

ProService Magazine

A Journal of NESDA and ISCET • February 2005

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11 Percent in 2004 – Pages 3-4**



**Minutes from the NESDA
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**An official journal of NESDA
(National Electronics Service
Dealers Association), and ISCET
(International Society of Certified
Electronics Technicians)**

Purpose

ProService Magazine, a publication for members of NESDA and ISCET, is produced by NESDA, the National Electronics Service Dealers Association, 3608 Pershing Ave., Fort Worth, TX 76107. It is intended for the enlightenment, education and entertainment of the members of NESDA and ISCET.

With the exception of official announcements, the statements and opinions expressed herein are those of the authors and not necessarily those of the associations.

Unless otherwise clearly indicated, neither NESDA nor ISCET endorses any company, product or service appearing in any article in this publication.

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Upcoming Events

45th Western Regional Electronics Convention

March 10-13, 2005
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1108 East Marina Way
Hood River, Oregon 97031
Our web site is www.oepa.info
Our email is
wrcon2005@hotmail.com
Voice/Fax : 503-253-4698

National Professional Service Convention and Professional Service Trade Show (NPSC) 2005

July 26-30, 2005
The Rosen Centre
Orlando, FL
www.nesda.com

*If you would like your event listed
in this section, please contact
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except for the April and
August issues.



Consumer Electronics Sales Jump 11 Percent in 2004

CEA Reports Consumer Electronics Sales Jump 11 Percent in 2004; 2005 Sales Projected To Grow 11 Percent and Hit \$125.7 Billion HDTV, Digital Cameras, MP3, and Flash Media Key to Industry Growth

Arlington, Virginia 1/5/2005

Manufacturer-to-dealer sales of consumer electronics will reach a record-high of \$125.7 billion in 2005, according to the Consumer Electronics Association (CEA). These sales mark an 11 percent increase over the \$113.5 billion dollars sold in 2004. The figures are part of CEA's bi-annual U.S. Consumer Electronics Sales and Forecasts report. The report was released January 4, 2005 following a presentation by CEA Director of Industry Analysis Sean Wargo, during the International CES, the world's largest annual technology tradeshow, held January 6-9 in Las Vegas, Nevada.

CEA also announced that the estimated year-end totals for 2004 would exceed initial expectations, reaching \$113.5 billion — an increase of 11 percent compared to year-

end totals for 2003, the first year sales of consumer electronics products passed the \$100 billion mark.

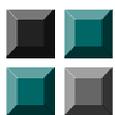
"These numbers reflect that consumer electronics is a hot industry," said CEA President and CEO Gary Shapiro. (Editor's Note: Gary Shapiro is the Keynote Speaker at NPSC 2005 in Orlando, Florida.) "Consumer electronics sales continue to surpass our expectations and break existing records year after year, because this is an ever-changing industry that delivers innovative products that enhance consumers' lives. American consumers love consumer electronics products. That passion is reflected in the continued sales growth of our industry."

In the video category, digital television (DTV) continued to be a front-runner in 2004, as total sales of DTV products reached \$10.7 billion on 7.3 million units,

which is an increase of 78 percent in dollar sales and 63 percent in unit sales over 2003 figures. One of the biggest drivers of digital television is flat-panel, ultra-thin displays (LCD and plasma). Total sales of LCD TVs (analog and digital) topped \$2 billion in 2004 and will surpass \$3 billion in 2005. Plasma TVs will experience similar growth as unit sales reached 853,000 in 2004 and then grow to over 1.4 million units in 2005.

The growth of the portable MP3 player and aftermarket autosound helped boost audio sales in 2004. The portable MP3 player category has shattered all expectations as unit sales more than doubled in 2004 to over 6.9 million units and dollar sales nearly tripled in revenue to \$1.2 billion, compared to figures from 2003. The category will continue to grow in 2005 as CEA forecasts that

(Continued on page 4)



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Consumer Electronics Sales Jump 11 Percent in 2004 (Continued)

unit sales will reach 10 million units and \$1.7 billion in dollar sales.

CEA Director of Industry Analysis Sean Wargo also pointed to satellite radio as a key driver in 2004 and going forward. "Satellite radio and video navigation are two areas that are helping to drive the aftermarket category. Current 2004 figures show that satellite radio is helping boost autosound revenues up 10 percent for the year. Mobile navigation devices also are helping the aftermarket category as dollar sales topped \$782 million in 2004, an increase of 35 percent compared to dollar sales in 2003. Dollar sales for navigation devices will continue to grow in 2005 as CEA estimates that total sales will hit \$935 million."

CEA also noted that flash media has become one of the biggest growth categories as digital content continues to grow with more usage of digital cameras and MP3 players. Flash media cards ended 2003 with more than \$1 billion in shipment volumes and CEA estimates sales of the cards will end 2004 at over 200 percent growth with

more than \$3 billion in product shipped. CEA forecasts increased demand for storage to push the market to nearly \$6 billion during the next year.

Sales of personal computers (PCs)

"Analysts wondered whether the trend could continue or whether it would be just another encouraging spurt that would quickly fizzle out."

remained strong in 2004 as more consumers turned to portable PC products such as laptops, notebooks, and tablet computers.

Current year shipments of the portable PC products are pushing the category into a new round of growth, with total revenues up 10 percent to a height of \$17.2 billion. This trend is expected to carry the market into the new year as total PC shipment revenues surpass \$18 billion in 2005, bringing printers and other PC related peripherals and accessories along with them.

Wargo identified wireless telephones as another strong category for the CE industry as more and more innovations are introduced into the market. Phones with built-in digital cameras have helped add to the projected growth of 15 percent in revenues in 2004. Unit sales topped 79.6 million units and will grow to 89.2 million units in 2005. CEA also forecasts that the wireless industry will reach a new high of \$11.3 billion in the next year.

Minutes from the Service Summit held January 8, 2005



This picture was taken at the Service Summit held January 8, 2005 at the Riviera Hotel in Las Vegas, Nevada. The minutes from the meeting immediately follow.

I. Introduction and opening remarks.

Wayne Markman called the meeting to order at 9:05 am. After an introduction, Brian Gibson welcomed our guests.

II. What NESDA members need to do to be better servicers?

David Junkins Sony's agenda is customer satis-

faction. NESDA members that receive good turnaround time and high levels of satisfaction will stay. Sony is looking at national service, but will not eliminate ASC network. Brian Gibson asked about the occasional negative survey response from consumers. Dave was not concerned with that since Sony is benchmarking. Wayne Markman asked if Sony benchmarked the sales that were saved by servicers.

Chuck Schaefer Sharp continues to see customer satisfaction averaging up over the last three years. Convergence of technologies is here. Sharp wants the repair experience to be one stop, regardless of whether it's hardware, software or video. Brick and mortar are not as important as before. Value servicers bring out of brick and mortar and into the home. Servicers need better soft skills and dispatching software that integrates with the manufacturers. Quality of feedback on repairs is important. Improved turnaround time as a joint effort of all participants in the repair process.

Mark Blevins (Toshiba) Seconds what Chuck had to say. Reminds us that commu-

nication is the key to success for the occasional repair that goes bad. Involve the manufacturer when there is a problem, early in the process.

Chuck Schaefer with Wayne Markman raised the issue of paying for service calls when interconnectivity of equipment, not an inherent defect in the product, causes the service call. Technicians need to employ a skill set that tells the consumer it is not warranty.

Randy Collins Thomson will begin paying for no trouble found on color TV. He views this as a gold mine of data for TCE to improve the design of new products.

Sandra Gomez (Sony) pointed out that the repair codes have not been updated. Wayne Nichols (Philips) said that the Service and Support Group of CEA is currently updating and reviewing the repair codes. Philips is going through the process of transformation with IBM. He reiterated that customer satisfaction is the driving force behind their corporate decisions. Will begin moving parts from TN to PA, where IBM maintains a warehouse. The WEB por-

Minutes from the Service Summit held January 8, 2005 (Continued)

tal improvement should be complete by the end of Q1 and the transformation should be complete.

Nick Milazzo from Pioneer said that Larry Tinkler's position would not be filled at this time. He suggested that servicers communicate when a part is on backorder or whatever the situation is. Pioneer pays the say rate regardless of whether there is no trouble found. A plasma program with parts shipments going overnight at no additional costs is in the works.

Randy Whitehead applauded Randy Collins and Thomson for beginning to pay for no trouble found.

Ron Sawyer said in home service requires productivity. He asked the manufacturers to offer a financial incentive if a service center becomes a CSC.

Randy Collins said the customer's experience is key and believes CSC is a huge bonus for service centers. The adoption of technology with real time dispatch is important. He is looking to partnering with others to resolve issues we are about to face. These issues include high cost of parts as we move to modular repair. TCE will eliminate CRT replacement on direct view televisions 27" and below. They will be moving the parts group in 30 to 60 days. They are looking at opening a new web portal. Thomson looks at how well servicers keep the sets sold. TCE will no longer be doing refurbishing for Class C resale. Thomson owns 30% of TTE, which is the joint venture with TCL, the Chinese manufacturer.

Chris Fabian Toshiba is not in a transition stage like Philips and Thomson. He commended both organizations for having strong liaisons with servicers while the transition is taking place. Chris spoke of two issues: depot repair and firmware. It's important to realize manufacturers need the capability of having firmware repaired in the field efficiently. Chris views this as an opportunity for the independent service network.

The problem will be the lack of standardization in the industry. Toshiba continues to refurbish some products such as DVD-R. Returns are the devil (kuma) for their business. TIVO will be depot repair. Early detection is important to production improvement. There will be opportunities in plasma for independent servicers.

Toshiba is going modular on parts. Toshiba is growing and they plan on being a long-term player. No trouble found rate restructuring maybe around the corner. They are adding tech support people for the phones. Parts fill has improved. Independent servicers will be a part of their organization. Toshiba has been approached by national service, but that will not usurp the independent service network. There may be other opportunities in home theater.

Wayne Markman wanted the manufacturers to take back to their companies the logistic problem of higher parts costs. The higher costs and slower turnaround time on warranty payments impacts both the part due and credit limit issues with parts suppliers.

Sandra Gomez said Sony would not be charging a core unless the part has not been returned within 30 days.

Dave Prince Panasonic has reorganized this year and closed the last two of its factory service centers. They will still maintain their telephone exchange center and board repair facility. They are working on improving the PASS system with service literature, Internet training and an overall better layout. Panasonic currently has 17 Field service reps that also provide training. He suggested servicers could improve by returning cores in a timely fashion (currently they are only getting about 80% back). Servicers can involve their FSR if there is a delay in service or multiple repair attempts are not working. If you sign up for web-based training, show up, or unregister so that seat can be given to someone else. Don't wait until roundtable meetings to tell us what is needed to improve our service to you.

Bill Warren (Hitachi) felt that communication is key. It is multi-faceted and not just two-way. The servicer needs to look at its business relationship with each manufacturer and make sure they have adequate processes in place to fully utilize the resources available. Duds are a big issue since Hitachi holds claims hostage until the dud is returned.

Nick Milazzo said core returns are really important.

Ron Sawyer stressed the importance of resolving these issues as quickly as possible. The attrition rate is accelerating. The preliminary decrease of servicers for the

January to June 2004 time frame is about 700 nationally. There are fewer than 10,000 servicers nationally. Ron also brought up NCEE and its success story. They need more manufacturers to participate in curriculum development in a timely fashion. NCEE is working on the image issue for future technicians with a video. See www.ncee.org for more information.

Dave Valasquez reiterated that customer satisfaction and communication are critical. We need to do a better job of being proactive. Fully utilize the manufacturer's resources. NESDA needs to help strengthen the independent servicer network along with CSC.

Leo Cloutier discussed no trouble found and the dud/new boards. There is a need for better tech assistance for repairs in the field.

III. Short Overview 2005 Yearbook and ISCET online training

Mack did a short demonstration of the disc that was included with the packets that were handed out to participants and the ISCET online training courses. NESDA membership has increased about 5% a year over the last three years.

IV. CSC Program

Billy Sims updated us on the program. No names will be listed in the publication for the CET's. This was a good year, since the number of CSC's doubled. We have momentum going forward with this program.

V. Closing Remarks

Wayne Markman pointed out that CES is an opportunity to forge new relationships. Brian Gibson recognized the need to educate the membership about sharing information and other things. Ron Sawyer thanked everyone for his or her honest communication and genuine interest. The meeting adjourned at 11:32 am.

NESDA would like to thank Kim Wagner CSM of Tritronics, Inc. for taking good notes and sharing the information in order to be published in this issue of ProService Magazine.

Can We Talk?



By Fay Wood EHF, Chair —
Marketing & Membership Committee

I hope you are enjoying a healthy, happy and prosperous New Year!

There are always things we can do to make our work more profitable and enjoyable, including running a clean, well-organized and professional high-integrity service center. It is one way to be sure you stay ahead of the ever-changing world of technology and learn new ways of accomplishing your business goals.

By becoming a NESDA member and being part of a large and well-respected association that works hard to help you in so many ways, you have already taken a giant step toward meeting your objectives. One of the reasons why NESDA is such a great value and offers so much ROI (return on investment) is that there is a great group of volunteers that work tirelessly for the industry and for NESDA members. The host of hard-working association volunteer individuals includes ...

- Wayne Markman, Industry Relations Chair, who helps servicers resolve warranty or payment issues with manufacturers or distributors
- Bill Sims, Certified Service Center Chair, who encourages servicers to become Certified Service Centers through the CSC program and enhance their image with manufacturers and consumers
- Bill Abernathy EHF, who seeks out those that are worthy of being inducted into the National Electronics Industry Hall of Fame
- John Eubanks CET/EHF, who promotes the nominations of those in the industry who have gone above and beyond average

The list also includes Brian Gibson CET and Fred Paradis CET/CSM, president and vice president of NESDA; Jim Fellows CET/CSM, president of ISCET; the NESDA region directors and committee chairs; the ISCET board of directors, and many others.

It also includes me, who works with a great bunch of committee members on the NESDA Marketing/Membership Committee to seek out

and find new and innovative programs for servicers and other industry members to help NESDA grow.

There are too many others to mention. Now you all know there is a point to all this. Every member of NESDA needs to stand up and be counted! NESDA is YOUR

Association. The National Professional Service Convention (NPSC) is July 26-30 and will be here before we know it. In April, you'll be receiving a printed member mailing with more information. Included in this mailing and in other communications you will be encouraged to use your chance to nominate those in the industry that deserve one of the many annual awards given at NPSC, including "Person of the Year," and "Friend of Service." At last year's NPSC, several awards were not presented because no one was nominated in some of

★ SHARP ★ SONY ★ THOMSON ★ TOSHIBA ★ ZENITH

★ SAMSUNG

★ SANYO

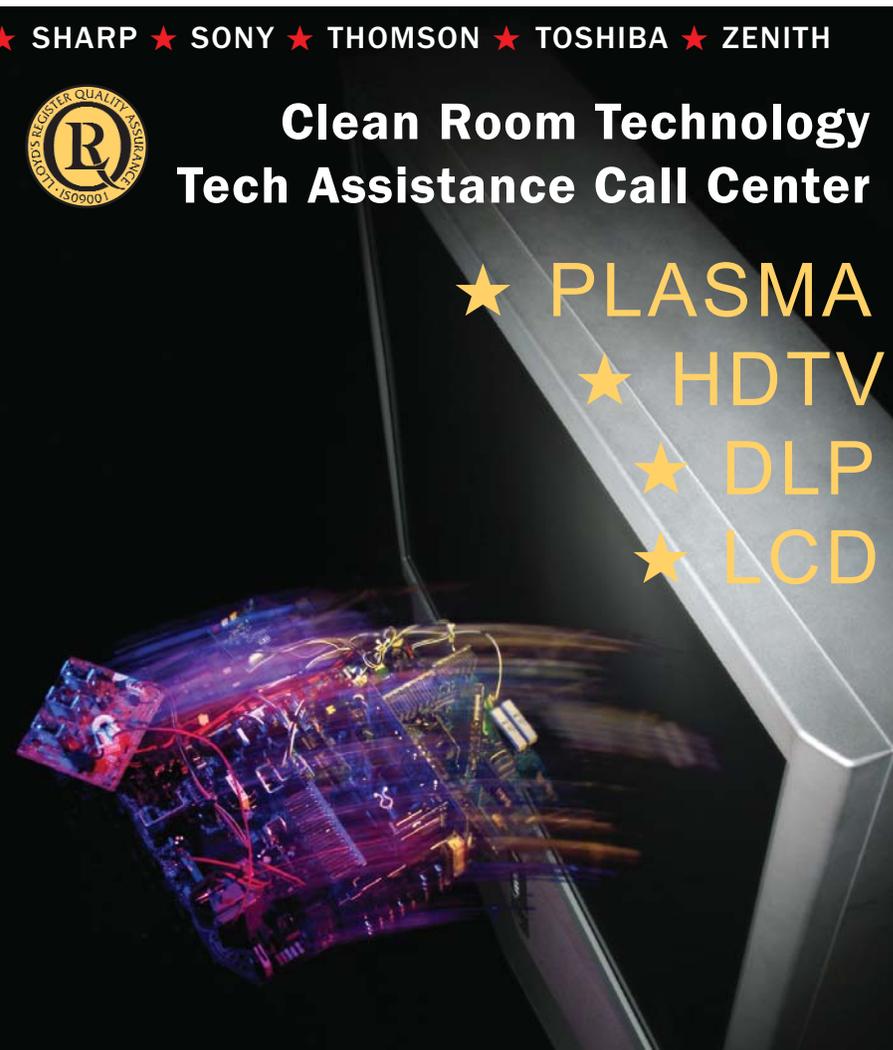
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Can We Talk? (Continued)

these categories. Your Marketing & Membership Committee sought to know why, and were surprised to learn that many did not know that they could nominate someone. I must include myself in this group because like other committee chairs and even some NESDA Board members, we did not understand that EVERYONE that is a member in good standing can nominate. That includes manufacturers, TPA's, parts distributors, claims processors, retailers and

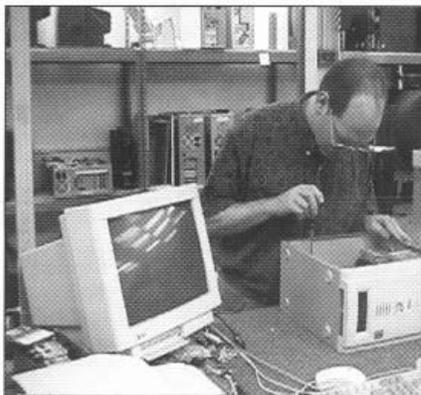
all others that are paid members, whether holding a corporate or a general membership.

Between now and the time you receive the April mailing, please give some serious thought to who might be deserving of recognition. I am asking each and every one of you to nominate someone you feel deserving of an award on one or more categories. I told the Nominations chair to gear up for a slew of nominations because I know

all of you well enough to know - that you want to have those recognized that do so much for so many! I won't get to see any of them but I will get a count of how many come in, so I will be watching.

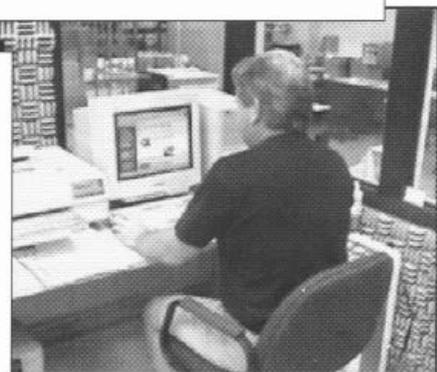
Thank you for helping to make the kind of difference that comes to be when we all team up and make things happen. Talk with you next time.....

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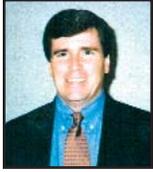
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We are on the Same Team

By Brian Gibson CET, NESDA President

Fellow Members,

I would like to share some thoughts with you regarding several topics.

As many of you are aware, most of your fellow board members just spent a week away from their family and businesses, representing your interests. I personally attended every meeting that was held, including the ISCET Board meetings that were held on Sunday as well as Monday morning. There is a representative from NESDA that represents our membership on the ISCET Board and vice versa. In recent years we have chosen the President of both organizations for these positions. ISCET's representative to our board is Jim Fellows.

The first official meeting that took place was the Manufacturers' round table, generally referred to as "The Service Summit." This is the meeting where the entire NESDA Board meets with most of the major manufacturers to discuss industry concerns. As you may have guessed, it was a frank discussion between all the parties. (Editor's Note: A digest version of this meeting appears on pages 4 and 5.) Once again many of us were away from our businesses for an entire week and I am still trying to catch up with all the work that piled up in my absence. The manufacturers were asked why they felt the need to look beyond the

independent service community to fulfill their needs. The two most common reasons given were as follows:

1. They claimed that there were an inordinate amount of claims filed for "repaired solder connections," by many servicers. They felt that the claims were not totally reflecting the truth. NESDA's response to them was two-fold, it was pointed out to each of them that they have placed us in a "no-win" situation. If a tech runs a call and there is no problem found, most companies are not going to pay them for their time. Some manufacturers announced that they are about to start paying for these "no problem found" calls. Secondly, we pointed out to them that if they are comparing our numbers against theirs, they are very skewed. Most manufacturers or "national service providers" change the entire board, thus never showing any "solder connection" repairs. It was also pointed out that the independent servicers that found true component-level problems, save them an enormous amount of money. We are also saving many sets that would otherwise be "swapped out." This appears to be a major problem when a national service provider is used.

2. The next reason is one that some of you are not going to want to hear. There is a prevailing opinion that there is a lack of

"professionalism" by independent servicers. We need to take a hard look at how we are perceived as an industry and start find a way to change these perceptions. Each and every one of us needs to look in the mirror and ask themselves, "How do others view what I do and say. Can someone else come along and provide a better solution than what I am currently offering?" Unfortunately, the answer in many cases is "yes." There have been many posts to NESDAnet urging that we "tell them to go away," "make them understand that we are the best solution," "bring back the old days!", and on and on. We all need to wake up and start pulling up our boot straps. If you can honestly say that you are currently providing the very best solution to your business partners and your customers, than you have nothing to worry about. When you do so, there is no reason for anyone to look elsewhere because they know that they have a true professional working on their behalf. If that's not the case, you can be sure that they are looking for someone who can do the job better.

You may not like what I just told you, but someone needed to say it. It is time that we understand that we are all on the same team here. If we keep fighting amongst ourselves, we will not have the unity needed to achieve success. I am pleading with you to stop the nonsense and work together to improve our situation.

Hopefully many of you will understand what it is that I am trying to convey and understand that my reasons for doing so is to help us understand how we can make things better.

New NESDA Members from 12/17/2004 to 2/2/2005

Rex Ableman

Ableman TV & VCR Repair
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Jesse Ben

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Zake Carter

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Ken Heinrich

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Marcum Howard

Howard's Electronic Service



Need a Tech? Make One!

By Jim Fellows CET/CSM, ISCET President

As everyone knows, there is an abundance of qualified technicians just waiting for us to make them a job offer, and they're all willing to start for \$6.00 per hour.

Yeah, right.....

In reality, we all know and experience the problem of technician shortages. Many of our ISCET and NESDA members are getting older, and not enough young people are coming into the business. At least that's what I read about on the NESDAnet almost every day.

So what can we do about this?

As with most of our many business problems, there is no one solution that "fits all". I can, however, share some of the things that have worked well for me over the years. Usually these tactics can be used regardless of the size of your service center. Some might be more appropriate only for larger servicers.

• School Advisory Boards

Very few schools are teaching actual Consumer Electronics courses these days, but there are still plenty of basic electronics schools out there. ITT for example, has schools across most of the country. ITT and all of the other schools and community colleges in our area have Advisory Boards, and I believe this is true for most of the country. These schools are interested in knowing that they're teaching a curriculum that fits the needs of the community in which they are located. All too often, they have difficulty getting enough people from local industry to serve on these boards, and would welcome your participation. These meetings are not frequent, and usually held early in the morn-

ing, so as not to disrupt your work schedule too badly.

What are the advantages of participating on these advisory boards? Well, of course, there is the fact that you're just being a good "community citizen", but that doesn't help put bread on the table. What I have found is that by getting to know the electronics instructors and the placement staff at these schools, they will let you know when they encounter a student that they think might be a good fit for your company. Many of these schools also have a Job Shadow or Internship program. Often, the student can work for you while learning with very little or no pay. If they work out well, you can hire them when they complete school.

• School to Work Programs

Although most parents want their child to go to college, not all are suited, or even want to go on to higher education. We are involved in a School to Work program that helps students that want to go directly from High School into employment. We work with the Guidance Counselors to let them know of the opportunities for in-house training and technical employment. We also offer Internships and Job Shadows where possible.

• Job Fairs

This is a little difficult for a strictly one-man operation, but we have hired several trainee technicians by setting up a table at Job Fairs sponsored by Technical and High Schools. It will usually take about a half days worth of time.

• Train them Yourself (Last, but most important)

Sure, we'd all like to hire only experienced technicians, but as everyone says, "There just ain't no more". Many of us learned our trades by working with experienced technicians (myself included). If anyone needs their CTC-4 converged, I'm your man!

If we expect our industry to survive and prosper, we need to do whatever is necessary to make sure that happens.

It is inevitable that you will train some technicians only to lose them to other industries, but there are still individuals out there that enjoy the challenge of troubleshooting and solving problems. These are the ones that are more likely to stay with you, simply because they enjoy the work.

I realize that it is becoming increasingly hard to make a profit, but if we don't overcome the difficulties ourselves, who will?

Training materials, both on-line and printed are available from ISCET, and these can help both with learning and preparation for the various certifications necessary for the Certified Service Center program. Also, you should read about "ISCET Student Chapters" in the Passing Parade article elsewhere in this issue. If there isn't one in your area, perhaps you could help get one started. I know it may seem that there isn't enough time to do any of these things along with running your service center, but it's not likely that anyone else will do it for us. We've been doing almost all of these things for most of my 35 years here, and still have some techs hired over 20 years ago.

Remember; as soon as you say it can't be done -- you're right.

As always, questions, suggestions, comments, and criticism are welcome. I can be reached at: jim.fellows@iscet.org

ProService Magazine Advertising Rates For 2005:

Black and White:	Full Page — \$250	Half Page — \$125
Color:	Full Page — \$500	Half Page — \$250



by Ed Clingman, IS CET Administrator

The CES Conundrum

How do you accomplish a seven day minimum research browse in four days?

Answer: You don't!

That's the situation when you try to take in the Consumer Electronics Show held in Las Vegas each year in January. So much! So spread out! So very interesting. If you are in any phase of the electronics industry, you just gotta go.

What's ahead for electronics? All the paths were displayed by some vendor or another. Your job – decide which path will be dominant. Lots of fun! And very necessary if you want to be on the right track in electronics.

The fun? Seeing all the products that are available, or soon will be. The surprise? Lots of the products are not available in the U.S. due to some type of agreement or another, and some are not sold here due to formats used in other parts of the world, not being utilized in the States.

If you missed it...try again next year. If you saw it – see you next year.

IS CET Winter Board Meeting

The usual Winter meeting of the IS CET Board of Directors was held Jan 9th & 10th. The usual business was transacted, the highlights of which were:

Business plans through 2004 were on target. 2005 is viewed to be one of the best in several years, according to the budget submitted and approved by the Board.

Also approved was a motion that the NASTeC tests be given Journeyman Status,

just as was IS CET's CAT exam several years ago. This allows holders of the NASTeC certification(s) to become voting members in IS CET.

Progress on IS CET Programs

All programs approved by the Board are in motion towards completion. 2005 will be a benchmark year. Online learning will come of age with the introduction of the interactive training utilizing virtual classroom environments using the internet.

IS CET Education Programs will be introduced led by the ESA (Electronics Systems Associate) examinations laid into a complete program for teaching Basic Electronics. This program is complete with competencies, lesson outlines, and suggested text reference material, developed with the flexibility that allows educators to use it whether there are minimum hours of instruction available...or a fully developed electronics program. Many schools have cut the hours of electronics education and/or coupled electronics to computer or network-wireless training. IS CET's ESA-LP program will provide a platform for all of these instances...one where electronics can be taught and use an exit examination that will allow students to excel in the elements taught.

All Online Learning (LC), (LC-D) and (LC-IA) [Learning Courses, Learning Courses on disk & Learning Courses Interactive] are designed so that they can be utilized as augmentation to classroom study in schools using the IS CET learning programs (LP).

IS CET will be presenting their programs for the educators at the SKILLS USA Techspo in June 2005 as an exhibitor. Other presentations in other places across the US are also to be made during 2005. Our commitment to the education community will be accented and intensified.

Other Programs

NASTeC is embarking on a program with a major appliance manufacturer to certify their appliance service technicians.

This is the first of several such programs that might well mature this year.

Student Chapters continue to show good work. Be sure to read the article in this same issue about the Western Wisconsin Technical College Student Chapter "Electronics Club". There are also two more Chapters in the Western Wisconsin Technical College organization.

Certification Administrators (CA)

CAs are the backbone of the Certification program. Some CAs are making some good money giving tests. If you want to improve your income, be sure to keep a schedule for online testing visible on the online testing system. If you have any questions about how to do this, just call either Ed or Patricia at 800-946-0201.

When people register for tests online, they will pick the CA closest to them that have a scheduled test session!

This is especially true for the NASTeC tests. Online testing is simple and easy to do. Put your schedule up today!

Election of Officers & Directors

Officers and two Directors will be elected in July 2005 at the annual membership meeting, with voting taking place by mail. All voting members of IS CET will be sent a nomination form, and later a ballot. So, be sure your mailing address is current.

Jobs for Technicians

Electronics and Appliance Service Technicians are in demand. If you are looking for a job, be sure to use our career center on www.iscet.org and register with Job Target. There are jobs out there...go get em!



A photo from the NESDA Board Meeting taken January 2005 in Las Vegas, Nevada.

NESDA President's Report January 2005, Las Vegas, Nevada

It has been a busy five months since we met in Nashville. We have held several teleconference calls during this period, where we were able to work on many issues relating to our industry. We were also active on the web, discussing and resolving board matters. There has been a great deal of discussion on NESDAnet concerning national service. I devoted a fair amount of my time to both privately and publicly address our members concerns. In October, I attended the TEA Management Institute, where Fred Paradis and I taught a class on diversification; the Texas association covered all related expenses. I also attended all state and local meetings in my area. Finally, I wrote several articles for our Pro Service publication as well as the NESDA yearbook.

NESDA members are feeling the pinch from manufacturer consolidation of warranty service. To further compound the issue, several NESDA members have formed a group known as the National Service Alliance. Trying to convince our members that NESDA has no say in what others do, even those within our ranks, has been quite a challenge for us. One issue that has come to light recently is that when a new member joins, they will not necessarily have the background knowledge that was provided in previous posts to the membership. Perhaps we need to review what information is provided to our new members, especially when there are "hot topics" that require us bringing them up to speed. Basically, if a "white

paper" was produced within the previous six months, their director or industry mentor could provide them with a copy of it.

Wayne Markman and the Industry Relations Committee have once again, produced informative articles relating to the ever-growing field of groups forming to capture warranty service. We have members who want NESDA to endorse groups such as NSA, while there are many others who would like for us to take a stand firmly against them. It is my personal opinion, that it is not our place to do either. We will continue to keep our members abreast of the situation, so they can make informed decisions for themselves.

Fay Wood and her Membership and Marketing Committee have been very active, meeting two hours at a time, about once a month. Many new and exciting ideas have been exchanged by this dynamic group; I am certain Fay will share them with this group at these meetings. Fay's ability to convince Gary Shapiro of CEA to provide our keynote speech should help NESDA set another attendance record at NPSC in Orlando. I wish to express my sincere gratitude to Fay and Wayne for their extraordinary efforts on behalf of our members.

As always Mack Blakely and his staff have done a fabulous job keeping us moving in the right direction. They make the rest of us look good. Thanks to all of them for their hard work and dedication to our association. A very important task for the board over the last six weeks was to execute a new contract for our Executive Director. A vote was held in December and a legal and binding vote

will take place at our January board meetings. We are very lucky to have Mack under contract for the next three years!

Overall, NESDA is doing well, in spite of the industry climate. While members are continuing to close their doors at alarming rates, new members are joining our ranks at a rate that exceeds those leaving. Those new members realize that they can no longer survive on their own, without the help of their fellow servicers and a strong national association. We have a great deal of hard work to tackle this year, so roll up your sleeves and let's get to work.

Respectfully Submitted,
Brian Gibson CET

Certified Service Center Committee Report January 10, 2005

CSC has had a very successful year. After three years of attempting recognition of the viability of the program and achieving only 8 members in those three years, we have this year doubled the number of Certified Service Centers from 8 to 16 and have more applications in process with more inquiries weekly. We have momentum.

On Friday, January 7, the CSC committee elected Rob Steinruck as secretary of CSC. Rob has been an attendee of many CSC board meetings and will make a great addition to our side of the CSC team. He is very detail oriented and focused on the welfare of his fellow servicers.

There have been a couple of important issues with regard to NESDA's position on the CSC program this past year. Because of relationships I have developed with leaders of other associations represented on the CSC board, I have been able to implement the directions given by NESDA and we have been able to maintain the status of the program as it was intended.

The CSC program as you all know is important to me and I truly feel I can continue to be an effective component of that effort. I would like to continue my position as NESDA chairman of the CSC committee and maintain the position of having the vote for NESDA.

I sincerely thank the board and all who know the history of the founding of CSC and know where all the skeletons are hidden for all the tremendous help in the past year. It has been a lot of work, but it has indeed been my pleas-

ure.

I thank you for the opportunity.

Respectfully Submitted,
William H. Sims

NESDA Region 1 Report January 2005 Las Vegas, Nevada

As always, it is a pleasure to see everyone again and to continue to work towards our association's common goals. National service continues to be a hot button both on NESDAnet and at state level meetings. I attended two phone conferences with the Greater New York ESDA and surprisingly I was urged to have NESDA endorse a national service solution. The main reason, after further prodding, was for NESDA to maintain a relationship with an organization so as not to be cut out altogether. Several in the group are members or have been approached to be members of NSA and their feelings are that by endorsing NSA, it will preclude other entities from making further inroads into the warranty service arena. I am not a fan of National Service but it is here, and the question is how does NESDA and its members fit in? National service solutions have come and gone in the past, but the climate in CE is not as much technological as it is financial driven now and we must face that if cuts are to be made in a companies' budget it will be made at the service and support end. The relationships that have been formed in the past between servicers and manufacturers are being torn apart day by day. I believe as directors we all here rumblings from this company or that one regarding what their plans are for the future and sometimes that information is held a little too long before becoming common knowledge. I think we need to somehow get all this information into a manageable format, a "scorecard" if you will, that would enable us all to know all the players and the direction they are heading in. Once this is in place then we can proactively direct our energy towards solidifying and then growing our relationships with manufacturers that want to work with the service community. The ones who do not should not get the same support or privileges as the ones who do.

NSA has been discussed, dissected, stomped, praised, loathed, and vilified at both the state and national levels. At this time it is

the only national service organization that includes NESDA members in its organization. It is quite obvious that Philips/ IBM and Sony to name a few do not want to work with independent service. How do we handle this as an organization in respect to their participation in NESDA? This is another question that needs to be addressed. We owe it to the membership to stand united against the companies that turn their backs on the independent servicer and continue to work harder than ever for the ones who support and respect what we have to offer.

Respectfully Submitted,
Frederic Paradis, CSM

NESDA Region 2 Report January 2005 Las Vegas, Nevada

The last several months have been very busy for me. There has been a tremendous response, not only from my region but from other regions, concerning NSA. All were either being negatively affected by NSA or were asking questions on what they could do to save their businesses from being destroyed.

I am sure that everyone has had a similar experience and that I do not have to go into too many details. I would rather not stir that fire again. I know everyone knows my position regarding NSA. More power to them. However, the membership is asking a lot of questions about NESDA board members being directly or indirectly involved. While I respect every one of my fellow board members, I don't see this issue going away anytime soon.

I have been active in FESA activities here in Florida. I have also assisted numerous members with various problems with TPA's and manufacturers.

I recently had the pleasure of traveling to Atlanta to meet with a Field Rep for one of the manufacturers. We had a chance to discuss several key issues that members of my region have been concerned with. Warranty reimbursement and Technical Support were the two major concerns. I was assured that both of those issues were being addressed by them and improvements would be made shortly.

I attended FESA's Annual Summer cook-out at Mr. Billy William's house. As always, a great time was had by all.

I am in frequent contact with the field reps for most of the major manufacturers.

Once again, we continue to discuss the many problems this industry is facing as well as their beliefs of what the future holds. The overall concensuses are that this industry will continue to rely on Independent Servicers for many years to come.

I am currently in the process of starting a Monthly Regional Newsletter for my region. I believe every region would benefit from a monthly report from their director. This would give a monthly report to our members on what we have been doing. Topics could include a variety of regional matters. It would also allow an extra forum for our members to discuss any issues they feel are important. I want our members to know that we are listening to them and that their opinions are important to us. Hopefully, this will help reassure the members that we are not intentionally hiding information from them. There will always be information that members should not be privy to, however, a monthly update of general information will help keep all of us honest.

I will continue to be available to NESDA and its members 24 hrs. a day. I will continue to work toward a better future for our industry. I look forward to working with my fellow board members in 2005. This may very well be the great year for NESDA yet.

Respectfully,
Douglas H. Freeman, CSM
NESDA Region 2 Director

NESDA Region 3 Report January 2005 Las Vegas, Nevada

It has been little-noticed, but due mainly to a lack of advertisers, publication of the WORD, with a current circulation of 3800, having been produced continuously on a monthly basis since 1950, sputtered to a stop in the last quarter of 2004. While it remains possible that it could be revived as a quarterly publication, it will likely continue as a subscription newsletter with little, if any, advertising and a limited circulation.

About two years ago, service industry executives predicted a 5-year survival rate of 25 to 50 percent for servicers. It seems accurate, for the attrition in the number of total (members plus non-members) active service centers continues. I would place it now at more than one percent per month. Also, stoked by the increased cost of oil, the rate of increase in the costs of doing business continues to rise at an alarming rate.

Fuel costs directly affects the costs of making a service call and indirectly affects the cost of almost everything else as parts costs increase more each step in the distribution process; UPS & FedEx announced increased energy surcharges, along with significant regular rate hikes effective the first day of 2005; energy heating & cooling costs more; this, and other cost increases, make it vital that servicers find ways to increase income despite manufacturers and consumers resistance to higher rates. It is necessary now, more than ever, to make the hard decisions about what you will service, and for whom, and under what terms. A bad decision these days, will make for a quick route to failure.

Some servicers have found salvation through installation. Installation jobs take longer than individual repairs, thus productive time ratios improve significantly and "further-out" scheduling improves workload prediction.

Through contact with servicers in my region, I find the circumstances they are most complaining of are those over which NESDA has little impact. I take that as a sign that NESDA is doing well on those on which we can affect. The most common concerns mentioned are:

1. The "Secrecy" of those involved with NSA and a fear that NESDA leadership has somehow been derelict in duties because NSA was formed.
2. That NESDA should somehow prevent imports like those from China which have little or no parts & service data available; and also prevent companies like Walmart from buying and marketing them.
3. The deterioration of quality of support on the part of formerly "First-Class" manufacturers which are themselves having priorities being reorganized by new and seemingly irreverent masters.
4. The mass cancellation of ASC's by those who now manage service for Philips.
5. A fear that NESDA is not doing as much as it could on their behalf.

It is no small pleasure to note that NESDA members seem to be doing better than non-members. This I attribute to NESDAnet, to information disseminated by NESDA, the quality of business and technical training at national & regional meetings, and to the cross-pollination that takes place

at those meetings.

We must, however, take effective action to correct the misconceptions of Items #1 and #5.

Respectfully Submitted,
George J. Weiss, CSM
NESDA Region Three Director

NESDA Region 4 Report January 2005 Las Vegas, Nevada

The portion of Region 4 that I am most familiar with and have established communication from prior years, the old Region 6, seems overall to be healthy. Those that pay attention to business keep updated, provide quality service, and are successful. Those that don't are fading. As I talk to various members I hear nothing but good. All are working and all have as much work as they can handle. Of course that is just the season and the rush it brings. I hope they will all remain positive after the smoke clears. We always wonder just how truthful the positive reports are, as we all know of those that are just hanging on.

With regards to the states that were added at the convention, I have had some phone contact with various members but as of yet have not had the time or opportunity to visit. I have received literature and an invitation to the Kansas Electronic Association and I plan to attend that convention and as many other conventions and/or regional meetings in each of the Region 4 states that I possibly can.

NESDAnet is our biggest strength, and our biggest weakness. Those who use it professionally are reaping great benefits from it and are very grateful for it being there. Those few who use it to create disharmony severely damage its credibility as the useful tool for which it is intended. Because it is human nature to react, and some folks don't understand the negative impact of the occasional tirade that hits the net and the way the manufacturer views those that get involved as idiots, those that get involved in the negativity lose credibility with the manufacturer. That in turn makes us all look dysfunctional in the eyes of the manufacturer. Somehow, someday, we must find a way to stop the use of NESDAnet as a circus and return it to the service helper for which it was intended.

It is now the proper time for me as a NESDA board member and a NSA stock-

holder, to address the NSA issue. NSA was never intended to be a "secret" organization, but because it was formed at the time in our industry that several huge entities were in the mode of taking service business over and taking it totally away from the independents, it was necessary to keep the effort as private as possible. NSA has now achieved recognition as a viable entity by Circuit City and several major corporations. These manufacturers now recognize that the service they need can indeed be best done by the independent servicer organization. As I told this board at the inception of NSA, no harm was ever intended to come to NESDA or any servicer, and only good would come to the membership if NSA succeeded. There is much too much work to be done by anyone NSA stockholder and/or servicer.

NSA will need many qualified service centers as it continues to grow. Someone mentioned at our recent teleconference board meeting that a suggestion had been made by a member that NESDA endorse NSA. That is not proper and somewhere along the line would lead to another great mess on NESDAnet.

I appreciate the support and trust of the board during this past year. Your trust in me will never be betrayed.

Respectfully Submitted,
William Sims
Region 4

NESDA Region 5 Report January 2005 Las Vegas, Nevada

The new year finds the industry in many interesting predicaments. It's like alphabet soup. There are several business entities that have and others are attempting to garner the entire service industry to the detriment of most independent servicers. Most disturbing of this situation is that long time business relationships developed with our partners — retailers, manufacturers, TPA's, etc. at local, regional, and national levels are being eroded at unprecedented rates. To some it appears that TAT and quality issues are being replaced by cost of service. Many are lamenting that longtime relationships and loyalties can never be replaced.

Concurrently the lack of availability or timely arrival of some parts for expensive sets, new defective parts, the higher costs of many parts, confusions of warranties, slow reimbursement of

January 2005 Region Reports (Continued)

expensive parts, lack of cost handling reimbursements, etc. further erode the business climate for the servicer.

On the plus side, for some business is up. It depends on their market area. All polled have stated that it has become increasingly harder to do business. More i's need to be dotted and t's crossed.

Since the convention, NESDA/ISCET affiliate The Alignment Club has had 2 more very successful workshop meetings and broke attendance records. We look forward to 6 meetings again this year, the first being

on January 25th. I continue on as President of this prestigious group.

We continue to work on, improve and promote the Western States Conference sponsored by NESDA/ISCET Affiliate OPEA. This is being held from March 10th - 13th at the Hood River Best Western Inn located on the Columbia River in Oregon. The bright shining star of the industry continues to be the NESDAnet. All reported that it continues to be the best resource for help and information available.

For a better industry,

Leo Edmond Cloutier, CSM, A+
NESDA Region 5 Director
P. O. Box 32648
Los Angeles, CA 90032
Ph# 323.791.6122 Fx# 323.223.2187

Summary of NESDA Board Actions – January 11, 2005

- NESDA has purchased a professional-level video camera for the purpose of taping presentations at conventions. Volunteers are being sought to assist in this effort.
- A proposal was made to accept the 2005 budget and financial statement, as presented at the meeting. The motion was approved.
- A motion was made to renew the contract of the existing Executive Director. The motion was approved.
- A motion was made by the Awards Committee that a conference call, not to exceed \$150, be arranged for the purpose of

finalizing awards. The motion was approved.

- A motion was made to accept a proposal made by a buying group to offer membership to interested NESDA members at no cost for the first year, and empower the Executive Director to negotiate a final arrangement. The motion was approved.
- Wayne Markman, NESDA Industry Relations Chair, was sworn in by the Executive Director as NESDA Secretary. Markman was elected at a previous teleconference meeting as to fill the unexpired term

of NESDA Secretary Justin Mays CSM, who resigned.

- The Executive Director presented two possible locations, Denver and Las Vegas for the location of NPSC 2007. A straw poll among board members showed a preliminary preference for Denver, but some concerns over travel to Denver were expressed. The Executive Director will present more specific information to the board at the April meeting.

Computer Corner

Do you still use Windows 98? Here is a great tip on an easy way to install it.

1) Make a folder(directory) on your drive C. Call it <win98>

Use the old DOS command < MD win98 >

2) Go to your D: (or whatever path where your Windows98 CD source is located), and copy all files from D:\win98 to C:\win98.

You really only need the .cab and setup files, but hard disk space is cheap. Mine as well do them all.

3) Remove the CD, then go to your C:\win98 folder and type <setup>

Windows should install flawlessly, and when you install new programs (that need to look at the Windows98 CD), they will look in the Win98 folder. You should not need your Win98 CD any longer, as you have set the Win98 source path to C:\win98.

4) This next step is not necessary, but a good practice –

Download all the service patches, IE 6.0, the latest drivers, and all the updates. Next, install all of your applications.

Use this machine for about a week or so. Once you feel that this machine is running to your satisfaction, purchase Norton's Ghost program and clone this drive. Put your original drive in a safe place just in case a disaster occurs. Last but not least, install Winrescue98. This program will back up and restore all critical files when your HD will not boot. It is a lifesaver.

Welcome New Associates & CET's

Welcome New CET's: Passed Journeyman Exam from 12/17/2004 to 1/27/2005

Certification Administrator:
Name City, State

Bernardo-Gomez Juarez

Marco-Antonio Diaz-Pina Durango, Mexico
Fernando Diaz-Torres Santa Catarina
Nuevo, Mexico
Manuel Estrada Gomez D.F., Mexico
Sergio A. Garcia Zavala Torreon Coahuila,
Mexico
Vicente Lantos Lopez Durango Durango,
Mexico
Rodolfo Sanchez D.F., Mexico
Juan C. Torres-Flores Colima, Mexico
Saul Villagran Santa Cruz Distrito Federal,
Mexico

Lazergrade

Roger E. Petit Chicopee, MA
Michael A. Smith Calumet City, IL

Edward Reilly Jr., CET

Frederick J. Barth Henderson, NV
Gary L. Bennett Las Vegas, NV
Glenn J. Cady Henderson, NV
John T. Carnathan Las Vegas, NV
Brendan J. Donegan North Las Vegas, NV
George F. Gill Henderson, NV
Irish T. Kuwahara Henderson, NV
Jeffrey A. Mortensen Pahrump, NV
Steve R. Simmons Henderson, NV
Fred W. Straub Las Vegas, NV
Lance L. Wahls Las Vegas, NV

Iutisone Tiliaia

Jose Delao, Jr. El Paso, TX
Andres Ibarra El Paso, TX
Michael C. Norris El Paso, TX
Frankie D. Rogers El Paso, TX
Sammy Velasco El Paso, TX

Welcome New Associates: Passed Associate Exam from 12/17/2004 to 1/27/2005

Certification Administrator:
Name City, State

Gerardo Ruiz Delgado

Oscar Almaguer-Garcia Reynosa
Tamaulipas, Mexico
Gerardo Beltran-Beltran Co Juarez
Chihuahua, Mexico
Armando Gamez-Villa Nogales Sonora,
Mexico
Martion A. Martinez Salazar; Tijuana B.C.,
Mexico
Antonio Ortega Sarinana Durango Duragno,
Mexico
Crispin Pacheco Guzman Nelson, MN

James L. Fellows CSM/CET

Komal H. Kamat Manlius, NY

Alan H. Green CET

Jason D. Olmstead Temple, TX

R.J. Hendrickson CET

Michael P. Jacobs South Range, WI

Lazergrade

Dan Kempton Shelton, WA
Ryan Straughan Denver, CO

Michael R. Miller CET

Renato S. Marcelli Long Beach, CA

Jeff Paschke CET

Robert Voster Neenah, WI

Clyde H. Philips

Hayworth S. Whiteman San Fernando,
Trinidad, West Indies

Proctor

Miguel A. Carbajal Woodbridge, VA

Casey C. Rackley

John J. Brandel Sevierville, TN
Daniel S. Claterback Knoxville, TN
Joshua D. Elkins Morristown, TN
Patrick M. Sullivan Corryton, TN

Edward Reilly Jr., CET

Richard A. Burnside Henderson, NV
George F. Gill Henderson, NV
Steve R. Simmons Henderson, NV
Johnnie T. Vargas Las Vegas, NV

Rod Schlingerman CET

Phillip R. Gordon Blacklick, OH
Duane Scott Columbus, OH
Trenton Terrill Columbus, OH

Leslie Paul Sheets

James E. Caudell Carbondale, IL
Cord B. Crampton Wheeler, IL
John D. Freehill Carbondale, IL
Daniel F. Godfrey Carbondale, IL
Andrew A. Hutchison Dunlap, IL
Shonnon A. Kary Coulterville, IL
Tyson J. Lauby Carbondale, IL
John A. Legel Carbondale, IL
Zak S. McCrary Carterville, IL
Aaron M. Scarborough Simpson, IL
Geoffrey R. Stock Marion, IL
James C. Suttie IV Springfield, IL
Albert R. Thatcher Carbondale, IL
Daron J. Turner Carbondale, IL

Iutisone Tiliaia

Jesse J. Apodaca Anthony, TX
Larry D. Balance El Paso, TX
Richard H. Ballou El Paso, TX
Jerry M. Dominguez El Paso, TX
Trevor C. Edwards El Paso, TX
Elias Galindo El Paso, TX
Alan R. Meeks El Paso, TX
Antonio Mendiola, Jr. El Paso, TX
Milton I. Montalvo El Paso, TX
Ricardo R. Ramirez El Paso, TX
Solomona V. Talamoni Horizon, TX
Christopher M. Webb El Paso, TX
Tony Zubiate El Paso, TX

J.J. Villademoros CET

Tacoma L. Baylor Tampa, FL
Victor H. Huerta Tampa, FL
Wiley J. Hutchins Auburndale, FL
Robert E. Lee, Jr. Covington, LA
Edwin I. Quijano Port Richey, FL
Yezennia W. Wallace Tampa, FL

Delayne H. Warner

John D. Crocker Athens, TX
Jaime E. De La Rosa Corpus Christi, TX

NPSC 2005 is at the Rosen Centre Hotel in Orlando, Florida



Convergence for GROWTH

Keynote Speaker:
**Gary Shapiro, President and CEO of the
Consumer Electronics Association (CEA)**
When: Wednesday, July 27, 2005
**Where: The Rosen Centre Hotel in
Orlando, Florida, Site of NPSC 2005**

Reservation Information

Special Room Rates: Room rates at the Rosen Centre Hotel are only \$91 single or double. Children 17 years and under stay free with parents. Rates do not include room tax. To stay on the club level is an additional \$40. A special block of rooms have been set aside for NPSC attendees. Rooms are subject to availability after the entire block is sold or after the block expires on June 28, 2005 (whichever comes first). To be sure that you get a room and avoid a higher rate, reserve early. To reserve a room phone 1-800-204-7234 and say that you're reserving under NPSC. Remember, make your reservations by June 28, 2005 or earlier if possible.

Tentative Schedule

Note: The following schedule is subject to change. A more detailed schedule will be available at a later date. Trade Show hours are Thursday, July 28, 1:30 p.m. - 5:30 p.m. and Friday, July 29, 1:30 p.m. - 4:00 p.m.

— Tuesday, July 26 —

NESDA Board Meeting
Welcome Reception

— Wednesday, July 27 —

First Timer Orientation
Breakfast Sponsored by Pioneer
Committee Meetings
Seminars & Presentations
Lunch Sponsored by Thomson
Keynote Address
Dinner Sponsored by Sharp

— Thursday, July 28 —

First Timer Orientation
Breakfast Sponsored by Panasonic
NESDA Annual Membership Meeting
Seminars & Presentations
Lunch Sponsored by Samsung
Trade Show (Day 1 of 2)
NESDA Officer Elections
Dinner Sponsored by Philips (tentative)

— Friday, July 29 —

First Timer Orientation
Breakfast Sponsored by Toshiba
ISCET Board of Directors Meeting
Seminars & Presentations
Service Information Symposiums
Lunch Sponsored by Sony (tentative)
Trade Show (Day 2 of 2)
NESDA New Board Meeting
Group Outing

— Saturday, July 30 —

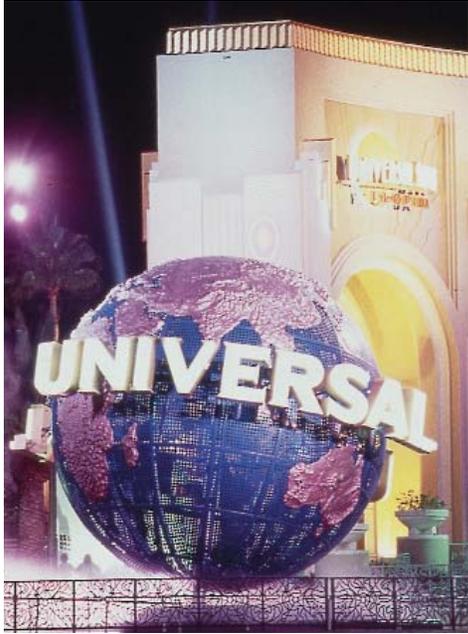
Breakfast Sponsored by Hitachi
ISCET Annual Membership Meeting
Seminars & Presentations
Cash Bar Reception
Officer Installation & Awards Banquet
Sponsored by NESDA/ISCET

— Throughout —

ISCET Testing Available Everyday By Appointment
Coffee Breaks Sponsored by PTS Electronics

Site & Facilities

All of the Rosen Centre's 1,334 guest rooms feature remote-control color cable TV with in-room movies; video folio review/check-out; in-room safe; computerized card key locks; voice mail; and data port. Smoking, non-smoking and ADA-compliant rooms are available.



The Rosen Centre Hotel has five great restaurants ready to satisfy diverse desires: Cafe Gauguin offers casual dining with buffets or a full-service menu; Red's Deli is a 24-hour New York style deli; Everglades Lounge touts being a perfect place for a before or after dinner drink; Everglades Restaurant features classic continental cuisine and regional specialties in a Florida Everglades-themed setting; and there is also the Lobby Bar with its daily happy hour.

Other facilities include: heated swimming pool with a whirlpool and cascading waterfall, full-service spa & beauty salon, fitness center, lighted tennis courts, video game room, attraction ticket sales & transportation arrangements, on-site car rental, and a gift shop. Visit the Rosen Centre online at www.rosencentre.com to see for yourself what



awaits you when you come to this year's convention in Orlando.

For more information about the Trade Show, contributing a door prize or sponsoring a refreshment table, contact Patricia Bohon at 800-797-9197 ext. 16 or 817-921-9061 ext. 16; or email: patricia@nesda.com.

A full listing of exhibitors (with a complimentary link to either a website or an email address) will appear in the NPSC section of www.nesda.com.

Online Registration is available at www.nesda.com

• Technical Seminars •

Offered on a first-come, first-served basis, the price is included in the cost of your convention registration. Due to limited seating, be sure to register in advance.

• Management Seminars •

Expert-led seminars, panel discussions and symposia can teach you new methods, and help you evaluate your management effectiveness.

• Certification •

CET, CSM, as well as CSM review courses will be available. Contact ISCET for more details or to request a specific exam: **817/921-9061, ext. 19.**

• Industry Meetings •

High-level service executives from major manufacturers participate in private meetings with servicers during the Service Information Symposiums.

• Sponsored Events •

From the opening night reception on Tuesday to the Saturday night Awards Banquet, several meal, entertainment, beverage and social events will be sponsored through various industry partners. Finger food and beverage stations are provided during the Trade Show by some of the exhibitors.

• Trade Show •

Products or services of over 40 major suppliers to the service industry were on display at the

2004 NPSC Trade Show. These included manufacturers, distributors, service contract providers, software distributors, professional associations and more.

• Association Advancement •

Members of NESDA and ISCET will participate in the annual elections of officers and directors.

• Networking •

Meet other professional servicers in your field from around the country. Find out what works for their businesses, and what doesn't. Share ideas for profit potential and the growth of your own business.

Full convention registration includes all programmed meals, banquets, door prize drawings, trade show, dealer/manufacturer meetings, seminars and workshops. Activities may be scheduled for optional participation at an extra cost. There is no convention youth program. However, children 17 and under are free. Plan to arrive on July 26 and depart on July 30. Doing so will assure that you do not miss anything. Advance plans include a Welcome Reception on the evening of July 26 with food, beverage, fun and great training throughout.

2005 National Professional Service Convention and Professional Service Trade Show

The Rosen Centre Hotel
Orlando, Florida
July 26 to July 30, 2005
July 26 — Welcoming Reception



**Register NOW,
and SAVE
on this year's convention
registration.**

Name _____
Firm Name _____
Address _____ State _____
City _____
Zip _____ Phone _____
Email Address _____

Below, please print legibly your name, and the names of all other registrants (including nicknames) as they are to appear on the registration badge; a PLEASE in all appropriate boxes:

Check Box If First NPSC	If Full Convention- Leave blank If Daily- Circle Below	NESDA MEMB.	ISCET MEMB.	Non-Member	Instructor	Speaker	Distributor	Manufacturer	Sales Rep	Press	Dealer	Technical Writer (Ch)
<input type="checkbox"/> Full Name	TU W TH F S	<input type="checkbox"/>										
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Badge Name												

Complete this form and mail to: NPSC 2005, 3608 Pershing Avenue, Fort Worth, TX 76107; 817-921-9061 and received before the deadline. Children age 17 and under are free with registered parent or guardian. Convention fee schedule per person (ages 18, up):

Numbers of Participants/Length of Registration

# Adults	Full: _____	Daily: _____	ofal No. of Days: _____	May 15, 2005	\$200	\$75	Totals: _____
# Children	Full: _____	Daily: _____	ofal No. of Days: _____	July 15, 2005	\$220	\$75	_____
				After July 15/At the door	\$250	\$75	_____

Make your check payable to NESDA
 Visa MasterCard No. _____ Exp. _____ Signature: _____

Special Room Rates: room rates at the Rosen Centre Hotel are only \$91 single or double. Children 17 years and under stay free with parents. Rates include room tax. To stay on the Club Level it is an additional \$40. A special block of rooms has been set aside for NPSC attendees. Rooms are available after the entire block is sold or after the block expires on June 28, 2005. To be sure that you get a room and avoid a higher rate, reserve a room, phone 1-800-204-7234 and say that you're reserving under NPSC. Remember, make your reservation by June 28, 2005 or earlier if possible.

REFUND POLICY: If you register in advance and later find that you have to cancel — any time prior to convention — all money prepaid will be refunded except for a 15% processing fee per registered person.



**3608 Pershing Ave.
Fort Worth, TX 76107-4527**

Convergence for Growth

Convention Registration Information Enclosed

Keynote Speaker:

Gary Shapiro, President and CEO of the Consumer Electronics Association

When: Wednesday, July 27, 2005

Where: The Rosen Centre Hotel in Orlando, Florida, Site of NPSC 2005



**Gary Shapiro, president and CEO of CEA
and the keynote speaker for NPSC 2005.**

Gary Shapiro is president and CEO of the Consumer Electronics Association (CEA), the U.S. trade association representing over 1,700 consumer electronics companies and owning and producing the continent's largest annual trade show, the International CES.

Shapiro is an active leader in the development, launch and marketing of HDTV. He has testified before Congress on HDTV

and other technology and business issues over 20 times. He co-founded and chaired the HDTV Model Station and has served as a leader of the Advanced Television Test Center (ATTC). He is a charter inductee to the Academy of Digital Television Pioneers, and in 2003 received its highest award as the industry leader most influential in advancing HDTV.

Shapiro has led the manufacturers' legal and legislative battle to preserve the legality of recording technology and the consumer battle to protect fair use rights. As chairman of the Home Recording Rights Coalition, Shapiro has held many exhibition industry leadership posts, and in 2002, received the exhibition industry's highest honor, the IAEM "Pinnacle Award". Shapiro also serves on the Board of Visitors of George Mason University, Virginia's largest University, and is a member of the Board of Directors of the Northern Virginia Technology Council. He also served as a

member of the Commonwealth of Virginia's Commission on Information Technology. Shapiro has also been recognized by the U.S. Environmental Protection Agency as a "mastermind" for his initiative in helping to create the Industry Cooperative for Ozone Layer Protection (ICOLP).

Shapiro leads a staff of more than 130 employees and thousands of industry volunteers. CEA has won many awards; including several for its magazine, Vision and awards as a family friendly employer and one the "50 Great Places To Work" in Washington.

Prior to joining the association, Shapiro was an associate at the law firm of Squire, Sanders and Dempsey. He also has worked on Capitol Hill, as an assistant to a member of Congress. He received his law degree from Georgetown University Law Center and is a Phi Beta Kappa graduate with a double major in economics and psychology from the State University of New York, Binghamton.

Spotlight on IS CET Student Chapters



Student chapter members (listed by name in the article) at Western Wisconsin Technical College.



Mixing work with play: The electronics club took a canoe trip on the Black River and went camping at Mirror Lake.

A different Student Chapter will be spotlighted in each issue of ProService Magazine. Take note of what our young technicians are doing. Where they are in your area let them know that as IS CET members we support and appreciate what they are doing...especially the sponsors and leaders from the faculty that give freely of their time and resources to further the electronics development of students in their community.

The Electronics Club of Western Wisconsin Technical College, LaCrosse, WI.

Located on the Wisconsin side of the mighty Mississippi River between Minnesota and Wisconsin, La Crosse, Wisconsin is home to the campus of Western Wisconsin Technical College. It is here, where tradition and history cement a community typical of the upper mid-west culture that we find one of the most active Student Chapters of IS CET.

David Bates and Jon Burman are the faculty advisors who lead the group which is shown in the picture at top left. Bates is not shown, but from left to right are Jon Burman, Shane Jones, Chad Sherry, Dustin Westaby (front), Jim Cummings, Ross Wuttke, Brent Kukowski and David Dicus (kneeling). Not pictured are David Knutson and Stephanie Warner. Student Chapter officers are president Dustin Westaby, vice-president David Knutson, treasurer Shane Jones, secretary Jim Cummings and student government representative Chad Sherry.

They're a busy bunch of people. To raise money for expenses to go to the Consumer Electronics Show (CES) in Las Vegas in January of 2005 they sold brats, chips and soft drinks at the local Oktoberfest celebration. They also held a

raffle. Using the money raised and funds donated by the school, 10 club members were able to attend the Las Vegas show. WOW! Did they learn a lot...electronics too!

But that wasn't all, they toured Leeson Electric's Black River Falls plant, where they manufacture electric motors...and the IRONMAN™ gear-motors as well as many other types and sizes of motors. They also toured the Winona, MN plant of TRW where automotive safety products are being manufactured. These systems rely heavily on electronics to function...and will be even more reliant on electronics in the future as new generations of active and passive restraints are developed.

It's not all work for these lucky chapter members. Play also entered into their program, with a canoe trip on the Black River and camping at Mirror Lake.

Nor is all their activity limited to their own learning...they have visited other schools to promote electronics, and assembled "Arrick" – the mobile (rover) robot – to show younger students what electronics can do.

Other projects were:

- Helped with tour demonstrations and grading during a "Math Counts" competition on a regional level. "Math Counts" is a

competition amongst chapters of the National Society of Professional Engineers involving approximately 50 middle school "Mathletes" competing on a regional level.

- Helped with "Camp W", a fun-filled educational opportunity designed to expose young students to the field of electronics and engineering. During these visits they built an LED blinking pumpkin, using basic soldering techniques and component identification.

- For a club project the students are planning a "magnetic cannon" to demonstrate an application of magnetic fields.

- Another project is the mounting of a color camera on the radio controlled (RC) E-Maxx truck. The truck, is used in many of the promotional activities undertaken by this group of electronics students.

This is a good example of what can be accomplished when both students and faculty become committed to the task of teaching and learning.

Good job to all involved!

New NESDA Members from 12/17/2004 to 2/2/2005 (continued)

(continued from page 8)

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Summary of Minutes: Joint Committee

Summary of NESDA Committee Recommendations – January 11, 2005

- Endorsements Committee: A buying group interested in offering a discount program to NESDA members made a presentation detailing what they are offering and how much money could be saved.
- Awards Committee: The Awards Committee is fine-tuning the awards descriptions and criteria for this year's awards to be given at NPSC. The cut-off date for nominations for awards will be June 15, to allow sufficient time for plaques to be imprinted. The awards nomination forms will be made available as online forms this year so any member of NESDA can nominate someone online.
- By-Laws Committee: The committee plans to review and update the Standing Rules.
- Industry Relations Committee: A written report was presented.
- Legislative Committee: A written report was presented.
- Marketing/Membership Committee: There has been an increase in servicer membership, and several new corporate members are being solicited. There was a discussion

of how to improve the retention rate of the sponsored Angel members, and the possibility of implementing a "mentoring" program to help new members get involved in NESDA. Ideas for several new programs were presented and will be investigated in the coming weeks by the committee.

- Nominations Committee: Nominations will be accepted for top officers and directors in odd-numbered regions prior to the election at this year's NPSC. There was some discussion on how to get the membership more involved. Bi-monthly reminders on nominations will be sent out via NESDAnet beginning in March.
- Past Presidents Committee: Presented written report.
- State/Local Representatives Committee: Fred Paradis presented an oral report describing the open discussion during the previous day's committee meeting. Issues such as plasma service liabilities, new complaint and service codes and various lamp issues were discussed. It was suggested that the committee be renamed to better represent the nature of the committee's meetings and to promote more widespread participation. NESDA Town Hall Meeting was regarded as the best suggestion.

- CSC Committee: Bill Sims reported that the number of CSC service centers has doubled this year (from 8 to 16). NESDA members continue to be the predominant servicers pursuing CSC status. NESDA member Rob Steinruck was elected Secretary of CSC.

- Convention: The Executive Director reported that Gary Shapiro of CEA will be the keynote speaker and that all booths from last year have been renewed for this year.

- Diversification Committee: Presented written report.

- Electronic Hazardous Waste Disposal Committee: Don Cressin presented a written report.

- Hall of Fame: Bill Abernathy EHF reported that the HOF is a separate corporation from NESDA, administered by a board made up of the NESDA Executive Director and two others. Nominations for the HOF will only be accepted in writing. A PDF form is available on the HOF website; there is a link to the HOF website from the NESDA site.

- Region Director Reports: All regions presented written reports.

Fountainhead College of Technology: A Leader in the Field of Technology Education



Students work on their coursework at the Fountainhead Institute of Technology



The electronics laboratory at Fountainhead Institute of Technology was designed by Shane Claterback CET (pictured above).



The college uses the IS CET Associate CET examination as their exit exam for the Electronic Technology degree program.

IS CET Focuses on a School of Note. IS CET plans to focus on other schools in upcoming issues.

Fountainhead College of Technology, located in Knoxville, Tennessee, was founded 58 years ago as Tennessee Radio Service School and quickly became the Tennessee Institute of Electronics. For the next 57 years they prepared graduates for entry-level employment as electronic technicians. By 1967 the school had been accredited by NATTS (National Association of Trade & Technical Schools) now known as ACCSCT (Accrediting Commission of Career Schools and Colleges of Technology). The Specialized Associate Degree in Electronic Technology was introduced in 1978 and replaced the Electronic Specialist Technician diploma program. In 2003, the college changed their name to Fountainhead College of Technology.

Responding to the changes in technology applications, Fountainhead College recently revamped their Specialized Associate in Electronic Technology program. The College uses the IS CET Associate CET examination as their exit exam for the Electronic Technology degree program. As a result, graduates of the pro-

gram are well prepared to meet employer's needs in the industry.

In 2005, the College's Network Security & Forensics bachelor degree program was certified by the National Security Agency (NSA). Fountainhead is one of only two colleges in the state of Tennessee certified by NSA and the only college in Tennessee to have four certifications mapped to their curriculum. Because the curriculum is certified, graduates in the program automatically received the NSA certifications upon graduation.

Located in a modern educational facility, their electronics laboratory was designed and constructed by Shane Claterback, CET. Shane received his early electronics training while serving in the United States Navy studying electronics technology and cryptosystems. After his military career ended, he completed his Associate of Applied Science in Electronic Technology degree at Fountainhead. Shane plans to continue his education at Fountainhead and earn his bachelors degree in technical management.

Fountainhead's degree programs are impressive and they are truly leaders in the field of technology education.

- [Bachelor of Applied Science in Network Security and Forensics](#)
- [Bachelor of Science in Technical Management](#)
- [Associate of Occupational Science in Information Technology](#)
- [Associate of Occupational Science in Computer Programming](#)
- [Associate of Occupational Science in Website Development](#)
- [Associate of Applied Science in Electronic Technology](#)



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Check it out today. Visit www.iscet.org and click on the Online Learning link in the middle of the page...you'll see what's available to help students learn Electronics and prepare for certification if desired.



Testing & Certification by ISCET

With so much activity centered around the Certified Service Center (CSC) today, it is appropriate to point out that ISCET will work with all parties to achieve a timely testing session to meet your CSC filing needs.

Online testing is fast and can be arranged quickly.

In your haste to achieve certification, don't neglect to do a little 'boning up' for those questions that might touch on some element of electronics that your recent past has not utilized...on which you're a little rusty. This can sometimes mean the difference in a passing or failing grade.

The ISCET website, www.iscet.org, shows a multitude of materials that can always help you. Some of this is also online so that you can access it anywhere there is a web connection...makes study easy, and convenient.

If you need special help in setting up your testing, call 1-800-946-0201 and ask for Patricia or Ed.

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