



# PSA News

*The Association for Service Professionals*

## Why You Should Attend NASC 2014 in Nashville

By Ralph Wolf

Today the independent service providers are competing in a complex environment, shaped by the unpredictable forces of globalization, advancing technology, consumer demands and the lack of a skilled service technician pool from which to draw from. Never before has the independent service provider been in the hyper competitive climate that they find themselves in today.

As independent service providers your expertise and available labor hours are being sought after by practically every major U.S. manufacture, big box store, off shore manufacture, TPA and frustrated consumer throughout the United States. And to make the strain on your available recourses even tighter, your ability to maintain profitability is under attack by rising prices for fuel, insurance, wages, artificially inflated parts prices and fragmented technical and management training.

Competitive pressures like customer loyalty and retention, reducing budgets and the increased necessity for higher returns make attending the NASC 2014 convention in Nashville a sound investment. Why, because in just 4 days you will have the opportunity to attend a host of sessions aimed at increasing your technical and management skills. Simply put, you would have to spend many more days in training outside the convention to cover all that you will learn in just four.

Remember, labor is what you sell. Therefore, the amount of labor expended on a job will make that job either profitable or not. Labor hours are a matter of skill and experience. NASC 2014 affords you the chance to stay ahead of the curve and to enhance your skills and experience with over 110 sessions in both technical training and management.

NASC 2014 also represents a real opportunity for quality service providers who wish to develop strategic partnerships with manufactures and other service seekers to connect on a face to face level. Service providers will also have the unique opportunity to connect with participating parts distributors and vendors during the conventions trade show.

NASC 2014 offers other unique opportunities to the ones who make the wise choice to attend. Nowhere else in the country and not at any other convention, can one learn how to become a Certified Service Center and then take all the necessary Certification Test in order to become qualified. All cost of Certification is included in your registration fee. Master Certified Appliance Professional (MCAP), Technician Certified Appliance Professional (TCAP), Customer Service Manager (CSM), Customer Service Reprehensive (CSR), is all offered at NASC 2014.

NASC 2014 offers a host of management training classes throughout the convention. Finding Your Cost of Doing Business, Marketing to Modern Customers, Social, Marketing, Negotiating Skills, Excel and Quick Books, Customer Retention, Employee Handbook, Employee Relations and a host of other classes that will help you run your awesome company smoothly.

Basic Appliance Training is also available at NASC 2014. If you have a new technician and want to jump start his ability to accurately diagnose and complete repairs or if you are a seasoned tech that just wants to brush up on your skills then BAT training should be your goal. BAT is comprehensive three day training on the basics. Basic Electric, Basic Gas, Basic Refrigeration and Basic Trouble Shooting.

Attending NASC 2014 is a wise investment and will result in a high rate of return for you and your business. Make the wise choice by signing up now at [www.psaworld.com](http://www.psaworld.com). There is still room for you.

NASC 2014, March 24-27, 2014 The Inn at Opryland, Nashville, Tn. 1-888-777-8851. We hope to see you there!

# Four Full Days of “HANDS ON” Technical Training

**HAIER, LG, BOSCH,  
ELECTROLUX, WHIRLPOOL,  
VIKING, FISHER PAYKEL,  
SPEED QUEEN,  
-RICKETT BENCKISER -  
“The Chemistry of Laundry”**



## Also!!

### Basic Appliance Training (BAT)

Basic Electricity, Basic Gas, Basic Refrigeration

- Diagnostic s & Troubleshooting
- Reading Schematics
- Alternating & Direct Current
- Refrigeration Systems
- Component Operation & Testing
- Circuit Fundamentals
- Proper Use of Test Equipment
- Theory, Voltage, Amps, Watts, Resistance

- Certification
- Management Training
- Industry Meetings
- Instructor's Meeting
- CSC Preparation

**\$479.00**

With Meals

## SIGN UP TODAY!

**NASC-2014 - March 24-  
27**

**Nashville, TN**

Register Now At

[www.psaworld.com](http://www.psaworld.com)

**NASC-2014**



# BAT's Sighted Throughout the Country!

PSA's Basic Appliance Training (BAT) initiative is continuing to sweep the country! We have recently had very successful meetings in Cherry Hill, NJ, and more sessions are coming together throughout the country for 2014.

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 a preliminary plan for BAT sessions in 2014- please keep your eye on PSA News and our web site [www.psaworld.com](http://www.psaworld.com), for the latest BAT information.

**February-** All Brand Appliance Parts- Cherry Hill, NJ (Philadelphia area) February 18-20

**March-** NASC 2014- Nashville, TN March 24-27 (4 day Basic Training)

**April-** Dayton Appliance Parts- Columbus, OH April 15-17  
Sundberg America- Chicago, IL April 22-24

**May-** Tribles Appliance Parts- Fairfield, NJ May 20-22

**June-** Appliance Parts Depot- Dallas, TX June 24-26

**July-** Los Angeles, CA- sponsor and dates pending

**August-** Appliance Parts Depot- Houston, TX August 21-23

**September-** Kansas City, MO- sponsor and dates pending  
Seattle, WA- sponsor and dates pending

**October-** First Source Servall- New Orleans, LA October 21-23

**November-** Fox Appliance Parts - Ft. Myers, FL –November 12-14  
First Source Servall- San Antonio, TX November 18-20

**December-** Salt Lake City, UT- sponsor and dates pending

# PSA Service Library for 2014 is Now Available

The 2014 version of the PSA Service Library is now available. This new version comes to you in the form of a 32GB Flash Drive complete with appliance service information and also with HVAC products included. The 2014 version contains 40% more information than was included on the previous 2013 version. The cost of this valuable tool is still the same as last year at \$99 per Flash Drive. Since we provide you with the data free of charge, what you are paying \$99 for is the cost of the 32 GB flash drive, the time to compile and develop the program plus the shipping and handling of the library all of which we have to pay for. The data alone is worth thousands of dollars if you were to obtain it from the providers. Because of the size of the library it will only be available on the flash drive. It would require 12 DVD discs to hold all of the information and would be more costly ( 12 X \$15 =\$180) and more cumbersome to handle then the \$99 flash drive were you just plug it into the USB port and it runs right off the flash drive.

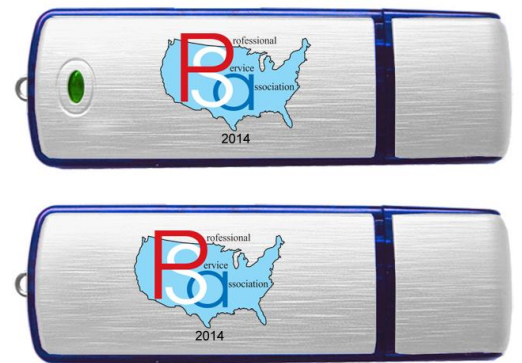
Another feature again this year is the model number search engine to help speed up locating the correct information for the product you are working on.

Just think how impressed your customer will be with your professionalism as your technician accesses technical information right in her own kitchen as the repair progresses.

Just think about the time saved in completing the service on each call. Just think what that will do for your productivity and improved profits.

Not only does this library provide many of the popular brands of appliance technical information but for those of you who also do HVAC, the library includes technical information on furnaces, boilers and central air conditioners by make and model numbers.

Brands included are ADC, Amana, American, A O Smith, Apollo, Asko, Blodgett, Bosch, Crosley, Dacor, DCS, Electrolux, Fisher/Paykel, GE, Girbau, Haier, Hatco, Ice-O-Matic, Kenmore, LG, Manitowoc, Maytag, Miele, Oasis, Rheem/Ruud, Rinnai, Samsung, Scotsman, Sharp, Speed Queen, Sub Zero/Wolf, U Line, Viking/Wolf Plus HVAC brands like American Standard, Carrier, GE, Goodman, Lennox, LG, McDonald Miller, Peerless, Trinity, Weil McLain, York and many others as well.



**PSA Members Only**

**\$99**

The library also includes training materials and service bulletins in both appliances and in HVAC to bring you up to date on the latest technology in order to give you an edge on your competition to perform at a level your customer will be impressed with and refer you to their neighbors.

So, if you have been dragging your feet about joining PSA, this is a benefit worth many times over the cost of your membership. PSA is always working for you to make you more professional, efficient, knowledgeable and profitable.

Don't delay another minute, sign up today and take advantage of this fantastic offer. You can join PSA on-line at [www.psaworld.com](http://www.psaworld.com).

**Don't be left behind ...Join PSA Today!!!**

## Sub-Zero Will Be North American Distributor of Gorenje's Asko Brand

Feb 4, 2014

Sub-Zero Group Inc., in Madison, WI will be the exclusive North American distributor of Asko brand appliances made by Slovenia-based Gorenje Group.

The two companies signed a long-term agreement, which makes Sub-Zero the exclusive distributor for Asko washing machines, dryers, and dishwashers in North America as of April 1, 2014.

Gorenje is taking steps to boost its presence beyond Europe and drive sales of up market brands. It is leveraging the premium Asko brand, in particular, to build its global presence.

Key markets for the Asko brand are Scandinavia, where the brand originated, as well as Australia and the United States. Asko has been available in the U.S. since 1987.

Gorenje acquired 100% ownership of Asko Appliances Group in 2010 from now-defunct appliance OEM Antonio Merloni S.p.A. During 2012 and 2013, Asko manufacturing operations in Sweden and Finland was transferred to Gorenje facilities in Slovenia and the Czech Republic. Plans call for Asko R&D, brand management, and marketing operations to remain in Vara, Sweden.

"Currently, 92% of our revenue is generated in Europe; however, we are looking to expand our global presence and we believe that long-term cooperation with the Sub-Zero Group Inc. will help us accomplish this," said Gorenje President and CEO Franjo Bobinac.

"Both companies were started some six decades ago by entrepreneurs with a vision for quality, performance and design. So we share a rich heritage and very similar values with Asko," explained Jim Bakke, president and CEO of Sub-Zero Group. "The Asko products are built like professional appliances with timeless design, top-notch and lasting performance and innovative features. So I am pleased that we can offer this respected brand within our excellent and high-performing sales and service channels."

Need More  
**PROFIT**

### Features

- Covers both Standard and Premium brands
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Print more copies as needed
- Quote rates over the phone
- Change your rates at any time
- Customize your rates at anytime to meet your local needs
- Updated regularly to keep pace with industry standards



## PSA Flat Rate Program

Why are you charging by the hour when Flat Rates deliver more profit immediately and gives your customer the benefit of a national rate based on the actual time required to do the job? Your best tech finishes the quickly and charges less, while your slowest tech takes longer and charges more... You Lose!

**\$99.95**

Shipping included

### Professional Service Association

71 Columbia Street  
Cohoes, NY 12047  
888-777-8851

## 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.

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# Basic Appliance Training

**Certified B.A.T. Training Program**

Register Today for a Premium Training Experience



Linda Knudsen  
PSA's Official Appliance  
Technology Instructor

**3 Full Days**

**Only  
\$425.00**

**Including Lunch each Day**

**Date:** April 22, 23, 24 2014

**Tues, Wed, Thurs**

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

**Where:** Sundberg America  
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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](http://www.psaworld.com) and click on  
Basic Appliance Training Registration

Or call PSA directly at

1-888-777-8851

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!

71 Columbia Street  
Cohoes NY 12047  
Phone 1-888-777-8851

## SERVICE TECH UPDATES- WHIRLPOOL

By Jim Campbell, M-CAP

### ALL VMW TOP LOAD, BELT DRIVE WASHERS

#### Continuous Test Mode

##### Overview:

At the time of installation, after the washer is first plugged in, the washer may appear to be running a continuous cycle that cannot be stopped, even when you unplug the washer, wait 10 seconds and plug it back in—the washer is in “Continuous Test Mode”. To turn this off, perform the following procedure.

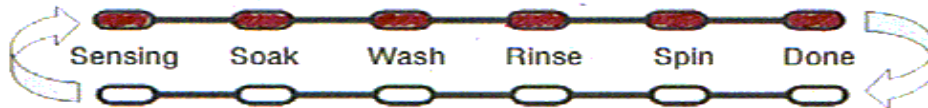
#### Exit Test Mode Procedure (for washers with individual status lights)

1. Be sure the washer is in standby mode (plugged in with all indicators off).
2. Perform the following sequence of movement using the cycle selector knob.

**NOTE:** After **RESET**, sequence “a” through “e” must be completed **between 3 and 6 seconds**.

- ↻ **RESET**- Rotate cycle selector knob **counterclockwise** to clear sequence.
- ↻ a. Rotate cycle selector knob **clockwise** one click and wait ½ second.
- ↻ b. Rotate cycle selector knob **clockwise** one click and wait ½ second.
- ↻ c. Rotate cycle selector knob **clockwise** one click and wait ½ second.
- ↻ d. Rotate cycle selector knob **counterclockwise** one click and wait ½ second.
- ↻ e. Rotate cycle selector knob **clockwise** one click.

Successful activation of Diagnostic Test Modes will be indicated by **ALL status LEDs** (except for Lid Locked) flashing ON and OFF in half-second intervals (see figure below). **NOTE:** LED names may vary between makes and models.



1. Turn the cycle selector knob until the status LEDs or display correspond as follows: only “Wash, Rinse, and Done” LEDs On or “13” Displayed on 7-segment (if exists).



2. Press the START button once.
3. Washer should not automatically restart and all LEDs should be turned OFF.
4. Unplug the washer or disconnect power. Wait 10 seconds and reconnect power. If the washer does not automatically start, you are done.
5. If the washer automatically starts again within 10 seconds, repeat the process.

## The Best Technicians in the World Are Certified Technicians Are you One of Them?

*Prove that you are a Certified Professional*

Certifications offered at the present time include the following;

*M-CAP—Master Technician Appliances - T-CAP—Technician Appliances  
CCS—Consumer Specialist - CSM—Certified Service Manager*

Become one of the industry’s Certified Professionals