



PSA News

The Association for Service Professionals

NASC 2016 heads to the Lone Star State!

Big Changes coming to National Appliance Service Convention

By Randy Carney, PSA Executive Director

PSA is announcing (finally) that NASC 2016 will be held in Dallas, TX at the Marriott Quorum by the Galleria. It will be the first convention that PSA has held in the state of Texas.

There are big changes that are part of the convention, and not just that it's our first visit to the Lone Star State. The 2016 event will be held September 26-29, 2016- marking the first time that the NASC has taken place in the fall. In addition, also for the first time, PSA members will receive a discount on the registration fee for the convention.

In moving the convention to the fall, we considered the number of industry events with the first quarter of the year when the convention has been traditionally held. Between sales conferences, industry events such as the CES and Kitchen & Bath shows, and other appliance service association conventions, there has been a lot on the plate of industry members. After discussing our plans with several industry members, it was decided that we would move NASC 2016 to the fall. It should be a nice change of pace for attendees coming off a busy summer season, and it also opens up more potential conference venues for consideration in the future.

Our host for NASC 2016, the Dallas/Addison Marriott Quorum hotel near Dallas Galleria, is centrally located in the heart of Addison near premier restaurants, entertainment, & shopping. A north Dallas landmark, the Addison, Texas hotel is close to the Village on the Parkway, Addison Circle Park, and Vitruvian Park. Designed to exceed your expectations, the hotel provides an array of amenities, world-class service and fitness center. Relax and rejuvenate in a resort style outdoor pool. Enjoy delicious dining in an on-site restaurant, or your favorite coffee beverages at Starbucks. Marriott's Addison hotel offers 25,000 square feet of newly renovated event space, perfect for meetings such as NASC 2016. The hotel has earned the prestigious ENERGY STAR label from the U.S. Environmental Protection Agency (EPA) for efforts to protect the environment. Ideal for business, leisure, and weekend getaways, the Dallas/Addison Marriott Quorum Hotel is the preferred place to stay when visiting the North Dallas area.

The Marriott Quorum by the Galleria also offers a newly upgraded bar and restaurant, oversized rooms, and complimentary shuttle transportation within a 3-mile radius, and is complimented by an ideal North Dallas location near the Metroplex's best shopping and entertainment at the Dallas Galleria.

Early-bird registration for NASC 2016 is now available and will continue through 12/31/15. The early registration rate is \$499. From 1/1/16 through 6/30/16, the rate will be \$549, and after 7/1, the rate will be \$599. PSA MEMBERS WILL RECEIVE A DISCOUNT OF \$50 ON THE RATE IN EFFECT WHEN THEY REGISTER. The early rate is very attractive to everyone, but especially so to members, so either call PSA at 888-777-8851, or log on to psaworld.com in order to take advantage of this great rate!

The Marriott Quorum is also offering special rates of \$139 per night for the convention. To reserve your rooms, please call the hotel at 972-661-2800 and ask for the special PSA/NASC16 rate. There will also be a link on psaworld.com soon where you can make your reservations.

We are excited to make our first visit to Texas, and hope that you will join us for what will truly be a great week of learning, camaraderie and fun! We look forward to seeing in Dallas next fall!



A Newcomer Reflects on NASC 2015

By Lester Good CSM, Mcap

Service Manager at Martin's Appliance- Myerstown, PA

I enter the elevator and punch the 2nd floor button, still groggy from the brief 2 1/2 hours of sleep I wrangled from the night (the remainder had been stolen by a severely delayed flight and a reserved rental car that was not.) As I step out on the 2nd floor of the Rosen Plaza Hotel in Orlando, Florida and register for my first NASC, I have high expectations. And I'm not disappointed. Here are a few of the things that impress me:

Eagerness to learn. The general attitude of the participants is openness to new ideas. Even the instructors seem genuinely interested in what the class shares. For the most part the individuals in all discussions seem more interested in listening than speaking. Here are many successful business men and women, some who have been in the industry for 30-40 years, and yet they are humble and realistic enough to know that the biggest room is the room for improvement. I'm inspired! I have only been in the industry for 8 years and seeing the way these veterans value learning gives me a renewed desire to seek out new knowledge.

Encouragement and helpfulness. In many of the seminars and at roundtables, folks present a specific problem they are facing and ask for input. It is encouraging the way people empathize and offer suggestions. The seasoned advice and fresh perspectives shared are very helpful.

In the manufacturer sponsored hands-on classes, the service reps take the time to address the basics for those new to the trade as well as explain the more complicated diagnostics and electronics.

Universal challenges. We converged from regions all over the country. We hailed from the backwoods and the cities, yet we all are encountering similar pressures. Just to mention a few: our desire to provide economical service to our customers and yet remain profitable. The conflict we face of reconciling employee's schedules and business needs. "We need more Good Techs!" How can we get more hands on training? How do you make a living and have time for the things that really matter, family and relationships? How can you cultivate good PR in techs? How do you handle demanding, high maintenance customers?

So is it worth your investment of time and money to attend the NASC? Absolutely! It may not be possible to be there every year or have every tech attend every year; but the benefits you reap in stepping back from the frantic pace of everyday business and getting a fresh perspective is well worth the investment.

In appliance service, as in any service industry, we face the real hazard of burn out. The constant pressure of taking a negative circumstance (i.e. a broken appliance) and turning it into a positive experience takes energy. Giving your customer service reps and technicians the experience of getting out of their groove and strategically examining the how and why of their job is a very important part of keeping the morale and efficiency up in your team. Ultimately, that will translate into more profitability and happier customers.

I am thankful for the education and inspiration I received at NASC 2015 and am looking forward to attending at my next opportunity.



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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 2016- please keep your eye on the December PSA News and our web site www.psaworld.com, for the complete BAT and PSA training schedule...

September- Trible's Appliance Parts- Fairfield, NJ- September 22-24

October- Dey Distributing- St Paul, MN- October 20-22

November- Southern California- Pending

December- Appliance Parts Depot- Phoenix, AZ (dates tbd)

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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



To Register:

Go to www.psaworld.com and click on
Basic Appliance Training Registration
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Payment due at registration
Limited seating



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

Basic Appliance Training



Linda Knudsen
Official PSA 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
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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

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- ***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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Start Where You Are, Use What You Have, and Do What You Can

BY Carolina Bellino- ServiceMax Appliance

Most of the time, as business owners, we get caught up in bureaucracy that seems to take the life out of us, minimizing all feeling of satisfaction and accomplishment. This industry is changing, and it is doing so without asking us. It is not taking into consideration all our time away from family, our efforts, our financial investments, our youth, or our plans for retirement. I could go on and on. Some mornings, we wake up and see the glass half empty, but there is hope!

A couple weeks ago, while listening to a speaker, I found myself delighted when he said the following: "Arthur Ashe once said, 'Start where you are. Use what you have. Do what you can.'"

Looking back on my experience at the National All Service Convention (NASC), I can say that these words came alive for me as a leader, as a CEO, and most importantly, as a person.

But you will say that Arthur Ashe was a tennis player, so what does that have to do with managing an appliance service company? Well, my friend, you would be surprised! Our day-to-day work is not as glamorous as wearing white shorts and practicing for Wimbledon, but it takes as much conviction, self-confidence, and hard work as any athlete! And be honest... sometimes, you lose confidence in your staff, your call takers, your technicians, your vendors, your UPS driver, and yes, even in yourself.

Now, you will say I am all over the place, giving you a pep talk, telling you what you already know about yourself, and even worse, talking about appliances and playing tennis at the same time! It happens to be Arthur Ashe who also said: "One important key to success is self-confidence. An important key to self-confidence is **preparation.**"

Powerful! You probably thought that making the trip to Orlando was just another convention. But that was not the case for me. I encountered a great person; his name is Mr. Preparation. Mr. Preparation was the imaginary person I talked to on the plane on my way home. Oh, what a great conversation we had! In fact, I found myself making plans to attend the convention in 2016.

Mr. Preparation reminded me of my class with Linda Knudsen, where, as you remember, we were all engaged in trying to figure out why in the world we never looked at our staff as an amalgamation of baby boomers, Generation X, and millennials. What a game changer!

On top of that, she gave us insight in how to recruit new employees, changing the way we run an ad, and how we can hunt while serving in another type of industry with our telescope ready and looking for potential individuals that probably don't even know that their destiny is to be great technicians. The best of all was that the interaction that she allowed between fairly new, overwhelmed office staff and mature business owners that have guidance and wise advice to help us resolve what keeps us up at night.

Talking about wise business owners, I have to mention the marketing class with Anthony Attanasio and Ralph Wolff.

I have to say something first: this is my second convention. So in 2014, while attending the NASC convention in Nashville, TN, I took all the marketing classes and made the efforts to go to the early bird meetings. I brought home a notepad full of ideas and also slaps on the face! Afterwards, 365 days later, I was proud to express to my mentors how my business was thriving due to their advice. In these classes, they shared how they market themselves in competitive and ferocious Manhattan and New Jersey. Maybe you think you don't need it because you are located (like I am) in a rural area and your customers are not that cosmopolitan. I tell you their advice was implemented in my humble 62,000-person Jackson County, and. Of course, I tailored it to adapt to my area, and it was a success. (Just like McDonald's does—if you have never been to a McDonald's outside the United States, you are going to be surprised at the food they sell to accommodate that market.)

Mr. Preparation also reminded me of my courage in taking technical classes. I am not mechanically inclined. All I know about appliances comes from processing thousands of invoices throughout the years. Plus, with English not being my native language, the appliance language becomes a little bit more challenging.

What an adventure! But it paid off. I took a class with Carmine D'Alessandro, and I was amazed that with all the invoices I have processed for microwaves and microwave oven combos, I didn't know that the water molecules in the food flipping at a high speed

was the reason for my food getting hot. Now, when I see a microwave on my invoice, I say, “Are you flipping the water molecules like you should? Or do you need a new magnetron?”

And for the icing on the cake, Mr. Gary David gave an eye-opening presentation about how to avoid and get rid of debt along with his amazing journey toward financial freedom in his successful business and his personal life in the Virgin Islands. The attendees left the room with valuable information and encouragement plus three books that he left with us to help us in our own journey. What a blessing!

So, after I got my preparation at the NASC 2015 conference, I realized there is hope! And I made these words my motto for every morning:

“Start where you are. Use what you have. Do what you can.”

I invite you to join us at the next convention. It will make you conscious of where you are as a business, realize and celebrate what you have in hand, and motivate you to do what you can!

Why Directory Site Listings Matter – In Plain English

By Mark Maupin- Right Now Marketing

Unless you are hiding out online and don't wish to be disturbed, directory site listings are a vital weapon to have in your SEO arsenal. Most of us remember the “old days” (ten or twenty years ago) when a big yellow book was delivered to your home free of charge. Yes. The good old phone book was our connection to a handily organized world of product and service providers. That phone directory made it possible for us to locate a company that not only offered what we were looking for, but offered it in our local area. We simply had to let our fingers do the... well you know.

Now with the convenience of net tools, people that are looking for a product or service no longer have to flip open a heavy book & thumb through listings, they open up a browser on a P.C., laptop, tablet or mobile device, and find a number of companies to suit their need – simply by typing a couple of words that instantly narrow down the search returns that best fit. These terms go something like: blank product in blank city. Much like the phone book listings of yesteryear, this is where the rubber meets the road for your business.

The average person who's looking for your product or service in their area will not be using a phone book to find you; they'll be using a search engine (like Google). Right about now, you're thinking “hey, I thought you were telling me how important directory site listings are, but now you're just talking about search engines.” Don't fret, let me quickly bring it home for you. Most people don't actually use directory sites to find your business, **but** the search engines do. Directory site listings are very similar to the listings you used to see in the phone book; they include your business name, service or product description, contact information, hours, etc. But then there is one thing that they provide that a phone book never could – a direct link back to your website.

So, you're thinking “what good is that if nobody uses directory sites to find me?” Answer: lots of good. Google and all of their search engine competitors look at directory sites as a source of valuable information on all topics. First, your company is discovered by web-crawlers, and then your company gets a little gold star for having various sites that link back to your site. Checking for back-links is one of the most common methods that search engines use to determine who's relevant. Having links going back to your site from respected directory sites (like, say Yelp!) gives you a degree of instant credibility & a better chance of moving to the top of the search page for the specific search terms that describe your business.

Once upon a time, your business website had to linger in oblivion as a tiny island in a huge sea – with no bridges or ferries to connect you to the mainland, but now there are relatively simple ways to make the connection to the audience you need to reach.

You can contact Mark Maupin of Right Now Marketing Group to ask any questions or get additional information via email at Maupin.Mark@gmail.com or calling (248) 939-6232. To get additional video training for marketing your business, visit his website at <http://www.RightNowMarketing.org>.

Electrolux agrees to settle dryer fire class action

By [Kyla Asbury](#)

LOS ANGELES (Legal Newsline) - Electrolux Home Products Inc. has agreed to settle a class action lawsuit that alleged its dryers caught fire because they were defective.

Electrolux agreed to pay up to \$8 million in attorneys' fees, \$1,300 per fire, a cash rebate to assist in the purchase of a replacement Electrolux-brand or Frigidaire-brand dryer or other home appliance up to a maximum of \$350 off the price and an online code that can be used to purchase new products at up to a 20 percent discount from Electrolux's website, according to the settlement agreement filed April 30 in the U.S. District Court for the Central District of California.

Class members will also be notified that they need to regularly clean the dryer lint and will get free cleaning services if they have problems within the first five years of ownership.

"The menu of options available through the settlement - all of which provide benefits that are uncapped by Electrolux, and allow the settlement class members to choose multiple options - provide fair and adequate benefits to the settlement class when considered in light of the litigation risks," the settlement document states.

The settlement applies to customers who bought Frigidaire, White Westinghouse, Kelvinator, Gibson, Tappan, Crosley and Kenmore ball-hitch dryers made between 2002 and 2011.

Electrolux has denied that its dryers are defective or that they pose an unreasonable fire hazard to consumers.

The company denies any wrongdoing but has agreed to settle the Electrolux dryer class action lawsuit to avoid the risk and expense of further litigation.

The settlement was preliminarily approved on May 5.

"The parties entered into the settlement agreement solely for the purpose of compromising and settling disputed claims," District Judge Christina A. Snyder's order states.

The lawsuit was first filed in 2012 after plaintiffs Shawn Roberts and Nicole Horton claimed the dryers allowed lint to accumulate behind the drum, putting it close to the machine's heat source and increasing its chance of catching fire.

Some of the fires spread to clothing in the dryer to travel through a plastic air duct, which provided more fuel and did not contain the fires, according to the suit.

The plaintiffs claimed Electrolux was negligent, breached its express and implied warranties, was negligent in failing to recall or retrofit the dryers, breached its strict product liability, failed to warn the class members, was unjustly enriched and violated multiple state consumer protection laws.

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.

Call 1-888-777-8851 or www.psaworld.com and click on Member Tools

Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

Like many of you, I am preparing for a seminal event in a person's life- the marriage of a daughter. Over Labor Day weekend, my youngest will tie the knot with her beloved- an ex-marine who served in Afghanistan. Knowing my daughter, that experience may be helpful for him. I often felt like I had...

Anyway, with the social mores still in place, we get to deal with most of the planning and fun. I have seen an awful lot of planning- very little fun. But, as my wife helpfully points out, the husband is responsible for the gender of any offspring. In other words, I have myself to blame. But, do you realize how much these hotels charge for a keg of beer?

Well, this too shall pass and we will have a good time, I'm sure. And, speaking of good times...

- As you can see from the front page of this issue, PSA is taking a big step and moving our annual NASC event to the fall. For those of you that came to Orlando this past spring and took the survey that we passed out, this probably does not come as a huge shock.

This is something that has been considered for a while- as most know, there is a lot of activity in the appliance service industry in the early part of the year, and we thought it might be a good idea to separate from that a bit. In addition, the move to fall opens up additional venues to consider moving forward- for example, Chicago isn't a place that jumps to mind as being extremely attractive in March, but it's a different story in September or October.

Especially if a certain baseball team is still playing...!

- Also in this issue is some information on the Electrolux dryer fire settlement matter. Our tech expert Jim Campbell had what I think are some pertinent thoughts around this matter-

After reviewing the complaints filed by both the consumers and the insurance agencies, the issues with lint accumulating in the dryer do not stand out from any other dryer which is improperly vented or not serviced regularly. Naturally, insurance companies seek to pass losses on to other potential entities to reduce their damage payouts, etc. There are certain things which consumers probably are not qualified to do, such as disassembling a dryer to clean lint accumulations. This should be something that all servicers, including those of us who train servicers, should be aware of and promote regular professional servicing of these products.

It is unfortunate that Electrolux bore the brunt of this situation, but it could happen to any other manufacturer, given the circumstances. There is nothing inherent about their design that makes them any more prone to lint accumulation, other than not providing a lower access panel on their dryers to facilitate cleaning.

In short- something like this could happen to any company, and as service professionals, we need to be vigilant in letting consumers know about the dangers of this issue.

- With fall on the way, it's about time for a new season of technical training to start. PSA is offering Basic Appliance Training in 4 different venues through the end of the year (New Jersey, Minnesota, California and Arizona). In addition, manufacturers will be rolling out a new training season in many cases. Remember- training is not a cost- it's an investment. Be sure to take advantage of the various training opportunities offered to you.



Sign up Soon!

NASC-2016

Keep your dates open for a big surprise at PSA's National Appliance Service Convention