

Hone Your Management, Marketing Skills During the 2025 Convention & Solutions Expo



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I know it sounds early, but I am already looking forward to the **2025 Convention & Solutions Expo in Nashville, Tennessee, July 19-22!** The Management Services

Committee met in November and reviewed the convention overview. This year offers some innovative topics delivered by new-to-EASA lecturers and veteran speakers. Here is a taste of what you can expect when you join us in Nashville this summer.

Saturday, July 19

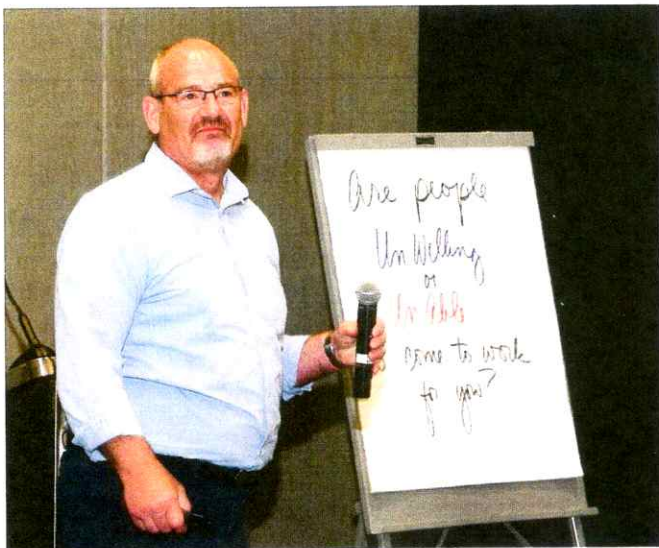
1:30 - 4:30 pm

Managing Your Workforce from Hire to Retire

Speaker: Chris Czarnik, author of *Winning the War for Talent*

Last year I was blown away when Czarnik asked our group if we are working as hard to find our next employee as we are at finding our next customer. I must admit I certainly hadn't been. I was one of the "Woe is me." folks that whined about not being able to find great people. Czarnik's 2024 session was truly an eye-opening topic presented with high energy. He held my attention for the entire period on a topic critical to us all.

This year's session will focus on auditing your current recruitment efforts and the changing demographics of the current workforce; changing the way you recruit and get referrals; and creating a path for employees to develop themselves.



Chris Czarnik



Sunday, July 20

8:30 - 9:45 am (All attendees invited!)

Keynote: Powering the Future: Create Loyalty that Lasts

Speaker: Clint Pulver, Emmy Award winner and author of *I Love It Here*

During this keynote, Pulver will demonstrate the simple and effective "How To's" for creating mentorship connection in your business. Attendees will: understand the power of collaboration between co-workers and management; see the importance of advocating for your team vs. simply developing your team; create a method of accountability for you and those who lead; and adopt implementation strategies for how to create greater loyalty.

10:00 - 10:50 am

How Small Businesses Can Recruit, Retain and Motivate Top Talent

Speaker: Taylor Powell, Industrial Motor Service, Inc.

EASA member Taylor Powell will enlighten those of us who are smaller shop owners on the fine art of recruiting, retaining and motivating talent. She will help us create job descriptions, develop a plan and use measures of success to drive employee engagement and performance. Taylor will also explain how she has increased the percentage of women on her team from 10% to 25%, which shows that female talent can be recruited in a male-dominated field.



Ron Widup

10:00 – 10:50 am
Implications of NFPA 70E and 70B to Field and Shop Operations

Speaker: Ron Widup, Shermco, Inc.

Ron Widup, chair of EASA's Marketing & Industry Awareness Committee, will help us navigate NFPA 70E and 70B, which apply to electrical safety and electrical maintenance. If your organization does ANY onsite service work, you need to attend this session. I can tell you from personal

experience that the ability to meet and exceed safety standards that others cannot or will not hit creates a huge competitive advantage for your firm.

11:00 – 11:50 am
Evaluating Customer Requests for Warranty Repairs
Speaker: Tom Bishop, PE, EASA Senior Technical Support Specialist

This technical/management session will help EASA members avoid unnecessary warranties by showing us how to develop a scope of work and to collect information about system and operating conditions that could impact equipment through no fault of our own. At my business, we often struggle with the warranty conversation because we frequently do not have the correct data about operating conditions, etc. that helps us determine if our repair should be covered by warranty or not.

11:00 – 11:50 am
Changes to NEMA Standard and IEC Harmonization
Speaker: Tim Albers, Nidec Motor Corp.

Appropriate for both managers and technicians, this session will outline several major additions that serve to further harmonize NEMA MG 0001 and International Electrotechnical Commission (IEC) standards.

11:00 – 11:50 am
Open Management Forum

Speakers: Management Services Committee Members

EASA's always popular Open Management Forum will create a safe space for you to ask Management Services Committee members questions. What challenges do you have? How are others solving those problems? Management Services Committee members will comprise the panel of experts to facilitate the discussion and to share their professional experiences. We've found that attendees often have great solutions also! You don't want to miss this session.

Monday, July 21

8:00 – 9:30 am

General Session: *The Future of the EASA Service Industry*
Speakers: EASA panelists and Facilitator Jerry Peerbolte, J. Peerbolte & Associates

Following a qualitative research report, hear from a wide demographic of EASA service centers about the future of our industry. With so much happening with emerging technologies, electrification, electric vehicle infrastructure and sustainability, learn how EASA members will fit in now and in the future.

9:45 – 10:45 am

Harnessing AI for Engineering Excellence

Speaker: Devlin Liles, president and chief consulting officer of Improving.com

Through real-world case studies, this session will illustrate practical applications of artificial intelligence (AI) in predictive maintenance, design optimization and smart manufacturing. The session will also address the technical challenges and ethical considerations associated with AI implementation.

9:45 -10:45 am

The Four Pillars of Profit Enhancement – Part 1

Speaker: Al Bates, Ph.D., a principal in the Distribution Performance Project

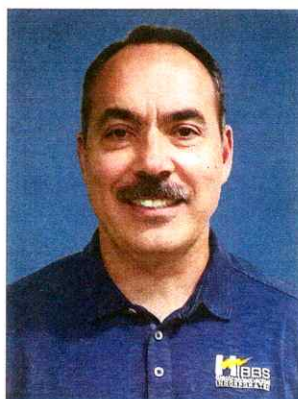
As economic conditions shift, it's vital to implement strategies that sustain and enhance profit margins. Don't miss this highly rated EASA speaker for a chance to refine your strategic planning and enhance your company's profitability.

11:00 am – 12:00 pm

The Four Pillars of Profit Enhancement – Part 2

Speaker: Al Bates, Ph.D., a principal in the Distribution Performance Project

This is a continuation of the 10:00 – 10:50 am session



Ryan Senter

11:00 am – 12:00 pm

Retention is Attraction

Speaker: Ryan Senter, Hibbs ElectroMechanical, Inc.

During this presentation, you will learn how being very selective and community-involved can be a real competitive advantage. Learn how to use retention of both customers and team members as a competitive advantage (saving acquisition and recruiting costs in the process).

We encourage you to join us in Nashville as we focus on the key issues facing our management teams and navigate how we go about **Powering the Future.** ●