



PSA News

The Association for Service Professionals

Finally! Here Comes NASC 2015!

It seems like we just left Nashville after celebrating a great convention in 2014, but in seven short months, we'll be back at it! PSA would like to formally announce that NASC 2015, the industry's longest running national appliance service convention and the top certification opportunity, will be held at the Rosen Plaza Hotel in Orlando, FL. The dates are March 30 – April 2, 2015.

NASC 2015 will offer 4 full days of technical training and business education opportunities from the most recognizable names in the appliance service industry. Along with these improvement opportunities will be the chance to either become a certified technician, gain your re-certification, or begin to prepare your company to become a certified service center. The popular industry trade show will also be a part of next year's convention, where you can visit with a variety of manufacturer's reps and other suppliers and supporters of the appliance service industry. Topped off by a sumptuous banquet on the final night of the convention, you'll find that NASC is packed full of interesting and challenging activities that will make the week fly by!

2014 participants included Whirlpool, LG, Electrolux, Haier, Rossware, 1st Source Servall, BrandSource, Appliance Parts Depot, CoreCentric Solutions, Dayton Appliance Parts, Reliable Parts, Tribles Appliance Parts, Fox Appliance Parts, NEW/Asurion, Reckitt Benckiser, Exact Replacement Parts, Marcone Supply, V&V Appliance Parts and many others

With 800 elegantly appointed, recently renovated rooms and suites located in the heart of the International Drive Convention District, the Rosen Plaza's superior location is tough to beat. Ideally situated only 15 minutes from Orlando International Airport, the Rosen Plaza is only minutes from Orlando's world famous theme parks and directly across from Pointe Orlando, an upscale dining, shopping and entertainment complex. Guests can take in a round of golf at Rosen Shingle Creek's acclaimed course, or treat themselves to a day at The Spa at Shingle Creek for relaxation and spa services- transportation is available from the Rosen Plaza. With fine dining and entertainment options galore, there is always something happening at the Rosen Plaza- proud to be the host of NASC 2015!

A big part of any service convention is the chance you'll have to visit with and pick the minds of your peers within our industry. Be prepared to join in with more than 300 of your fellow appliance service professionals in growing and improving your service business, and take part in the many activities designed to help you meet with develop long lasting relationships with some great people.

As in any venture, you get out of your business initiatives what you put into it. NASC 2015 is set up to be our biggest and best convention yet- a great building opportunity in one of the great entertainment cities in America, with the comfortable elegance of a great venue. Be sure to take advantage of this chance to build your business acumen- as the man says-

YOU CAN'T AFFORD NOT TO BE THERE!

GE Unveils New Ideas and Products at Press Event

By Erinn Waldo

Known for its horse racing and baseball, Louisville, KY is also home to [General Electric \(GE\)](#) and its 1,000-acre Appliance Park. Along with several other media guests, I was invited to take part in a GE Appliances tour and learn about the new ideas, startups and products the company is exploring.

To exemplify its love of innovation, GE unveiled its FirstBuild microfacility on Thursday, July 24. This startup was created to help accelerate new product introductions through an online community. Members can participate by designing products and helping to solve engineering challenges. In collaboration with the University of Louisville, Local Motors, MakerBot and TechShop, the facility is working to create products like an easy-slide oven door; an oven that scans barcodes and automatically sets a cooking method; and particularly micro-kitchen concepts.

Between downsizing baby boomers and the changing employment picture for Gen Y, the [population](#) is more often choosing smaller dwellings and therefore micro-kitchen concepts. Through facilities like FirstBuild, GE is expecting to accommodate this need. The general idea is for a full kitchen suite in six linear feet—including an oven, microwave, sink, dishwasher and countertop space. Although the product is still a prototype, the company is improving upon the design for consumers that are looking to downsize.

Also in the kitchen, homeowners have started asking for alternatives to stainless steel. Long gone are the days of white and bisque appliances, but the sleek look of stainless steel tends to show every fingerprint and smudge, leaving it a messy choice for busy kitchens. GE's slate appliance finish has the feel of stainless steel but with a matte quality that leaves no trace behind. This warm and neutral tone blends easily with most any surrounding. This year, GE will expand its slate offering to include built-in products such as wall ovens, slide-in ranges and cooktops.



Pfister also collaborated with GE on slate, expanding its offerings of Pasadena kitchen faucets in slate to also include a bath series. As the developers noted, other alternatives to stainless steel have been introduced, such as rustic bronze and fire toned, but few reach mass scale. Slate is neutral and safe, and the Pfister faucets in slate translate the color into a brush finish to bridge the traditional breakdown.



Since schedules are growing busier and yet homeowners are more likely to want a home-cooked meal, GE has also come out with new solutions. GE's Brillion technology allows users to control appliances with their smartphones and can preheat, shut off, notify, instruct and alert. The GE Advantium Speedcook Oven cooks food two to eight times faster than a conventional oven with the same results. New double ovens are also providing a shorter preheat and an additional self-cleaning feature.

Among these new products is the Monogram line. Dishwashers have evolved from basic, steel pieces to sleek fixtures with hidden features. Fridges can either integrate into cabinetry or stand out with custom-designed fronts. With a gray interior, a new prototype from First Build replaces the traditional white interior and offers new features like slow-close drawers. For those looking for more ADA-approved fixtures, the French door wall oven is proving to be both useful and aesthetically pleasing for all ages.

NASC 2015 March 29 to April 2, 2015
At the
Rosen Plaza Hotel in Orlando, Florida

Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

It seems impossible, but summer continues to rush by... in the next couple of weeks, footballs will be flying through the air and we'll be getting over a summer of hearing about that "other" football (sorry- but while the World Cup is great theatre and spectacle, I don't see how you can sit there and actually enjoy soccer). I'm sure that it's been a busy summer for all of our friends in the appliance service world, and while it might be nice to be able to sit back and get a breath, it just doesn't seem to be possible in today's world. So enjoy your Labor Day holiday, and get ready for a busy fall!



- You'll note the cover story on NASC 2015, and we are busy working on details related to the technical and business training opportunities that will be offered next spring in Orlando. We are always trying to keep current and freshen our educational presentations, and I know that all of you have ideas on what you would like to see. We have a very talented and experienced training team, and if you would like to see certain classes offered, please drop us a note and let us know what that is- chances are good that we can make that available. Send me a note at rcarney@psaworld.com (you know that you have that memorized by this time!)
- As of this writing, there are rumors swirling in the air of a possible purchase of a major entity in the appliance business. At this point, these are simply rumors so we are not going to start throwing darts and making guesses, but as someone who has lived through this rodeo a few times, where there is smoke, there is generally fire. In addition, once a suitor comes forward, you may see others come out of the shadows and get involved. At any rate, it may lead to even more consolidation of an industry where there has been an amazing amount of shrinkage within the last 25 years. The ripple effects of potential buyouts and takeovers affect all of us, so keep an eye on developments.
- An organization is only as healthy as its membership is engaged. We here at PSA consider ourselves fortunate that we have a very involved and responsible membership, and that is evident by the activity on PSANet. But there are other ways that you can take a leading role in the growth of our association. We are always on the lookout for members that want to take a hand in the leadership of PSA by serving as committee members and, ultimately, as members of our board. There is work to be done, to be sure, but I think that you'll get a look at the potential our business has by serving with your peers in the appliance service world. If you are interested in discussing opportunities, drop me a note at the email noted above, or go to psaworld.com and pull up the contact information of one of our officers- we would all love to speak to you about taking a bigger role in your future!

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. The cost is \$39.95.

**PSANet is the
Industry's most
important source
for Technical
information and
Troubleshooting
Assistance**

Execution is Critical to Service Excellence from ServicePower's CEO

Written by Marne Martin on August 11, 2014

What matters – execution. We are in an industry, field service, where it is all about execution. Service excellence only is possible when a job gets done, ideally the first time.

How many times do we see people around us procrastinating, not showing up on time, having the wrong tools for the job?

Retail giants have been built around service, getting what you need fast, ease of returns, having items in stock, great customer service, the list goes on. It was likely the auto industry that first started coining the term service excellence. They are also leaders in working to get technology into the car, but the ability to predict failure in the auto industry is still behind. Sensors tell you when something is broken, and they still rely on conventional maintenance schedules rather than being intelligently able to calibrate wear, driving conditions and unique use patterns.

And speaking of the automotive industry... just recently I had new tires put on my vehicle, a pretty basic thing. Unfortunately, the technician apparently did not install the air pressure sensor correctly so after driving for some time on it, it started to loosen, and the air leaked out of my tire while at work (the low air pressure light came on as I was leaving the garage and it went flat within half a mile from the office). Of course by then the local Tysons Corner, VA dealership was closed, and the normally esteemed LandRover roadside assist service then took more than two hours to get someone to me not finding the closest technician but having whoever accepted the job come from all the way on the other side of DC through rush hour traffic. This was a case where the solution being used was clearly not up to the task and not meeting customer expectations. And to compound it, the next day the service manager at the dealership argued with me that his technician did nothing wrong. Not an exemplary service experience in many ways...

In our industry, there is still great demand to work around improving the efficiency of break-fix activities in terms of first time completes and jobs per day, especially as products become more complex, and optimizing travel times. We work heavily at ServicePower to bring that value to our customers with our products. However, soon, the ability to optimize break-fix will only be the first start of the journey. We are looking at conditional scheduling, predictive intelligence, how to work to anticipate something breaking and preventing or anticipating it. That will be the next step as companies differentiate themselves against their competitors and address reduced service margins. We also need to make sure that we continue to help our clients to drive completes per day, not just busy work, but the bottom line results that drive their ability to earn money. They also have to be organizing schedules where batch schedules done the night before or days before without the ability to optimize during the day don't fit many of the work flows seen today in the service organization.

Customers are now beyond a product that just says that a technician is running late and changes the schedule. No, they want a software that works to get the appointment completed when it is supposed to be done. And then, it is one thing to get a technician to a customer fast, but if they can't finish the job on that first visit, it costs money and customer inconvenience to come back, so customers want a software that can track the skills, local knowledge and parts to get it done. This is how Gartner's nexus of forces drives real value for businesses and their end customers.

It was interesting to see the news that PTC purchased Axeda just as we are getting ready to gear up our first M2M pilots with Bosch Software Innovations. The ability to use M2M data and drive real time intelligence, conditional scheduling and predictive intelligence is large in field service. We are finding new verticals to apply it to, and that will be very interesting to see as we make progress. Aberdeen put out a great study about the importance of leveraging advance technologies to dynamically schedule and manage technicians in the field, and it is clear that many companies are now looking to commercialize the capabilities that exist. We at ServicePower have structured our products and the technology roadmap we are on that we can integrate with multiple or different CRM and ERP vendors, and have the ability to fill certain gaps in parts inventory systems as well depending on the need of the client. That level of adaptability is important as we focus on what we are good at, and let the CRM and ERP vendors focus on what they are good at. We are specializing in being a bolt on product that will drive ROI for our customers while working with the systems they have.

Unfortunately, the LandRover call center didn't tell me their software vendor, so instead, we will have to focus on optimizing the results our clients get. And in the meantime, if you know someone that makes the software decisions for LandRover, send me an e-mail!

BAT's All Over the Country!

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

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.

The following is the ongoing plan for BAT sessions in 2014- please keep your eye on PSA News and our web site www.psaworld.com, for the latest BAT information.

**September- Dey Distributing-
Kansas City, KS
September 16-18**

**October- Fox Appliance Parts-
Ft. Myers, FL
October 28-30**

(PENDING)- New Orleans, LA October

**November- Tribles Appliance Parts-
Upper Marlboro, MD
November 11-13**

(PENDING)- San Antonio, TX November

December- (PENDING)- Salt Lake City, UT

Basic Appliance Training

Certified B.A.T. Training Program

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Linda Knudsen
PSA's Official Appliance
Technology Instructor

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!

3 Full Days

Only

\$425.00

Including Lunch each Day

Date: Sept 16,17,18 2014

Tues, Wed, Thurs

Time: 8am-4:30pm

Where: Dey Distributing

2656 NE Hagan Rd

Lee's Summit, MO 64064

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To Register:

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Basic Appliance Training Registration
Or call PSA directly at 1-888-777-8851

Payment due at registration
Limited seating



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Cohoes NY 12047
Phone 1-888-777-8851

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Register Today for a Premium Training Experience



**Phil Whitehead PSA's Official Appliance
Technology Instructor**

3 Full Days

Only

\$425.00

Including Lunch each Day

Date: October 28-29-30, 2014

Tues, Wed, Thurs

Time: 8am - 4:30pm

Where: Ft Myers Institute of Technology

3800 Michigan Ave

Ft Myers, FL 33916

239-3343-4544 (Armando Gomez)

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

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Fuel Gas Code requirements for Gas appliances Gas testing devices
Gas Ranges, operate and test components
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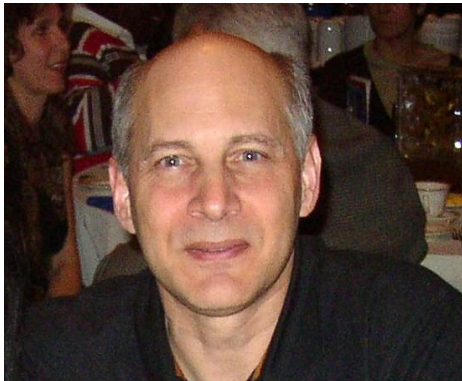


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Basic Appliance Training

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Register Today for a Premium Training Experience



Carmine D'Alessandro
PSA Official Appliance Technology Instructor

Day 1-Basic: Electricity

Electrical Safety
Theory, Voltage, Amperage, Wattage, Resistance
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Only
\$425.00
Including Lunch each Day**

**Date: November 11-12-13, 2014
Tues, Wed, Thurs
Time: 8 am - 4:30 pm
Where: Tribble's Appliance Parts
16200 Queens Ct
Upper Marlboro, MD 20774**

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