



# PSA News

*The Association for Service Professionals*

## Maintaining Your Voice in the Industry

By Linda Knudsen Mcap, CSM

Recently, there seems to have been a lot of discussion behind the scenes about the possibility of holding another joint convention. I've been a fan of these efforts in the past and would agree a prior joint convention was well received. Yet, are we thinking this all the way through and being careful of what we wish for in the future?



The focus of a joint convention is typically financial. There's a lower cost to attendees that feel pulled to make a choice which event they go to. Manufacturers and vendors prefer this due to costs and the desire for more traffic at their presentations. Then we have the end result- financial results that can certainly put money in the bank for the associations, thus providing the needed funds to stay afloat and provide opportunities for future development.

Joint ventures typically have a 40% to 60% failure rate at some point in time. Often, because the excitement to make the deal is based on the curb appeal, one tends to fall prey to the pressure and overlook the plan of the operational realities. Most of our members are small business owners of various sizes. What would you do if faced with a situation of merging your business with another in your market? Would you forecast to protect your future or be consumed by the other party and negatively impact your very future? Look at the ways of the world today- one company after another is being consumed, merged, or bought out, and we ultimately lose options and a voice in the process. There is no greater example of this in business today than within our own appliance industry, and I desire the fundamental right to have a choice. Don't you?

At the beginning of such a relationship, there's naturally some different profiles or appetites for risk, reflecting everyone's unique backgrounds. If an agreement is put in place regarding governance and restructuring, go/no go triggers, release valves in agreements, and dynamic arrangements, this can allow a joint venture to maintain balance in spite of the evolving future.

Since the previous joint venture, I've noted how much pressure can occur behind the scenes to drive continuance when a venture has stopped. At whose expense has this come? Can the event get so massive the train just pushes through the station and compromises the quality training we need as servicers? Is there future jeopardy of stronger influence from outside the independent servicer network behind the scenes? Would this take away the competitive arena that can protect our futures as independent servicers having any kind of voice within our industry? We should be able to work together on having that voice on issues and concerns, and accomplishing this goal would create a solid platform for all of us to grow our futures.

## Haier America Partners with Lincoln Technical institute for new HEAT Program

### *Unique training program developed to better prepare students for the workplace*

MAHWAH, NJ -- Haier America has begun the second semester of its Haier Engineering Academy of Technology (HEAT). A joint endeavor with Lincoln Technical Institute, a nationally-established leader in hands-on career training programs, the HEAT program instructs students on the finer points of Home Appliance and Electronics repair. The curriculum includes hands-on technical training on products such as Refrigerators, Air conditioners, Televisions and Laundry items, as well as training on softer skills such as conflict resolution and proper etiquette when dealing with consumers.

The goal of HEAT is to prepare future technicians for the challenges of field repair, while giving them an opportunity to learn directly from product experts. Haier in turn is able to ensure that tomorrow's technicians in the field are well versed in their product offering.

"Being able to work with the students of Lincoln Tech has been a real benefit to our program," said Jay Reynolds, Vice President Consumer Services. "Having our own classroom in such a recognized school has allowed us to work with exemplary students and create technicians that can serve as Brand Ambassadors for Haier within their companies and in the field."

Haier's aim is to place HEAT graduates in key employment positions upon program completion. To that end, Haier facilitates a Career Fair at the end of each semester. The first Career Fair, which was attended by local Servicers and Retailers, ended with many graduates being hired into the industry. Haier also plans to distribute graduate's resumes to local field service industry contacts for any possible open opportunities.

With the new semester already underway, Haier is looking forward to a long, successful relationship with Lincoln Tech and its students. Scott Jesolosky, Director of Product Support adds that, "The HEAT program is a source of pride and opportunity for everyone involved. Being able to provide advanced educational opportunities to hard-working students in an upstanding institution, so close to Haier's New Jersey headquarters, is truly what the HEAT program represents." For more information on the HEAT program, please contact Nella Santangelo ([nsantangelo@lincolntech.com](mailto:nsantangelo@lincolntech.com))

# Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

Looks like we are finally breaking free from a long, tough winter and hitting what might be a brief spring before summer hits with its high heat, humidity and refrigeration work. So, before we get too busy, let's take a breath and consider a few industry issues and items...



- After returning and getting things settled after the annual NASC experience, it's good to consider the many visits and discussions that were held with our membership, vendors and manufacturers at the convention. In doing so, I'm more convinced than ever that we have a great source of knowledge within our membership that can help drive improvements within the service industry. The challenge is how to grow that membership base and access the experience and enthusiasm that exists in our group. In our annual industry profile, released at NASC 2014, it's estimated that there are nearly 15,000 appliance service centers in the United States. Only a fraction of those companies are members of a service association.

In the coming weeks and months, PSA will be working not only to drive for increased membership, but to also try to draw out the best and brightest among us to share their experiences and become more active within the organization. As we continue to grow and expand our offerings, we need to have fresh ideas and inputs from the entire spectrum of the service industry, and we know that there is a lot of pent up information out there that is just waiting to be utilized. That is what we need and we'll be in contact with our existing members and also be working with new members to join in and take advantage of all that PSA has to offer.

As always, feel free to get out in front of it and contact me if you have ideas, or want to be considered for a committee assignment. You can reach me at [rcarney@psaworld.com](mailto:rcarney@psaworld.com), or give me a call at either my direct line (319-540-2521), or call our offices at 888-777-8851.

- Be sure to keep an eye on PSA's Basic Appliance Training program as we continue to move throughout the country. You'll find information in this issue on BAT programs set up in Dallas and Houston in the coming months, and we'll also have information on programs coming to the west coast soon. Check out our website at [www.psaworld.com](http://www.psaworld.com) or the monthly information in PSA News for BAT programs in your area!
- In this issue of PSA News, you'll find information on a technician development program being initiated by Haier America. This is another instance where a manufacturer is stepping up to work with local educators to help supply well trained appliance techs, and we applaud the effort. As we all know too well, there is a major shortage of quality appliance service personnel today, and anything that the industry can do to help address this ongoing issue is a benefit to all of us. Nice job, Haier and Lincoln Tech!

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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  
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# BAT's All Over 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](http://www.psaworld.com), for the latest BAT information.

<b>June 24-26</b>	<b>Dallas, TX</b>	<b>Appliance Parts Depot-</b>
<b>August 19-21</b>	<b>Houston, TX</b>	<b>Appliance Parts Depot-</b>
<b>September 16-18</b>	<b>Kansas City, KS</b>	<b>Dey Distributing-</b>
<b>October 21-23</b>	<b>New Orleans, LA</b>	<b>First Source Servall-</b>
<b>October 28-30</b>	<b>Ft. Myers, FL</b>	<b>Fox Appliance Parts-</b>
<b>November 18-20</b>	<b>San Antonio, TX</b>	<b>First Source Servall-</b>
<b>December-</b>	<b>Salt Lake City, UT-</b>	<b>Sponsor and dates pending</b>

## *Industry Alert!*

### Is the Referral Service Who Sells You a Call Ethical?

LEE'S SUMMIT, Mo. — When a dryer goes on the blink, life can get messy. So Karen Huber went to Yahoo for help to find a repair shop. She typed in her city, "Lee's Summit," and "appliance repair" and got the phone number and address to a local repair shop.

Or so she thought.

"I called them and they said they would be out here tomorrow," said Huber. "I said okay what's your service charge? They said \$50, but it's refundable if you use our repairman." The next day the repairman arrived and fixed the dryer. But here's where things started to get strange. He wasn't from Lee's Summit Appliance Repair, as listed on the internet, but from a company called Every Day Appliance in Kansas. Huber admits she was confused by that, but not overly concerned since the dryer was now fixed. Plus the repairman deducted the \$50-service charge from her bill, as promised. But then, a week later, she noticed the \$50 charge was still on her credit card statement but now belonged to a different company called "Appliance Repair."

She said it was only when she called to complain that she learned the truth.

There is no Lee's Summit Appliance Repair and the number she found on Yahoo was to an appliance referral company which makes its money by charging people to refer them to an actual appliance repair company. "I could have called that company directly and saved the \$50, but they didn't tell me they were a referral company," said Huber. And what about that local address it listed on Yahoo? It turns out that address actually belongs to Jerry's Bait Shop, a popular music club and restaurant in downtown Lee's Summit. In fact, FOX 4 Problem Solvers learned that if you type in Grain Valley Appliance Repair you get Gambino's Pizza.

Both businesses were shocked to learn their addresses were being used by an appliance repair referral service. If you keep searching on the internet, you'll find the same referral company posing as local appliance repair shops all across the United States.

Huber is now disputing that \$50 service charge with her bank, saying she was misled. FOX 4 Problems Solvers has tried repeatedly to reach the appliance repair referral service for comment, but we've yet to hear back.

#### **UPDATE:**

Everyday Appliance has now stopped using this referral service because of concerns regarding its business practices. By the way, Ms. Huber was pleased with the repairs she received from Everyday Appliance and said she would use the company again.

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# BP Oil Spill Still Causing Waves

**If you are in a claim zone you may be entitled to a settlement!**

By: Steven Friedman

The BP oil spill disaster on April 20, 2010 devastated the environment and crippled the Gulf Coast economy. BP launched clean-up and restoration efforts and negotiated an uncapped settlement fund designed to recompense businesses and individuals for their economic losses. The Settlement Program began accepting claims in May 2012, and will likely continue to be accepted through the end of 2014.

Losses **do not have to be directly** related to the oil spill to qualify, they must meet the parameters set by the Program. If a claim qualifies under the formulas of the Program, it is presumed that the loss was indirectly caused by the spill.

Through the Program, billions of dollars will be coming directly back to these communities, and therefore **every business** should find out whether they qualify.

Your business may have been caught in the trickle-down effect of the aftermath. The drop in discretionary spending and visitors within the Gulf communities not only affected restaurants and service industries, but it also may have had an indirect impact on your appliance repair businesses.

## **Program is Working to Help Restore the Gulf Coast Economy**

BP did a good job in setting up the necessary formulas to ensure that only valid, legitimate claims are paid. The Program is obligated to pay all valid claims, and every business should know whether or not they qualify.

As of mid-May, more than 275,000 claims had been submitted, and \$3.9 billion in payments have been made by the Program. Filing can be complicated and cumbersome without legal counsel, but an evaluation can be done fairly simply by firms handling these claims, at no cost to you. There is no risk in being evaluated.

For more information about the new BP Settlement Program, please email me, Steven Friedman, at [sfriedman@psssalesllc.com](mailto:sfriedman@psssalesllc.com) or call me at 561.307.4970



**Stay tuned for the upcoming announcement of our next NASC convention date & location!**

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