DECEMBER 2016

Professional Service Association

PSA NEWS

The Association for Service Professionals

Philanthropy and Your Business

Want to Make More Money? Give Some Away!

By Ralph Wolff, M-Cap, CSM

Want to make more money? Give more away!

Philanthropy is part of who I am and I can tell you that there is no greater feeling, no greater satisfaction, than knowing you're making a difference. But giving back to your community is also good for your business. While giving back should not come with the expectations of a return, it is however the collateral affects, such as acquiring customers who embrace your cause, which you cannot control.

Philanthropy helps build relationships with clients and potential clients. It helps build and support your brand and it promotes employee engagement. And, let's face it- good corporate citizens want to do business with others who share their values of giving back to the community.

Entrepreneur.com says: "Think of the NFL and the United Way". The NFL has done a great job associating itself and the players with a charitable organization that does good work for communities throughout the country. It makes you feel good when you see a player giving back to his community. In other words, the act of giving back evokes emotions and fosters connections with people of like minds.

So how does giving back help your bottom line? A Harvard study on 30,000 American families discovered a family giving $100 more to charity earns about $375 more income than a non-giving family who is similar in every other factor. For every dollar they give, they earn nearly $4 more. That's four times more or an 80:20 ratio to be exact. In giving we receive or is it simply that people who have more are able to give more? In my experience, it tends to be the opposite.

Entrepreneurs tend to be more generous than most. On the average, entrepreneurs give 2.53 percent of their gross profit, versus 1.27 percent for everyone else. Entrepreneurs give more in every income bracket, according to a study of IRS data by the Center for Data Analysis and the Heritage Foundation.

Now let's talk about how Philanthropy makes a difference in your business…

Philanthropy Maximizes Both Happiness and Impact.

According to Psychology Today, giving is a state of mind. Frankly, I prefer the "warm glow" associated with giving

continued

as I feel it is a better emotional state to be in. Psychological studies show that giving makes people feel good when they "do the right thing" (Dawes & Thaler, 1988). And then there is the pleasurable feeling of moral satisfaction. Giving enhances the desire to view oneself as compassionate and kind. On the other hand, not donating when we think we should can lead to guilt and harm one's self-image.

Another aspect of giving is that it leads to your own happiness. If you are happy it very well may translate into bigger success in your business. If you want to have a productive business, if you want to be a productive person, work on your happiness. Giving to charity doesn't just help the causes being supported, it also helps the givers by making them happier and improving their self-esteem. As such, giving to charity can have positive effects on your business and overall well-being.

Building Relationships

Philanthropy as a core value of your company promotes employee engagement. It infuses passion in those around you. It gives employees more energy and drive and after all who doesn't want to be a part of something bigger then themselves. When employees feel their work is having a lasting impact in the community, it gives added value to their work and becomes part of their reality. Connecting philanthropic initiatives with the mission of the company is vital to maximizing the benefit of charitable giving.

Building Your Brand

Today there is a resurgence of entrepreneurial start-up's making for a hyper-competitive business environment. Along with the entrepreneurial upwelling there is a significant increase of new non-profits that have entered the marketplace. A study by the National Center for Charitable Statistics says that there are 1.5 million nonprofits registered in the U.S. and they are worth $887.3 Billion to US Economy. That's 5.4% of the nation's gross domestic product (GDP).

Customers are at the core of your business and whether you realize it or not, your business has an unwritten social contract with the community you work in. The key to running a successful business is meeting your customers' needs. Companies focus enormous amounts of resources on customer service and improving their customer's experience. Philanthropy initiatives lead to greater customer engagement by making the connection between your company, the customer experience, and the community needs. Like your employees, customers want to feel good about the companies they interact with. By showing your customers that you care about more than just selling your products, you end up with a more loyal customer base and a stronger bond with the community. "Business leaders, like yourself, are taught to make decisions based on hard data not their feelings." (Frontsteam)

Customers on the other hand many times make decisions based on emotion. The reality is that people are not robots and most customers make decisions based on their state of mind. Positive emotions like empathy, inspiration and passion can drive customers to make a stronger more lasting connection with your brand. A well-executed corporate philanthropy program can resonate with your customers on a deeply emotional level that goes far beyond even the most creative advertising campaign. Knowing that your company is working to be a good corporate citizen makes customers feel better about choosing to buy your products.

To sum it all up; it's time to get off your can-goods and get involved. When you give back to your community, it comes back to you- remember the 80:20 rule. Keep in mind that you have a social contract with your community to help make it a better place to live. And while you are doing that, you may just find yourself happier, your employees more energized and your customers more loyal. So if you want more money, give more away!
forward to seeing you all next fall in Portsmouth for what promises to be a great event!

Election Results Announced for PSA Officers and Board

PSA recently completed its annual election of officers and members of the Board of Directors. These are voluntary leadership positions within the organization and we thank these folks for giving of their time and talents to represent the interests of our membership.

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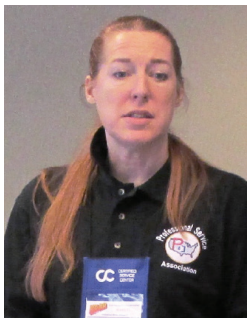
Phil Whitehead

Vice President
Carmine D'Alessandro



Administrative Vice President
Linda Knudsen

Secretary- Carolina Bellino • Director- Tom Lundin • Director- Ralph Wolff

Please join all of us in congratulating our officers and board members, and offer them the support that they will need to oversee PSA. As noted, these are all people volunteering their time, and if you feel like you would like to assist PSA as a committee member or volunteer, please let us know by calling 888-777-8851, or drop an email to Randy Carney, Executive Director, at rcarney@psaworld.com.

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PSA Welcomes New Members in December

We'd like to extend a big welcome to our new PSA members that joined us last month. We're glad to have you all on board and look forward to working with you in the months and years ahead!

SRL Service
Galveston, TX

Bulldawg Appliance Repair
Carthage, TX

Mr. Repairs
Orlando, FL

Hoene Hardware Co.
Cottonwood, ID

AllMake Appliance Repair, Inc.
Saint Charles, IL

Cooper Appliances LLC
Bradenton, FL

Atilla Business Systems Corp.
Phoenix, AZ

PSA's Training All Over the Country!

PSA Training is continuing to sweep the country in 2017!

The BAT program focuses on basic principles and repair functions related to electricity, gas and refrigeration, the core basis of a successful appliance service technician. The BAT training provides a solid foundation for new technicians, along with a strong refresher course for more experienced techs that will make the product specific training offered by manufacturers more understandable and also help to make your technicians more efficient and effective.

In addition, new training classes for more seasoned technicians are being introduced this fall- look to this space for sessions that will be held in your area!

There will be more training classes for 2017 that will be announced soon, so please keep your eye on PSA News and our web site www.psaworld.com, for the complete PSA training schedule

January 2017	Houston, TX- Reliable Parts January 25-26 (Refrigeration) Indianapolis, IN- Reliable Parts January 25-26 (Refrigeration) Seattle, WA- Reliable Parts January 25-26 (Refrigeration)
April 2017	Nashville, TN- Tribles Appliance Parts April 4-6 (BAT)

Thoughts from the Executive Director

By Randy Carney, PSA Executive Director

Well, by the time you are reading this, the holiday season is pretty much over, and we welcome 2017 to our midst. 2016 was a wild year- great for some and not so great for others. Many consider it an outlier, but, was it really? Yeah- we had the election thing going on, but all years are filled with moments good and bad. Some stand out more than others, and we all have our personal moments to consider, but on average, all years bring us both celebrations and concerns. It is often how we react to them that make the difference.

So put down the yoke of 2016 and prepare to make 2017 great. It's early, so get it off to a good start!

And so, without further ado, here is the meat and potatoes of this month's dissertation…

- As we enter 2017, there are a couple things to keep a close eye on in the appliance service industry. First, the integration of GE and Haier- it seems that GE will likely be the controlling factor in this integration, but, as we have learned from all the others that we have been through, it is likely there will be changes. Keep an eye on that one. Also, the continuing Sears saga more of less has the giant retailer in its death spiral. That seems to have been the thought for the past few years, but Sears has weapons in its arsenal to continue to fight it off- mainly, its vast real estate holdings. That means more Sears and K-Mart closings. At some point, though, you run out of arrows in your quiver. Will 2017 bring an end to Sears? Stay tuned…

- You will see in this issue the flyer for NASC 2017, PSA's annual convention that will take place in Portsmouth, VA October 2-5. We are just coming off a great convention last fall in Dallas, and we fully expect 2017 to be even bigger and better! Please note that we have early bird pricing in effect through the end of March, so be sure to take advantage of that pricing. In addition, PSA members receive an additional $50 off the price in effect at the time of registration. It's never too early to get started, so sign up and we'll see you in Virginia!

- PSA is also providing a 2-day training session on refrigeration product that continues to roll across the US. This session is a more advanced class than our Basic Appliance Training (BAT) classes that you might be familiar with, and should appeal to technicians of all skill levels, from rookies to those more "seasoned" members of our industry. Take a look at the flyers in this issue for information on classes in Houston, Seattle and Indianapolis, and look for more classes coming to your area soon.

- In a separate article in this issue, you'll get the election results on our annual officer elections. These folks are volunteers that have chosen to represent you- the members of PSA, and we trust you will provide them the support and respect that they deserve for stepping up as they have.

PSA still needs volunteers to assist with our various committee activities, and in the coming months, we'll be proving details about our active committees. Please consider taking part- in each article, we'll have contact information for the respective chairperson, and we hope that you'll take a look at those areas that might interest you and join in. New ideas are always welcome- we want to reflect the needs and wants of our members, and that is why it is so important that members jump in and take part. If you have any questions, feel free to drop me an email at rcarney@psaworld.com.

Looking for a Way to Promote Your Business? Here's an Option to Consider...

Editor's Note- This is something I recently came across in an on-line newsletter, and it might be something to consider as you promote your business. Small town newspapers will always need some type of "filler" article, and this company decided to promote themselves in the context of the age old repair-or-replace discussion. It's a good idea and something that you might want to consider- you can provide some value in getting a prospective customer some information, while promoting your business as THE option when it comes to repair.

Growing up, do you recall whether your parents ever had occasion to call a company like RTC Appliances in Hamilton, Ontario? It seems that back in the day, washers and dryers seemed to last forever. Today, the latest models do not seem to fare as well.

Is that because they are poorly made? No, not necessarily. We have constantly demanded our lives be made a little easier. While generally providing better results, new front-load washing machines, place greater strain on the actual mechanics and consequently do not have the same longevity as 20 years ago. So when the fridge starts to run warm and milk begins to curdle, or the washing machine stops spinning, you may face a crucial question: is it worth spending time and money having an appliance repaired. Or would it be wiser to replace it? Tough call for which there really is no easy answer.

In most cases, calling a repair technician from RTC Appliances can lead to an answer fairly quickly and could save you money – and aggravation. However, the deciding factor may balance on the age of the specific appliance.

A good rule-of-thumb says that the cost of repairing is usually about 20 to 30 per cent of the cost of replacing. Know the age of your appliances – before you make any decision. The National Association of Home Builders provides consumers the following estimates for the longevity of common household appliances: dishwasher - 9 years; refrigerator – 13 years; freezer – 11 years; kitchen range/oven (gas) – 15 years; a washing machine –10 years; and, a clothes dryer – 13 years. If a repair will cost more than half the price of a new appliance and the unit is more than six or seven years old, it's likely time to buy new.

Today's major appliances have lifespans that only make major repairs worth it if they're done within two to four years of purchase. If you had any work done under any warranty where major components were replaced, a repair may, short-term, be a solution.

If you have an appliance – even an air conditioning unit in need of a repair and you reside in the Hamilton area, you should contact RTC Appliances. Call them at 905-574-1040 for more information. Follow them on Facebook and Twitter.

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- Review of Electricity
- Review of Refrigeration
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- Multiple Evaporator Systems
- Refrigerant Control Valves
- Ice Makers and Ice Maker Systems
- Troubleshooting:
  - Mechanical system issues
    Frozen drains, no water
  - Refrigeration system issues
    Restrictions, poor cooling
  - Electrical problems
    Thermistors, compressors

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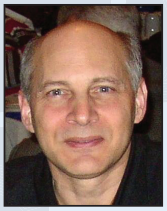
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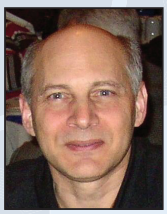
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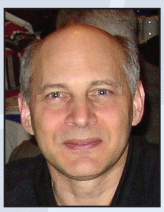
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