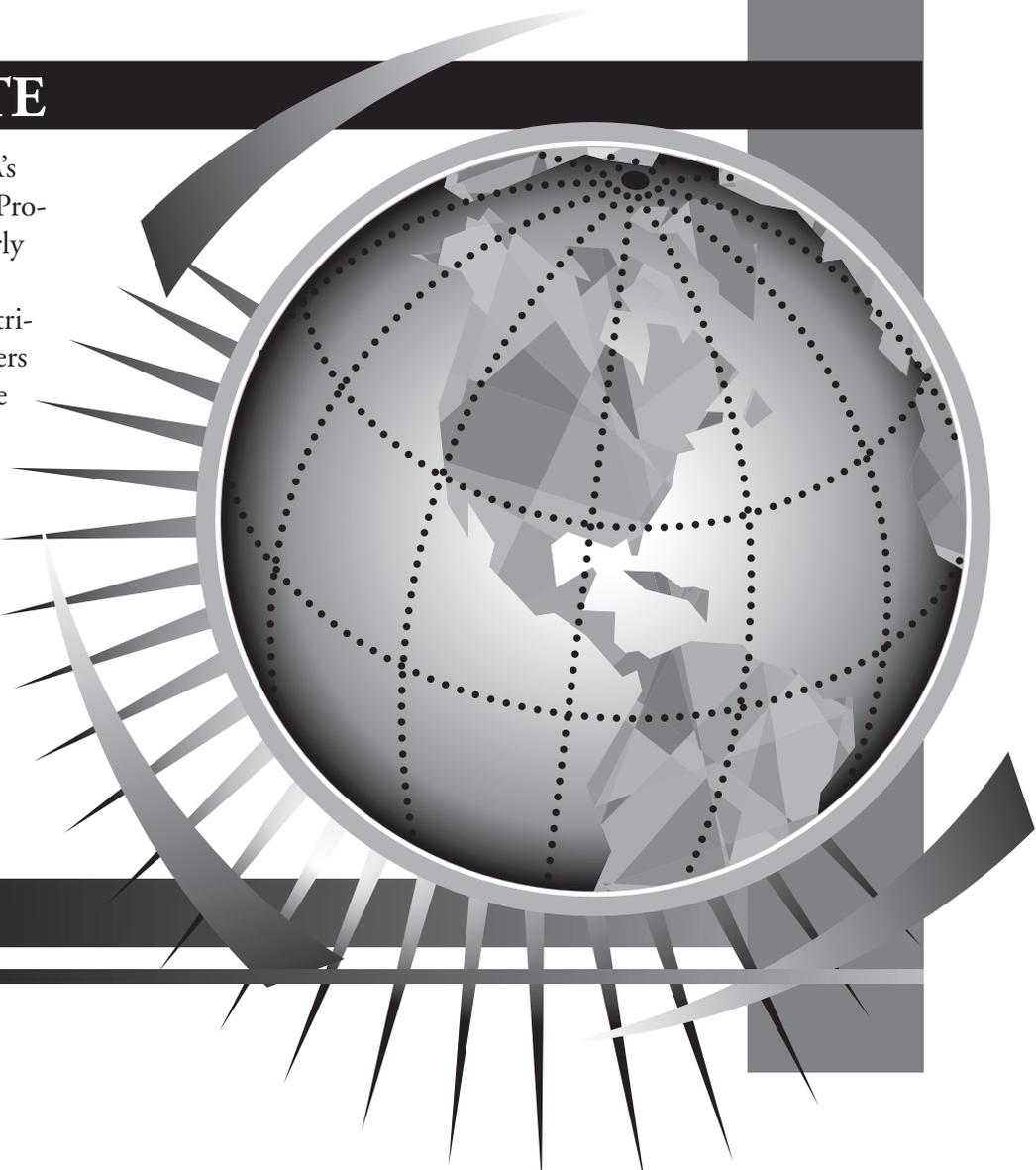
Roving Chief Executive Program

SHARE

Here's Your Opportunity to Share Management Ideas and Solve Difficult Problems With a Select Group of Non-Competing Fellow EASAns.

PARTICIPATE

As a participant in EASA's Roving Chief Executive Program, you'll meet regularly with the same group of owners/managers of electrical sales and service centers for a truly open exchange of information. This pooling of talent and experience benefits every member of the group. It's like having your own consulting firm or outside board of directors.



Dear EASAn:

Thank you for requesting information about one of the most popular programs EASA has ever established: the ***Roving Chief Executive (RCE) Program***. The purpose of this program is:

To bring together non-competing EASA owners/managers with similar problems for the exchange of information.

Participants in the ***Roving Chief Executive Program*** usually meet twice a year with their assigned group of EASA owners/managers. Participants share experiences and help one another solve business problems common to all of them. The meetings rotate among the members' locations, so that everyone has the opportunity to see the operation of other companies firsthand.

Background

Many Chambers of Commerce and local business groups across the United States and around the world achieve great success on a local basis with similar programs for *unlike*, non-competing businesses. Known by such names as "networking groups," "profit improvement programs" or "entrepreneurs' round tables," such programs have been received enthusiastically by owners/managers of all size EASA companies.

Many EASAns say one of the greatest benefits of their membership is the opportunity to discuss common problems and concerns with the owners and managers of *like*, but non-competing, businesses at EASA chapter/regional meetings and conventions. Building on this idea, we believe even greater management benefits result from the RCE program, which fosters regular meetings of non-competing EASA owners and managers in a confidential, small-group setting. Within this framework, participants pool their talents and experience to solve mutual problems and concerns.

How Groups Are Formed

When you apply for the ***Roving Chief Executive Program***, EASA's staff will notify those existing groups that are seeking new members. It's also possible that new groups will be put together. In either case, we try to achieve the following:

- **Sufficient geographic distance between members to avoid competitors.**
- **Regional proximity to keep down transportation costs.**
- **Good personal chemistry among group members.**

To assure that no competitors are assigned to your group, an EASA staff member will review with you the names of all those in your prospective group. (Once a group has been formed, its members establish meeting dates and agendas and decide how to maintain their membership policies.)

If you feel the initial selection process was unsuccessful for your group, you may ask to be assigned to another group after the first meeting. If you decide to remain in a group, you will be asked to sign its charter and commit to attending six to eight more meetings of that group over the next several years. This way each member of the group will host one meeting. After that, groups may redefine their charters, change their membership, or disband.

Confidentiality and Information

As a group member, you will be expected to share information openly about personnel problems, financial results, sales information, and so forth. The charter includes a statement of confidentiality, the violation of which may result in expulsion from the group.

A note of caution: To avoid legal problems, pricing information must *not* be discussed in any way.

Group members will be asked to bring to the meetings basic information about and objectives for their businesses. Each member also will be asked to bring three specific problems to the first meeting as initial points of discussion.

Meetings

Depending on the group, meetings generally last two days and begin on a Friday at or near the host's designated hotel or motel. After touring the service center, the group will meet the host's key employees and hear a presentation about the company.

To give everyone an opportunity to get to know each other socially, group members also dine together.

On the first full day of the meeting, the host usually leads off with a discussion of his/her key problems. The real benefits of participating in the group become apparent quickly as the other members—your peers—share their experiences and solutions to similar situations.

Following each meeting, the Management Services Committee asks each group to complete and return a brief evaluation form. This helps the committee monitor the progress of each group and provides suggestions for improving the overall program.

Fees and Application

To enroll in EASA's *Roving Chief Executive Program*, complete and return the enclosed application form right away. Group members pay for their own travel, lodging and meals.

Enroll Today

Join fellow EASAns in a management process that's sure to play a very valuable role in the future of your company. Complete and return the enclosed application/information request card today!

Thank you.

What Participants Say About The Program

"In my opinion, the Roving Chief Executive (RCE) Program is one of the most valuable benefits that I derive from EASA because it helps each participant become more successful. For example, as a result of input from those in the RCE group in which I belong, one member avoided a costly building expansion. Instead, he refocused his efforts at his existing facility (as the group suggested) and just a short time later had increased sales by a million dollars. I have come away from every meeting with ideas that help me become more effective and efficient at Square One Electric Service Co."

*Ed Crumbock
Square One Electric Service Co.
Dover, Delaware*

"It's a unique opportunity to get straight answers from other members who genuinely want you to succeed. Of course you will bring valuable experience and ideas to the table as well, so the others will learn from you. This is a win-win program."

*William Furedy
United Industrial Group
Washington, Pennsylvania*

"The program is a great benefit of EASA membership. The best way to describe it is that it's an advisory board of non-competing peers in the industry. To me, EASA means sharing, and this is a condensed, high-performance version of sharing."

*Kevin Krupp
York Repair, Inc.
Bay City, Michigan*

"As a participant in the Roving Chief Executive Program, you'll get intelligent, truthful answers that aren't available anywhere else. Your attorney, your accountant, your insurance agent or any of your local advisors or vendors won't be able to give you the kind of valuable information you can get from the perspective of another service center owner/manager."

*Dan Parsons
A.C. Electric Corp.
Auburn and Bangor, Maine*

***Make sure you get in on this exciting program.
Mail or fax your Application/Information Request today!***

Roving Chief Executive

Application / Information Request

- Yes, I am interested in joining a Roving Chief Executive Group. Please enroll me in the program.
- I am interested in starting a new group.
- I am interested in joining an existing group.
- I am in a group and want to change.
- I want to join a group now.
- I want to join a group within the next 12 months.
- Please have a member of the EASA staff or Management Services Committee contact me to discuss the Roving Chief Executive Program.

Name _____ Company _____

Address _____ City/State/Prov. _____ Zip _____ Country _____

Phone (____) _____ Fax (____) _____ E-mail _____

Please Complete The Following

Number of Employees: 2 - 5 6 - 25 26 + Multiple Locations

Size: Under 5,000 Sq. Ft. 5,001 to 15,000 Sq. Ft. Over 15,000 Sq. Ft.

Estimated Percent of Total Sales: _____ % Motor Repair _____ % New Motor Sales
_____ % Parts Sales _____ % Electrical Service/ Field Service

Total Sales: Under \$500,000 \$500,001 to \$1,500,000 Over \$1,500,000

Ownership: Owner/Part Owner General Manager (no ownership)

What Do You Hope To Achieve From This Program (Specific Goals, Information, Etc.)?



Mail Or Fax To:

Management Services Committee

Electrical Apparatus Service Association, Inc.

1331 Baur Blvd. • St. Louis, MO 63132 • 314-993-2220 • Fax: 314-993-1269

CHARTER



*We, the members of the Electrical Apparatus Service Association, Inc. (EASA) signed below, do hereby establish a Roving Chief Executive group known as the:
(Three-Phasers, Amperes, Short Circuits, T-Frames, or other name of the group's choosing).*

Our purpose is: To bring together non-competing EASA owners/managers with similar problems for the exchange of information.

We are all owners or have general management responsibility for EASA member companies.

We acknowledge and respect the knowledge and the talent of the other members of our group. We agree to share any and all data about the operation of our individual businesses if it is helpful to one or more members of the group. We recognize the potential benefit to ourselves and other members of our group of sharing our talent and knowledge.

We also recognize the harm that might occur to members of the group from the improper dissemination of that knowledge. We therefore pledge that we will maintain as confidential any information divulged within the group.

We understand that our individual value to any group can only be maintained through attendance and participation. We therefore agree to attend each of these meetings excepting only personal or family emergencies. If such events prevent us from attending two or more meetings of the group, we will resign our individual membership to allow new members to receive the benefit of participating in the group. We agree not to send substitutes to the meeting.

We agree that each host may begin the meetings with the discussion of his particular problems and concerns. We agree that each host will provide at his expense a private meeting place. We agree that the host for each upcoming meeting will act as the ad hoc Chairman of our group until the completion of his respective meeting and the scheduling of the location of the subsequent meeting. We agree that each member will pay for his own travel, lodging and food.

We agree to provide EASA a brief evaluation of each meeting and suggestions regarding the structure of the meetings.

We pledge not to discuss pricing information.

We agree that any additions to or substitutions in the membership of the group will result only from a unanimous favorable vote of all members.

We agree that changing the membership policy of the group requires a unanimous decision of all members of the group.

We agree that changing other policies of the group requires a unanimous decision of those present at a group meeting.

Signed _____

Date _____