



PSA News

The Association for Service Professionals

Use Peer Support as Part of Your Toolbox

By Randy Carney- Executive Director- PSA

All of us in business are looking for an edge- something that can set us apart in our industry; make us different from our competitors. But have you ever considered that your peers within the appliance service industry might be your best source of information that could lead to your success?

Make no mistake; there will always be challengers to your business- those that stand ready to take over your hard fought for customer if you leave any opening at all. It might be cost- maybe they present a lower rate. Maybe it is a better schedule or more effective customer service. As a business owner, you need to stand ready to defend your turf and meet those challenges to your business. But doing so doesn't mean that you can't take direction and support from those that are also in the appliance service business.

Peer support and direction is one of the most effective ways that you have to analyze and make adjustments to the way you do business. You can go to every seminar and class that you can find (and there are some good options out there), but hearing from a person who is in the business, and had experienced success, has perhaps the most impact. It's something you can relate to- after all, if they can make it, why can't you?

Now, this doesn't necessarily mean you should run across town and try to sit down with your most direct competitor. Maybe that works occasionally, but probably not in most cases. There are ways you can reach out to others and get the same support, and the information that is available to all. A couple options come to mind...

PSA Net- as a member of PSA, you have access to our interactive email program that allows our members to share information on technical issues, business practices and industry news and initiatives. Members can provide one another with the support necessary to keep abreast of the fast-breaking changes that often take place in our business, and also share perspectives and individual experiences. You can rest assured that an issue that you might have encountered is likely not the first time it has come up, and there is a kindred spirit out there that can guide you to the correct answer for your problem. PSA Net is one of the most popular features that come with a membership in PSA, and it has gradually expanded from a primarily technical based feature to one that incorporates all areas of the appliance service business.

If you are a member of PSA, you know how valuable the feature is, with ever-tightening restrictions on access to technical support lines and the ability to connect with your fellow professionals. If you are not yet a member of PSA, please get in touch with us at 888-777-8851 or psaworld.com and we will be happy to explain this and the many other membership benefits you will have access to.

National Appliance Service Convention (NASC) - Another great way to take advantage of the experiences of your brethren in the industry is to attend NASC 2016, to be held this September in Dallas, TX. The convention offers both technical and business training opportunities, including manufacturer led training on lines such as Electrolux, Bosch, GE, Samsung, LG and Haier, among others. It also gives you the opportunity to meet and network with hundreds of your partners in the appliance service business, meet old friends and make new ones. The educational value of a convention like NASC is evident, but do not discount the discussions and casual moments you spend with the guests at the event. Be sure to ask questions- what challenges do you face in your area? How do you overcome them? What is the most effective way to market your business? How do you deal with unsatisfied customers, and how do you turn these situations around? There is a wealth of information just waiting to be shared. All you have to do is show up!

Again, contact us at 888-777-8851 or psaworld.com, and we'll assist with any questions that you might have.

Don't be afraid to step out of your comfort zone from time to time and ask for help from those that have been there. The chances are that the most successful people in any industry have done the same and reaped the benefits. PSA is a great venue for sharing information and experiences, so be sure to take advantage of opportunities that can set your business apart!

PSA Welcomes Our Newest Members!

We'd like to extend a big welcome to our new PSA members that joined in June. We're glad to have you all on board and look forward to working with you in the months and years ahead!

Appliance Connection
Keller, TX

B&B Appliance
Centralia, MO

Chattanooga Appliance
Chattanooga, TN

Midwest Appliance Service
West Chicago, IL

Omega Force Services
Rogers, MN

Professional Appliance Repair
Metairie, LA

PSA's Training All Over the Country!

PSA Training is continuing to sweep the country in 2016!

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.

In addition, new training classes for more seasoned technicians will be available this fall- look to this space for sessions that will, be held in your area!

There are more BAT classes confirmed in early 2016- please keep your eye on PSA News and our web site www.psaworld.com, for the complete 2016 BAT and PSA training schedule.

September- NASC 2016 in Dallas, TX- September, 26-29

October- Nashville, TN- Tribles Appliance Parts October 24, 25, 26 (BAT)

November- New Orleans, LA dates TBD (Advanced)
Chicago, IL dates TBD (Advanced)

Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

Well, by the time you are reading this, we will have cleared the July 4th holiday, and we get to continue with the heat of summer! Here in the fields of Iowa, it has definitely been a warm one, but we seem to be getting a reasonable amount of rain, so the farmers are happy. Across the country, we are heading into the county and state fair season, so there will be a lot of fun and excitement for you to take in locally. All in all, we're heading into a great stretch of the summer, so be safe and have a great time!



And stay cool, and be aware of those in your communities that might need some help in that regard, especially among the elderly. It never hurts to be a Good Samaritan, and you might save a life. Keep your eyes and ears open for opportunities to help, and have a great month!

And now, for what you have all been waiting for....

- Expect to see a lot of this ...NASC 2016 is coming this fall to Dallas!!!!!! We just will be putting up the schedule of classes and training on the web site, psaworld.com, and there continue to be a lot of additions as we get closer to the convention. Registration is currently \$549, and will rise to \$599 after July 31, so get your registrations in as soon as possible and save yourself some cash! Members- you do receive a \$50 discount, and many of our partners in the parts distribution channel have also offered charge codes for \$50 discounts, so be sure to look for those. We're looking forward to a great time in Dallas, so get your registrations in and join us!
- I'll have more details on this event in a later issue of PSA News, but I had to pleasure of attending the SkillsUSA national competitions in Louisville, KY in June. It had been several years since I had been at Skills, and it is amazing to see all the young people working to take charge of their ambitions and dreams by taking part in this massive event. While the numbers of contestants on the appliance side remained low at 13, it still represented an increase, and the folks that took part were professional and talented, and did a great job. Also, the industry folks were attentive and supported their efforts fully. I plan to have a more detailed article and hopefully some photos later, but I wanted to give a quick shout out to the industry members that worked together and did a great job in support of this event.
- One thought on a small side trip we took at Skills... Bosch Home Appliances sponsored lunch for the group, and GE had us all out to Monogram Hall at Appliance Park for that lunch. It was amazing to me, who has been through 3 corporate, that Haier signage was already up and proudly in place! In past lives, that usually took a while to handle, but that process moves onward. We are all watching it with interest!

Are you a great technician?

Prove it to your customers and your peers by becoming a certified Master Technician.

Certification is free if you attend NASC 2016 in Dallas,
September 26 – 29, 2016

What's Next For GE Appliances As A Haier Company?

By Rob Posthauer for Twice Magazine

GE Appliances has become part of the #1 major appliances brand in the world. This is a tremendous opportunity for our business and for our customers. Being part of Haier will open doors to resources and expertise that will enable us to innovate faster, manage our business more efficiently and serve our customers better.

We're proud of our GE heritage and we will take the best of it with us on this journey – the focus on serving our customers and owners, on developing people and innovating every day. We realize our future will be determined by the people who have made GE Appliances great. It is up to us to stand on our own and make this the most competitive, innovative and customer-focused company in the world.

While we are excited about the opportunity for the positive change our new parent will afford us, we also know there are things that must not change.

**We will remain focused on serving our customers with no disruptions.

**Our customer relationships will not change unless it is to improve how we serve them.

**Our headquarters remains in Louisville, Kentucky.

**Our leadership team remains in place.

**Our Made in America focus remains.



Our commitment to GE Appliances' customers is laser focused on serving them well with the strong GE Appliances brand, the best line-up of products we have ever offered, our world-class logistics network, and the industry's most experienced sales, service and support teams. Being the easiest company with whom to do business remains our highest priority.

Over the past months, it has become clear to us that Haier's world-wide focus on quality and innovation is a key part of their values and culture. That will benefit us all. We are incredibly excited about our future.

The support of our customers through the acquisition process has been invaluable and we appreciate their partnership. The industry is growing and together we will continue to compete and win. Our best days, together, are still ahead

PSANet

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

It Takes Help to be Successful in This Industry

By Randy Carney- PSA Executive Director

While we all know that it “takes a village” to raise a child and support a family in today’s world, have you ever thought how your business success is tied to others? In today’s world of inter-connectedness and globalism, we depend on others to be successful more than ever.

Now, this is not a sermon on the “you didn’t build your business” meme that seems to be in vogue with some in government these days. You most certainly did build your business, and today, it remains your livelihood and your responsibility. Very often, you employ others that depend on your success for their own, and you carry a heavy burden.

But it is true that we depend on the efforts of many others as business partners in making things go.

There are some obvious partners- most appliance service companies work with at least one, and in many cases several, parts distributors. These folks support the business by not only supplying repair parts, but also by helping identify parts and locate hard to find items. They also frequently sponsor product training classes and other seminars to help you be a more successful business person. While some companies sell parts directly, the parts distributor is most often your closest ally in making your business a success.

And there are others... don’t forget the manufacturers that may have set you up to do warranty work. They provide you with training and technical support, both by phone and through website access and literature. Most have regional support staff that also provide you with invaluable assistance and are a key point of contact as the “face” of a company. This may also apply to some third party providers- the ones that do it the right way and have key contact people available to help support your efforts.

Technical schools in your area may also provide training, and they also help provide perhaps the most valuable resource of all-potential employees. While it is understood that appliance service is not the sexiest job out there today, there are several schools across the country that fight the continual battle to enroll students in their programs and develop solid, well rounded technicians that might be a part of your business. True- you often have to mentor and further develop these resources, but these schools work hard to provide you with material you can work with.

There are others... web development experts that help you build a website that becomes your storefront to frustrated customers searching for a service provider in what are often trying circumstances; SEO specialists that help you position your company for internet reference and customer searches; and the dead tree advertising that still drives people to your business, particularly through local newspaper advertising. And even those word of mouth customers that have had a good experience with your company in the past and may tell a friend in need to give you a call for help. Those are the most valuable advertising vehicles that we can have in this day and age.

Don’t forget about being a member of industry associations, like PSA. You have the opportunity to interact with your peers in the business- not as competitors, but as partners in taking your company and the industry as a whole to a higher level of professionalism and competence. You also receive technical support, product training and business management assistance, and all for a nominal annual membership fee that is often less than you may have to pay to access web sites that spit out details, but take no interest in you as an individual. It would be wise to not sleep on membership- it is one of the best values and resources in the appliance service industry today!

It’s a tough world, and a very tough industry to be successful in. You know that. To quote Jimmy Dugan from “A League of Their Own”, “It’s tough. It’s supposed to be tough- if it was easy, everyone would be doing it. The tough is what makes it great.” But you have resources that you may use every day to support your efforts. Take full advantage of those resources, and remember that you are not in this alone. Help is available.

PSA Service Library for 2016 is Now Available

The 2016 version of the PSA Service Library is now available. This new version comes to you in the form of a 64GB Flash Drive complete with appliance service information and also with HVAC products included. The 2015 version doubled the capacity and contains even more information than was included on the previous 2015 version. The cost of this valuable tool is \$130 that includes the flash drive, software and data. Since we provide you with the data free of charge, what you are paying \$130 for is the cost of the 64 GB flash drive and 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 individually from the providers. Because of the size of the library it will only be available on the flash drive. 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.

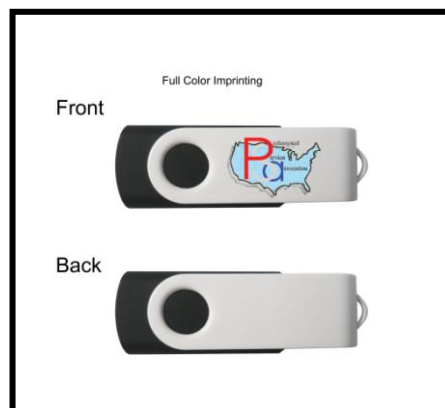
Just think how impressed your customer will be with your professionalism as your technician accesses technical information right in her own kitchen as the repair progresses.

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.

View of both sides of the Flash Drive



PSA Members Only

\$130

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.

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

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September 26-29



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PSA members receive a **\$50 discount** on their registration fee!

Cancellation Policy:

More than 90 days prior to event: no charge
90 days prior to event: \$100 cancellation fee
60 days prior to event: \$200 cancellation fee
45 days prior to event: \$300 cancellation fee
15 days prior to event: no refund

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