



# PSA News

*The Association for Service Professionals*

## A Fond Look Back at NASC 2015 in Orlando

By Randy Carney- PSA Executive Director

With more than 30 technical classes, 35 management classes, certification opportunities and a healthy sprinkling of specialty classes, NASC 2015 in Orlando was already guaranteed to keep those attending busy. Add in a great venue, and you wind up with an outstanding convention!

First things first... the Rosen Plaza Hotel was simply outstanding, and one of the best locations that PSA has ever had the pleasure of holding our convention at. The rooms and meeting space was great, and the staff was extremely attentive to the needs of one and all. There was a constant buzz in the lobby and bar areas, fine restaurants on site, and a pool area that was busy and well populated. Even the break areas outside the meeting rooms, on a deck overlooking the pool, were welcome to the very pale group that had endured another tough winter in the north!

Along with that, a prime location in the middle of the busy nightlife of Orlando's International Drive helped attendees enjoy the time away from the hotel. In addition, Universal Studios, Sea World and the Disney parks were all close, so everyone had plenty to keep them occupied, if they were so inclined.

That was all added to the usual hustle and bustle of the convention itself... a 4 day whirlwind of activities and a full schedule of training opportunities. The schedule kept everyone hopping, to the extent that many of our guests, when surveyed, suggested that an extra day be added so that they could take in everything they wanted to (we appreciate the suggestion, but, believe me, 4 days is enough!)

With all the management and technical training that is available, certification still is a big issue for the people attending the conference. This year, we were able to congratulate 29 people that gained their certification at NASC 2015.

In addition to training and certification, there were a number of features that attendees were able to take advantage of. On Monday evening, The Rosen Plaza hosted a reception for the participants in NASC 2015, with wine, beer and appetizers offered. Following the reception, we moved right into the Industry Town Hall meeting and discussed a wide range of issues impacting the appliance service industry.

On Wednesday was the annual Trade Show, one of the most popular of NASC features, with 30+ vendors featuring their wares and services for the guests. Of course, one of the fun sidelights of the Trade Show was getting the stamp at each booth, in order to be eligible for the drawings at the evening banquet.

At the banquet, guests enjoyed a great dinner and then watched as PSA inducted the late Wayne Markman into our Hall of Fame. Wayne was a longtime fixture in the electronics industry and also in PSA, and he was inducted very eloquently by Carmine D'Alessandro, PSA Vice President.

PSA also recognized three longtime business partners- Appliance Parts Depot and Fox Appliance Parts of Atlanta were recognized for their consistent support of PSA's Basic Appliance Training program, and Exact Replacement Parts was recognized as Diamond sponsor of NASC 2015. After that, the drawings were held and a lot of great prizes supplied by our partners were provided to excited winners.

PSA also thanked the sponsors of NASC 2015 for their support- without them; it would be tough to put on the great convention that everyone enjoyed. 2015 sponsors included Exact Replacement Parts (Diamond), Rossware, 1<sup>st</sup> Source Servall and ServiceBench (Silver), and Fox Appliance Parts of Atlanta, Tribles Appliance Parts and CoreCentric Solutions (Bronze). Thanks again for your support and all that you do for PSA and our members!

After a final busy day on Thursday, we bid goodbye to NASC 2015 and begin to look forward to NASC 2016, which will be held in Texas- final location is pending and will be communicated very soon. Keep an eye out for early bird registration savings!

We appreciate the support of all that attended and took part in NASC 2015- it is a big undertaking for PA, but one that we enjoy immensely. As often been said, we encourage members of our industry to attend and take part, as you will learn much and make lifelong friendships that will have a positive impact on your business. We thank you for NASC 2015, and look forward to seeing you in Texas next year!

# GE in midst of spending \$250 million on Appliance Park upgrades

By David A. Mann- *Louisville Business First*

Louisville-based [GE Appliances](#) has about \$250 million in updates in the works at Appliance Park.

The investments include a lot of small upgrades that aim to vertically integrate the company by bringing some operations in-house that previously were outsourced to suppliers. New plastic-injection molding and painting operations are examples of this. The company also is spending money on new production lines, including one for a washing machine model that will be released next year and a larger water heater model.

General Electric Co. plans to maintain its current employment level at Appliance Park, at around 6,000 workers, with the upgrades. All these investments come at an odd period in GE Appliances' history.

GE made made lots of news early in April, when Building 6 at Appliance Park — primarily used as a parts warehouse — was [destroyed by fire](#).

[Rob Willy](#), leader at the company's plastics injection molding center, said GE is bouncing back from that by working to rebuild a pipeline of parts that were lost in the fire.

The investments also come at a time when Sweden-based AB Electrolux is set to acquire GE Appliances for \$3.3 billion, [as we've reported](#). Even with that sale pending, GE officials say now is not the time to stand still.

“You’ve got to remain relevant in the marketplace,” said Willy.

## BAT's All Over the Country!

PSA's Basic Appliance Training (BAT) initiative is continuing to sweep the country in 2015!

The BAT program focuses on basic principles and repair functions related to electricity, gas and refrigeration, the core basis of a successful appliance service technician. The BAT training provides a solid foundation for new technicians, along with a strong refresher course for more experienced techs that will make the product specific training offered by manufacturers more understandable and also help to make your technicians more efficient and effective.

There is one BAT class confirmed in early 2015- please keep your eye on the December PSA News and our web site [www.psaworld.com](http://www.psaworld.com), for the complete 2015 BAT and PSA training schedule

May-	Sundberg America- Chicago, IL May 12 ,13, 14
June-	Dey Distributing- Denver, CO June 23, 24, 25 All Brand Appliance Parts- Boston, MA June 23, 24, 25
August-	Fox Appliance Parts- Miami, FL (dates tbd)
September-	Trible's Appliance Parts- Fairfield, NJ (dates tbd)
October-	Dey Distributing- Minneapolis – St Paul, MN (dates tbd)
November-	Pending
December-	Appliance Parts Depot- Phoenix, AZ (dates tbd)

# Basic Appliance Training

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Linda Knudsen, Mcap, CSM  
Official PSA Technology Instructor

**3 Full Days  
Only**

**\$425.00**

**Including Lunch each Day**

**Date: May 12, 13, 14, 2015**

**Tues, Wed, Thurs**

**Time: 8am-4:30pm**

**Where: Sundberg America  
5852 W 51<sup>st</sup> Street  
Chicago, IL 60638**

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## Day 1-Basic: Electricity

Electrical Safety

Theory, Voltage, Amperage, Wattage, Resistance

Ohm's Law and application of Ohm's law

Alternating and Direct Current

Circuit Fundamentals, series, parallel, combination circuits

Electrical component operation and testing

Use of Test Instruments

Recognizing electrical symbols

Reading electrical schematics and diagrams

Diagnostic routines and troubleshooting

## Day 2- Basic: Gas

Gas Basics, Safety, Characteristics

Fuel Gas Code requirements for Gas appliances Gas testing devices

Gas Ranges, operate and test components

Gas Dryers, operate and test components

Gas Water Heaters, operation and testing components

## Day 3-Basic: Refrigeration

The Refrigeration system

Refrigeration system components

Refrigeration system components operation

Fundamentals and application of refrigeration systems

Refrigerants

Troubleshooting refrigeration systems

EPA Requirements and Refrigerant Recovery

- Send Your New Tech!
- Send Your Tech That Needs Help in These areas!
- Send the Old Guy Who Just Needs a Refresher!

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Go to [www.psaworld.com](http://www.psaworld.com) and click on  
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Payment due at registration  
Limited seating



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Phone 1-888-777-8851

# Basic Appliance Training



**Linda Knudsen, Mcap, CSM**  
Official PSA Technology Instructor

## Certified B.A.T. Training Program

Register Today for a Premium Training Experience

**3 Full Days**  
**Only**  
**\$425.00**  
**Including Lunch each Day**

**Date:** June 23, 24, 25, 2015  
Tues, Wed, Thurs

**Time:** 8am-4:30pm

**Where:** Dey Distributing  
830 Wyandot St  
Denver, CO 80204

### Day 1-Basic: Electricity

Electrical Safety  
Theory, Voltage, Amperage, Wattage, Resistance  
Ohm's Law and application of Ohm's law  
Alternating and Direct Current  
Circuit Fundamentals, series, parallel, combination circuits  
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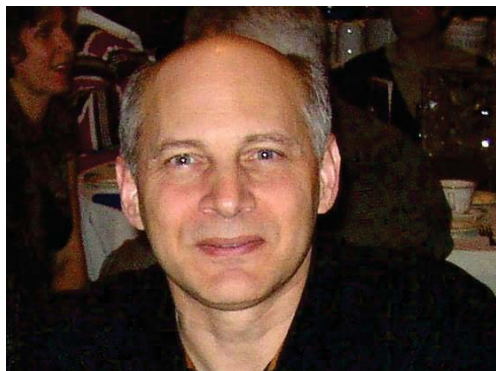
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Carmine D'Alessandro, Mcap, CSM  
PSA Official Appliance Technology Instructor

**3 Full Days  
Only  
\$425.00  
Including Lunch each Day**

**Date: June 23-24-25, 2015  
Tues, Wed, Thurs**

**Time: 8 am-4:30 pm**

**Where: All Brand Appliance Parts  
404 Main Street  
Brockton, MA 02301**

## Day 1-Basic: Electricity

Electrical Safety  
Theory, Voltage, Amperage, Wattage, Resistance  
Ohm's Law and application of Ohm's law  
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# How to Develop Unique Content for SEO

By: Mark Maupin- Right Now Marketing

One of the most important things you'll have to do in order to guarantee the success of your Search Engine Optimization (SEO) campaign is to have fresh, new and unique content. On the web, content really is king; it is what distinguishes one web characteristic from the next one. Well written and informative content establishes the value of your website and other web properties. Your content (or lack thereof) will tell the world (and the search engines) how much of an authority you are on your particular subject matter.

Without significant content, search engines (like Google) will check out (or crawl) your web properties and quickly determine that your sites are nothing special – relegating your sites to the black hole of insignificant websites.

So the obvious question is how do you begin to develop your own unique content; content that will stand out and make your sites into valuable sources of information? A good place to start is with keyword research of the best search terms for your particular field. Doing keyword research will allow you to determine the most commonly used terms that people enter when searching for a business like yours. These are the terms that you'll want to incorporate into the web content that you develop.

Now that you have your ideal keywords determined, you'll want to begin to develop informative content around those keywords. If, for example, your business is in the appliance repair service; you might have “**refrigerator repair**” as a keyword phrase. This phrase will be used in much of the content you'll post online. This includes landing page content, blog posts, press releases, etc. A portion of one form of your web content might read something like this: “ABC Company has been working hard to build relationships with people in the communities that we serve. Many of our clients come to us for suggestions on how much a refrigerator repair job should cost, and we let them know that...” As you build different types of content, you will pretty much focus on providing quality information – while blending in your keywords or keyword phrases. Of course, you do have to be careful not to overuse your keywords – the general rule of thumb is to use your keyword once for every one-hundred words of text, and you'll also want to mix it up a bit – to cover a variety of different applicable keywords.

Questions? Contact Mark at 248-939-6232, or by email at [Maupin.Mark@gmail.com](mailto:Maupin.Mark@gmail.com).

## Technician Evaluation

### *Here's a Great Hiring Tool!*

When preparing to hire new appliance technicians for your business, it's important to make use of all the tools that are available to you in order to make the best choice.

The PSA Technician Evaluation program evaluates the skill level of your prospective employee by testing them in 8 key categories- Customer Relations, Core Knowledge, Cleaning Products, Convenience Products, Cooling Products, Gas Cooking, Electric Cooking, and Microwave Cooking. The material will help you gauge the fundamental knowledge level of your candidate, while also identifying areas where additional time may need to be spent in training.

This is also a great tool to use in order to test your existing technician workforce in identifying areas where training or mentoring may be required.

The PSA Technician Evaluation program can be ordered through the PSA website at [psaworld.com/member\\_tools](http://psaworld.com/member_tools). The cost is \$39.95.

**Call 1-888-777-8851 or [www.psaworld.com](http://www.psaworld.com) and click on Member Tools**

# Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

It's funny how you can be relatively healthy all winter in Iowa, then go down to sunny Orlando for a week and pick up a lousy cold that just won't go away. After a long, cold winter, just getting the chance to see green grass was exciting! Add to that the fun of seeing old friends again, the excitement of being a part of NASC 2015, and the fact that the weather in Iowa didn't totally suck once we returned, so I guess I'll take the cold.



There is always the sense of accomplishment and just a little bit of a letdown after the convention is over, but to offset that is the understanding that we'll start planning NASC 2016, so the cycle starts again! It's always fun and challenging to get the annual convention set up, but rewarding at the same time. And remember, we ALWAYS appreciate your input, so let us know what thoughts you may have.

On to a few notes.....

- There was a lot to be excited about in conjunction with NASC 2015, and be sure to take a look at the cover article to get a feel for all that went on. From the perspective of the PSA leadership, however, maybe our most rewarding outcome was all the new volunteers for committee memberships that came out of the convention.
- As I have said many times in this space, PSA exists solely for the betterment of the service industry and our membership, so it is important that members also take ownership of the organization and step up to take part in its management. We had at least 6 industry professionals express interest in becoming members of various committees, and we are more grateful for your help than you can ever know. We are working to get these folks in place on their teams, and in future issues, we'll introduce you to the new committee members. We welcome them and rest assured we will make use of your talents!
- I had some conversations with folks, both from the manufacturing side and independent service providers, regarding on line training opportunities. In my prior life, I was responsible for product training development and delivery at Amana and Maytag, so the subject was of great interest to me. I had always viewed on line training programs as a great reference tool and a quick way to get the word out on a particular repair or service issue, but I never really expected it to replace instructor led, hands on training.
- As we move forward, though, on line training, or even live training delivered via your computer, may be even more of a factor. It's no secret that manufacturers have reduce training over the past several years, and to be honest, there are good reasons behind it, not the least of which is cost. It makes sense to develop "cluster" areas to focus hands-on training sessions, but this does lead to the need to travel some distance to attend. More concerning is the lack of opportunity for the non-authorized service provider to be able to take part in training- they are limited to association conventions and a few other options. In their case, on line training is a must.
- PSA is continually looking at ways we can better get training opportunities to the industry, and we have been considering development of content that can be posted on [psaworld.com](http://psaworld.com). What are your thoughts on that? I'd be interested in hearing from you- drop me a note at [rcarney@psaworld.com](mailto:rcarney@psaworld.com) and let's see where this might go.
- If you attended NASC 2015 (and if you did not, you should have), you know that we asked you to fill out a survey related to your convention experience and thoughts on what we might be able to do better. We had a great response of nearly 50% of those that attended, and one of the things that came through loud and clear was that attendees would like more time

dedicated to the Trade Show. In most years, PSA runs the Trade Show throughout the day on the third day of the convention, and many feel they don't get a good opportunity to meet with our vendors due to the volume of classes and other activities that are part of the convention.

- We hear you... while it can be a challenge to get everything scheduled out and have rooms available, we are going to look at different options that will allow for dedicated time to take part in the Trade Show, both as a vendor and attendee. The Trade Show remains one of the most popular parts of the NASC experience, and we are certainly open to suggestions how we can make it better. Thanks for your comments, and we'll do our best to make it the very best it can be for everyone!

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