



PSA News

The Association for Service Professionals

It's Convention Time!

By Randy Carney
PSA Executive Director

As you read this, NASC 2014 in Nashville, TN is only a few days away, and we are gearing up for a great week of training, learning, fun and fellowship. Hundreds of service professionals from across the country are heading to the appliance service industry's longest running convention, and in our 25th year, we are looking forward to hosting what we believe will be one of our best weeks yet.

Over the past few months, we here at PSA have worked to pass along reasons for you, the independent service professional, to take part in NASC 2014. The reasons to do so have been fire tested by our members over the past 25 years, and we've seen that the best and most profitable service companies are the ones that take responsibility for improving their technical and business practices, personnel management, and fiscal understanding. The decision to take part and attend NASC 2014 becomes not an expense, but an investment in your business and your future.



What can you expect?

Technical Training- Product Training will be provided by Whirlpool, BSH Appliances, Electrolux, LG, Haier America, Viking, Fisher & Paykel, and Sharp. In addition, Basic Appliance Training (BAT) sessions will be held, focusing on electrical, refrigeration systems, cooking, gas, laundry, dishwashers, and microwave/electronics.

Management Training- There are daily classes focused on helping you run and market your business, determine what your cost of doing business is, improve your skills in managing people (both customers and staff), how to set up and utilize websites, and many other timely subjects. There will also be an Industry "Town Hall", where all attendees are invited to evaluate and discuss topics key to our appliance service industry.

Certification- Throughout the weeks there will be opportunities to test to gain certification and become "the best of the best" in the service industry. These tests are being offered at no additional cost to attendees of NASC 2014. There will also be representatives to speak with about taking your business to the next level as a Certified Service Center.

Trade Show- More than 30 vendors and suppliers, including everything from manufacturer representatives to software and equipment suppliers will be available to attendees throughout the day on Wednesday in what promises to be one of the largest Trade Shows in NASC history!

Meeting others in the Business- One of the biggest benefits of NASC is the opportunity you will have to talk to your peers in the appliance service industry, talk to them about the challenges that we all face, and how we can overcome them. Exchanging these stories have helped direct and inspire those that have taken part in NASC since the first convention in 1989, and we have had many success stories shared by members over the years. This has become one of the best parts of our convention, and we always look forward to meeting with our friends and hearing of their experiences gained from prior conventions.

As you can see, there's a lot going on in Nashville the week of March 24th, and we hope that you will be a part of it. We'll see you at NASC 2014!

The Spring Buzz in the Service Industry

By Linda Knudsen, Mcap, CSM

Hopefully you're getting a breather, if you've been busy with service calls. Everyone I've talked to is up to their ears and lacking time to catch up. I'm still amazed at how many no cools we get each day in northern MN where we just finally broke above zero (yes, zero!). We're seeing so many changes again in our industry, and they are coming fast and furious. Manufacturers are dealing with heightened competition for market share, and, with globalization in full affect; the appliance arena has significantly changed!



As a result, we now see a larger volume of brands entering the out of warranty market, compared to even 5 years ago, such as LG and Samsung. Those not doing warranty work find a challenge servicing these COD products. I've noticed the diagnostic time for the "electronic genre" of appliances can be increased, due to the checks needing to be done, and running service modes. We must provide our COD customer with an accurate diagnosis and get them going as soon as possible. They're unwilling to accept the inconvenience of waiting. While doing a manager service call on an escalated, perpetual repair, the Mr. said "I just want to go on with my life and not be dealing with my dishwasher not working when I have other things to take care of". If you're doing multiple brands like we do, it's a challenge. Our market doesn't offer enough volume for brand dedication. We have the cost crunch to maintain service subscriptions for the technical portals, or provide warranty brand coverage to have technical access.

We've seen some recent changes in the last few weeks. Asko has entered into an agreement with Subzero to distribute product. Those who had Asko contracts were terminated. Anyone in a market without a SOF (Service of the Future) agreement likely got a contract addendum adding Asko. The Asko parts distribution is in process of changing over to the Subzero authorized parts network. This will complete a package profile for the high end market, cooling, cooking, and cleaning, under their structure. Many servicers have now lost a relationship, struggle with getting parts for COD customers and have expressed frustration. I'm sure Subzero is diligently tracking sales growth and customer satisfaction during these changes. There are several ways to look at this change. Is controlled part distribution through a smaller network offering the best stock levels so a customer gets what they need quickly? Is the customer getting best service in all areas, because a tech is dedicated to those few brands and can develop an improved skill level and familiarity of the product? Are all the SOF's going to perform consistently?

When you get a COD service request on a brand that doesn't offer ready supply through your part distributor, do you really lose on the part profit? I've experienced service calls for other brands where a customer bought a part and didn't let us know until we arrived. The internet now offers choices to get parts that we can't compete with. We put a plan in place to increase the labor if the customer didn't purchase the part through us, and we don't guarantee the part or our labor should "their" part fail. As servicers, we shouldn't be shy about our labor value with the customer. Perhaps there is a solution... if you service a brand that isn't convenient or cost competitive to provide the part, give the customer a choice. Have them obtain the part directly and increase the labor, or give them the increased "convenience" price for you to provide the part and keep the labor at standard rate. Can you imagine the competition the parts distributors are contending with, from the growth of internet sales, even from small companies? Look at where Repair Clinic's growth is and their role in our industry today!

Electrolux just did a series of web conferences for their authorized network on policies/procedures. What a great idea, and hosted by an RSM! They clarified bill of sale, exceptions, cosmetic/damage policy, handling on smaller cubic ft refrigerators, dehumidifiers, A/C's, how to translate serial numbers, and more. EHP offered times ranging from 5am to 7pm over a period of several days. The updated news, effective 3/27/14, is that EHP will no longer use the Service Bench portal and are changing to the Service Power portal.

LG just sent out an amended contract letter, which now allows up to 30 days to submit claims compared to the 7 days was in the 2014 contract. If LG creates the dispatch, they will pay for the claim even if the call related to a customer issue. If you have a call back in the 90 day period, they'll pay a new claim if it's a different issue. The service provider clarifies the verbiage and what was found/corrected.

A friend shared some news about Samsung's new portal. SARA (Samsung Automated Repair Assistance) is Samsung's new web based technical support system. When doing some verification, I was told this has a 20% miss rate on data accuracy, but is still an awesome choice when you may have no access to data. Below is a link to access the system. Fill in the Model Number then drill down through the menus to a possible solution to your problem. SARA also has links to Service Information. <http://support-us.samsung.com/partner/tr/index.jsp>.

Changes seem to happen more quickly than ever, along with the frustrations than can accompany them. Our challenge is managing the impacts to our business. I've had to tweak my mindset more than anything, and learned how to identify the opportunities when this occurs, which ...isn't when we have extra time. We're usually knee deep in something, from heavy service calls and not enough staff, to unexpected financial expenses, or the perpetual service call on an appliance that sucks your time and money in order to save face with a customer. If you're on the edge deciding how you can afford to attend NASC 2014(March 22-26, 2014 in Nashville), ask yourself how you can afford NOT to attend. If you gain ways to work smarter and be more productive, this is how you survive change. I'm off to attend a web seminar today on just this very topic. The list of clients for this trainer include Bank of America, Merck, L'Oreal, NASA, BBC, US Navy Seals, the Swedish post office, and many more. Remember the importance of doing things like this, make time for them to happen and make the investment in your business. See you in Nashville!

Service Corner- NASC 2014 Edition

By Jim Campbell, M-CAP, CSM
Basic Appliance Training Instructor

With the upcoming service convention next week, I would like to include along with my usual article, an invitation to attend the BAT classes while you are there, if possible. I usually go through a slew of the latest bulletins from most of the OEM's at the end of the class. This really has gone over well with the past few classes I have presented in the last year. Don't miss your chance to get caught up on the current technology while you're here. I know we have a lot going on, and it promises to be a huge turnout all the way around! I am excited to see all of you soon!



Here's some of the latest from our friends at Frigidaire-

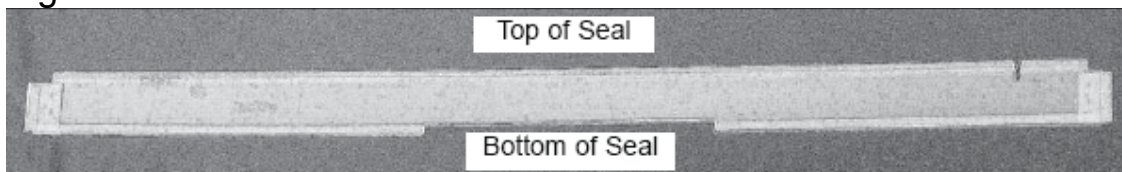
Service Flash **DW0802-**

SUBJECT- Leaking at Bottom Corners with New Lower Door Seal Installed.

CAUSE- Water coming from the center splash arm is coming down at an angle and splashing in the corners.

SOLUTION- Order splash shield kit 154701001. Before installing the kit remove and re-install the lower door seal. If seal looks like Figure 1 below, replace lower seal with part number 154576501.

Fig. 1



And, finally, the latest bulletin covering many Electroux gas dryers:

SERVICE BULLETIN LN1304- Open Thermal Limiter in Gas Dryer

MODELS AFFECTED:

CDG4700L	FARG4043MW	FAQG7001L	FASG7074N
CDG7700LW	FARG4044MW	FAQG7011K	FFRG1001PW
EIGD50LIW	FARG4045P	FAQG7072L	SAGQ7070KS
EIMGD55I	FASG7021NW	FAQG7077K	
EIMGD60	FASG7073L	FAQG7111LW	
EWMGD70J	FASG7073N	FARG1011MW	

SERIAL #-

Electrolux models - prior to 4D319xxxxx

All other models - prior to 4D314xxxxx

CONDITION-

- **Open Thermal Limiter creating Door Open (DO) error And/or E66 error code.**
- **No heat**

SOLUTION- Replace the thermal limiter with part # **137539200** - Limiter (opens at 314°F versus old limiter which opened at 300°F)

PSA is the best friend of the independent servicer, and we take pride in keeping you as professional as possible!

Again, I hope to see you all in person at the Nashville Service Convention on the 24th!!!

New Manufacturing Model Seeks to Bring GE Appliances to Market by Year-End

March 13, 2014- A new partnership between GE and Local Motors, an open-source hardware innovator, will pair co-creation and micromanufacturing to build and commercialize next-evolution GE cooking appliances—and expects to have new appliances available to consumers by the end of 2014.

The partnership was formed with a goal of launching a new model for the manufacturing industry. The new model focuses on speeding the time "from mind to market." It will leverage advanced manufacturing processes and an open innovation approach to engineering.

Collaborative ideas will be sourced online from a community of engineers, scientists, fabricators, designers, and enthusiasts. The members of this online community will focus on identifying market needs and solving engineering challenges to unlock breakthrough product innovations.

A new microfactory—a specialized facility focused on prototyping and producing a small batch of products at a rapid pace—will be established to build, test, and sell these new ideas.

"At GE over the past years, we've redefined our approach to innovation, focusing on R&D as well as co-creation, open collaboration, and partnership, which has allowed us to engage new audiences and develop a following across various industry sectors," said GE Executive Director of Global Innovation Steve Liguori.

Liguori went so far as to call the launch of the partnership the dawn of "a new era of manufacturing."

Liguori said, "With Local Motors, we are pioneering the future of work, fast tracking a new model for the manufacturing industry, and improving and expanding GE's product offering to better meet future customer needs."

The open platform, FirstBuild, will officially launch in the summer of 2014 and will be the home for a global community of innovators to prototype, iterate, and refine existing GE products, as well as develop new designs. The most popular innovations may then be selected for testing, rapid prototyping, and small volume production at the microfactory. The microfactory will be open to the public.

"Local Motors and GE will provide a powerful platform to discover innovators and, in turn, make revolutionary new products available to consumers," said Local Motors CEO Jay Rogers. "Rapid iteration, rapid development, and rapid manufacturing that will make an enduring impression on the world's manufacturing history."

The first set of projects will focus on GE Appliances and the future of cooking. Community members will be invited to submit and discuss ideas to improve the performance of certain major kitchen appliances. The first product is expected to be available to U.S. consumers by late 2014.

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

Call PSA at 888-777-8851

Basic Appliance Training Coming Up in Chicago, Columbus and Fairfield, NJ

PSA's Basic Appliance Training (BAT) initiative is flying full speed ahead!

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 year to date 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.

March-	NASC 2014	Nashville, TN	March 24-27
April-	Sundberg America	Chicago, IL	April 22-24
May-	Dayton Appliance Parts Tribles Appliance Parts	Columbus, OH Fairfield, NJ	May 13-15 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 First Source Servall	Ft. Myers, FL San Antonio, TX	November 12-14 November 18-20
December-	Salt Lake City, UT- sponsor and dates pending		

Technician Evaluation Disk

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.

Basic Appliance Training

Certified B.A.T. Training Program

Register Today for a Premium Training Experience



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

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
5852 W 51st Street
Chicago, IL 60638

Sponsored By



To Register:

Go to 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!



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