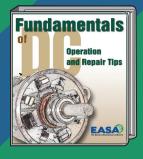
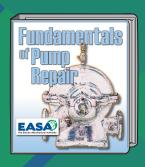
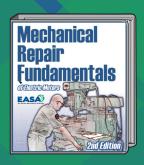


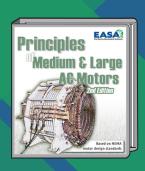
The Electro•Mechanical Authority

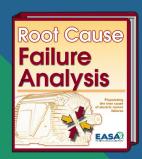
RESOURCE GUIDE











MATERIALS AND SERVICES

JULY 2019 -JUNE 2020



NASHVILLE, TENNESSEE

JUNE 14-16, 2020



- Expansive trade show
- Valuable networking with peers worldwide
- Affordable, flexible registration options to fit your budget





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IDENTIFICATION MATERIALS



EASA Lapel Pin

Announce your affiliation with EASA in a fashionable manner with this professional-looking lapel pin. This handsome copper-plated lapel pin is the perfect match for our industry and will look perfect on a sport coat, dress shirt or tie.



EASA Logo Uniform Patch

Add the mark of professionalism to uniforms, shirts, jackets, coveralls and other apparel. The 4'' by $1\frac{1}{2}''$, high-quality embroidered emblem looks great when worn as a shoulder patch or on the chest. Sold in sets of 10.



EASA Logo Vinyl Decals

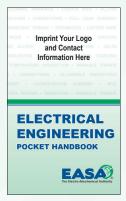
Available in two sizes, these vinyl decals look great on any smooth surface. The large $(8 \frac{1}{2}$ " $\times 3 \frac{1}{6}$ ") decal will set off items like metal cabinets, doors, lockers and service center walls. The handy small (5" $\times 1 \frac{7}{6}$ ") decal is just right for smaller applications such as toolboxes, notebooks, folders, car bumpers and rear windows. Sold in sets of 10.



PROMOTIONAL/CUSTOMER EDUCATION MATERIALS

Electrical Engineering Pocket Handbook

Filled with practical information, the handbook makes a great "give-away" item for your customers and potential customers. When imprinted with your company information, it reminds customers to call on your firm when in need of electrical apparatus sales or service. Use the handbook to make everyone in your organization a sales person. If one of your technicians helps a customer with a troubleshooting problem, for example, remind the customer of this valuable assistance by providing EASA's professionally produced handbook with your company's contact information.



Actual size: 3.5" x 6"

Failures in Three-Phase Stator Windings

Failures in Three-Phase Stator Windings is a six-page brochure on heavy, enameled stock that assists members in a variety of ways such as a training aid, an informative handout or a promotional mailer. For the greatest impact and a lasting impression, include your company imprint on the front cover, inside or both. The brochure features large, full-color photographs of the most common failures in three-phase stator windings, and brief descriptions of the possible causes. A photograph of a good stator is included for the purpose of comparison. The booklet also is available in French and Spanish.



Actual size: 8.5" x 11"

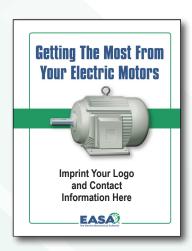
Getting the Most from Your Electric Motors

Getting the Most from Your Electric Motors helps end-users obtain the longest, most efficient and cost-effective operation from general and definite purpose motors. The booklet covers items such as:

- Installation, startup and baseline information
- Operational monitoring and maintenance
- How to read a motor nameplate
- · Motor storage

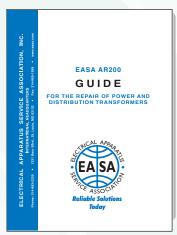
Use it as a great marketing tool. Provide a copy to customers with your contact information and branding imprinted on the cover.

This publication is available for FREE download at www.easa.com.



Actual size: 8.5" x 11"

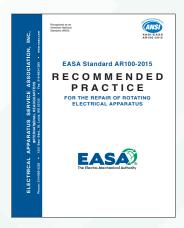
PROMOTIONAL/CUSTOMER EDUCATION MATERIALS



Actual size: 8.5" x 11"

OCK HUTS & LOCK WASHERS + OL VISCOSITY AND HAMP IMPRINT YOUR LOGO - CEYS - SHEAR SINE AND CONTACT AND STANLE SO - READINFORMATION HERE O JOINTS FULLEY STEEDS - MACLING I SHEARANDES FACTORS & FORMULAS - WIRETON CONSTANTS S - FORMULAS - MACLING I SHEARANDES AND FLAT STOCK REYS - CLEARANCES MECHANICAL REFERENCE HAND BOOK WECHANICAL REFERENCE HAND BOOK WELLEY STOCK REYS - CLEARANCES MECHANICAL MECHA

Actual size: 3.5" x 6"



Actual size: 8.5" x 11"

Guide for the Repair of Power and Distribution Transformers (EASA AR200)

EASA's *Guide for the Repair of Power and Distribution Transformers* (EASA AR200) establishes guidelines for each step of the repair of power transformers. It describes record keeping, tests, analysis and general guidelines for the repair of power transformers. Transformers covered are liquid-filled distribution or transformers up to 10 MVA and 69 kV, and dry type distribution and power transformers up to 5 MVA and 25 kV. Some of the topics addressed include condition assessment, failure investigation, insulation tests, rewinding of both dry and liquid-filled units and assessing suitability for service. Entire sections are devoted to winding considerations, repair of dry type transformers and repair of liquid-filled transformers.

An appendix addresses electrical testing safety considerations.

This publication is available for FREE download at www.easa.com.

Mechanical Reference Handbook

This handbook contains carefully selected materials designed to assist repair firms in their everyday work. Just as important, your customers and potential customers can use this 90-page pocket handbook as a handy reference for mechanical data for motors and driven equipment. When imprinted with your firm's contact information, the *Mechanical Reference Handbook* also makes a great tool for sales calls and other promotional activities.

Recommended Practice for the Repair of Rotating Electrical Apparatus (ANSI/EASA AR100-2015)

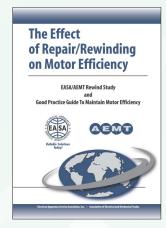
With the American National Standards Institute (ANSI) status noted on the cover, EASA's Recommended Practice for the Repair of Rotating Electrical Apparatus (ANSI/ EASA AR100-2015) is an important publication to distribute both internally and to customers. Order extra copies so you and everyone at your repair facility will have this comprehensive set of guidelines nearby for handy reference. EASA's Recommended Practice promotes integrity and good faith among members, suppliers and customers by maintaining a level of workmanship that will produce quality products. Adherence to EASA's Recommended Practice helps member firms improve the quality of their operations while providing their customers with guidelines for judging whether repairs have been performed in an acceptable manner.

This publication is available for FREE download at www.easa.com.

PROMOTIONAL/CUSTOMER EDUCATION MATERIALS

The Effect of Repair/Rewinding on Motor Efficiency EASA/AEMT Rewind Study and Good Practice Guide to Maintain Motor Efficiency

Get extra copies of this important publication for your technicians and customers. It explains the findings of the study conducted by EASA and the Association of Electrical and Mechanical Trades (AEMT) that analyzed the impact of repair and rewinding on the energy efficiency of electric motors. In addition to its conclusion that using best repair/rewind practices does not degrade efficiency, the study also shows that motors can be rewound/repaired multiple times with no loss in efficiency. Also, the *Good Practice Guide* outlines good practice repair methods used to achieve the results. It can be used as a stand-alone document and contains repair tips, relevant motor technology and information about sources of losses in induction motors that affect efficiency.



Actual size: 8.5" x 11"

This publication is available for FREE download at www.easa.com.

Guidelines for EASA Imprinted Products*

Pricing

Pricing for imprinted products is based on the quantity purchased as well as the number of colors (inks) used. There is an additional charge for a requested proof whether or not an order is placed. An additional \$2 invoicing fee will be charged if not paid in full in advance.

The prices for imprinted products listed in the Price List at the back of this brochure are for black ink only. Imprinted prices listed are an estimate only. Contact Customer Service Representative Nancy Kemper at EASA Headquarters (+1 314 993 2220 or nkemper@easa.com) for exact prices on ALL orders for imprinted products.

Colors (Inks)

When submitting any artwork, you **MUST** specify the Pantone PMS color codes for all inks (other than black). If you do not know these codes, ask your logo designer, graphic artist or marketing department/firm for the details. You may also refer to **www.pantone-colours.com** for help in determining the codes. EASA is not responsible for any incorrect colors based on incorrect color codes submitted.

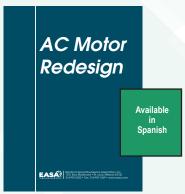
Acceptable Artwork Formats

- Submit one file containing the logo/graphic/text EXACTLY as it should appear on the imprinted product.
- The logo/graphic/text must fit within the printable area (2.75" wide x 2.25" tall).
- The preferred format for submission is Adobe® Illustrator .AI (native Illustrator file) or Adobe® Illustrator .EPS (Encapsulated PostScript). Vector files, such as those created by Adobe Illustrator, are resolution independent and create the sharpest images no matter what the size.
- If your .AI/.EPS/vector graphic artwork submission contains fonts, the graphics should be converted to
 outlines to ensure fonts display correctly.
- Although it is not preferable, logos may be submitted as high-resolution (600 dpi or higher) JPGs or TIFs. Logos taken directly from your company website are generally low resolution (72 or 96 dpi) and **ARE NOT** suitable for printing.
- Artwork also may be submitted in a Portable Document Format (PDF) if the original image will fit within the printable area (2.75" wide x 2.25" tall) and is to be printed as one solid color.

Booklet Reprints

If your imprint order is **EXACTLY** the same as a previous order, submit a copy of the cover from the previous order. Please also indicate all Pantone PMS colors.

* Products available for imprints are: Electrical Engineering Pocket Handbook; Mechanical Reference Handbook; Getting the Most from Your Electric Motors; and Failures in Three Phase Windings.

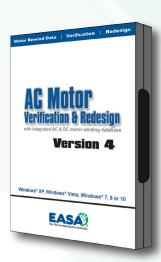


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AC Motor Redesign

EASA's *AC Motor Redesign* manual explains how to make all possible changes in the ratings of AC electric motors, within design limitations. Besides mathematical formulas, it provides guidelines on the limitations for each type of redesign. These are useful in determining whether a desired new rating is possible before the motor is stripped. Terms are expressed in both English and metric units. Each chapter contains at least one example to guide you through your own redesigns. The publication also is available in Spanish.

This publication is available for FREE download at www.easa.com.



BOLTS AND NUTS COMMON BOLT GRADE MARKHOS ASTE MAD DAG COMMON BOLT GRADE MAD DAG COMMON BOL

Actual size of all charts: 8.5" x 11"

AC Motor Verification and Redesign (with integrated AC & DC motor winding database) – Version 4

Version 4 of EASA's *AC Motor Verification & Redesign* program on CD-ROM has been combined with EASA's *Motor Rewind Data – Version 4* program to form a single application that addresses service center winding needs. The marriage of these two software programs will provide seamless access to a full array of motor winding reference and redesign functions. Among its many features, the new verification program and redesign software provides new usability features such as fraction and basic math format for entering core dimensions, and more flexibility for redesign options. The integration with the EASA motor rewind database allows users to directly reference those database records to validate their original winding data, or for bare core redesigns. The **Version 4** program is an indispensable tool for verifying winding data and accurately calculating redesign options. The new flexibility in comparing redesign options allows service centers to design windings that best meet their customers' needs.

Chart – Bolts and Nuts

EASA's laminated *Bolts and Nuts Chart* provides a bounty of useful information. One side of the chart shows the most commonly used bolt grade markings. The reverse side shows bolt tightening torque values for both metal-to-metal contact and non-metallic parts bolted to metalic parts. The chart also lists precautions for tightening bolted joints.

Chart – Commutator Machining

EASA's laminated *Commutator Machining Chart* includes valuable information for the service center. The troubleshooting guide includes a table as a guide to assess the condition of the commutator and to aid in solving and eliminating the cause. The other side contains information on turning and undercutting the commutator.

Chart – Cylindrical Roller Bearing

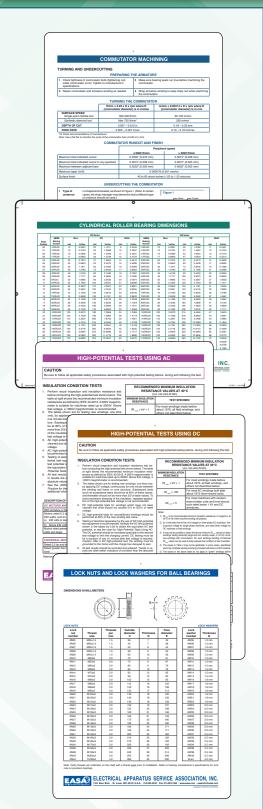
EASA's *Cylindrical Roller Bearing Chart* provides useful information in a handy and durable format. One side of the chart shows the maximum and minimum shaft diameters and end bell housing bores (in inches) for roller bearings most frequently used in electrical rotating equipment. The reverse side of the chart includes nominal bearing dimensions in inches and millimeters. The ABMA numbers listed are for single-row, cylindrical roller bearings. It, too, is covered by a high-quality lamination that protects it from stains, spills and smudges.

Chart – High-Potential Tests Using AC High-Potential Tests Using DC

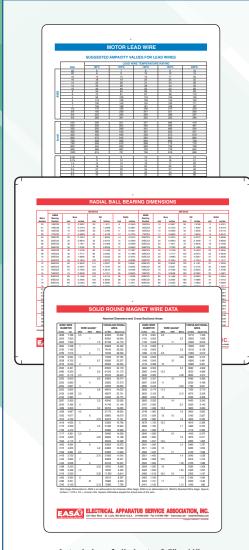
EASA's high quality, laminated cards for service center use, *High-Potential Tests Using AC* and *High-Potential Tests Using DC*, provide extensive information about conducting high-potential tests. Both cards are covered with a high-quality lamination to protect them from stains, spills and smudges in the harsh service center environment.

Chart – Lock Nuts and Lock Washers for Ball Bearings

EASA's laminated chart entitled *Lock Nuts and Lock Washers for Ball Bearings* is a convenient tool to use right at the bench or at your parts desk. It shows the outside diameter measurements of each lock nut for ball bearings. It also provides the thickness and number of tangs for lock washers. The other side of this handy chart provides decimal and metric equivalents for linear measures.



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Actual size of all charts: 8.5" x 11"

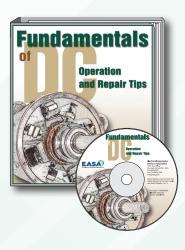


Chart – Motor Lead Wire

EASA's laminated *Motor Lead Wire Chart* contains useful information including suggested ampacity values for electric motor lead wires, minimum acceptable lead wire temperature ratings, insulation characteristics, lead wire nominal temperature operating ranges and temperature classifications.

Chart – Radial Ball Bearing

EASA's *Radial Ball Bearing Chart* provides a wealth of useful information in a handy and durable format. One side of the chart shows the maximum and minimum shaft diameters and end bell housing bores (in inches) for ball bearings most frequently used in rotating electrical equipment. The reverse side of the chart includes nominal bearing dimensions in inches and millimeters. (The ABMA numbers listed are for single-row, deep groove ball bearings.) Plus, it is covered by a high-quality lamination that protects it from stains, spills and smudges.

Chart – Round Magnet Wire Data

EASA's laminated *Round Magnet Wire Data Chart* is the ideal reference to use right at the bench. Easily convert among the various wire measurement systems used around the world without having to "check the books." This simplifies the process of gathering data needed for calculating windings. In addition, you will not worry about discoloring or damaging this chart because it is covered by a high-quality lamination that protects it from stains, spills and smudges.

Fundamentals of DC Operation and Repair Tips

"Fundamentals of DC Operation and Repair Tips" is available via download, CD-ROM or print. EASA service centers should make this resource available to supervisors, mechanics, winders, salespeople and field service technicians. It benefits anyone involved in the repair of DC motors and generators. The publication covers DC machine theory without complex mathematical formulas. It also covers operation as well as repair procedures and tips that have been collected over a number of years. As a result, readers will benefit from the knowledge gathered by others with long careers in DC repair. It could take a decade or longer for someone to become really proficient and knowledgeable in this area. The material begins with DC theory and then follows the logical progression of a DC machine through a service center. Initial chapters cover disassembly, inspection and testing. Subsequent chapters are organized around the main parts of a DC machine, such as armature and frame. Additional chapters cover assembly, final testing and application issues. Those sections that focus on the components explain how those parts work and how they can best be repaired.

Fundamentals of Pump Repair

"Fundamentals of Pump Repair," used in the seminar of the same name, is available in printed and CD-ROM versions as well as download. The manual covers common repair procedures for centrifugal pumps, including submersible, vertical turbine, single-stage end suction and split case pumps. The procedures are also applicable to other style pumps. For each type of pump, the inspection, disassembly, evaluation, repair and reassembly functions are presented. Other highlights include: the importance of initial pump inspection, documentation, how to evaluate pump condition and specify repairs, disassembly procedures, repair tips for specific style pumps, common machine repairs, mechanical seal installation and pump final testing. There also is information on reading pump curves, system curves and pump applications.

Internal Connection Diagrams

EASA members can download for FREE the latest version of the *Internal Connection Diagrams* (©2001-2006) book in PDF form at **www.easa.com**. This publication provides diagrams for connecting three-phase AC windings. The book includes templates for 4-pole, skip-pole and 6-pole, and consequent-pole connections. In addition, members may purchase printed or CD-ROM versions for a nominal price (see order form in back of this brochure).

Mechanical Repair Fundamentals of Electric Motors, 2nd Edition

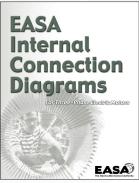
EASA's valuable instructional/resource manual used in the "Mechanical Repair Fundamentals of Electric Motors" seminar is available in printed and CD-ROM versions as well as download. The manual includes information and tips for every aspect of mechanical repair, from disassembly and inspection, through shaft repair methods (how to match the repair method to the application), to housing repair (methods compared to procedures given), and on to assembly. It also covers rotor repair (including rebar procedures), step-by-step procedures for making new shafts, how to deal with shaft and bearing currents and identifying and solving vexing issues such as vibration and oil leakage.

Motor Rewind Data - Version 4

This improved CD-ROM program has the ability to connect to a live, ever-expanding online database of more than 250,000 windings for three-phase, single-speed AC motors; three-phase, multi-speed AC motors; single-phase AC motors; and DC motors & generators. The live database is monitored, updated and corrected as needed by EASA's Technical Support Staff. Using the online database guarantees you'll have the most up-to-date information available at all times as additional data is submitted by EASA members. If your computer does not have an Internet connection, the software will automatically switch to the static, local database that was included and loaded during installation. The local, stored database does not receive updates.

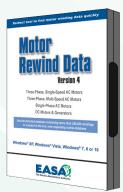
Note: Active members were mailed a copy of this CD in May 2016. Additional copies may be purchased.





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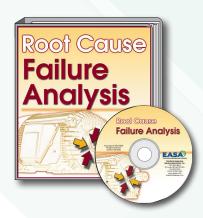






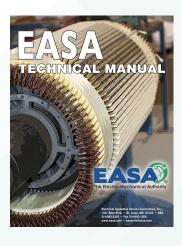
Principles of Medium and Large AC Motors

EASA's valuable instructional/resource manual, "Principles of Medium & Large AC Motors," is available in printed and CD-ROM versions as well as download. For this second edition, the manual has been reorganized, updated with new information, including revised standards and published articles, and edited extensively. The manual includes drawings, photos and extensive text and documentation on AC motors, including how they work, specific information on enclosures, construction of components and applications. Many of the principles included apply to all AC motors, especially those with accessories that were associated with larger machines in the past (such as encoders, RTDs, thermostats, space heaters, vibration sensors, etc.). It is also available in Spanish.



Root Cause Failure Analysis

"Root Cause Failure Analysis" is available in printed and CD-ROM versions as well as download. Every EASA service center should have a copy for quick reference. Others who will want a copy include anyone interested in understanding motor failures and those who want to serve customers by addressing the cause of failure rather than the symptom. The publication was developed to help electric motor technicians and engineers prevent repeated failures by determining the root cause of the problem. With more than 270 pages, the book provides extensive information, including photos of a wide range of failures, the likely causes listed, and a clear methodology for confirming the probable cause of each failure. The printed manual is in black-and-white, while the CD version shows most of the failure photos in color. If you must choose between one or the other, we encourage you to purchase the CD and then print pages as necessary. This is an excellent tool to demonstrate to your customers the likely cause(s) of failure.



Technical Manual

The EASA Technical Manual is available **free** to members in a Flash-based, online format and as downloadable PDFs of the entire manual or individual sections. Members may access the manual in either or both these electronic formats at **www.easa.com**. The Flash-based version features instant, online access and responsive page-turning capability, making it easy for members to find what they need quickly without the hassle of having to remember where they might have saved the file on their PC. The Flash-based version resides on EASA's Web server, which eliminates the delay when downloading files.

The printed version of the latest *Technical Manual* is also available for purchase. Each of its 13 sections features a detailed table of contents.

NAMEPLATES

EASA Nameplates

Made of sturdy gauge aluminum, EASA motor nameplates are printed in red enamel and lacquer-coated to resist corrosion.



ENGINEERING FORMS

AC Stator Form Coil Data Sheet

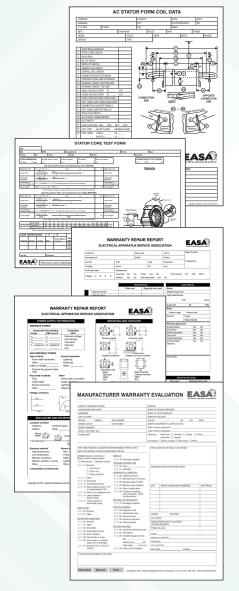
Avoid costly mistakes, missing or incorrect data and communication problems when making or ordering new form coils. Begin using EASA's *AC Stator Form Coil Data Sheet*. This form can be used as a universal replacement for those used by the various coil manufacturers. It also assists technicians in recording all the information needed to produce exact duplicates of the original coils. It is logically arranged. One of the best things about using the *AC Stator Form Coil Data Sheet* is that after you buy one pad (100 sheets to pad), EASA will send you a **free** replacement pad for each 100 completed data forms you contribute to EASA's data bank.

Stator Core Test Forms

EASA's *Stator Core Test Form* allows you to record core test data for your own records and to contribute this data to EASA's files. As with EASA's other free data card programs, you first purchase an order of *Stator Core Test Forms*, which come padded in two-part sets, complete with carbon paper. As you perform core tests, record the data, keeping one copy and sending the other to EASA Headquarters. When you have completed 40 forms, return them to EASA. EASA then records your submissions, and each time you send in a total of 40 test forms, EASA sends you a fresh supply of two-part forms for free.

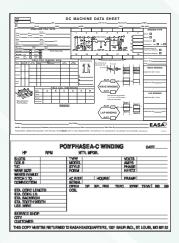
Warranty Report Form

The *Manufacturer Warranty Evaluation* form is a single-page document that is primarily intended for use by service centers to submit warranty repair reports to the original motor manufacturer. The *Warranty Repair Report* form is two pages and is primarily intended for service center internal warranty evaluations and service center repair reports for customers. It is also for manufacturer warranty evaluations when the manufacturer requests more detail than is provided in the one-page *Manufacturer Warranty Evaluation* form. EASA members may download both forms electronically at www.easa.com.



Actual size of forms above: 8.5" x 11"

ENGINEERING FORMS



Actual size of forms above: 8.5" x 11"

Winding Data Forms

With EASA's *Winding Data Forms*, record important winding data for your records while contributing valuable information to EASA's winding data file. You buy an order of data cards (single-phase AC, polyphase AC or DC), which come padded in two-part sets. As jobs come in for repair, record the data as usual, keeping one copy and sending the other to EASA's rewind data file. When your facility has filled out 600 single-phase or polyphase cards, or 40 DC data sheets, return the copies to EASA. EASA then records your submissions, and each time you reach a total of 600 single-phase or polyphase cards, or 40 DC data sheets, EASA will send you a fresh supply of the appropriate type for free.

Notes . . .

TECHNICAL TRAINING & EASA SEMINARS/WEBINARS

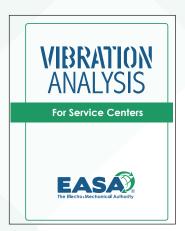
How To Wind Three-Phase Stators (Self-Paced, Interactive Training for Stators 600 Volts or Less) – Version 2

This CD-ROM- based interactive learning tool is ideal for training both your novice and experienced winders. The CD teaches how to wind in a richly detailed, step-by-step approach. It includes narrative, animations and video clips, with tests to assess student comprehension. The training is divided into 13 lessons, from "Taking Data," to "Winding Insulation and Coil Insertion" to "Winding Treatment." Features include "Pro Tips" and "Drill Downs," which are designed to enhance the learning experience and assure that even your most experienced technician will learn from this product.



Vibration Analysis for Service Centers

The Vibration Analysis for Service Centers manual serves as an introductory training resource for service center technicians and supervisors involved in measuring, evaluating, and correcting vibration and balancing issues on machines under repair. It covers those areas rather than the in-plant predictive maintenance tasks covered in most general classes on the subject. The practical explanations of vibration and balancing terms, specifications and tolerances that the manual provides will also be helpful to service center engineers who may be involved in writing, interpreting and applying them.



Actual size: 8.5" x 11"

EASA Vo-Tech

The nine-volume *EASA Vo-Tech* manuals simplify training. Topics range from Safety to Basic Shop Skills to AC and DC Motors. Depending on a member's company size, the program can be conducted in a classroom by a designated individual, in small groups or self paced. A comprehensive test with answer key is provided for each volume purchased. Discounts are available for members who wish to purchase the full nine-volume set. You can also save by ordering multiple copies of each volume. Order at least one complete nine-volume set of *EASA Vo-Tech* and receive a complimentary copy of *Managing A Training Program*. Topics include how to analyze your training needs, the supervisor as trainer and evaluating your training results.



MANAGEMENT AND SALES TRAINING



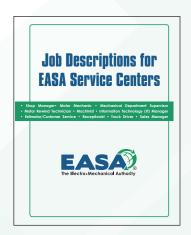
Advanced Inside Sales

Produced in conjunction with the Association Education Alliance, a group of more than 25 distribution trade associations of which EASA is a member, *Advanced Inside Sales* on CD-ROM teaches new skills for greater inside sales effectiveness. Now more than ever, it is essential to maximize the effectiveness of your inside sales team. In fact, for many EASA members, inside sales and all it encompasses (e.g., customer service follow-up, relationship building, cold-calling, etc.) are becoming more critical to profitability. The CD covers: Pricing — Understand front-line pricing and ways to improve it; The Complex Sale — Go behind the simple one-on-one relationship; and Quantifiable Value-Added Selling — Find opportunities for adding value and quantifying it in dollars and cents.



Employee Safety Guide

EASA's pocket-sized *Employee Safety Guide* presents common-sense precautions and practical work rules to help EASA member firms achieve a higher level of employee safety. The *Guide* gives special attention to safety problems specific to the electrical apparatus service industry. It presents recommendations that reflect the experience of electric service center operations as well as the suggestions of employees, supervisors and safety specialists throughout the industry. This guide is also available in Spanish.



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Job Descriptions for EASA Service Centers

Written job descriptions are tremendously helpful in making your operations run more smoothly, especially since employees are usually more productive when they know exactly what is expected of them. *Job Descriptions for EASA Service Centers* provides a starting point for members who wish to write or revise job descriptions for their individual repair centers. It is available via download or print.

MANAGEMENT AND SALES TRAINING

New Directions in Inside Sales (DVD)

New Directions in Inside Sales is a five-segment, video/print based training program that can be used as self study for a single inside sales person or in a classroom setting. Straightforward and practical, segments include: "Introduction To A Changing Marketplace;" "Account Building;" "Sales and Customer Service;" "You and the Company;" "Goal Setting and Time Management."



The Perfect Sales Call

Joe Ellers, Director of Palmetto Associates in Clemson, South Carolina, teamed up with the Association Education Alliance (AEA) and EASA to produce "The Perfect Sales Call." The presentation is appropriate for inside and outside sales; the principles apply whether your focus is on products or services. The training consists of a DVD and CD-ROM. The CD contains a leader guide for sales managers and a participant guide for salespeople. You can print as many copies as you need from the CD. Your salespeople will get a checklist to use when they are selling. Of all the sales training programs on the market, very few of them focus on the most critical element: the sales call itself. Too many programs today feature "blue sky" solutions that have never been applied in the service distribution industry. This program not only tells your people what to do. It shows them how to do it so they can apply what they learn right away.



NEWSLETTER



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Currents

Your firm's primary membership contact already receives a copy of *Currents* each month. Ordering extra subscriptions ensures that all key people in your company will be informed of EASA's programs, seminars, technical articles and industry trends and events. Save the trouble of copying or clipping articles to share with others in your company especially when you need to keep certain articles.

Order as many annual subscriptions as you like. Extra subscriptions will be sent to your company address, but list the names of the individuals to whom they should be sent

Check out EASA's website at www.easa.com

to find continually expanding technical & management information and training, as well as important announcements about new offerings and updates from EASA.



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Special Handling: For faster service on any item, a "special handling" charge of \$5.00 per order applies, plus a "special postage" charge, if shipped any way other than normal.

* Minimum order is \$10. A \$2.00 service charge will apply to orders received without payment. Payment by nonmembers must be made in advance. Credit card orders from nonmembers must total at least \$50; otherwise, payment must be made by check prior to shipment.

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AC Stator Form Coil Data Sheet (Pad of 100) Pag	e 10	\$17.50	52.50	
Advanced Inside Sales on CD-ROM Page 13	Price for each	\$149.00	447.00	
Currents Newsletter: Extra Subscriptions Page 15		\$18.00	54.00	
Electrical Engineering Pocket Handbook Page 2	Unimprinted Each	\$7.00	21.00	
	100	\$199.00	597.00	
200		\$378.00	1,134.00	
500		\$875.00	2,625.00	
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lm	printed - Front Cover 200	\$508.00	N/A	
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2019

Date	Title	Presenter
July 17	Insulation Technology Improvements and the Repair Market	Mike Howell
August 14	Selecting Replacement DC and 3-Phase Squirrel Cage Motors	Tom Bishop, P.E.
September 18	An Overview of Vibration Tolerances	Gene Vogel
October 16	Air Gap: What Is It, What Does It Do, and Why Is It Important?	Chuck Yung
November 13	Conexiones Externas en los Motores Eléctricos Trifásicos – En Español	Carlos Ramirez
December 11	High-Potential Testing of AC Windings	Mike Howell

UPCOMING SEMINARS

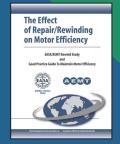
2019

Date	Title	City/State
October 11-12	EASA Sales Skills Development Workshop	St. Louis, MO

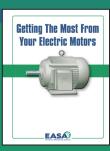
2020

January 24-25	Principles of Medium & Large AC Motors	Cincinnati, OH
March 27-28	Root Cause Failure Analysis	Dallas, TX
April 3-4	Mechanical Repair Fundamentals of Electric Motors, 2 nd Edition	Anaheim, CA
April 24-25	Fundamentals of Pump Repair	St. Louis, MO
May 1-2	Fundamentals of DC Operation & Repair Tips	Indianapolis, IN

See a current list of education events and register online at www.easa.com













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