

2022 Annual Meeting



Registration Information

Electrical Equipment Representatives Association

March 27-30

Ritz Carlton New Orleans

New Orleans, Louisiana

[Schedule](#)

[Program](#)

[Activities](#)

[Plan Your Trip](#)

[Register](#)



SCHEDULE

[About the Program](#)

[Activities](#)

[Plan Your Trip](#)

[Register](#)

Sunday, March 27

- 1–5 pm Annual Meeting Registration
5–6 pm Annual Meeting – Roll Call
6:15–8 pm **Welcome Party – Mardi Gras** (*comfortable or Mardi Gras dress*)

Monday, March 28

- 6:45–8 am Small Business and Family Breakfast
7–9:30 am Breakfast (members and guests)
8–9:45 am **Elite Teams are Forged Through Challenge and Change**
Jon Sanchez, Team Performance Institute
9:45 am Break
10–10:45 am **Leadership with Inside Sales**
Amber Cooper, ELUS, Amy McBreen, ELUS, Jennifer Harlow, Young & Company
10:45–11 am **EERA Ethics Review**
Don Shirk, USA of No. TX, John Commons, ELUS; Vince Brown, V.J. Brown Co., Inc.

Afternoon and evening open for Golf, Optional Activities or Informal Networking Forum

Tuesday, March 29

- 6:45–8 am H. Burr Cullom Prayer Breakfast
7–9:30 am Breakfast (members and guests)
8–9 am **Energy Information and Analysis**
Gregory Upton, LSU, Center for Energy Studies
9–9:45 am **Working as a Partner with Your Distributors**
Brownstown Electric Supply
9:45–10 am Break
10–10:45 am **Building a Successful Relationship with Your Regional Manager**
Scott Rowles, Marmon Utility; Brian Shaw, Howard; John Halle, Dis-Tran Packaged Substations

Afternoon and Evening Open for Optional Activities or Informal Networking Forum

6:30–7:15 pm Reception

- 7:15–11 pm **President's Banquet and Dancing**
(Black-tie optional with entertainment)

Wednesday, March 30

- 7:30–9:30 am Breakfast (members and guests)

DELEGATE ONLY SESSIONS

- 8:30–9:15 am **Leadership with your Agency**
Scott Whitehead, Whitehead & Associates, Inc.; Rob Rigsby, Chas W. Ashby Co., Inc.; Albert Tucker, Curtis H. Stout, Inc.
9:15–10 am **Member Roundtable Discussions**

(By Agency Size) *Select on Registration Form*

- Agency Size 15+: Section Gold
Agency Size 10 – 15: Section Black
Agency Size 5 – 10: Section Green
Agency Size 5 or less: Section Purple

- 10–11 am **Senior Forum – Delegate Only Forum**
Moderator: Jeff Starkman and Fergus Loughran

Adjournment

- Noon–2 pm Board of Directors' Meeting

ABOUT THE PROGRAM

[Schedule](#)

[Activities](#)

[Plan Your Trip](#)

[Register](#)

Elite teams are Forged Through Challenge and Change

Jon Sanchez, Team Performance Institute

You need transformed teams and leaders to meet the latest challenges. Join Jon Sanchez, Founder and CEO of Team Performance Institute (TPI) us to begin the conference with how improve our leadership skills and how as leaders we develop and lead the next generation through challenge and change. After the keynote Jon will facilitate a 45 minute workshop to put what you hear in the first 60 minutes into action.

Sanchez graduated from the United States Naval Academy, where he earned a bachelor's degree in economics with a minor in German. Upon graduation, he was one of only 16 midshipmen selected for Navy SEAL training. After finishing #1 in his class of 140 SEAL candidates, Sanchez was named Honor Man for overall performance and demonstrated leadership. From there, he operated as a platoon commander for SEAL Team Three, leading multiple exercises and covert operations in the Middle East and Africa. During this time, Sanchez was also one of five men chosen to represent the U.S. in the Military Olympics, bringing home gold medals in the Naval Pentathlon from Italy and Pakistan.

Panel – Leadership with Inside Sales

Amber Cooper, ELUS Company; Amy McBreen, ELUS Company; Jennifer Harlow, Young & Company

Do you look to your inside sales as an opportunity to develop leaders? If not, now is the time to give it the proper consideration. We will hear from three, industry inside sales leaders on the tools they use and the support they have been given to assist the growth and success of their agencies.

EERA Ethics Review

Don Shirk, USA of No. Texas; John Commons, ELUS Company

The EERA Aims and Purposes are the pillars of our 70 year plus organization. In times of challenges and change it is a good idea to be reminded of these Aims and Purposes and how they should be followed by EERA members.

Energy Information and Analysis

Gregory Upton, Jr., PhD, LSU Center for Energy Studies

At Louisiana State University the Center for Energy Studies (CES) is mandated to provide energy information and analysis that responds to the needs of the legislature, public agencies, and business and civic groups. The Center maintains some unique energy data bases and is the official repository of energy information from the state and The Energy Council (*continued next column*)

Staff respond regularly to requests from a wide variety of individuals and institutions for specialized energy data and information. Ph.D, Greg Upton will offer a high level view of current activity taking place in various energy sectors. This update will be useful information as we plan for the ever-changing environment associated with energy.

Working as a Partner with Your Distributors

Brownstown Electric Supply

Distribution plays an essential role in servicing our customers. How as reps do, we prioritize working as a partner with our distributors? Brownstown Electrical Supply will lead the discussion on the importance of being partners and tools they feel are the most important in developing a strong and stable relationship.

Building a Successful Relationship with your Regional Manager

Scott Rowles, Marmon Utility; Brian Shaw, Howard; John Halle, Dis-Tran Packaged Substations

Our role as independent reps can be impacted by Regional Managers in positive way or in a negative way. We will have some Regional Vice Presidents that have served in many industry roles, share how this working relationship can bring mutual success. They believe that understanding the challenges they face internally will help us all understand how to work for more continued success together.

Leadership With Your Agency

Scott Whitehead, Whitehead & Associates, Inc.; Rob Rigsby, Chas. W. Ashby Co.; Albert Tucker, Curtis H. Stout, Inc.

It is essential to have sustaining value for your agency. These three agency principals will share their tips and tactics to identify, train and develop leaders in their agency to ensure the business continues long after they retire.

Roundtable Discussions – by agency size

We will have roundtable discussions planned to discuss leadership topics that keep you up at night.

Senior Forum

Moderator: Jeff Starkman and Fergus Loughran

The Senior Forum is open to any member delegate, or other individual from a member firm with prior written consent. To register a non-delegate, contact jmale@westerneda.com

We invite your questions and topics for this session. Send to: jmale@westerneda.com

OPTIONAL ACTIVITIES

[Schedule](#)

[About the Program](#)

[Plan Your Trip](#)

[Register](#)

Monday, March 28 **EERA Golf Tournament**

1 pm Shotgun start

Cost: \$170

Maximum Number Available: 52 golfers

Cost includes Box lunch, greens fees, range, bottle water, cart, pro tournament scoring, and prize money. Since the course is closed on Monday's we have arranged for a beverage cart to be available during your round.

You may rent clubs for \$64 including tax per set at the Pro Shop. This includes one sleeve of golf balls.

Lunch and transportation leaving the Ritz Carlton at 11:30 am is included in the cost for golf. The course is a 30 minute drive.

The course is English Turn Golf and Country Club, 1 Clubhouse Dr., New Orleans, LA. This Jack Nicklaus Signature Design, Par 72 Championship Golf Course presents a unique challenge to golfers of all skill levels. Every hole has an individual personality including numerous bunkers, large waste bunkers, plentiful grass depressions and mounds which line the sculpted fairways. The property was designed with meandering lakes surrounding the golf course giving a separation from the community and a magnificent Plantation Style Clubhouse making your visit at English Turn an unparalleled experience.

The Signature Course at English Turn was originally designed in 1988 for the New Orleans PGA Tour event, which was held at the facility until 2004 and in 2006 following Hurricane Katrina. The Inaugural event was the USF and G Classic in 1989 and the course proved to be a challenge for the PGA Tour with notoriously undulating greens, water in play on seventeen of the eighteen holes and the signature fifteenth Island Green. In addition, the 18th Hole had been ranked the hardest hole on tour many times during the tournament tenure.

Stay tuned for additional Optional Activities and more information on our Welcome Event.

We will invite you to register for the optional activities, but will invoice you for payment when we confirm the activity will actually take place.

Final details are still being arranged due to vendor staffing concerns and illness.

PLAN YOUR TRIP

[Schedule](#)

Annual Meeting Participation

As of the printing of this registration packet you are aware the world continues to be involved with the COVID pandemic and its variants. Your registration to attend the annual meeting confirms you are aware of this pandemic and the risks associated. You will need to have your vaccination card or a photo of your card available at check-in at the hotel and/or negative antigen test or PCR COVID-19 test taken within 72 hours before entry.

To understand the restrictions and guidelines in New Orleans, please check this link frequently:

https://ready.nola.gov/incident/coronavirus/safe-reopening/?utm_source=NOLAReady&utm_medium=banner

Airport - The airport you would fly into is the Louis Armstrong New Orleans International Airport, (MSY). You will find plenty of taxis, shared rides and rental car options. The important part is to plan ahead if you plan to rent a car. The city will be busy while we are there in anticipation of the NCAA Final Four weekend.

Hotel Accommodations - The Ritz-Carlton, New Orleans is a historic hotel reimagined for modern travelers looking to experience the vitality of New Orleans. Located at 921 Canal Street just a block away from famed Bourbon Street and the French Quarter. Your hotel reservations may be booked [online](#) or calling +1 (800) 826-8987 and reference Group Code: **XSSXSSA** (Deluxe King Accommodations - \$279) or **XSSXSSB** (Deluxe Double Accommodations - \$279) Our group rate of \$279 plus applicable taxes and charges apply and may be available 3 days prior and after, based on availability. Reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Cancellations must occur within seventy-two (72) hours prior to arrival to avoid losing your deposit. Included in our sleeping room rate is complimentary access to the pool, Jacuzzi and 24-hour fitness club, complimentary turn down service each night, 10% discount on all spa services and standard guest room internet access and complimentary newspapers are placed on credenzas in the lobby each morning. Last day to make your reservation to receive this rate is March 4.

Keep in mind the NCAA Final Four will be moving in during our conference. Costs will increase due to the demand. If you want to extend your stay in New Orleans it may be a better fit at the beginning of the conference instead of at the end. It is recommended you call the hotel directly if you would like to stay outside of the blocked dates, March 25-March 31.

Parking - If you reserve a room within our sleeping block you will receive discounted overnight valet parking at the rate of \$36 per night, per car.

What You Should Know - Make dinner and activity reservations before your arrive in New Orleans. When you arrive in New Orleans you may find tickets and seating is limited due to staff shortages at the time of this printing. Also they are not able to accommodate large groups at dinner (over 6 or 8 at some places) unless you reserve a private room. So plan ahead!

Dress - Dress for the Annual Meeting is business casual. The Tuesday President's Dinner is black-tie optional. The Sunday Welcome Party will be a Mardi Gras theme.

Childcare Services - The Ritz is a child friendly hotel, but our Tuesday evening President's Event is not for children. If needed, please contact the hotel concierge for babysitting services, (504) 524-1331.

Weather - New Orleans weather in March is typically an average high of 73° with the low of 54°. Come with a few layers, sunglasses and plenty of sunscreen.

[About the Program](#)

[Activities](#)

[Register](#)