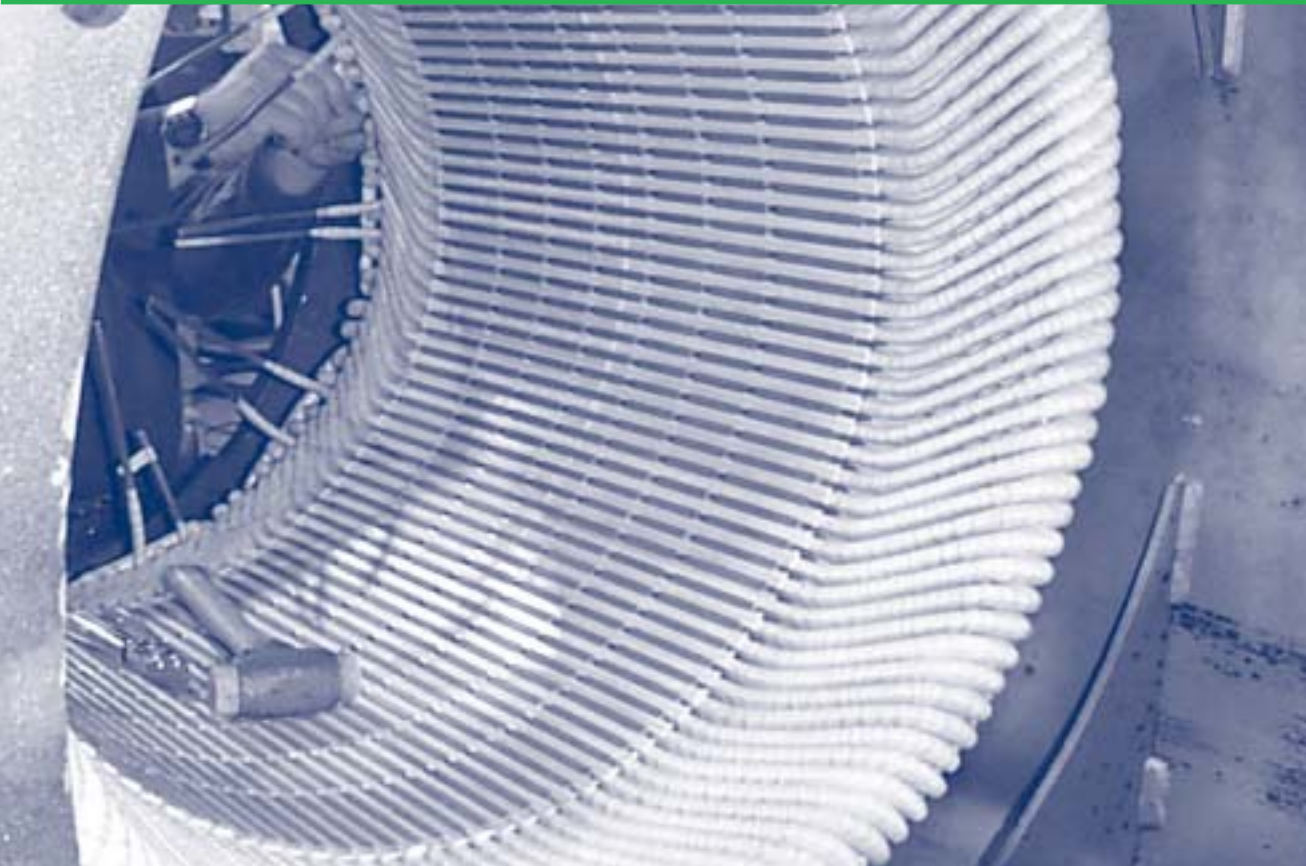


*If your company sells, services
and/or repairs electrical,
electronic and/or
mechanical apparatus, then
find out how to prosper through*

EASA ACTIVE MEMBERSHIP



**Reliable
Solutions
Today!**



EASA is an international trade organization of nearly 2,500 companies that sell, service and/or repair electrical, electronic and/or mechanical apparatus.

The Electrical Apparatus Service Association, "EASA," has been serving electrical repair firms since 1933. Small and large companies from across the U.S., Canada, Europe, Australia and around the world have prospered from Active membership for years.

EASA members know that they belong to an Association that yields practical, measurable rewards.

Take a few minutes to review this brochure and see for yourself how EASA can help you realize a brighter future. Or you can find out more about the Association, its members and its services by visiting www.easa.com.



The most basic benefit of EASA membership is that of belonging to a strong team of companies with similar business backgrounds. As electrical sales and service professionals, EASAs share common goals, interests and concerns.

As Active members, they consolidate the power and re-

sources necessary to solve problems and establish important trends in the industry.

Plus, membership offers something money alone can't buy: EASA member firms are recognized by manufacturers, suppliers, customers and competitors as highly qualified and reputable professionals who set the standards of the industry.



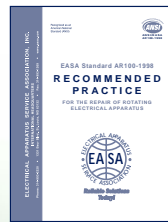
All new Active members receive a valuable "new member packet" filled with publications and information that can be used to improve productivity and profitability. Upon acceptance, all new Active members receive these materials that can't be found anywhere else:

- **Technical Manual** — This frequently updated manual contains



nearly 700 pages of technical information developed specifically for EASA members.

- **Recommended Practice For The Repair Of Rotating Electrical Apparatus** — EASA's



Recommended Practice has ANSI status.

- **AC Motor Redesign** — Shows how to make changes in the ratings of AC motors, within design limitations.

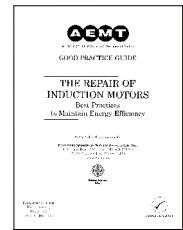
- **Motor Winding Data On CD-ROM** — EASA has the widest variety of motor winding data available anywhere!



- **Internal Connection Diagrams On CD-ROM** — Easy-to-follow diagrams for connecting stators or rotors of three-phase electrical motors.
- **Hazard Communication Manual** — Make sure you are in compliance with OSHA's Hazard Communication Standards.
- **Safety Resource Manual** — Improve your safety record and reduce the accident- and loss-related costs that can erode your company's profits.
- **Environmental Checklist** — Perform your own "environmental audit" of your firm.
- **Waste Minimization Program** — Ways and how to implement your own Waste Minimization Program.
- **Employee Safety Guide** — Gives special attention to safety problems specific to the electrical apparatus service industry.



- **Good Practice Guide** — *The Repair Of Induction Motors - Best Practices To Maintain Energy Efficiency* —



The study report concludes that electric motors up to 22 kW, including energy-efficient models, can be repaired without degrading efficiency.

- **EASA Yearbook** — Contains a wealth of information about the Association and its members.

- Promotional Publications* — Use these “giveaway” items to promote your business:

- *Electrical Engineering Pocket Handbook*
- *Mechanical Reference Handbook*
- *Understanding Energy Efficient Motors*
- *How To Get The Most From Your Electric Motors*
- *A Guide To AC Motor Repair And Replacement*
- *Failures In Three-Phase Stator Windings*



- * (One copy of each item is included in your new member packet. You may then purchase them at low member prices for distribution to your customers.)

- Samples Of Handy “I.D.” Items — Vinyl logo decals and shoulder patches to indicate EASA affiliation.
- Helpful Laminated Charts — Durable reference tools for service centers.
- Plus much, much more!



Technical Support — Considering the cost of professional consulting, for most companies one call alone to EASA for technical support covers the cost of membership.

EASA Convention — This annual event, along with the industry exhibition, provides the chance to learn, network, and see the industry’s latest products and equipment.

Chapter/Regional Meetings — Network with fellow service center managers and employees.

Marketing Education/Industry Awareness Campaign — This on-going program is designed to enhance members’ knowledge of how to market their services and products. It also focuses on building awareness of members’ EASA affiliation among customers and prospects.

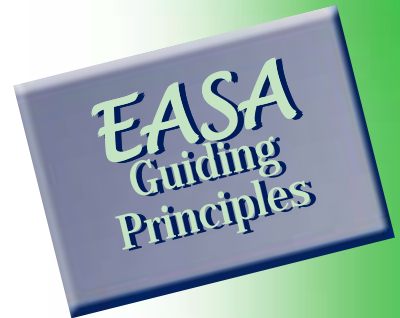
CURRENTS Newsletter — EASA’s monthly newsletter provides important information on industry developments and trends as well as Association activities. It is also filled with technical, sales and management articles.

Web Site At www.easa.com — In the “Members Only” section, members have the ability to download numerous *Tech Notes*; see EASA’s strategic plan; review Frequently Asked Questions of EASA’s Technical Support Department; download EASA logos, and much more.

Equipment Bulletin — Advertise and search for materials and equipment online in the “Members Only” section of EASA’s Web site at www.easa.com.

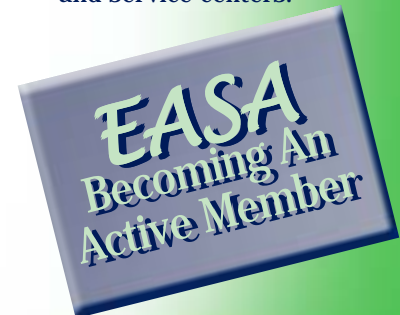
Seminars — Members receive special rates for these education forums.

New Materials And Services — New tools, such as the “AC Motor Verification & Redesign Program” and EASA’s *Marketing Manual* are constantly being produced by EASA’s hard-working committees and staff.



EASA operates according to three guiding principles:

- Membership in the Association is open to electrical, electronic and/or mechanical apparatus sales and service firms who meet EASA’s requirements for membership.
- EASA is a non-profit organization. Income is spent solely for the benefit of members and advancement of the industry.
- EASA is self governing. Policies are made by an elected board of directors, who are themselves owners and managers of electrical sales and service centers.



Now that you’ve had a chance to consider the advantages of belonging to EASA, we invite you to apply for Active membership. Complete the application form enclosed with this booklet and send it to or contact:

Electrical Apparatus Service Association, Inc.
1331 Baur Blvd.
St. Louis, MO 63132
Phone: 314-993-2220
Fax: 314-993-1269
E-mail: easainfo@easa.com

Or apply online at www.easa.com



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Today!*

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