



# International League of Electrical Associations

## Watt's New....

April 10, 2008

### Trade Show News

#### **Electrical Expo in St. Louis is a success!!!**

We had **3,682 attendees** at our show on March 18<sup>th</sup> & 19<sup>th</sup>. In addition, 987 exhibitor personnel worked the booths for a total of 4,669. The attendee figure decreased by 107 from the 2005 Expo, but considering the flooding we experienced in our region, this is still a very good number. Booth sales increased by 8 over the 2005 show.

The opening luncheon attracted 225 people to hear Bill Dampf of Let's Talk Success Presentations motivate them to be "Just a Little Bit Better". We had over 430 people attend the 6-hour NEC Conference (Contractors need to renew their City of St. Louis license). The Grounding seminar had 292, Ameren Service Manual had 178, LEED had 148 and Generators had 196. Several other seminars were over 100 attendees. Attendance for all seminars reached 1908 compared to 1638 in 2005.

We added two new features, a Learning Center and Student Program for this Expo which I can discuss at the ILEA Conference in San Francisco. Surveys are now being returned with very favorable remarks and some comments pointing out areas to improve. I look forward to our conference segment on trade shows. Our planning for 2011 begins... NOW!

*As written by Bill Regan, President  
Electrical Board of Missouri & Illinois*

### **Upcoming Shows...**

April 9-10  
Upper Midwest Electrical EXPO  
North Central Electrical League, Minneapolis, MN

April 23  
Indiana Electrical EXPO '08  
Electric League of Indiana, Indianapolis, IN

April 23-24  
NIEC Electrical Manufacturers Trade Show  
Nebraska Iowa Electrical Council, Council Bluffs, IA

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### Conference News

#### **ILEA Annual Conference July 23-26, 2008, San Francisco, CA**

*"The coldest winter I ever spent was July in San Francisco".* That quote is usually attributed to Mark Twain, but there's no actual evidence that he said it. Anyway, it's not true. If you haven't already done so, now is the time to consider joining us for the ILEA Conference in the "City by the Bay"

When Kathleen and I were there on a site visit last April, we were very surprised, in a positive way, about how San Francisco has developed since our last visit over 25 years ago. Any number of big cities seem to treat tourists with indifference, even disdain. Not so in San Francisco. It was pretty obvious that we were tourists since we didn't bring enough warm clothing and had to buy a couple of jackets with a logo that screamed "tourist". Any number of bus drivers, cable car conductors, residents, etc. were more than happy to engage us in conversation. It was amazing. It's almost like a small town.

Another great thing about SF is transportation. They have a great public transportation system and there's no need for a rental car. Each ILEA Conference attendee will get a complimentary three-day pass that will get you on all the buses, trolleys and cable cars. Add to that a cable car stop right outside the hotel, and you'll find getting around town very easy.

And as to that alleged Twain quote, the average temperature in SF in July is a high of 68 and a low of 54. Very comfortable, indeed. The conference hospitality suite has an outdoor deck, but plenty of room inside in case the fog rolls in and it cools off. In any case, you can see the legendary Golden Gate Bridge from most of the rooms in the hotel.

The bottom line is that whether you've been to San Francisco before or this will be your first trip, I know that you will feel welcome in this historical and unique city.

In the coming ILEA updates, we'll concentrate on some specifics of the conference program. We're excited about the quality of the program and we look forward to seeing you there. Our early indications are that we will have more attendees this year than last.

*As written by  
Skip Morris, ILEA Conference Manager*