



# PSA News

*The Association for Service Professionals*

## Small Businesses Hone Tactics at Community College of Philadelphia, CCP

BY DIANE MASTRULL, *INQUIRER STAFF WRITER*

In the appliance world, the bored Maytag man became a symbol of dependability. Ralph E. Wolff enjoys a similar reputation. But there has been nothing boring about his existence in the appliance industry.

"We got whacked left and right, but we're still here," Wolff said in a recent interview. By "here", the owner of Jersey Coast Appliance based in Toms River, Ocean County, means still in business. By "whacked", he meant nearly put out of business by events beyond his control - a recession and Hurricane Sandy.

Those tests of endurance motivated Wolff to make the 120-mile round-trip commute to and from Philadelphia once or twice a week for 15 weeks this year to participate in a national small-business education program. Funded by Goldman Sachs, it is taught locally at Community College of Philadelphia (CCP).

On Friday, Wolff and 19 other business owners will graduate from the 100-hour program, bringing the regional total to 189 since Mayor Nutter urged Goldman Sachs to expand its 10,000 Small Businesses initiative - free to participants - to Philadelphia in 2013.

Launched in 2009 to provide education and support services to help 10,000 business owners grow revenue and create jobs, it has just reached the halfway mark in owners going through the program. Developed by Babson College in Wellesley, Mass., the program is offered in 26 locations throughout the United States and the United Kingdom. Goldman Sachs has committed \$5 million over five years for the program at CCP.

Of the \$500 million that Goldman Sachs has committed to 10,000 Small Businesses nationally, \$300 million is to support nonprofit Community Development Financial Institutions and other small-business lenders, including the Philadelphia Industrial Development Corp.

From the \$10 million PIDC has from Goldman Sachs for distribution, \$5.7 million in loans have been approved so far for 22 businesses, said PIDC president John Grady. "It's gone beyond the vision I had," said Nutter, who will deliver remarks at Friday's



*Ralph Wolff, owner of Jersey Coast Appliance in Toms River, survived a recession and Hurricane Sandy, and now he is graduating from a national small-business education program funded by Goldman Sachs. (TOM GRALISH / Staff Photographer)*

graduation, CCP's seventh, and meet with graduates to learn about their businesses and their classroom experience. "This program is strengthening our entrepreneurial community, our business community."

Elected class speaker, Wolff also will have some podium time. And then he'll drive back to the company he started in 1981 to implement a growth plan Wolff says the Goldman Sachs program gave him the tools and confidence to pursue.

He said he's proof that longtime business ownership doesn't necessarily mean having all the answers, especially when a recession causes a nearly 50 percent revenue drop, followed by a historic storm that wipes out vital servicing accounts. Repairs and installations accounted for half of Jersey Coast Appliance's \$3.9 million in gross revenues in 2007, Wolff said.

"I certainly learned I didn't know it all," said the Navy veteran, who, after the Vietnam War, returned to New Jersey to jobs in commercial printing and appliance repair before striking out on his own. "While I learned to survive in the world of small business, I was never really sure my business skills were as solid as they could be."

Part of the "brilliance" of the Goldman Sachs program, Wolff said, is that the curriculum - from understanding financials and developing effective marketing, to leadership and creating a growth plan - is applied to each participant's own business.

Four months of such introspection has "taken us from a defensive posture to a posture of growth," Wolff said.

According to Katherine Jollon Colsher, national director of the Goldman Sachs program, 46 percent of program participants added jobs within six months of graduation; 67 percent increased revenue.

The median age of businesses coming through the program is 11 years; the owners, 46. Companies must be in business at least two years and have four employees and revenues of \$150,000 to \$4 million, though the top limit is flexible.

## Technical Matters

By Jim Campbell, Mcap  
PSA Technology Committee

From time to time, our members will submit some current service bulletins which will help keep our membership informed. This particular service flash concerns no-cool Top-mount refrigerators. The symptoms will lead the tech to believe there is a defrost issue as the evaporator will be completely iced up. The root cause is a foam block in the air duct that is blocking the airflow to the RC section. See the picture below. The model shown here is a WRT138FZDB00



**Solution:**  
**Remove the foam**  
**strip shown by the red**  
**arrow**

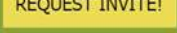


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**FYI: The above website is dedicated to the RFR service that we offer at CoreCentric Solutions. Please go to [www.corecentricsolutions.com](http://www.corecentricsolutions.com) to learn more about our “Core Collection Program” and our in stock “Remanufactured Parts”.**

# Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

Well, as I write this, fall has officially made it! The temperatures are comfortable, with warm days and cool nights. The summer humidity is largely gone, and weekends are full of football.

And, for once, the baseball season will be extended for me. It's been a long, rough ride, but the Chicago Cubs will at least be involved in postseason play for the first time since 2008. After a blinding stretch where they managed to lose 90-100 games for 5 straight years, they have won 90+ this year and will get a one shot opportunity to advance in the wild card game.

As a lifetime Cub fan (and really, there is no other kind), this one and done chance is a great game to look forward to! After all, both World Series teams last year were wild card teams, so we can dream big, right? On the other hand, it could all come crashing down in one night.

But after the past several years, I'll take that chance. Now, on to the bullets for this month...

- As announced last month, PSA is holding the annual NASC in 2016 in Dallas, TX, and in the fall. NASC 2016 will be September 26-29, 2016, and we hope to see all of our old friends and many new ones! The move to a fall convention had been under consideration for some time, and we decided that it was time to make the move. As most of you know, the first quarter of the year has traditionally been when the conventions and large meetings had been held, and it was becoming increasingly difficult to set schedules or get access to areas where our guests would like to go. By moving to the early fall, we have cleared the other activities of earlier in the year, and also gained access to additional venues that aren't all that attractive earlier in the year

We could even hit Chicago, but I understand hotels might not be readily available this October...

- Very soon, PSA members will be receiving ballots to vote for officers and board members of PSA for the coming year. I've asked before, but I'll try it again- when you receive this information, please pay attention to it and vote! We are planning to try a couple different things this year to provide additional information on candidates so you'll have more information at hand to make a choice, but we ask that you take this responsibility seriously and vote for the people that you feel are in the best position to lead PSA. After all, this is YOUR association, and we want you to make your voice heard.
- Along those same lines, we ALWAYS welcome the opportunity to have volunteers step up to work on the various committees that make PSA go. At NASC 2015 in Orlando last year, we were blessed to have several new members come on board and ask to serve on committees, and we are doing our best to take full advantage of their experiences and talents. We want our members to fully participate in the organization, and if you see any area you'd like to take part, feel free to call me at 888-777-8851, or drop me an email at rcarney@psaworld.com



## 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 \$59.95.

**Call 1-888-777-8851 or [www.psaworld.com](http://www.psaworld.com) and click on Member Tools**

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# Bossy Busybodies Move to Mandate... Well, Everything!

By Lee Bellingham- Founder, *Independent Living*

Okay- this isn't end of the world stuff. It's about control freaks on steroids and how you can thwart their micromanagement of your life.

First they came for our refrigerators. Government bureaucrats demanded greater energy efficiency. They also forbid manufacturers from using certain chemicals. That drove up prices while reducing capacity. But it was okay, they said, because you were using less energy.

Then they came for our toilets. Federal mandates now require that toilets use 1.6 gallons of water or less per flush- less than half of the previous standard of 3.5 gallons. The end result? People now must flush multiple times to clear the bowl. No water savings at all.

Then the Washington busybodies went after our showerheads. People skirt the new mandated low-flow options left and right because the alternative is a less-than-satisfying shower experience.

They came for our light bulbs.

They're going after our hot-water heaters.

The Feds even want a say in how your dishwasher works!

## **Who Cares If They're Clean As Long AS We Save Water?**

If you've had experience with different kinds of dishwashers, you know that some clean better than others. Newer isn't necessarily better. Stainless steel finishes, electronic controls and ultra-quiet modes don't have much to do with getting plates and silverware to come out spotless.

What matters is whether the dishwasher sprays enough water in the right places at high enough pressure to dislodge all the food particles from a fully loaded rack. The best dishwashing detergents won't compensate for a poorly designed or underpowered appliance (though later in this story you'll learn how you can "supercharge" your dishwasher powder/gel).

Thanks to proposed new regulations from the Department of Energy bureaucrats, dishwasher manufacturers could soon be forced to make dishwashers that can't wash dishes as well as the models you used decades ago.

Dishwashers that don't wash; toilets that don't flush; showerheads that don't give your hair a good rinse...

## **All in the name of "efficiency".**

If you have a dishwasher that you know is going to need to be replaced in the near future, you might want to replace it now. At some point, when only 3.1 gallon dishwashers are available, you might have to go back to hand washing your dishes in order to get them clean.

For now, you can still obtain dishwashers that produce clean dishes. Opt for a heavy duty model from a reliable brand. As with any appliance, the cheapest dishwashers will tend to be the least reliable and produce the worst results. But the priciest dishwashers with the fanciest looks and features aren't necessarily the best. High-end models that are less popular may have more things that can go wrong down the road. Sometimes, a mid-level model from a top brand is your best bet. Check **Consumer Reports** for their latest rankings.

## **The Renegade Way to Get Your Dishes Really Clean And You Don't Have To Risk Prison to Do It**

Over time, a dishwasher's effectiveness will decline. Cracks and crevices inside your dishwasher can be breeding grounds for gunk. Mineral deposits from tap water, residue from detergent and undissolved food debris can all hinder your dishwasher's performance over time. All that buildup can restrict water flow. Worse, some of it can get re-deposited on your dishes during wash/rinse cycles. Running an empty wash cycle with two cups of vinegar can help clean your dishwasher. But if you want to get it really clean and back to peak performance, you'll first need to physically scrub it out. You'll be removing the buildup that today's phosphate-free detergents leave behind.

If you want to prevent that buildup in the first place, try adding a tablespoon of tri-sodium phosphate to your regular wash cycles. (Most dish detergents stopped using this ingredient due to trumped up environmental pressures). You can pick up a box of TSP at most hardware stores.

You should notice a difference- cleaner dishes and no more film left on glasses or the walls of your dishwasher. Your dishwasher itself will remain cleaner when you use TSP, because the phosphate breaks up residues left by detergents and prevents them from clinging to surfaces.

# **BAT's All Over the Country!**

PSA's Basic Appliance Training (BAT) initiative is continuing to sweep the country in 2015 and into 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.

**October- Dey Distributing- Minneapolis – St Paul, MN- October 20-22**

**December- Appliance Parts Depot- Phoenix, AZ – December 8-10**

There are more BAT classes confirmed in early 2016- please keep your eye on upcoming editions of PSA News and our web site [www.psaworld.com](http://www.psaworld.com), for the complete 2016 BAT and PSA training schedule...



# Basic Appliance Training



**Linda Knudsen**  
Official PSA Technology Instructor

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Theory, Voltage, Amperage, Wattage, Resistance  
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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

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The Refrigeration system  
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