



PSA News

The Association for Service Professionals

Return on Investment.....

Why You Should Attend NASC 2015 in Orlando

By Ralph Wolff, Industry Relations- PSA

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 resources 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 2015 convention in Orlando 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 2015 affords you the chance to stay ahead of the curve and to enhance your skills and experience with sessions in both technical training and management.

NASC 2015 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 2015 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 Representative (CSR), is all offered at NASC 2015.

NASC 2015 offers a host of management training classes throughout the convention. Finding Your Cost of Doing Business, Marketing to Modern Customers, Social, Marketing, Negotiating Skills, Disaster Planning, 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 2015. 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 2015 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. There is still room for you at NASC 2015, March 30-April 2, 2015 The Rosen Plaza, Orlando, Fla.



PSA Service Library for 2015 is Now Available

The 2015 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 double the capacity and contains 40% more information than was included on the previous 2014 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!!!

EPA takes on the “Gas Guzzlers” of the Home Appliance World

By Diane MacEachern

For the first time ever, it is possible to buy a [highly energy-efficient clothes dryer](#) that meets performance standards set by Energy Star. As a result, consumers can save as much as \$245 on energy costs over the life of the efficient dryer. The nation benefits, too. If all clothes dryers sold in the U.S. were Energy Star certified, Americans could save \$1.5 billion each year in utility costs and prevent greenhouse gas emissions equivalent to more than 2 million vehicles.

Clothes dryers are the “gas guzzlers” of household appliances: They consume more energy than clothes washers, dishwashers and even refrigerators. For the past 20 years, people have been able to choose Energy Star-certified models of major energy-using products in the home. But, until now, they did not have that choice on clothes dryers.

The new certified dryers are, on average, 20 percent more efficient than new models that are not certified. Where do the enhanced efficiencies come from? Improved sensors more effectively stop the drying cycle when the load is dry, preventing over-drying and reducing energy waste. Less energy is also used during the drying process itself. Some dryers feature new advanced heat pump technology, making them 40 percent more efficient than conventional models.

When it comes to purchase price, the new certified clothes dryers cost about the same as standard models. But using them will translate into a \$25 per year savings on home energy bills if you replace a dryer that’s at least 10 years old with a new Energy Star model. Plus, several cities and states offer rebates ranging from \$25 to \$200 on the purchase of Energy Star-certified products, reducing the machine’s costs further.

According to the U.S. Environmental Protection Agency, if all those dryers 10 years and older were replaced with Energy Star certified machines, the U.S. would save more than \$570 million on energy costs, and prevent 7 billion pounds of greenhouse gas emissions annually. That’s equal to the emissions from 670,000 vehicles or the annual electricity use of 440,000 homes, not to mention the reduced need to mine coal or drill oil.

Only five clothes dryer manufacturers have secured certification to date: Kenmore, Maytag, LG, Whirlpool and Safemate, but more than 40 models are available.

BAT’s All Over the Country!

PSA’s Basic Appliance Training (BAT) initiative is continuing to sweep the country in 2015!

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.

Please keep your eye on our web site, www.psaworld.com, for the complete 2015 BAT and PSA training schedule...

March-	NASC 2015- Orlando, FL March 30-April 2
May-	Fox Appliance Parts- Atlanta, GA May 5, 6, 7
May-	Sundberg America- Chicago, IL May 12 ,13, 14
June-	All Brand Appliance Parts- Boston, MA June 23, 24, 25 Dey Distributing- Denver, CO (dates tbd)
August-	Fox Appliance Parts- Miami, FL (dates tbd)
September-	Tribble’s Appliance Parts- Fairfield, NJ (dates tbd)
October-	Dey Distributing- Minneapolis – St Paul, MN (dates tbd)
November-	Pending
December-	Appliance Parts Depot- Phoenix, AZ (dates tbd)

Basic Appliance Training

Certified B.A.T. Training Program

Register Today for a Premium Training Experience



Carmine D'Alessandro
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: May 5-6-7, 2015

Tues, Wed, Thurs

Time: 8am-4:30pm

Where: Fox Appliance Parts of Atlanta

5375 N Parkway

Lake City, GA 30260

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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!

**71 Columbia Street
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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: May 12, 13, 14, 2015

Tues, Wed, Thurs

Time: 8am-4:30pm

Where: Sundberg America
5852 W 51st Street
Chicago, IL 60638

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
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Gas Basics, Safety, Characteristics
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Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

IT'S FINALLY HERE!!!!!! After months of planning and hard work by many people, NASC 2015 is coming to The Rosen Plaza Hotel in Orlando, FL. The 4 day convention, being held from March 30-April 2, is stocked with great technical and business management and marketing training classes, industry discussions, great give-aways and a chance to reconnect with your friends and supporters from with the appliance service industry. We hope that you are part of the crowd, because it promises to be a great time! **AND THE LIKELYHOOD OF SNOW THIS YEAR IS NON-EXISTENT!**



OK, that's mainly for our friends on the east coast and in the northeast... while it's been cold in Iowa, it has been a lot better than last winter was. The folks out east have been through more than anyone should have to this winter, so here's hoping that week in Orlando is just what is needed to kick start the spring season! And baseball starts April 5th

A few thoughts as we wrap up the pre-convention edition...

- We at PSA want to thank all of our sponsors and industry partners for your support of PSA and NASC 2015. Obviously, with you, there would be no NASC events, so we want to let you know how much we appreciate all you do for our members. We'll have a list of all participants in next month's issue of *PSA News*, but as we prepare to open the event, know that we thank you!
- Last year in Nashville, it was great to see so many attendees become members of PSA, and we hope to see that same enthusiasm this year in Orlando. We also hope that our current members step up and volunteer as committee members and, ultimately, board members of the organization. The early word is that there are several folks that are interested in volunteering to help support this industry and we look forward to working with you all. PSA exists solely for the membership and the betterment of the service industry, and if we are to continue our mission, it's important to have fresh ideas and willing hands to help make things happen. Just know that we all welcome your help!
- To everyone on their way to Orlando- have a safe trip and we look forward to seeing you. Be sure to look for the "Blackshirts" and stop by the registration desk to say hello!

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. The cost is \$59.95.

Call 1-888-777-8851 or www.psaworld.com and click on Member Tools

Pirch Lets You Test your Home Appliances Before You Buy Them

By [Jura Koncius](#) February 27

Buying a major appliance has never been a ton of fun.

But two entrepreneurs have come up with a different approach. [Pirch](#) is a new kind of retailer that lets you bake artisanal pizza in its ovens and flush its fancy toilets.

Today, the chain of seven Pirch stores across the country sells products for indoor and outdoor kitchens, bathrooms, laundry rooms and floor care. It lets you interact with them on a personal level, while providing a staff of carefully trained salespeople, plus installation and service options. Pirch encourages customers to stop in and browse to see what's available, not just rush in when their washing machine has died and they are in panic to replace it.

The concept was hatched in San Diego in 2009 when Jeffery Sears and Jim Stuart, two seasoned business executives and entrepreneurs, experienced bad karma trying to design kitchens and bathrooms as part of remodeling and home-building efforts. They decided there had to be a better way to shell out big bucks on large-appliance and plumbing purchases that have so much to do with function, convenience and family logistics in a home.

Pirch stores aren't buried in gritty industrial parks; you'll find them in high-end shopping emporiums next to Tiffany & Co. or Nordstrom. The eighth Pirch opens in March alongside a Neiman Marcus at the [Westfield Garden State Plaza](#) in Paramus, N.J.; a Manhattan location, in SoHo, is slated for 2016. Inside Pirch, shoppers are greeted by a barista who will whip up a latte and put you in touch with an employee if you want help navigating the merchandise. Upscale brands such as Fisher & Paykel, Miele, Franke, La Cornue, Toto and Sub-Zero are displayed to show off the latest trends and materials. If you go to the ladies' room, you'll be able to test drive a Kohler toilet that has adjustable seat temperature and warm-water cleansing. Chefs will show you how to operate the ranges or bake you some gourmet mac and cheese. You can test the aromatherapy shower yourself in private — bathing suit optional.

Jeffery Sears, chief executive of Pirch, spoke with The Washington Post recently about the store concept and future plans.

What was your original notion for Pirch stores?

Jim and I had horrible experiences trying to buy plumbing and appliance products. People just start pushing boxes of stainless steel at you. They don't ask you how you live or how you entertain. We wanted to create a place where people would be treated as we wanted to be treated, where you would have the ability to learn about products, and use them, and be educated.

Can you actually try the showers?

Yes. We have an area called the sanctuary. It's a spa where you can try up to 38 shower heads, as well as steams and saunas and bathtubs.

You have professional chefs working in the stores.

We have full-time chefs in every store. They are there to teach. If you didn't know about the steam convection oven, you will after they show you.

How would you describe your selection? Are you only high-end?

Our products start where Home Depot and Lowe's end, with a bit of overlap. We have plumbing and appliances to serve the first-time home-buyer all the way to someone who says this is the last home they are going to build, their dream house.

Can you actually bring dirty clothes and wash them?

People can bring their laundry and see how the cycles work. We have had people bring their 800-thread-count sheets and cashmere sweaters.

You had a different name when you first opened.

Yes, we were called Fixtures Living. The name was confusing, and people thought we were in the lighting business. When we started opening in luxury shopping centers next to places such as Tumi or Gucci, we knew we needed to change. So we came up with Pirch, perch spelled with an i. Perching is like feathering your nest, roosting at home. It's a feel-good name.

Is each store a bit different?

We like to incorporate local elements in the store design. In Texas, we have the kind of stone and brick that are frequently used there as building materials. In New York, we will be using vignettes that will speak to someone who has a house in the Hamptons as well as those that will relate to a person who lives in a modern 1,000-square-foot apartment.

Is it risky opening a brick-and-mortar chain when all the talk is of online sales?

I don't believe bricks and mortar is on the decline with consumers. I think human beings want to go someplace to be inspired and gather with other human beings. If retail doesn't find a way to inspire people, then why go? I want to touch things and understand them and be educated about them.

New changes coming for water heaters

Major changes are coming for water heaters. On April 16, 2015, updates to the National Appliance Energy Conservation Act (NAECA) will take effect. These new requirements mandate higher energy factor ratings on most gas, electric, and oil water heaters. Here are some common questions and answers, and what it could mean for your home and wallet.

The newer water heaters are expected to be larger and require more space for installation. They may also require additional retrofitting to work with existing plumbing. Regular maintenance on all plumbing is essential. Maintenance can help ensure plumbing is operating at peak performance and protect investments.



1. Why are these new government mandates going into effect?

Answer: According to the Department of Energy, water heating can account for about 12% of your utility bill. These new guidelines are designed to make water heaters more efficient and help conserve energy.

2. How will this affect prices for a new hot water heater?

Answer: According to Dave Borowski, director of technical training for Benjamin Franklin Plumbing, there is a grace period to get rid of all existing inventory. Supply and demand could keep prices stable until that inventory is gone. Higher costs could be passed on to consumers who purchase the newest models.

3. Will homeowners with existing, older water heaters be forced to purchase new water heaters?

Answer: No, parts will still be available. If repair costs are prohibitive, new replacement water heaters with a new warranty could be a better option.

4. Any tips for homeowners who want to upgrade or convert their old hot water heater?

Answer: This is not a Do-It-Yourself project. A trusted, licensed, plumbing professional can answer your questions and provide the best options for your budget and needs. If your water heater is older, you can still upgrade to a newer, more efficient water heater that was made before the new April 16 requirements. This could help save some money on future utility bills.

The Best Technicians in the World Are Certified Technicians

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Certifications offered at the present time include the following;

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CCS—Consumer Specialist - CSM—Certified Service Manager

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