

ProService Magazine

August 2002

NPSC 2002
CONVENTION COVERAGE

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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IN THIS ISSUE:

LEARNING IN ORLANDO	3
AWARDS GIVEN AT NPSC	3
TOP 10 CA'S	3
NESDA/ISCET OFFICERS	5
2002 NPSC SPONSORS	5
CHANGES TO NESDA BYLAWS	6
TRADE SHOW PARTICIPANTS	6
NESDANET EXCERPTS/NPSC	7
S.I.S. PARTICIPANTS	7
NESDANET AWARDS	7
NEW CET'S AND CSM'S	8
HALL OF FAME	9
UPCOMING EVENTS	9
INDUSTRY ANGELS	10-11
THE XOBON FOCUS	12-13
MESSAGE FROM MACK BLAKELY ..	13
CONVENTION BOARD REPORTS ..	14-15
LETTER TO THE EDITOR	16
ISCET PRESIDENT'S ARTICLE	17
TOSHIBA TRAINING	18

**Almost 650
Individuals "Got
Connected" at
NPSC 2002 at
the Rosen
Centre Hotel in
Orlando.**

**Below: A group
discussion at
the NPSC 2002
Trade Show.**





Tritronics

[click here](#)

www.tritronicsinc.com

LEARNING IN ORLANDO



Walt Herrin of Hitachi presents his Keynote speech.

Association Awards

Everett Pershing Memorial Award:

Fay Wood, SatisFusion Inc.

Outstanding Associate President Award:

Fred Paradis CSM (ETG-Massachusetts)

Outstanding Committee Chairman Award:

Wayne Markman

Outstanding NESDA Officer:

Mike McCray CSM

PARTners in Excellence Award:
Tritronics, Inc.

Person of the Year:

Kim Wagner CSM

M.L. Finneburgh Sr. Award of Excellence:

Jimmy Teeters CET/CSM

NESDA President's Award:

NESDA Staff

Carolyn Blakely

Top 10 Certification Administrators

For the many volunteers who administer certification exams, ISCET recognizes those who proctored the most tests during the calendar year prior to the convention.

C.W. Villademoros — 641 exams

Troy West — 371 exams

Parviz Shams — 337 exams

Robert Gonzales — 130 exams

David Skeen — 130 exams

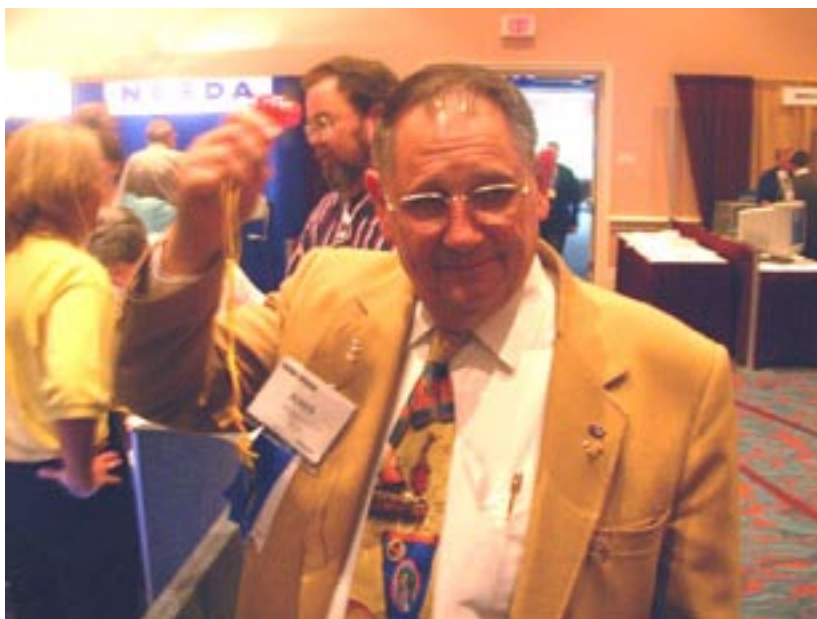
Carl McDonald — 128 exams

Robert Wendler — 103 exams

George Brownyard — 92 exams

Hassell Craft — 80 exams

Carl Miller — 76 exams



John Eubanks CET, NESDA President, keeps cool at the trade show with a fan from Ness Electronics Inc.

Under the theme of “Get Connected,” nearly 650 participants attended the 2002 National Professional Service Convention in Orlando, Florida. A variety of educational and leisure activities made the four day convention worthwhile for those who attended. NESDA and ISCET’s annual convention and trade show was held at the Rosen Centre Hotel from July 31 to August 3rd.

The Trade Show showcased two days of exhibits with 38 exhibitors occupying 59 booth spaces. Many people walked away with valuable information, as well as door prizes presented at the Trade Show and various meal events.

The Service Information Symposium (SIS) meetings offered servicers a chance to speak with representatives from different companies about comments and concerns. 23 manufacturers and service providers participated this year.

First-time attendees to NPSC 2002 were welcomed during morning “First-Timer” meetings. The purpose of these meetings was to show newcomers how to

make the most of their time at the convention, and to show them appreciation for attending.

The 2002 Convention Guidebook featured advertisements, convention information, and maps of the hotel. NESDA and ISCET produced this year’s guidebook at the office and both associations hope you liked it. (Along with the new clear folders that were featured this year.)

It is not possible to list all of the training and events that occurred in a limited space. For those individuals who wish to see what this year’s convention had to offer, please refer to the Schedule of Events printed in the June 2002 edition of *ProService Magazine*.

If you enjoyed yourself this year or simply missed the convention, make plans to attend NPSC 2003, scheduled for July 16-19 at John Ascuaga’s Nugget Hotel and Casino in Sparks (Reno) Nevada. A special “early bird” registration is provided with this mailing for those who would like to save the most money on convention rates.

Photo contributors: Wayne Markman, Mack Blakely, Sheila Fredrickson, and Stephanie Peistrup

Toshiba National Service Division

[click here](#)

www.tacpservice.toshiba.com/tacp

PTS Electronics

[click here](#)

www.ptscorp.com

NESDA And ISCET Officers 2002-2003

Officer elections are held each year at NPSC for NESDA and ISCET.

The current slate of officers for 2002/2003 follows:

NESDA OFFICERS

President: John Eubanks
 Vice-President: Brian Gibson CET
 Secretary: Don Cressin CET
 Treasurer: Fred Paradis CSM
 Immediate Past President: Mike Webber CSM
 Region 1 Director: Fred Paradis CSM
 Region 2 Director: Richard Mildenberger CET
 Region 3 Director: Don Cressin CET
 Region 4 Director: Douglas Freeman
 Region 5 Director: George Weiss CSM
 Region 6 Director: Bill Sims CSM
 Region 7 Director: Clancy Harms
 Region 8 Director: Leo Cloutier CSM
 Advisory Board Member: Fay Wood, SatisFusion
 Advisory Board Member: Chris Fabian, Toshiba
 Advisory Board Member: Kim Wagner CSM, Tritronics

As approved by a vote of the membership, Regions 9 and 10 have merged with existing regions.

The areas formerly in Region 10 (Alaska, Idaho, Oregon, Washington) merged with the areas formerly in Region 9 (California, Hawaii, Nevada, Australia, New Caledonia) to make a NEW Region 8, which now includes both. Leo Cloutier is now the Director for this region.

Region 7 (Arkansas, Iowa, Kansas, Missouri, Nebraska) has merged with the areas that formerly made up Region 8 (Arizona, Colorado, Montana, New Mexico, South Dakota, Utah, Wyoming) to make a NEW Region 7, which now includes all these areas. Clancy Harms is still the Director for Region 7.

NESDA STANDING COMMITTEES

Past Presidents: Mike Webber CSM (Chair)
 Awards: Past Presidents
 Bylaws Internal Development: Billy Williams EHF (Chair), Brian Gibson CET, Kim Wagner CSM
 Information Technology: Del Whiteman CET/CSM (Chair), Chuck Biddinger
 Endorsements: Richard Mildenberger CET (Chair)
 Industry Relations: Bob Masa (Chair), Lane Norman, Wayne Markman, Vic Gerry, George Weiss CSM
 Legislative: Don Cressin CET (Chair), George Brownyard
 Membership/Marketing: Fay Wood (Chair), Bill Sims CSM
 Professional Service Management: Randy Whitehead CSM (Chair)
 State/Local Representatives: Pat Viscardi (Chair)

Special Committees:

Certified Service Center: Vic Gerry (Chair)
 Diversification: Fred Paradis CSM (Chair)
 National Electronics Industry Hall of Fame: Dorothy Cicchetti (President)

ISCET OFFICERS

President: George Brownyard CET
 Vice President: Jim Fellows CET/CSM
 Secretary: C.W. Villademoros Ph.D./CET
 Treasurer: Del Whiteman CET/CSM
 Immediate Past President: Larry Steckler CET/EHF
 ISCET Director at Large: Dan Mundy CET/CSM
 ISCET Director at Large: Ernie Curtis CET
 ISCET Director at Large: David Bates CET
 ISCET Director at Large: Oscar Romero CET

ISCET Committee Chairs will be announced at a later date.
 Congratulations, and welcome, to all new officers.



Left:
Oath of Officers 2002

2002 NPSC Sponsors

Meal Sponsors:

(In Order of Event)
 ServiceBench
 Pioneer
 Sharp
 Panasonic
 Thomson Multimedia, Inc.
 LG-Zenith
 Toshiba
 Sony
 Philips
 Hitachi
 Samsung
 NESDA/3M

Coffee Break Sponsor:

PTS Electronics

Trade Show Food Table Sponsors:

Mitsubishi Digital Electronics America, Inc.
 Equant



Fred Paradis CSM (left) receives the Outstanding Associate President Award from Brian Gibson.



Carolyn Blakely receives her NESDA President's Award from John Eubanks CET.

2002 Trade Show Participants

B&D Enterprises
Certified Service Center
Computer & Monitor
Maintenance Inc.
Concord EFS
Consumer Electronics Association
Cumberland Electronics
Custom Data Associates
Electronic Servicing &
Technology Magazine
Equant
Federal Warranty Service
Corporation
Fox International Ltd., Inc.
Herman/Panson Electronics
Howard Electronic Instruments, Inc.
International Society of Certified
Electronics Technicians
KeyPrestige, Inc.
LG-Zenith Electronics Service
MCM Electronics
Mitsubishi Digital Electronics
America, Inc.
National Electronics Service
Dealers Association
NEW Customer Service Company
Ness Electronics Inc.
Pacific Coast Parts
Panasonic Services Company
P.A.T.x.
Philips Consumer Electronics
PTS Electronics
Samsung Electronics America, Inc.
Sencore, Inc.
ServiceBench
Service Electronics, Inc. "SEI"
Service Net Solutions
Sony Service Company
Thomson Multimedia Inc.
Toshiba America Consumer
Products Inc.
Tritronics, Inc.
VAC Service Corp.
Vance Baldwin Electronics, Inc.
Warrantech Consumer Product
Services



*Cary Citro of B&D
Enterprises shares a smile
at his trade show booth.*

Changes to NESDA Bylaws

You may recall that your last member mailing contained a list of some Bylaws revisions that were to be voted on by the full membership at the NESDA Annual Meeting. The meeting was held during NPSC, and all bylaws revisions passed as written.

Here is a summary of the approved changes:

REVISIONS REGARDING PAYMENT OF DUES

1) Members who fail to pay their dues within thirty days from the due date shall be notified and, if payment is not received within the next ten days, the membership will be terminated without further notice.

2) Any membership terminated for failure to pay dues as prescribed shall be automatically reinstated upon payment of the dues in arrears, plus a minimum of three months' dues in advance. Payment may be by cash, check, money order, or approved credit card.

Comment: Please note that although not specifically mentioned, a member's NESDAnet subscription will be affected if dues are not received within the length of time allowed by the Bylaws. Since NESDAnet requires a current membership in NESDA, any member removed from NESDA for non-payment will be unsubscribed from NESDAnet.

REVISION REGARDING ASSOCIATE ELIGIBILITY

3) NESDA encourages cooperative alliances with other associations in order to further the aims of NESDA, disseminate information, create a unity of purpose in the industry, and encourage professionalism among all members.

Any local, state or regional group with sufficient numbers of members who are active members in NESDA may apply and, if approved by the Board, be classified an Associate. The requirement is five members for local associations, and ten members for state and regional groups. Each Associate must maintain the required minimum of NESDA members to avoid automatic cancellation.

REVISION REGARDING OFFICIAL PROXY REPRESENTATION

4) At NESDA membership meetings, a NESDA member who is the designated representative of the Associate may, with

signed official proxy or an official letter from the Associate, cast the vote for NESDA members in that organization who have not provided a statement that they desire to cast their vote, (or who have not provided a valid proxy to another member.)

REVISIONS REGARDING NUMBER OF REGIONS AND DIRECTORS

5) For the purpose of administration and the development of Associate organizations, the membership shall be divided into eight geographic regions. The composition of the regions shall be as designed by the Board and approved by the active membership while in session.

Comment: As noted in a previous announcement to NESDAnet, Regions 9 and 10 have merged with existing regions. The areas formerly in Region 10 (Alaska, Idaho, Oregon, Washington) merged with the areas formerly in Region 9 (California, Hawaii, Nevada, Australia, New Caledonia) to make a NEW Region 8, which now includes both. Leo Cloutier is now the Director for this region.

Region 7 (Arkansas, Iowa, Kansas, Missouri, Nebraska) has merged with the areas that formerly made up Region 8 (Arizona, Colorado, Montana, New Mexico, South Dakota, Utah, Wyoming) to make a NEW Region 7, which now includes all these areas. Clancy Harms is still the Director for Region 7.

6) The regional directors shall serve as members of the Board. Each shall lend counsel to NESDA members, officers, and Associate's representatives within his/her region in the promotion of the programs of NESDA and the Associate. ...

7) The regional directors, each elected by the voting NESDA members within their region only, to serve two-year terms according to Article IX, Section 2, B, or the unexpired year of a vacated two-year term.

8) One person from any of three industry segments — manufacturing, independent distribution, and service support/third-party administration — to serve for one year each as non-voting industry advisors to the Board of Directors.

Comment: Current advisory members are Fay Wood, SatisFusion; Kim Wagner, Tritronics; and Chris Fabian, Toshiba.

Excerpts From NESDAnet Regarding NPSC 2002

“Just got back from NPSC. To all of those who weren’t there, plan to be in Reno next year to:

1. Get up to date on technical training.
2. Get valuable management training.
3. Get to know your leaders and how NESDA works firsthand.
4. Let the leadership and other members get to know YOU.
5. Get memories of a face, a personal story, or a new friend to take back home with you.” — Daniel Champion CET/CSM/CA

“It is possible for someone to think they know what NESDA is about from interaction with NESDAnet. And in turn, I for one am astonished at how wrong my mental picture is of NESDAnet’ers when I meet a particular person in person.” — Sam Sieben CET/CSM

“I believe the first timers meetings are a good idea.” — Jeff Dougherty

“The manufacturers paid a high price for our food. We need to thank them.” — Chuck Biddinger

“I, for one, am grateful that these businesses provided the meals that they did. If you have never had any experience personally making arrangements of this type I will tell you-it is not cheap. Even at the \$250 registration level this is a bargain. The registration fees did not come close to paying the cost of this convention.” —Wayne Vanaman

“Although I am on a “see food” diet (I see food, I eat it!) [hence my large size ;-)] when I go to a convention, my focus is not on the food-it’s on the meetings and catching up with friends.” — Philip M. Jones CET



Mack Blakely, NESDA/ISCET Executive Director dances on-stage as a part of the magic show at the Philips meal event.



Attendees prepare to sing a song in the Warrantech-sponsored FESA Hospitality Room.



Dave Melwid of PTS Electronics speaks with an interested party at the PTS trade show booth.



David Velasquez of Mitsubishi answers questions at the trade show.

Service Information Symposium Participants

Federal Warranty
 GE Customer Care
 Hitachi Home Electronics
 JVC Service & Engineering Co.
 Kenwood
 Key Prestige
 LG-Zenith
 Mitsubishi Consumer Electronics
 N.E.W.
 Panasonic Services Company
 Philips Consumer Electronics
 Pioneer Electronics Service
 Samsung Electronics America
 Sanyo/Fisher Service
 SatisFusion/ecHUB
 ServiceBench
 Sharp Electronics Corp.
 Sony Service Company
 Thomson Consumer Electronics
 Toshiba America Consumer Prod.
 VAC Service Corp.
 Warrantech

NESDAnet Awards

The NESDA Awards Committee, chaired by Mike Webber CSM, presented the following awards for outstanding support of, and participation in, NESDAnet. The award winners were selected at NPSC.

Dan Mundy CET/CSM
 Techline Indy (Thomson
 Multimedia Inc.)
 Dave Wreski CET
 Techline Toshiba
 Alvie Rodgers CET (Hitachi
 Home Electronics)



The family of Isabel Kaskabas CSM, Pan Kaskabas CET and Mercedes Crum CSM all passed their tests at the convention on August 3, 2002.

*Congratulations to all
of our new CSM's
and CET's!*

These individuals passed exams at the National Professional Service Convention 2002 in Orlando, Florida:

Passed the CSM Exam:

Bill Barnett CSM
Isabel Kaskabas CSM
Sam Sieben CSM
Mercedes Crum CSM
Robin Colyer CSM
Sheryl Meehan CSM
Justin Mays CSM

Passed the Associate CET Exam and the Journeyman Consumer Exam:

Pan Kaskabas CET
Richard Reid CET

Passed the Associate CET Exam:
Dana Frisbee



Certified Service Center

[click here](#)

www.certifiedservicecenter.org

Electronic Industry Hall of Fame



Present for the first HOF meeting; From Left to Right - Top to Bottom: Frank Grabiec EHF, Billy Williams EHF, George Bluze EHF, Bob Villont EHF, Don Winchel EHF, and Dorothy Cicchetti EHF.

Upcoming Events:

COMDEX 2002
September 10-12, 2002
Atlanta, GA
www.key3media.com

NESA (Nebraska Electronic Service Association) Fall Convention
September 20-21, 2002
Omaha, NE
Toshiba will provide computer training on the 20th and also computer classes the following day.
Contact: Myron Sahs at 402-291-7100, or e-mail NESACORNER@aol.com

CEA Industry Forum and Fall Conference
October 13-16, 2002
San Francisco, CA
www.ce.org

2003 International CES
January 9-12, 2003
Las Vegas, NV
www.ce.org

National Professional Service Convention (NPSC) 2003
July 16-19, 2003
Reno, NV
www.nesda.com

If you would like your event listed in this section, please contact Stephanie Peistrup at stephanie@nesda.com or 817/921-9061 ext. 13.

National Electronics Industry Hall of Fame Re-Organized

The Electronics Industry Hall of Fame was originally established in 1969 under the auspices of NESDA. Its original purpose was to honor those individuals who have made outstanding contributions to the electronics industry, or served as inspiring examples for others to follow. The Hall of Fame is organized into several divisions: Scientists, Inventors & Engineers; Business & Industry; Communications; Association Executives; Industry Association Members; and Outstanding Individuals who do not clearly fit any of the other groups. New divisions can be formed, as needed, by the instruction of the board of directors.

After being nurtured by NESDA for 14 years, the Hall of Fame was established as an independent, non-profit corporation in Texas in 1983. Five living members of the Hall of Fame served as the original board of directors. These were: O. W. Donald (Ft. Smith, AR); Morris L. Finneburgh, Sr. (Cleveland, OH); Enos Rice (Seattle, WA); C. J. Rucker (Ft. Worth, TX); and Jules Steinberg (Chicago, IL).

The Hall of Fame then moved, and was established as a non-profit organization in the State of New York, maintained by Larry Steckler CET/EHF. About two years ago, Larry asked that NESDA take the Hall of Fame again so that it could continue to grow. NESDA President John Eubanks CET supported this effort, and as a result,

the Hall of Fame was again incorporated in the State of Texas shortly before NPSC.

The first Annual Meeting of the Electronics Industry Hall of Fame was held during NPSC 2002. In attendance at this first meeting were Dorothy Cicchetti EHF, George Bluze EHF, Frank Grabiec EHF, Billy Williams EHF, and Bob Villont EHF, and Don Winchel EHF. Current NESDA President John Eubanks also attended the meeting to welcome the members, and spoke briefly on his vision for the group and its activities.

Dorothy Cicchetti EHF was elected President, and Bob Villont was asked to serve as Secretary. Elected as Directors were George Bluze EHF, Billy Williams EHF, Don Winchel EHF, and Frank Grabiec EHF.

Expect to hear some exciting future announcements from this group as they move toward re-establishing the Hall of Fame Awards on an annual basis.

**Are you a member of both NESDA and ISCET?
Are you receiving two ProService magazines?
Let us know and we'll fix the problem.
This helps NESDA/ISCET offices and membership.**

Call: 817-921-9061 ext. 16 or ext. 19

Fax: 817.921.3741

Email: judi@nesda.com

OR patricia@iscet.org

Industry Angels: 2002-2003



The Warrantech team with their Industry Angel Award.

The following partner companies sponsor the Industry Angels program, a program dedicated to expanding NESDA membership and the goals of the NESDA organization. NESDA thanks you all!

(Information is correct as of August 12, 2002. Any new commitments will be noted in forthcoming publications.)

The following companies have recommited to sponsor the Industry Angel program in 2002-2003:



Melissa Smith of Service Net Solutions with Fay Wood, John Eubanks, and Service Net's Industry Angel Award.

- Toshiba America Consumer Products
- SatisFusion, Inc.
- Mitsubishi Digital Electronics America, Inc.
- Samsung Electronics America Inc.
- Tritronics Inc.
- Kenwood U.S.A. Corp.
- Hitachi America, Ltd./Home Electronics Division
- LG-Zenith Service
- Sony Electronics Inc.
- JVC Company of America
- Sharp Electronics Corp.
- B&D Enterprises
- Sencore
- Panasonic
- N.E.W.
- Service Net
- ecHUB
- ServiceBench
- WACA
- AON
- Warrantech Consumer Product Services
- Philips Consumer Electronics



John Eubanks and Fay Wood presenting Industry Angel Award to NEW Customer Service Company.

For more information on sponsoring NESDA memberships through the Industry Angels Program, please contact Fay Wood, CEO of SatisFusion, Inc. and Chairperson of NESDA's Marketing Committee, at e-mail fay@satisfusion.com or 562/290-1376.



Ken Goins of Philips Consumer Electronics listens to Fay Wood's announcement that Philips has committed to be "Industry Angels".



Do you want to be the rightful owner of an Industry Angel Award, and help NESDA and the Industry in the process? Contact Fay Wood at fay@satisfusion.com or call 562/290-1376.

The Xobon FOCUS

C.W. Villademoros explores the need and potential for Electronic Technicians, in the first article of a series.



*by C.W. Villademoros
PhD/CET, ISCET
Secretary*

When Mack asked me to come up with an article that might be of use to our membership

I recalled a quote by Abraham Lincoln, "It is better to keep ones' mouth shut and be thought a fool than open it, and remove all doubt." Then I figured the only way I'm going to find out what people are thinking is by letting them know what I think, and hope they don't think me a fool. There are so many items of interest that we should share with each other. So many that Mack could have asked me to write a book. Instead I've decided to write several articles relating to our needs and our industry that I believe we should share with each other. My first objective will be to set a stage for discussion of our industry focus, and then expand it from there. One of the most alarming phenomena that we are experiencing today is the decline in the interest of Electronics. The emphasis of many of our learning institutions has moved to so-called computer technology.

About six months ago a young man approached me and thanked me for one of the bits of information I like to add to my class when I'm teaching. I always like to tie the subject matter to industry and show the students the opportunities that are out there for them. The young man informed me that he originally felt he had been misled, and had not been taught the curriculum he assumed he was going to receive. It seems no one had bothered to tell him or his classmates why these topics were so important. After listening to him for a while I learned that he had originally signed up for a computer course. Due to a scheduling conflict he ended up in an Electronics course of study instead.

As we all know, Electronics programs do not focus on the particulars of computer technology. They cover in great detail the

necessary material to allow an Electronics technician to become extremely proficient in the Computer Technology world. More specifically, electronics focuses on the technical side of the computer, hardware and utility software with great emphasis on the electronics of a computer.

As it turns out the student's primary concern was that he thought he would be getting more training in computer technology.

"For several years there seems to have been some kind of quixotic affair associated with the computer. Like it was some kind of device that was going to save the world."

After several months he realized the advantages of having a more rounded education. He is now quite satisfied, and very well compensated in his new job, that his final decision was the right one.

There is no wonder why it is significant that there is such an interest in a career associated with computer technology. As we look around it is obvious that computers are the technology in vogue. But let's take another look. In my house, which is probably typical to most households, there's ONE COMPUTER, TWO VCR's, TWO DVD RECORDERS, TWO DVD PLAYERS, SEVEN PORTABLE PHONES, SIX ANALOG TELEVISIONS, ONE HD-TV, TWO DIGITAL CAMARAS, and TWO CAMCORDERS. That's a lot of consumer

products compared to the one computer. And, I believe that fact is indicative as to which area of electronics is most dominant. So the notion that if you don't get qualified in the computer field you're not going to be successful as a technician very well may fall under the heading of myth.

In perspective; I have two nieces, brilliant young ladies. Both with Masters degrees in Computer Science. Until about three years ago they were riding high writing software for a very successful company. Then their company merged with larger company. As it happens, several programmers, my nieces included, were "downsized". After months of looking for a position in other software companies they could find no openings for programmers. As it turns out one decided having babies is more fun than working, and the other went into marketing. So while the computer industry has its high points, it also has its shortcomings. While computers are becoming more prevalent as time goes by, the necessity for some of the disciplines within that industry seems to be waning.

For several years there seems to have been some kind of quixotic affair associated with the computer. Like it was some kind of device that was going to save the world. The fact is — less than 1 percent of the earth's population has ever used a personal computer much less networked. So there's still a pretty large market potential out there. But, the reality is this: Computers are really nothing more than a communications device. In the consumer world the heart of the computer, the microprocessors, play an all important roll.

A few years back I had a friend whose son was training for a new job in "Computers". I asked him; "What discipline of computer technology?" He said; "Oh you know, Dbase, Word-processing, spreadsheets, stuff like that." I didn't have the heart to tell him that he was being trained to be a secretary. Not that there's anything wrong with secretaries. Some of my best friends are secretaries. (Pun Intended) I believe we call them office managers, or executive assistants now, but that's another whole article in itself. The point is, he thought that being capable of using a computer somehow made him a computer guru. That's like calling yourself an automotive mechanic if you can drive a car.

Taking a look back into recent history may reveal why everybody seems to believe that a career in computer technology is of much importance. In the late eighties and

early nineties the Internet, as we know it today, began taking shape. In its infancy the Internet was a slow and cumbersome creature compared to today's features. My first log-on in 1985 was at blistering baud rate of 300; I would have gone for the 1200 baud rate, but at a price of \$6.00 an hour I could hardly afford the expense. My computer sped along at unbelievable clock speed of about 25KHz. It was during this period the spin began its rounds. People were beginning to take notice of this new technology. Apple, IBM, Commodore, Atari, Sinclair, and a few others were the machines of choice. Since that time, companies have come and gone. And, technology has made the computer a common tool in many parts of the industrialized world. "Everybody has to have one." Or do they?

The computer industry has changed considerably over the past few years. Information available through the Thomas Register indicates there has been a decline from over 2750 to about 1470 manufacturers of computers, and computer related materials in the U.S. in the last five years. It is suspected that this is primarily due to merging and demand. Major manufacturers of PC's have declined from over fifty to less than twenty in the same amount of time. Many software companies have fallen by the wayside. Does all this mean that computers are on their way out? No. It simply means that the technology is moving very fast. And, if you don't keep up you're going to get left behind. The survivors will reap the harvest of the seeds planted before them.

Currently the computer industry is focused on two primary markets, service/business and consumer. Anyone with a little foresight can see that the consumer industry is extremely lucrative as compared to the business community. Even more interesting is the fact that Communications is having an even a larger expansion in the electronics industry, and that is where we are going to find the technician in the near future, in the consumer and communications industry. Moreover, with the advent of 9-11, the security and surveillance industry is starting to show signs of potential growth in the consumer industry.

In my next installment I expect to discuss the opportunities available in the several areas of endeavor for the Electronic Technician.

NPSC 2002 Is Over, So Where Do We Go From Here?



by Mack Blakely,
NESDA/ISCET
Executive Director

I would like to personally thank the NESDA staff for their hard work before and during NPSC 2002. I hope all will agree that we have a renewed atmosphere of teamwork with the entire NESDA/ISCET staff. I would also like to thank the members of F.E.S.A. who manned and kept their hospitality room open many late hours during the convention, and Warrantech who funded it and manned the room as well.

NPSC 2002 was well attended by almost 650 people and from all reports was a resounding success, so what do we



Chris Fabian of Toshiba America Consumer Products, Inc. At the NPSC registration desk.

do now? Well, we begin the planning of NPSC 2003 to be held in Reno, NV July 16-19th, 2003. We will also negotiate with hotels from across the country to secure a site for NPSC 2004 and make the necessary plans for the Winter Meetings in conjunction with the CES show in Las Vegas in early January 2003. With the momentum gained in daily attendance at this year's convention and the expected membership increase, we should have an even better attended convention in Reno with new and exciting events and training opportunities you do not want to miss.

We would like to again thank our Industry Angels participants, Toshiba America Consumer Products, SatisFusion, Inc., Mitsubishi Digital Electronics America, Inc., Samsung Electronics

America Inc., Tritronics Inc., Kenwood U.S.A. Corp., Hitachi America, Ltd./Home Electronics Division, LG-Zenith Service, Sony Electronics Inc., JVC Company of America, Sharp Electronics Corp., B&D Enterprises, Sencore, Panasonic, N.E.W., Service Net, ecHUB, ServiceBench, WACA, AON, Warrantech Consumer Product Services, and Fay Wood in particular (who has done most of the work on this program) for re-committing for the coming year. We would like to especially thank Chris Fabian of Toshiba for committing to sign up all Toshiba ASC's as NESDA members by 2004.

Many of this year's attendees pre-registered for next year before they left Orlando. You may take advantage of the next best price for NPSC 2003 registration by registering online at NESDA.com or completing the enclosed registration form and mailing it in before the end of January 2003.

We will be developing a 3-year, a 5-year, and a 10-year business plan for NESDA/ISCET during the next several months to be presented to both boards at the January Winter Meetings. This will be quite a challenge and we will be working with both boards to complete this task. We are also looking into the possibility of beginning a new training initiative for our members, a NESDA School of Service Management, with a tentative date of late March or early April 2003.

If you haven't had the opportunity to visit www.iscet.org, please take a look. The online store is up and running with a completely new look and feel. We plan a complete upgrade to the NESDA website in the coming months using the same technology. This project will take many months to complete so please bear with us as we work to achieve these new member benefits. We also plan for the future many enhanced database lookup capabilities to include technical tips and maybe a model number lookup for schematic availability and download links.

We hope you have enjoyed the revived ProService Magazine in print and on the Web. We will continue to publish this every other month and improve on its content as we proceed.

2002 NESDA Convention Board Reports

The NESDA Board presented their reports in August at the Rosen Centre Hotel in Orlando, Florida, during NPSC 2002.

NESDA President's Report



Let me begin by welcoming each of you to NPSC 2002 and thank you for all your contributing efforts to make this an outstanding event for our association. I want to welcome Chris Fabian of Toshiba for accepting the challenge to serve with us and express our appreciation for this commitment. We appreciate the contributions he has already so generously provided and look forward to his input to compliment all our efforts. I also want to welcome Kim Wagner and Fay Wood once again for continuing to serve with us. Their participation in the past year has truly made a huge difference.

In the past year the challenges we faced together were even greater than we may have imagined prior to assuming these responsibilities. Even so, we have come a long way towards restoring financial stability to our association. It had not been easy, nor a one man job, although one man has bore most of this burden and has done an outstanding job. That man is our Executive Director Mack Blakely. We are fortunate to have his skill committed to these tasks we face, but even more so to the dedication he brings with them. Thank you Mack on behalf of this entire association.

Our website was reviewed, relocated and revamped, and now presents a more professional and functional appearance with ample additional space to expand this association's internet home. Our printed communication abilities were also expanded with the return of our own ProService Magazine. This year's convention guide was completed entirely in house by a dedicated staff, representing yet another task that previously required external efforts from volunteers. We now have the opportunity to pursue new advertisers for all of these active publications to continue to enhance future revenue growth.

It would be remiss of me to fail to recognize the achievements of our Marketing and Membership committees. This is another area of superior performance turned in by Fay Wood and all those who worked with her and all of our industry partners to render such impressive results through the Industry Angels program. Thank you Fay and each of you that made such a resounding success.

We continue efforts for increased cooperation with all other segments of our service industry and its members by actively working to advance the Certified Service Center program. It is now available to those who wish to participate in an industry upgrade. We are also active with the Service Industry Council to establish a "Quality of Support" program that will provide the means to measure actual support provided to servicers by manufacturers and third party warranty providers without any additional expense or incurring disfavor on the part of an individual to make this determination. This new QOS program is the result of combined mutual efforts scheduled to be available for use by early 2003.

Perhaps a more significant change that has occurred over this past year is the new attitude projected by our entire NESDA staff whenever they are contacted or requested to assist. It is truly remarkable, contagious and deeply appreciated cheerful attitude recognized by all that have recently called upon them for assistance or help.

We have legally established the NESDA Electronic Industry Hall of Fame as previously requested of this board by Larry Steckler. All incorporation papers with the appropriate fees have been filed and accepted in the state of Texas. I previously appointed members to this committee using three standards for selection. 1. A present Hall of Fame member. 2. A demonstrated ability to work well with others. 3. An existing record of participation and attending meetings. I selected Dorothy

Cicchetti and Billy Williams to lead this association's efforts and conduct the first meeting. They have my total support in meeting every challenge to make this a worthy endeavor for all those so honored.

In the space of time since our last board meeting I have attended the FESA-Jacksonville annual picnic, Virginia's Mid-Atlantic Conference in Virginia Beach, and the Midwest Conference in Peoria. I have vigorously promoted NESDA and NPSC at every opportunity. In addition, I have contributed articles to the June NESDA ProService Magazine, July Ohio Speaker and published the latest edition of Florida's Watts Current newsletter. I have met with my state senator and will continue to meet with others on NESDA's behalf as these opportunities present themselves.

Finally, let me thank every member along with each of you for giving me this opportunity to serve as President of our association.

Respectfully Submitted,
John Eubanks CET
NESDA President
fesa@fdn.com

Editor's Note: Not all of the Board Reports are printed in this publication due to space restrictions. For example, region reports were also given. If you would like more information on a particular region, contact the representative for your region. Representatives are listed on page 5 and contact information is included with the insert to this month's ProService Magazine.

Thanks to all of those who supported NPSC 2002. You made the convention a great success!

NESDA Marketing and Membership Committee Reports



- Continuing to drive the Marketing Plan forward and as planned to ensure continued program success and ongoing and creative recruiting efforts.
- Continuing to promote the Industry Angel Program, which created 108 new members as an ongoing Marketing/Membership Program. Preparing for NPSC where we will distribute the Angel Awards/Trophies and provide ongoing recognition throughout the convention. Continued the promotion and solicitation of additional new and renewal sponsorships. As planned ongoing thanks and recognition has been taking place on the Website, in e-mails, on phone calls, in correspondence, and at various meetings and conferences. We will continue to work with other Committee Leaders and Board Members to position our messaging consistently to all targeted audiences (manufacturers, parts distributors, TPA's, insurance companies, software developers

and processors, etc.).

- Promoting positive relationships from all related industry sectors to prepare for their ongoing support in recruiting new members, program and benefits awareness for NESDA.
- Actively pursued NPSC exhibitors while working with NESDA E.D., Staff and President ongoing to develop eye catching and thought provoking e-mails and ticklers to promote interest for attendance by all. Goal was to ensure a successful well-attended show.
- Actively pursued prizes and awards from various manufacturers and others in support of NPSC and to continue the positive momentum of NESDA within the Industry.
- Supported various requests for input, ideas, suggestions, copy and influence on various things like the website, mailings, e-mails, industry issues, etc.
- Coordinating efforts to ensure NESDA's positive voice and influence with other Industry Associations and Legislative bodies like CEA, AHAM, PMA, NARDA, BEAR and others.

- Maintaining ongoing discussions and teamwork efforts with our President, the Board, Committee Chairs and other NESDA members and supporters.

Special Notes:

We welcome Chris Fabian of Toshiba to the NESDA Advisory Board as his support of NESDA continues to make a difference.

We continue to appreciate the fine job Mack and the NESDA Staff are doing. They have been most helpful to the Marketing and Membership Committees with their expertise, efforts, teamwork and support.

We have had great success considering these tough economic times and that is largely because of the dedication and teamwork of so many! Thank you!!!

Regards,

Fay Wood — Advisory Board
Chair — Marketing Committee
Co-Chair — Membership Committee

Brian Gibson CET
NESDA Vice President
Co-Chair — Membership Committee



This past year has been very interesting for IS CET. IS CET continues to be the leader in technician certification, but the emphasis has been changing along with the industry.

IS CET's roots were in consumer electronics, but now that field represents less than 30% of our testing. Except for Mexico, consumer electronics as a profession has been decreasing rapidly.

We continue to move in the direction that represents the needs of the industry. Within the last year IS CET has been contacted by several large manufacturers, to use the IS CET exams for screening and evaluation of employees. INTEL has added three Certification Administrators to their staff. We expect others to do the same, in the near future.

IS CET President's Report

The VA now recognizes the IS CET tests, and will reimburse those veterans taking the test, for the cost of the exam. A press release was issued recently to the industry.

IS CET is now evaluating a new "online" testing program that should prove to be a major improvement over the present system. This new, highly secure system will be presented to the board this week. This program is being developed by the same people that developed our very popular Associate Level study exam on floppy.

A probable spinoff from this program will be online training.

Mexico continues to move forward with the certification program. They recently had a change in command, as there is now a new Director General. He is from a different field and is going through a learning period. I got to meet with him in Mexico City a few weeks ago. He states that he will continue the program initiated by the previous Director General. They will be

testing more instructors in late August in Mexico City and San Luis Potosi.

His predecessor had intended to attend this year's convention, but the new Director's budget would not allow for it at this time. That and new restrictions placed on international travel since 9/11, means that we will not have any government officials attending this year.

The Cal-Mex-Net program, of which IS CET and NESDA are partners in the grant, is moving forward. During the meetings in Mexico City, a few more businesses and government officials were added, and will be attending the Bi-National conference to be held in Tijuana in November. U.S. attendees will meet in San Diego, and will be bussed across the border for the conference.

Respectfully Submitted,

George W. Brownyard CET
IS CET President

Credibility

Feel free to mail letters to the editor of this publication. Letters should be directed to Stephanie Peistrup at stephanie@nesda.com or via snail mail.

*Letter to the Editor
by John S. Hanson CET IL-181*

Larry Menaugh, RCA's National Service Manager in 1973, sent a memo to all field personnel, suggesting they take the CET test and get certified. George Sopocko, in Chicago, administered my test.

Along the way in my corporate career, I made a point of acquiring credentials. At Sony, my FCC First Class Phone License was important. My ham license didn't hurt.

As time moves on, credentials are notched up. Remember when a high school diploma meant something? Then it was an associate degree, and a bachelors. Today, employers look for a masters.

Back in 1980, we were doing service-ability meetings with the manufacturers. Dick Wilson, at Zenith, and Walt Seymour at the E.I.A., started it all. I was pleased to

read Sam Sieben's report on his trip to Hitachi's plant. Early on, we knew this was the way to forge alliances between manufacturing and customer service.

A few years ago, I had the pleasure of meeting Wayne Markman at the ESDA Conference in Bloomington, Illinois. I was introduced by George Weiss and we discussed the future of service. At the time, I mentioned the erosion of business opportunities that were rightfully ours. All low voltage wiring and equipment installations were the original province of technicians. This included antenna systems, video distribution, computer, and security system wiring. Union electricians saw an opportunity to expand their business, and began including electronics in their journeyman training. The result is that they have all but captured this lucrative business.

The bright spot is home theater. New

technology and new formats have the customer coming back to buy. This time, it's big ticket sales. The selling dealer and contract technicians install the system and instruct the customer.

What happens when the customer moves? Who installs it? It is best to have a reliable customer information source. Why not promote our website and list all CET's by zip code? Customers would be assured they were dealing with knowledgeable and reliable people. Those provided otherwise, could easily be deleted.

More people rely on the Internet for information. Consider the effort a public service. It's a win-win situation that begins and ends with credibility.

Dear Editor:

Yes! We accept letters to the editor. NESDA retains all publishing rights and may edit your letter for content and clarity. E-mail your comments to: stephanie@nesda.com or write to NESDA, RE: Letter to the Editor, 3608 Pershing Ave., Fort Worth, TX 76107.

Consumer Electronics Assn. Uniform Repair Codes

click here

www.CE.org

ISCET Continues To Move Forward

ISCET President George Brownyard discusses ISCET's journey into online testing and the increasing need for Certification Administrators.



by George W. Brownyard CET, ISCET President

During this last year, I have received numerous e-mails, and phone calls from many of you, offering suggestions, advise, criticisms, and support. I read and respond to every one I can. It's the input from you that makes this Association responsive to the ever changing field of electronics. Most of the things that your Board have done, has been a direct response to you. Keep it up. It's your Association!

You're all aware that the new Online Shopping system is up and running, and I'm proud to report that it is off to a far better start than we had anticipated. As you may

be aware, not only can you buy test and study related products, you can also renew your membership online as well.

Another big response to your needs occurred at this year's convention, where ISCET began a move into online test delivery. This new, highly secure system, will allow the test applicant to apply for the exam, make an appointment with a Certification Administrator, and pay the fees online. On the test day, the CA will be able to download the exam, administer it, and have it graded online also. The applicant will also have the choice of taking the exam online or in a printed format.

This new system will also make it easier to deliver exams worldwide. This will solve some of the major logistics problems in delivering, collecting fees and grading ex-

ams in foreign countries.

Eventually ALL of the exams that ISCET offers will be available on this system, although a paper version will still be available.

This system is being developed in response to a growing need from large companies needing to do testing and screening of applicants and employees in house, and have results immediately. It will also make it easier for existing CA's to offer a broader choice to the applicant, and to be able to provide applicants with immediate test results. This has been long overdue.

So, now, again we are looking for your help. To meet the expected increased demand, we are looking to increase our Certification Administrator (CA) base. If anyone is interested in becoming a CA contact ISCET direct or fill out the application enclosed with this mailing. Our dedicated Certification Administrators are what set us apart from our competition. We owe them our very existence.

I look forward to hearing more from you in the coming year.

Advertisers: Does ProService Magazine reach your target market? Would you like to advertise with us? Why not request more information?

Contact: ProService Magazine, Attn: Advertising, 3608 Pershing Avenue, Fort Worth, TX 76107 or call 817/921-9061 ext. 13 for more information.

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For the first time ever, the NESDA staff received the NESDA President's Award, presented by President John Eubanks CET.

Toshiba Training — Tech Support — Customer Solutions

The following items are reprinted with permission from the June 2002 Toshiba Focus newsletter. We thank Toshiba for sharing this information, and urge other manufacturers to contact stephanie@nesda.com to share similar information with our members.

Training:

Options, Options, Options

The Option codes, OPT1 and OPT2, determine the feature set of the unit. Does the set have one-tuner or two-tuner PIP? Is it a TheaterView™ or Cinema Series™ set? These and several other things all depend on the data contained in the Option code registers. The OPT1 and OPT2 registers can be found in different areas of memory, depending on the production year of the unit. Units built before 2000 held the information in Design Mode. Beginning with the 2000 production year, the registers can be found in the Service Mode.

Finding the registers requires scrolling through each address contained in accessible memory until you arrive at the correct location. This can take a little time and there is the risk of inadvertently changing the data contained in another register. Also, each Option address has to be checked individually.

Beginning in 2001, however, the Option codes can be checked using the self-diagnostic feature of Toshiba units. Entering Service Mode and pressing the “9” key on the remote activates this feature. The last line of the displayed information indicates the data values contained in the OPT 1 and OPT 2 registers. At a glance, you can tell if the Option codes are set correctly.

The correct data for the Options registers can be found in the appropriate Service Manual. In some instances, updates to the listed data have been published in the form of Technical Bulletins. Such information can be found on the Toshiba Service website, <http://www.tacpservice.toshiba.com/tacp/>.

Dear Editor:

Yes! We accept letters to the editor. NESDA retains all publishing rights and may edit your letter for content and clarity. E-mail your comments to: stephanie@nesda.com or write to NESDA, RE: Letter to the Editor, 3608 Pershing Ave., Fort Worth, TX 76107.

Tech Support:

Toshiba television sets have a feature in the service mode called the self-diagnostic function. This feature can be used to troubleshoot many problems in the set without the use of test equipment. It can be accessed by pressing the number nine key on the remote transmitter while in any one of the adjustment registers of the service mode.

1. NO. 23*****

This displays the part number of the microprocessor used in the set.

2. POWER 000

This line displays the total number of times the set has gone into protective shutdown. This is very useful in diagnosing intermittent shutdown problems. Holding recall on the remote and pressing channel down on the TV while in the service mode will reset this number.

3. BUS LINE OK

This line displays the condition of the serial data bus in the set. “NG” indicates a shorted condition on either the serial clock or data lines.

4. BUS CONT OK

This line displays the results of a data bus poll done by the main microprocessor. Each device connected to the data bus is addressed and commanded to respond. If any device does not respond, “NG” is displayed along with the location number of the device. If this bus continuity test displays “OK” then the serial bus is working and all devices connected to it are communicating properly.

5. BLOCK MAIN SUB

This line displays the results of a sync signal test at the output of the video switcher chip, QV01. “Main” represents sync signal for the main picture. “Sub” represents sync signal for the PIP picture. The PIP must be turned on for the sub test. If main or sub is green, then signal is present. If main or sub is red, then no signal is present. *Note:* On direct view models the Block line will be slightly different. On those sets main sync signal will be represented by QV01 and Sub sync signal will be represented by QV01S. The Block line will also display the mode that the set is in, UV for tuner mode, V1 and V2 for external video modes. There are three additional lines in the self-diagnostic function on 2001 and later projection models:

6. SET ID 01

This line displays the identification code of the set.

7. EEP VER 02

This line displays the version of software used in the main EEPROM.

8. OPT1 05 OPT2 A5

This line displays the hexadecimal values of the option registers. These option values cannot be changed while displaying the self-diagnostic function. They can only be changed while in the adjustment menu of the service mode.

Customer Solutions:

Trying to keep a customer calm is more difficult than ever before. Keeping ourselves calm when dealing with angry customers is even more difficult. Here are some tips that we follow when dealing with irate customers. Please feel free to pass these on to anyone in your organization that deal with your customers.

Breathe deeply and slowly. While the customer is sounding off to you, listen to what is being said but allow yourself to breathe slowly and deeply to keep your own feelings from flaring up.

Focus on the facts. Concentrate on the problem that needs solving, not on the customer’s angry tone, angry words, and manners.

Empathize with the angry customer. Put yourself in the customer’s shoes. Perhaps you’d be just as angry if the same problem occurred to you. When you think of the inconvenience and trouble the customer has experienced, it is easier to forgive and forget the tone they are using.

Predetermine not to get angry. Decide in advance that you won’t let anyone especially angry customers deprive you of your good mood.

“Kill” them with kindness. Angry customers want to upset you. Respond in a manner that is just the opposite of what the customer might expect.

Don’t take it personally. The best way to keep from getting upset is to remember that the customer is angry at his/her situation, not at you personally. Don’t take anything he/she says to heart. Focus on helping solve the problem instead.



The National Electronics Service Dealers Association has partnered with Concord EFS National Bank, the nation's leader in electronic payment processing. Concord is the "ONE STOP SHOP" for credit/debit card processing including Visa, MasterCard, American Express, Discover, Diner's Club, and private label cards. Concord has been the technological leader in such industries as supermarket, retail, petroleum, convenience store, and the healthcare industry.

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The National Electronics Service Dealers Association formed the business alliance with Concord to bring our members an exceptional credit/debit card program with reduced rates and fees along with a revenue stream back to the association. Concord's primary service goal is at the member level as each member will have a dedicated account manager to meet your payment processing needs.

Keep in mind that the National Electronics Service Dealers Association is your partner for financial success. We have other benefits to save you money. Start by calling our account representative, Jim Lebedoff, today to learn how you can increase your bottom line.

*Start by Calling Your
Account Representative
And Increase Your
Bottom Line*

Jim Lebedoff

Cellular 1(407) 620-5442 or

Voice-mail 1(800) 235-1794 ext. 16572

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