



VPEA Reporter

Virginia Professional Electronics Association Newsletter

Editor-in-Chief: Peter Florance, CET/CSM

“Certified, Diversified & Unified”: A Preview of the 2008 Mid-Atlantic Conference

By Michael Gorbet, CSM

Mid-Atlantic Conference Chairman

The 18th annual Mid-Atlantic Conference (MAC) will be held at the Virginia Beach Resort Hotel and Conference Center in Virginia Beach, VA on June 5-8, 2008. The theme for the 2008 MAC is *Service Professionals – Certified, Diversified and Unified*, which describes what independent servicers need to do for continued success in the electronics industry. One of the best ways for servicers to stay on the cutting edge of technology is through continued study and certification. Diversifying and broadening the boundaries of your business also contributes to your future success. Most importantly this conference allows everyone the opportunity for fellowship with their peers. The 2008 MAC is less than two months away, have you made plans to be in attendance? If not then maybe you should start making

plans to be there. The 255 people in attendance at last year’s conference are a record high, but with a few additional classes and an extra day of training, we are expecting to exceed that. The Mid-Atlantic Conference is the Independent Service Industry’s premiere annual event in the eastern part of the United States. There is no greater opportunity to gain access to manufacturers, distributors and third party administrators — and opportunities for professional certification— than the 2008 Mid-Atlantic Conference.

EDUCATIONAL SEMINARS

This year, attendees will have an extra day of training starting on Thursday, June 5, 2008. The variety of training provided is unparalleled. The manufacturers committed to provide technical training are JVC, Mitsubishi, Panasonic, Philips, Samsung, Sencore, Sharp, Sony, Thomson and Toshiba. An addition to the technical training includes the Certified Electronics Technician class and examination presented by Jim Fellows, CET/CSM. Also featured this year is a class presented by Teresa Omar, HITACHI, entitled “World Class Customer Service Relations”. We will continue to

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IN MEMORIAM: GERRY McCANN JR,
SEPTEMBER 22, 1943 - DECEMBER 26, 2007

Remembering Gerry McCann Jr. CET/CSM/NHH

The gentleman from New Orleans was a business pioneer and an intellectual giant. He was also as gracious, generous, and humble as they come.

By Wallace Harrison NHH

Malcolm Gerard (Gerry) McCann was the kind of guy you would love to have for a next door neighbor — or a fellow professional — or a friend.

He was born, raised, and lived all his life in the New Orleans area. He and his wife, Faye, started their electronics service business in Metairie in 1967 – in the garage of their home. Three years later, they moved

into a commercial establishment where the business, expanded through annexation, is still located.

Gerry had been a member of NESDA long before I went to work for the association in 1978, but I never knew him well until then. He had been intrigued by – and learned from – the management seminars



Gerry McCann

conducted by NESDA members and employees. Unlike many who attend such sessions, Gerry always learned and put what he learned into practice. McCann Electronics employees always wore dress shirts and ties, and called customers “clients.” He embraced every new technology so he could become known as the

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VPEA President's Pen

By Michael Gorbett, CSM
VPEA President



STATE OF THE ASSOCIATION

The present state of our association continues to shine bright, but what does the future hold for us? We continue to increase our membership and the active participation of these new members in the VPEA is encouraging, but what does this mean for the future of our association? The Mid-Atlantic Conference continues to grow, as we add an extra day to the convention, and the attendance increases each year, but what does this mean for the future of our association?

The future of the Virginia Professional Electronics Association (VPEA) is something that should concern each of its members. With our membership increase and the growth of the Mid-Atlantic Conference, the VPEA has become an association, not only to members in Virginia, but to members in Delaware, Georgia, Florida, Maryland, Massachusetts, New Jersey, New York, North Carolina, Ohio, Pennsylvania and Texas. Where should this growth lead us? What type of future does the membership want? How should we proceed as an association? I ask these questions, not because I have the answers, but because I need the input of our membership. Over the next few months, I encourage suggestions from our membership concerning our future and additional benefits we can provide for our members. Even with change, the state of our association continues to prosper with the support of its members.

MID-ATLANTIC CONFERENCE

I invite everyone to attend the 2008 Mid-Atlantic Conference and VPEA Convention. This year's conference begins on Thursday, June 5, 2008 with the Tritronics sponsored golf outing at Honey Bee Golf Course along with training beginning that afternoon. The training includes prep classes for Certified Electronics Technician, Certified Service Manager and Multimedia Systems Technician. We have also added a management seminar on Customer Service Relations presented by Teresa Omar, HITACHI. Another change is the rescheduling of the Trade Show. This event will be held on Thursday night, which will include cocktails and appetizers. The 2008 MAC website has been updated and information will be posted when it becomes available.

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VPEA Reporter

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Regional Association Redux It's About Strength in Numbers

By Rob Steinruck CET/CSM
VPEA 1st. Vice President and National Representative

As Yogi Berra said, "it's déjà vu all over again." The possibility of VPEA becoming a regional association has been discussed previously, and it's on the agenda again. That's a good thing.

The topic was broached somewhat prior to my involvement with VPEA, but had never been seriously promoted. When I first heard about the concept, I got very excited. I eagerly joined the committee charged with fleshing out the idea and going over the pros and cons. I could really see no good reason why VPEA, as a membership association, would not embrace this great idea. I felt this would allow the association to represent the largest number of members possible; to establish strength in numbers and a voice so loud it must be heard.

However, when it was time to vote the well-conceived plan up or down, it was soundly rejected. This both surprised and confused me. This proposal had the support of the NESDA President (a member of VPEA in Massachusetts) and of NESDA's Immediate Past President. It was strongly supported by our NESDA Region 2 Director (a VPEA member in Florida), the VPEA National Representative (a VPEA member in North Carolina), and many others, both with and without a vote within the VPEA membership. But it did not have the required majority of votes cast at the meeting.

In retrospect, it seems that those of us who supported it underestimated the depth of feeling of those who silently opposed it. Therefore, we didn't present an adequate case for changing a worthy organization that had existed for half a century. It seems to me that the opposition boils down to just a couple of basic yet complicated reasons. But these were very valid concerns that deserve to be addressed. And this time, I'd like to respond to those concerns.

Primarily, there seems to be a fear of VPEA losing its basic identity. Of losing the "Virginia" heritage and the hometown appeal, so to speak. There also appeared to be a lack of understanding of exactly what the changes would bring about. What the process would be, and how it would affect them.

I'm not sure I can respond to every concern in a single article, especially when those who opposed the concept haven't really been vocal about their reasons. But I will start with some of my own thoughts, and hope to hear from more members on both sides of the issue.

I feel that this plan to become a regional association is in the best interests of all of us. We need more bodies. We need more help with our many issues, both as individual companies and as an association. The larger our membership numbers, the more representative clout we have when working with other trade associations, manufacturers, TPAs and potential new members. This is an easy concept to grasp. "Strength in Numbers." Just as the greater number of high-level thinkers I have at my company to handle issues, the better off my company is, the greater number of high-level thinkers we have in VPEA, the better off our association is.

We are currently "just" a state association even though we are one of the largest in the eastern part of the United States. Our annual conference is currently second only to NESDA in providing relevant business and technical information to dealers and technicians. This great success is partly due to the respect that industry people have for the integrity of VPEA. But it is also due to the fact that many of our members are from other states, and that we have accumulated regional appeal. Manufacturers who could not justify supporting a *Virginia state association convention* are supporting a *Mid-Atlantic Conference* of both in and out-of-state attendees.

One of the most important benefits of VPEA is the issue of manufacturer support of our Mid-Atlantic Conference. In recent years, manufacturers have withdrawn most support of local and state association functions. As many of you have noticed, several manufacturers have been pulling out of regional training, sponsorships and support. Even the National Convention has lost some major support for its most recently scheduled convention due to cost-cutting by manufacturers. Manufacturers will likely only continue this trend of cutting costs and will likely only be providing support to the largest and most-attended of association events. Don't we want to be that association? Don't we want to be that conference that is assured the support and participation of those we desire in attendance?

We are already seeing other state associations contem-

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Gerry, son Kerry, wife Faye, and daughter Molly at NPSC '04.

expert in that field. He expanded from television to also incorporate satellite dishes, computers, and peripherals.

It was this kind of diversification that allowed his company to survive after the devastation of hurricane Katrina. When news organizations came to New Orleans, they needed satellite uplinks. They needed computer and monitor services. And McCann's was there to provide it all.

Gerry embraced communications technologies as well. He published a custo — er, I mean *client* newsletter which provided useful preventive maintenance guides and accessory comparisons, as well as information on new products and add-ons. For more than two decades, he was the host of a weekly radio show that kept listeners aware of how electronics affected their daily lives.

McCann freely took from his trade association. In addition to the knowledge gained from seminars, he swapped ideas with everyone he could talk to. He constantly improved his business methods. He expanded by buying out existing business, and then he retrenched when the economy demanded. But he gave back — big time — to the association and his professional colleagues. He himself conducted new-technology seminars, not only at the NESDA convention, but at state association meetings around the country. He and Fay also traveled at their own expense to conduct Best Ideas symposia for NESDA and the states. Wherever you lived in the country, if you needed some helpful advice, you could call the man in Metairie. If you went to New Orleans, he would take the time to show you his place of business, or the novelties of the town, or tell you where to find the best eateries.

Gerry was not a natural leader. He never aspired to any office, and turned down many such enticements. But he never shirked responsibility or a way to give

back to his profession. He freely accepted appointments to committees, even chairmanships, and could be counted on to produce positive accomplishments and constructive reports.

My own special memories of Gerry go back to my early days at NESDA. We had very little money for communications; no budget for art or artists, or photographers or layout specialists. I had to steal — er, I mean *borrow* artwork from various sources. In short order, many of the articles and a number of our covers were illustrated with photographs of McCann's employees at work. He sent us a photograph album with hundreds of pictures that was compiled at substantial cost to him. He gave us permission to use it, and we did, for many years.

Gerry McCann (top row, 2nd from right) joined other former Hall of Honor inductees at the 2004 convention.



When I left NESDA, I bought my first personally owned computer from Gerry. Had it shipped from Metairie to Fort Worth. When I had a problem, or needed advice, I had only to call or e-mail him, and I would be instantly smarter. In 2004, shortly after my family and I moved back to Virginia, the thing that we all dread and seldom prepare for happened to me: hard drive failure. I had not backed up, and I did not have original disks for most of the programs. I sent the drive to Gerry who confirmed that the contents were irretrievable. However, I was luckier than most because: (1) I had an old, smaller hard drive that I had taken out a couple of years ago with all the programs and all of the files to that point; and (2) I knew Gerry McCann. I bought a new hard drive, and Gerry shipped me all the hardware, software, and idiot-proof instructions required to transfer (clone) all the programs and files from my old 40 gig drive to my new 160 gig drive.

You could be anywhere, ask him a question, and Gerry would do his best to respond. Occasionally, when I ran across him at a NESDA convention, I would query him on a particular subject I didn't quite fathom. Sometimes, I got the answer I was looking for. Just as frequently, Gerry's complex answer was miles above my ability to comprehend. But he never failed to try. And for all of the limelight that shone on him — peren-

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Solving HDTV's Unhappy Returns

By Dylan McGrath - *EE Times*
(12/24/2007 9:00 AM EST)

Fueled by rapidly declining average selling prices, an exploding supply of content and a vigorous consumer appetite, growth in high-definition television sales continues to accelerate this holiday season. But beyond the robust growth, glitzy new high-end displays and marketing frenzy lurks the dirty little secret of HDTV: An unsettling number of sets are returned to the retail outlets where they are purchased—as many as two in 10 in some areas during the 2006 holiday season, according to one analyst, James L. McQuivey of Forrester Research Inc. (Cambridge, Mass.).

Industry insiders say there are many factors behind this phenomenon, including still-maturing technology and consumer confusion about HD. Many sets were returned last year by people who wanted to buy a large TV but didn't realize they were buying an HDTV, McQuivey said. They got it home, plugged it into their standard-definition cable service and were dissatisfied.

"This year, returns should be closer to 10 percent as an average because retailers have learned that they have to educate buyers before they leave the store or the unit is just going to come right back to them," he said.

Bryan Burns, vice president of strategic business operations at cable network giant ESPN, said he continues to be "shocked" by the numbers of people who buy an HDTV set and never subscribe to an HD service.



Burns offered data from a recent study commissioned by ESPN and conducted by Knowledge Networks and Statistical Research Inc. that said only 64 percent of homes with an HDTV have HD programming via broadcast or cable, and that 13 percent of people who own an HD set do not know if they receive an HD signal.

HDTV consumers have to wade through highly technical marketing jargon, as companies tout complex technologies such as 1080p and motion estimation and

motion compensation (MEMC), he added. "The topics roll off the tongues of engineers and other technologists, but to the consumer, it's a very confusing set of acronyms, terminology and phrases," Burns said.

There is particular confusion in the United States in light of the looming transition from analog to digital broadcast technology, set for February 2009, insiders said. Many people do not understand that HDTV is a subset of digital television.

"There clearly has to be some education that goes on here," said Henry Choy, a senior analyst at Jon Peddie Research (JPR; Tiburon, Calif.).

TECH ADVANCEMENTS

While industry insiders agreed that educating consumers would reduce the return rates on HDTVs, they cited the need for technology improvements as well. Many said consumers are often wowed by the performance of HDTVs displaying slow-moving, brightly colored video on the showroom floor, but are disappointed by the performance of the set when they get it home.

"When you get home, you just don't see the same thing," said Choy. He blamed a host of issues, including compression technologies used by cable and satellite providers that are trying to jam as many channels into their bandwidth as possible, as well as the capabilities of the television sets themselves. "Both plasma and LCD still have deficiencies," he said.

Burns said the picture-quality flap reminds him of a revelation he had during the 720p vs. 1080i debate: It can be foolhardy to compare the viewing experiences of two viewers watching the same ball game in two different formats in their homes, given all the variables—such as content compression schemes, distribution modes and even differences in quality among TV models—that figure into the final experience.

Jos Klippert, marketing director of high-end and mainstream TV solutions at NXP Semiconductors (Eindhoven, Netherlands), said the industry has come a long way in recent years in moving to HD, but he added that there is room for improvement in many areas.

There is still too much standard-definition content being upscaled to fit an HDTV screen, Klippert said. Further, there are still limitations on many HD panels in the market, resulting in issues such as motion blurring—the so-called halo effect—where screen refresh rates are insufficient to keep up with the action of fast-paced sporting events and other content.

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provide training and testing for Certified Service Managers and Multimedia System Technicians.

INDUSTRY COMMUNICATIONS

The Trade Show at this year's conference will be the highlighted Thursday evening with cocktails and appetizers. Exhibitors will display electronic products, including test equipment that can make servicing easier and more cost efficient. The exposition currently features Andrews Electronics, Cumberland Electronics, MCM Electronics, PTS Electronics, Tri-State Modules, Tritronics, Union Electronic Distributors and Vance Baldwin Electronics. On Saturday, servicers will have the opportunity to gain direct access to participating manufacturers and third party administrators during the annual Manufacturer's Roundtable Meeting. This is a moderated question-and-answer session between servicers and industry representatives. Attendees also have the opportunity to interact with these representatives on an individual basis to discuss and seek help for any special problems.

FOOD, FUN AND FELLOWSHIP

There are many sponsored meal functions and coffee breaks included with your 2008 MAC registration. Sponsorship is currently being provided by Andrews Electronics, Mitsubishi, National Electronics Warranty, Panasonic, Philips, Pioneer, PTS Electronics, Samsung, ServiceBench, Sharp, Sony, Tritronics, Union Electronic Distributors and Vance Baldwin Electronics. In a casual dining atmosphere, attendees are able to socialize with old friends and given the chance to meet new ones. Preceding the conference is the Tritronics sponsored golf outing at Honey Bee Golf Course and the entertainment for Friday evening is "Casino Night".

EXTRA! EXTRA!

The 2008 MAC has it all. Management and technical training, trade shows, sponsored events and certification. Take advantage of this opportunity to speak with fellow servicers and industry representatives. Distinguish yourself by becoming a Certified Electronics Technician, Certified Service Manager or Multimedia Systems Technician. Diversify and broaden the service provided by your service center. Stand united with your fellow servicers and be in attendance at the 2008 Mid-Atlantic Conference on June 5-8, 2008.



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To combat the halo effect, as well as judder, ghosting and other quality issues, TV manufacturers are rolling out pricey sets with higher refresh rates, of up to 120 Hz. Chip vendors, meanwhile, are pushing MEMC technologies to make the motion look smoother.

According to Shyam Nagrani, a principal analyst at market watcher iSuppli Corp. (El Segundo, Calif.), all HDTV chip vendors offer some form of MEMC, led by NXP and Micronas (Zurich, Switzerland), which he said have been working on MEMC for years. He noted that most companies are offering MEMC technologies in a second chip that complements a video processor, while Trident Microsystems Inc. (Santa Clara, Calif.) is offering a single-chip solution that integrates MEMC into the video processor. (Klippert said NXP plans to field a single-chip solution in 2008 that integrates the functionality of its HDTV chip with its complementary picture-quality improvement chip.)

JPR's Choy said 37-inch-and-above HDTVs built this year use a two-chip solution, with one chip that serves mainly as an MPEG-2 decoder and a second for video processing. Most sets below 30 or 32 inches use a single-chip solution, he said. At 30 or 32 inches, more-expensive sets have generally gone with a two-chip solution, while less-expensive sets have used a single chip, he said.

Set manufacturers and HDTV chip vendors alike have incentive to address picture-quality issues and add features to stem the erosion of average selling prices on flat-panel TVs, Choy said. "We are certainly not at the end of the technology curve yet," he said. "We've got some ways to go. Companies like NXP and Trident are able to add in new features so that next year, instead of having their chips drop [in price] 20 or 25 percent or some huge number, they will only drop something like 10 or 11 percent."

Klippert said product introductions at the IFA consumer electronics trade show in Berlin a few months ago provided evidence of things to come. "There is a big trend within the set maker industry to go to these higher refresh rates to deliver the fast-action movies, but also major sporting events, in the best possible resolution and sharpness," he said.

As set makers work to offer more features at lower price points, consumers stand to benefit, according to Steve Liu, a product marketing manager at Trident.

"The sweet spot and features needed each year are migrating upward," Liu noted. n

Dylan McGrath is a freelance writer based in San Francisco.

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VPEA Working Rules Changes Adopted 3/08/2008

The following working rules were changed or adopted at the spring 2008 VPEA Board of Directors meeting in Virginia Beach, VA.

Proposal #1: Clarify Lodging Reimbursement Guidelines

Approved Working Rule

WR-15 - Food and Lodging Expenses: A. Food expenses for all Board members, standing committee chairs, and invited attendees, plus any accompanying spouses or "significant others" when dining as a **Board-approved** group at any non-convention VPEA Board meeting shall be paid for by VPEA from association funds, subject to fund availability.

B. Lodging expenses for all Board members, invited committee chairs, and other invited attendees, plus any accompanying spouses or "significant others" sharing the same room who reside outside a 60-mile radius of the meeting site and who are attending a legally called non-convention Board meeting shall be paid for by VPEA from association funds, subject to fund availability. **Generally, this will entail one room-night. However, if the approved attendee has a just reason to incur additional room nights (such as for a more lengthy trip, physical impairment, etc.) the Board may approve additional room-nights as appropriate, subject to fund availability.**

Proposal #2: Broaden Duties of Membership Committee and Itemize Welcome Packet

Approved Working Rule

WR-16 - Standing Committees: (E). Membership: Develop methods for the association to better serve its current member, and actively reach out to prospective members with the goal of retaining and increasing overall membership. **Among its other duties, the committee will develop, periodically update, and distribute a "welcome" or "new member" packet of materials to acquaint new or renewing members with the goals and programs of the association. This packet should be provided to the member within 30 days of acceptance. Where practical, it shall include, but not be limited to the following:** (1) Welcoming Letter; (2) Articles of Incorporation; (3) Bylaws; (4) Working Rules; (5) Code of Ethics; (6) VPEA History; (7) Current Member Contact List;

(8) Application for Membership; (9) Convention Invitation Letter; (10) Convention Registration Form; (11) NESDA Information Sheet; (12) NESDA Membership Application Form; (13) ISCET Information and Application Form; (14) NESDA/ISCET Convention Registration Form; and (15) Most Recent issue of the VPEA Reporter.

Proposal #3: Insert Procedures for Resolving Consumer Complaints about a VPEA Member

Background:

Article V, Section 4 of the Bylaws currently reads: SECTION 4 - Members may be expelled for any uncorrected violation or frequent violations of the VPEA Code of Ethics or willful or continued disregard for the Articles of Incorporation and bylaws of the VPEA. Except where otherwise provided in the bylaws, expulsion requires a two-thirds (2/3) vote of the quorum of the Board of Directors and may be appealed to the general membership.

NEW Working Rule:

(NEW) WR-17: Consumer-Complaint Resolution: Any complaint lodged against a VPEA member for alleged violations of the bylaws or Code of Ethics will be referred to the president, or to a committee formed for that purpose. Such complaints must be in writing, and must clearly describe the nature of the alleged infraction, along with all relevant dates and the names of all individuals involved. The committee, or the president in consultation with the Board, shall determine if there is cause to believe that a violation has occurred. In any event, the member shall be promptly notified that a complaint has been received, and allowing an opportunity for an explanation and/or a satisfactory response to the claimant.

If there has been no violation, or if the complaint has been satisfactorily resolved and thus withdrawn, there shall be no further action.

If the complainant persists, and there is no provable violation, the complainant shall be informed of this situation and the fact that VPEA can take no further action.

If the complainant persists, and there is an apparent violation of the code of ethics, bylaws, or code of standards, the member shall be notified with a complete disclosure of the charges and asked to take immediate corrective action. If the member contests the charges, he or she may respond with

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VPEA National Representatives Report

Virginia Beach Hotel & Resort - Virginia Beach, VA
March 7, 2008

It has been a very busy and exciting period since the last report.

In summary, there is a bylaws change proposal up for membership vote within the national association which will be voted on in July during NPSC and will directly affect VPEA's effort in becoming a regional association, we have received a new Region 2 Director's report. The NESDA Executive Director's employment contract was approved for an additional three years, and there is a renewed conflict among the national membership over several issues that continue to come up within the national membership. Additionally, VPEA is no longer the only association discussing the regional concept. There is now an active group to our south that is also pursuing the possibilities of becoming a regional associate of NESDA. Currently this primarily consists of Florida (FESA) and Georgia (GESDA).

Proposed bylaw changes will be presented to the NESDA membership this July during the National Membership meeting. It appears that NESDA is working to clarify the definitions of a "regional" associate as well as more clearly defining exactly what representation a regional association would have within the national association. VPEA should review these proposed changes and discuss them so that we are better prepared to represent our views at the national membership meeting in July as well as address any concerns we have with our national leadership.

Our regional director, Doug Freeman, Region 2, filed a regional report during the national meeting in January. The report is attached for your review. In summary it describes that most in our region are experiencing brisk business but many are still struggling due to reduced rates and limited support and parts. The report goes on to summarize an increased concern for manufacturers and TPA organizations that continue to contract facilities that may simply not provide the level of service many of us have been required to provide in the past yet they receive all of the benefits with only a fraction of the expenses. Mr. Freeman is in attendance to discuss his regional report in more detail.

The employment contract for the executive director of NESDA, Mack Blakely, was renewed for an additional three years at the national meeting in Las Vegas. This vote was unanimous.

There has been a substantial amount of heated discussion

among many of the NESDA members concerning several voting and procedural rules within NESDA. There have been many suggestions put forward including voting booths and a membership meeting that does not conflict with any other convention function; however, at this point, no public decisions have been made by NESDA. Another concern addresses specifically representative voting. Some national members feel that there should be no representative voting but only one member in attendance, one vote. This idea has been rejected by NESDA publicly. There have also been many discussions regarding the possibility of not inviting manufacturers whom do not publicly support membership with training, parts, admin or other resources. This idea has also been publicly denounced by the NESDA leadership.

In regards to our current effort into the possibility of becoming a regional association another group has begun a similar process. Georgia and Florida have teamed up in an effort to create a south eastern regional association, SESDA (South Eastern Service Dealers Association.) This effort is lead by the GESDA president Peter Rattigan and is an effort I feel we should monitor closely in our continuing discussions about our own regional aspirations.

The national elections are to be held this July at the national meeting in July. The presumed slate at this point, although the nominations committee will not release their report until April, is as follows:

President:	Dave Thomas (current VP)
Vice President:	No announcement
Secretary:	Wayne Markman (current)
Treasurer:	(elected by the board from the board)
Region 1:	Not up for election this year (Paul Burgio)
Region 2:	Doug Freeman (current)
Region 3:	Not up for election this year (George Weiss)
Region 4:	Rudi Otto (current)
Region 5:	Not up for election this year (Leo Cloutier)

I have also attached the National President's Report, Vice President's Report and Industry Relations Committee Reports from the January 2008 Las Vegas meeting for VPEA board review.

Respectfully submitted
Rob Steinruck, CET/CSM
VPEA National Representative

Color Alignments

By Tim Cundiff
Virginia Electronics Inc.

The consumer electronics industry has been in a world of change since the transistor became king. I learned early on that consumer electronics was full of challenges and changes. I still remember my father telling me "son the world has been and always will be in a constant change and as long as you're willing to be open to new ideas it's yours for the taking. I suggest to you the members of the VPEA JOIN TOGETHER and let's embrace new ideas. The following article is about color alignments and the need to calibrate customer's displays to proper specifications. The purpose of this article is to make you aware of the lost revenues you're missing by not calibrating; it is far too technical to teach in this article much like teaching someone how to adjust a Holly carburetor on an early muscle car. I suggest you sign up for a Sencore or ISF color calibration course and again expand your horizons.

WHY CALIBRATE

The sets for many years have all been setup to display very bright pictures this was mainly to catch the consumer's eye on the showroom floor. The term brighter is better is often used by the consumer. This statement is truly an injustice since driving your display beyond its limits causes problems like color tracking and reducing fine details in the picture. I had a customer just the other day ask if he had his plasma unit calibrated earlier would he have the "burn in" issue that exists today. My response was it definitely would not be as bad and would extend the life of your unit. The HD sets of today provide much more detail and should be adjusted for the spot in which they will be viewed. The truth be known even if the manufacturer adjusted the sets properly the need for calibration would still be there simply because no two rooms are ever alike. A window here or a skylight there and bingo we have unwanted light which must be dealt with to achieve the D65 standard we are shooting for on our color light meter.

WHEN TO CALIBRATE

The best time to sell the calibration is after you just repaired the unit, suggest to the customer that by calibrating the unit their display life will be extended and

the fine details will stand out like never before. I suggest you crank up the HD generator show them a test pattern difference between 480i and 1080i and talk about the advantages of a properly aligned set. In many cases your front line technicians may be running the call, now it can be tricky ... not really try to commission your technicians to sell the color alignment after the repair and have yourself or a trained employee run the call when it fits in the customer schedule. This method will cut down your cost of equipment and let's face it the technicians next call may be in 30 to 40 minutes if you book their day correctly.

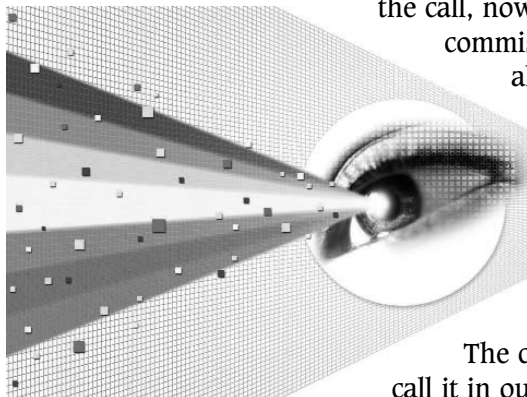
The customer is now fuzzy happy as we call it in our shop, no better time than now to sell a yearly follow-up to clean that screen and realign that color alignment. Now.. the customer says you mean these adjustments will change over time why yes much like your car the HD sets of today require tune-ups to perform at peak performance. This is what we call reoccurring revenues and ladies and gentlemen that's what the game is all about!

STARTUP COSTS

We all are worried about a return on our investment and purchasing the equipment and the training should be thought of as reoccurring revenues for years to come. The average cost of this startup venture is \$4000.00 this is to include a laptop computer the software and color pod, HD generator and a training seminar. The average price for a color alignment is \$199.00 for a rear projection DLP or LCD and \$225.00 for a Plasma display. This is only a suggestion please charge what your market will allow of course, we charge more for alignments in the greater DC area than we do in the Richmond Virginia area, its simple economics. I suggest you align your set then maybe the neighbors for a confidence builder and pure experience, why my wife swears that my sets at home get calibrated more than the yard gets mowed during the summer, this made be true simply because of the drought last year or maybe not" fishing comes first". The folks at Sencore or MCM would be glad to get you started in the Calibration business, check them out when you're ready.

TIME TO CALIBRATE

The art of calibration is no different than any other skill set we have learned over the years; remember the old GE sets which used the griplets that had to be jumpered. The first unit took me over three hours and 200 sets later the process was just over 30 minutes thanks to my pal Dale Miller whom felt this was great



Mitsubishi DLP Troubleshooting:

I've seen lots of posts regarding the troubleshooting of Mitsubishi sets from shut-down problems to video problems. This article with hopefully help anyone who received one of these sets for shut-down problems.

FIRST THINGS FIRST:

The first thing to do is to ask the customer, "What are the lights on the front doing?" If we have a RED lamp light, then we know we likely have a bad lamp. Very few Mitsubishi's I have seen will have a lamp spark gap visibly blown. The lamp will likely fail to light before the arc chamber breaks. You can look at the lamp's arc gap and hopefully make a determination whether you want to try a new lamp or not. Please see the winter 2007-2008 issue of the VPEA Reporter for information on how to identify a bad lamp.

A RED HERRING

However, a red Lamp Light can be misleading. This simply means the "The lamp failed to fire". On Mitsubishi's first generation DLP sets, this can actually be caused by a problem in the power supply. Please refer to "Power Supply Tips" later in this article. There are other issues that can cause a lamp not to light, but these are the most common.

Back to the front LED diagnostics: When these sets shut down, either the status light or the lamp light will illuminate or flash. This will give you a general idea as to what the problem is. To narrow the problem down further, on any Mitsubishi set, if the unit shuts down for one reason or another, you can obtain error code by pressing the DEVICE (or input) and MENU buttons at the same time for about five seconds and read the TIMER code. The TIMER LED will flash a sequence of two digits with a very short pause in between the digits, then a longer pause and the sequence will repeat. This will narrow the issue down to maybe two of the fans, if the lamp failed to light or if a communication problem was detected.

When the set is first plugged in, the TIMER LED should flash 70 seconds and stop. You should then be able to attempt to power the set on. If the set does not try to power on at this time, the FPA may be locked. Pressing the MENU button for ten seconds will remove the lock and power the set on. If this does not power the set on, check for 3.2 volts DC at connector LE pin 3 and 4 on the Control PCB. If low or missing, the

switches are the problem. If the TIMER LED does not stop flashing you may need to replace the DM board.

The following are some of the more common codes and conditions I have seen:

1. Red lamp LED, self diagnosis error 34. Check for 5-volts DC at J-9 connector pin 1 and 2 on the Engine Driver PCB if missing replace the Power board.
2. Self-diagnosis error 4-4:
 - a. Check for proper seating of the DVI cable between the FMT PCB and the DMD.
 - b. Check for 3.3 volts DC at connector J-9 pin 8 on the Engine Driver PCB. If it is missing, check F9A06 on the Power PCB if this is open suspect the 3.3v regulator circuit on the Power PCB.
 - c. Check for 3.3 volts DC at connector J-9 pin 8 on the Engine Driver PCB; if missing, check F9A07. If this is open, suspect the light engine.
 - d. If all this checks, suspect the light engine.
3. Self-diagnosis error 4-1; replace the power supply.



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You go to DEVICE menu and the unit locks up, Initialize settings by pressing "menu, 2, 4, 7, 0, enter" after settings have been initialized press the system reset button on the front once the LED stops blinking, reprogram the netcommand and tuner settings. (Also, pressing FORMAT and MENU for five seconds will initialize some of these).

Some other tips

LED does not stop blinking after plug in: Disconnect the USB cable from the set. If the LED stops blinking, replace the card reader.

Remove the FC connector from the FMT board(12v supply). If the LED stops blinking, the problem is on the FMT board. If the LED still blinks, the problem is on the DM board.

Code 34= Lamp failed to light, 32= lamp cover open, 33= filter cover open.

Code 35= chassis fan stopped, 36= ballast or exhaust fan stopped, 37= DMD or lamp fan stopped. The ones I've seen you can restart these by a small push, but still replace the defective fan.

Check for an open AC fuse F9D00; if open, check for a

cont'd to page 18

2008 MID-ATLANTIC CONFERENCE

June 4-8, 2008

SCHEDULE

Wednesday, June 4th

6:00 pm – 9:00 pm Registration Desk Open*

8:00 pm – 11:00 pm Hospitality Room Open

Thursday, June 5th

9:00 am – 2:00 pm Golf Tournament
Honey Bee Golf Club

9:00 am – 5:00 pm Registration Desk Open*

1:00 pm – 5:00 pm Training Classes

6:00 pm - 10:00 pm Trade Show
with cocktails & appetizers

Friday, June 6th

7:00 am – 5:00 pm Registration Desk Open*

8:00 am – 9:00 am Breakfast

9:00 am – 12:30 pm Training Classes

9:00 am – 12:00 pm Trade Show

10:30 am – 10:45 am Coffee Break

12:30 pm – 1:30 pm Lunch

1:30 pm – 5:00 pm Training Classes

3:15 pm – 3:30 pm Coffee Break

5:30 pm – 6:00 pm VPEA Board Meeting

6:30 pm – 8:00 pm Dinner

8:00 pm – 10:30 pm Entertainment
Casino Night

10:00 pm – 12:00 am Hospitality Room Open

Saturday, June 7th

7:00 am – 12:00 pm Registration Desk Open*

8:00 am – 9:00 am Breakfast

9:00 am – 12:30 pm Manufacturer's Roundtable

9:00 am – 12:30 pm Training Classes

10:30 am – 10:45 am Coffee Break

12:30 pm – 1:30 pm Lunch

1:30 pm – 5:00 pm Manufacturer's One-on-One

1:30 pm – 5:00 pm Training Classes

3:15 pm – 3:30 pm Coffee Break

5:00 pm – 5:30 pm VPEA General Membership
Meeting & Election of Officers

6:00 pm – 7:00 pm Cocktail Hour

7:00 pm – 9:00 pm Awards Banquet

9:00 pm – 12:00 am Hospitality Room Open

Sunday, June 8th

9:00 am – 10:30 am Brunch & Giveaway

11:00 am - ? VPEA Board Meeting

*closed during all meal functions





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June 5th – 8th, 2008

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Full Convention	_____ @ \$140	_____ @ \$135	_____ @ \$95
Received by May 15, 2008	_____ @ \$120	_____ @ \$110	_____ @ \$75
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www.virginiabeachresort.com

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(Attach another form for any additional names)

1. _____ 2. _____ 3. _____

4. _____ 5. _____ 6. _____

Please Mail Registration Form to: **Mid-Atlantic Conference**
 C/O Michael Gorbett
 PO Box 2956 • Virginia Beach, VA. 23450-2956
 For more information visit: www.vpea.org

LOOKING AHEAD...

As we look ahead, we need to continue to capitalize on the success of the VPEA. With growth comes change, which is not always comfortable for everyone, but it is inevitable and we must meet this challenge together. How do we meet this challenge? What is the next step in the growth of the association? Does the next step include the VPEA becoming a Regional Service Association? The answers to these questions and the success of the VPEA can only be achieved by our members, especially those who volunteer to serve this association. I encourage every member to take an active part in your association. Become a volunteer and take responsibility for the growth of your association. As President, I am a volunteer. The Board of Directors is volunteers. As volunteers, we have made a committed effort to perform the tasks given and the responsibility to do them to the best of their ability. I encourage all members to make the same commitment to the VPEA. With continued commitment from the Board of Directors and our membership, the Virginia Professional Electronics Association's future appears bright; how bright depends on you.

solder training and a character builder. The color calibration process can be done in just over an hour if you calibrate for all the formats and spend some warm and fuzzy time with the customer and show them the before and after specifications. It always a plus to leave a printed copy of the results or email the customer with the results, the next thing you know the customer is sharing the information with his office buddies and like the "Jones" they want the most calibrated HD set on the block.

SUMMARY

We hope this article was helpful or at least informative and suggest you consider the world of color calibration as part of your business plan in the future. The VPEA will offer a color calibration course at the convention in June sign up and expand your skill set. The next article will discuss the money which can be made in the wild world of wireless devices such as cameras and lightning control, until next time "See Ya!!!! On the Chesapeake Bay fishing ..But don't tell my employees or wife, it's our secret.

2008 MID-ATLANTIC CONFERENCE

JUNE 5 – 8, 2008 VIRGINIA BEACH, VA.

Management & Technical Training*

"WORLD CLASS CUSTOMER SERVICE RELATIONS" – Teresa Omar, HITACHI

"INCREASING SERVICE CALL PROFITABILITY..." – Randy Whitehead, NSA

CERTIFIED ELECTRONICS TECHNICIAN – Jim Fellows, CET/CSM

CERTIFIED SERVICE MANAGER – Rob Steinruck, CET/CSM

MULTIMEDIA SYSTEMS TECHNICIAN – Fred Paradis, CSM/MST

JVC – Troubleshooting HD-ILA & LCD TV's

MITSUBISHI – DLP Proj. & LCD Flat Panel Updates

PANASONIC – Troubleshooting Plasma TV

PHILIPS – 2007 & 2008 LCD TV's

SAMSUNG – 2007 DLP & LCD Products

SHARP – Aquos 2008 SE94 Series Update

SONY – Troubleshooting 2007 Bravia Direct-LCD TV

THOMSON – Troubleshooting LCD TV's

TOSHIBA – Troubleshooting LCD & DLP TV's

*** confirmed as of 04/01/2008**

For on-line registration visit: www.vpea.org/2008-mid-atlantic-conference.html

2008 MID-ATLANTIC CONFERENCE

JUNE 5 – 8, 2008 VIRGINIA BEACH, VA.

Preview of Upcoming Events

- **Technical Training** - provided by JVC, Mitsubishi, Panasonic, Philips, Samsung, Sencore, Sharp, Sony, Thomson and Toshiba
- **Certified Electronics Technician (CET)** - training and exam presented by Jim Fellows, CET/CSM
- **Certified Service Management (CSM)** - training and exam presented by Rob Steinruck, CET/CSM
- **Multimedia Service Technician (MST)** - training and exam presented by Fred Paradis, CSM/MST
- **“World Class Customer Service Relations”** - presented by Teresa Omar, HITACHI
- **“Increasing Service Call Profitability...”** – presented by Randy Whitehead, NSA
- **Keynote Address** – presented by Chris Fabian, PROFESSIONAL SERVICE SOLUTIONS
- **Manufacturer's Roundtable Meeting** - amicable question-and-answer session between servicers & industry representatives
- **Trade Show** - Thursday evening with cocktails and appetizers featuring Andrews Electronics, Autocross.US, Cumberland Electronics, MCM Electronics, NESDA, NSA, PTS Electronics, ServiceBench, Tri-State Modules, Tritronics, Union Electronic Distributors, Vance Baldwin Electronics
- **Seven (7) Meal Functions, Saturday night Cocktail Hour and the nightly Hospitality Room**
- **Entertainment** - Friday night event featuring 'Casino Night'
- **Golf Function** - presented on June 5, 2008 by Tritronics at "Honey Bee Golf Club", a Rees Jones designed golf course

For on-line registration visit: www.vpea.org/2008-mid-atlantic-conference.html

Board Meeting: March 8, 2008



Participating in the VPEA Board meeting on March 8 in Virginia Beach were (clockwise from lower left): Dale Miller, Treasurer; Dorothy Cicchetti NHH, Honorary Lifetime Member; Al Moses CET, Secretary; Michael Gorbett CSM, President; Peter Florance CET/CSM, Past President; and Phillip Jones CET, Honorary Lifetime Member and Webmaster.



Making a presentation for web hosting services was Jim Haltom (foreground) and his wife Shannon (left). Others pictured are Tammy Gorbett and Lewis Anderson.



Dinner for the Board and attendees was at the Trade Winds Restaurant of the Virginia Beach Resort Hotel. Pictured here in the left foreground are (l-r): Al and Phyllis Moses, Gail Harrison, and Cameron and Erin Harrison. In the right foreground are (right-to-left): Tammy and Michael Gorbett, Amelia Poythress, Phillip Jones, and Peter Florance.

Other Board participants were (left-to-right): Tim Cundiff; Rob Steinruck CET/CSM, 1st VP and National Representative; Doug Freeman CSM, NESDA Region 2 Representative; and (far right) Derrick Peterson and son Michael.



The morning following the Board meeting, these folks met for a Dutch-treat breakfast (clockwise from far left): Al and Phyllis Moses, Phillip Jones, Dorothy Cicchetti, Amelia Poythress, and Erin and Cameron Harrison.

New Programs Highlight NESDA's Growth

By Mack Blakeley,
NESDA Executive Director



KEEPING UP WITH A CHANGING INDUSTRY

This past year has been a year of many changes in consumer electronics service. Competition from emerging manufacturers of flat panel products from China has caused a continued price erosion of these products. This has caused the service divisions of many manufacturers to make many cutbacks in personnel. In some cases, they have even reduced the labor rates paid for warranty service of their products. It has become more important than ever for NESDA to provide necessary services to its membership. Our continuing goal is to help everyone become more efficient in his or her operations, and provide programs to help reduce business cost. The NESDA Board of Directors and staff are working tirelessly in these efforts.

CONTINUING DIALOG

The NESDA Industry Relations Committee and Board of Directors hold ongoing meetings and conferences with manufacturers and TPAs. We discuss the many issues concerning our industry. We make every effort to relay the servicer's side of the effects of new policy changes being implemented by manufacturers and TPAs.

Communication to the membership has been greatly enhanced this year by the use of Constant Contact. This is an e-mail system that allows us to e-mail the complete membership directly without going through NESDAnet. With the tracking analysis provided with the software we are seeing about a 60% readership of e-mail sent by the system.

This new communications tool, along with NESDAnet, insures an improved level of communication with our membership. An even newer program is NESDA's Cvent Convention registration system. With this state-of-the-art web-based system our members will be able to register for the convention, sign up for training classes and meetings, and provide us a better attendance count for meal functions. Registrants may also participate in pre-convention and post-convention surveys that will help us better prepare for future events.

With Cvent we will also send out e-mail invitations for NPSC to members and non-members. If the recipient

declines the invitation, a short survey will ask the reason for non-attendance. If the recipient does not accept HTML e-mail, the system will send out a text only e-mail. With the addition of Cvent to our online system, we fully expect to see an improvement in registration and with the professionalism of our communications with the industry.

MEMBER BENEFITS

More and more NESDA members are taking advantage of our many programs and benefits. One example is the buying power they gain with NESDA's "The Buying Group." NESDA members can save money with DHL Freight, and with Staples office supplies. Our membership continues to grow. Many new members are taking advantage of the technical support provided by NESDAnet and by our online tips program, TechMate I. They also enjoy their access to manufacturers websites through our Members Only section of the NESDA home page. Many servicers are receiving daily e-mail service call requests directly from consumers through our online service call system.

MEMBERSHIP AND CONVENTION GROWTH

We are pleased to report that NESDA membership is steadily increasing. Attendance in Denver for NPSC 2007 maintained a near record number. Pre-registration for NPSC 2008 in Buffalo, NY is already showing an increase over last year. The NESDA Angel program and the Marketing Committee headed by life member Fay Wood EHF continues to be a major driving force for our improvements in membership, convention participation, and the overall financial support we receive.

SOUND FISCAL HEALTH

NESDA and ISCET's combined financials remain in the black with improvements in income for both NESDA and ISCET. With ever-increasing membership, NESDA's financial picture is very strong and should remain in good shape for years to come.

CERTIFIED SERVICE

For the past two years NESDA has been the administrator for the Certified Service Center (CSC) Program. There have been an unusually large number of CSC applications received from the RF Communications sector of the CSC consortium. We have processed 42 applications this year with 2 from consumer electronics, 3 from appliance, and 37 from RF Communications businesses. Until November of this year consumer electronics service centers have had the most CSC companies, now the RF Communications companies have about 4 more than we do.

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short on the 340v line to the lamp ballast between pin 1 and 5 at connector PL on the Power PCB. If these pins are shorted, replace the ballast.

POWER SUPPLY TIPS

C9A37 and C9A38 (3300uf/10v) on the power supply (6.3v line) may be bad. In many cases I have seen that these capacitors are visibly swelled at their tops. If these capacitors are OK, check for 12-volts DC at J-9 connector pin 4 on the Engine Driver PCB. If it is missing, check F9A09 on the power supply board. Mitsubishi has advised that if this fuse is open, you should replace the light engine.

In the past two months, I have seen several of these with bad capacitors on many of the boards. Mitsubishi has recommended replacing the 1000uf capacitors with 680uf. Their part number is 181P734030.

One important note, you may want to leave at least two hours to diagnose and repair any of these. The chassis pulls out from the left side of the unit looking from the back. There are many cables to disconnect and very little room to work.

Once the chassis is out, there are many screws holding on the cover or the power supply. Remove these screws then lift the cover off the power supply. There are two 10v capacitors on the 6.3v line. If these are swollen, replace both of them. At the opposite end of the board are four more capacitors. If any of these are swollen, replace all four.

YOU AREN'T DONE, YET

Easy enough, right? I highly recommend that even if replacing these capacitors repairs the set, you should

check the capacitors on the DM and FMT boards. To do this, continue to dismantle the metal shield from the rest of the chassis. There are many small screws holding this in place and two for the wire clamps on the side. You also have to remove the two screws at the DVI connector. Also, it is easier to work on if you remove the AV input board and remove its connectors.

The first board you see once removing the shield is the FMT board. If you see swollen capacitors, remove this board being careful with the ribbon connectors, especially the ones at the bottom of the board. Replace these capacitors with the 680uf parts listed earlier.

At this time, you should be able to look in the opening behind where the FMT board was and see the capacitors on the DM board. If any of these look swollen, you will need to remove the bracket that it is attached to, and remove the screws holding the DM module to this bracket. Once all these capacitors are replaced, it's time to reassemble the unit and check your repair. Do not forget to connect the fan located on the first shield removed from the back of the unit. If the unit is back together and the timer LED is still flashing, you may need to replace the DM module.

GET MORE HELP

Mitsubishi's website has a wealth of information and is updated frequently. Mitsubishi does offer access to their website to non-ASC's for a fee. The last time I checked, it was a one time set-up fee of \$50.00 and \$100.00 annual fee. If you would like to purchase a subscription, please contact Mitsubishi's Peggy Bray; Phone (706) 654-4257 Fax (949) 609-2616 email pbray@mdea.com

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New Programs Highlight... - cont'd from page 12

COME, BE A PART

NESDA members have much to gain from their association participation, and are proud of NESDA's growth and stability. If you're not a member now, you might want to consider becoming a part of the industry's best national service organization.

VPEA Working Rules... - cont'd from page 8


full particulars within 10 days, or may request a full hearing before the Board, or a Board-approved investigation committee. Such hearing must be held within 30 days of the request.

If a violation is confirmed, and the member declines to take corrective action, the Board shall undertake expulsion proceedings in accordance with Bylaws Article V, Section 4.


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Your Vote Counts: Proposed Changes to the VPEA Bylaws to be Voted on at MAC2008

Wallace Harrison
Operating Rules Chair

The following proposals were approved by the board on March 8, 2008 for consideration of recommendation to the General Membership at the annual membership meeting at MAC2008 in June.

Proposal #1: Change the number of terms a president can consecutively serve from two to four

Current:

ARTICLE XVI, Electing Officers and Directors, SECTION 4 - The President shall not be eligible for more than two consecutive terms in the office of President.

Proposed wording:

ARTICLE XVI, Electing Officers and Directors, SECTION 4 - The President shall not be eligible for more than **four** consecutive terms in the office of President.

Proposal # 2: To provide for a single Vice President and a single Secretary

Current:

Article VI, SECTION 2 - The officers of VPEA, elected annually, shall be a President, First Vice President, Second Vice President, Third Vice President, Secretary General, Recording Secretary, and Treasurer. The President, First Vice President, Recording Secretary, Treasurer, and any non-voting executive personnel shall comprise the Executive Committee.

Article VIII, SECTION 2 - The First Vice President shall assist the president at all times and shall be prepared to conduct the meetings and perform the president's duties during his/her absence.

SECTION 3 - The Second Vice President shall assist the president and first vice president and shall be prepared to conduct the meetings and perform their duties during their absence.

SECTION 4 - The Third Vice President shall assist the president and other vice presidents in carrying out their duties and shall perform any other duties assigned by the president or the working rules.

SECTION 5 - The Secretary General is the corresponding secretary and the literary assistant to the presi-

dent. He or she shall be responsible for transmitting any internal or external correspondence, bulletins or notices required by his office, the president, the Board of Directors, or the working rules of the association. He/she shall see that a membership card and/or certificate is properly prepared and promptly issued to each new member and that membership information and identification material is made available to each VPEA member. Copies of all official correspondence transmitted by him/her shall be simultaneously given to the president and recording secretary.

SECTION 6 - The Recording Secretary shall maintain neat and accurate records of VPEA activities. He or she shall accurately record minutes of each general meeting and each meeting of the Board of Directors. He/she shall promptly transmit copies of all minutes upon completion of the meeting or as directed by the Board of Directors or in accordance with procedures outlined in the working rules of the Association. He/she shall be prepared to read all or portions of the minutes of any previous meeting held during his term of office at any time when called upon by the Board of Directors or the general membership. He/she shall prepare advance meeting notices and/or perform other duties required of the office by the Board of Directors or the working rules. He/she shall surrender all official books and records to his or her successor immediately at the expiration of his/her term of office.

Proposed:

Article VI, SECTION 2 - The officers of VPEA, elected annually, shall be a President, **Vice President, Secretary, and Treasurer.** The President, **Vice President, Secretary, Treasurer, Immediate Past President,** and any non-voting executive personnel shall comprise the Executive Committee.

Article VIII, SECTION 2 - **The Vice President** shall assist the president at all times and shall be prepared to conduct the meetings and perform the president's duties during his/her absence. **The Vice President, if consenting, is presumed to be a candidate for president at the expiration of the current president's term of office.**

Delete wording in current Sections 3, 4 and 5. Change Section 6 to SECTION 3:

The Secretary shall maintain neat and accurate records of VPEA activities. He or she shall accurately record minutes of each general meeting and each meeting of the Board of Directors. He/she shall promptly transmit copies of all minutes upon completion of the meeting or as directed by the Board of Directors or in accor-

cont'd to page 21

dance with procedures outlined in the working rules of the Association. He/she shall be prepared to read all or portions of the minutes of any previous meeting held during his term of office at any time when called upon by the Board of Directors or the general membership. He/she shall see that a membership card and/or certificate is properly prepared and promptly issued to each new member and that membership information and identification material is made available to each VPEA member. He/she shall prepare advance meeting notices and/or perform other duties required of the office by the Board of Directors or the working rules. He/she shall surrender all official books and records to his or her successor immediately at the expiration of his/her term of office.

Proposal #3: Have the Immediate Past President serve as Chairman of the Board

Current:

Article VIII, SECTION 1 The President shall act as the presiding officer; enforce rigid adherence to the Articles of Incorporation, the bylaws, and working rules; sign all duly authorized orders for money, or delegate with approval of the Board; appoint chairmen to standing and special committees when desirable; convene special meeting of the association and perform any other duties required by his or her office, the bylaws, and the working rules, or a vote of the association. He/she shall be chairman of the Board of Directors and ex-officio member of all committees appointed by him. He shall ensure that an agenda is prepared for each regular meeting as is required by law or by the working rules of this Association.

Proposed reading:

Article VIII, SECTION 1 - The President shall act as the **chief elected officer**. He shall enforce rigid adherence to the Articles of Incorporation, the bylaws, and working rules; sign all duly authorized orders for money, or delegate with approval of the Board; appoint chairmen to standing and special committees when desirable; convene special meeting of the association and perform any other duties required by his or her office, the bylaws, and the working rules, or a vote of the association. He/she shall be ex-officio member of all **standing committees and any other committees appointed by him. After his first year in office, as incumbent or outgoing president, he shall preside as chair of the annual membership meeting.**

New: SECTION 6 - The Immediate Past President shall, in addition to other duties assigned (as in Article VI, Section 4), serve as the Chairman of the Board of Directors. He shall ensure that an agenda is prepared for each regular Board meeting as is required by law or by the working rules. If the Immediate Past President should decline or be absent, the duty would fall to the next most recent past president (who would then become an ex-officio voting member of the Board.) In the event neither of these can or will serve, the responsibility falls to the VPEA president.

Proposal #4: To make e-mail quorums more realistic

Background: Sections 3 and 6 of this article (XIII) outline the requirement for e-mail voting. It requires an e-mail solicitation of at least 75% of all members, plus a responsive e-mail from at least 75% of the members or directors being polled. To require 75% of the members or directors to respond (100% return) would be a daunting - and unnecessary - hurdle. The burden should still be a majority (51%) of the total of eligible voters -but not a simple majority of persons notified. (51% of 75% would be only 38%. It should require a simple majority of the total membership) Therefore, the following change is recommended:

Current:

Article XIII, Section 7, (A)-(C) reads: SECTION 7 Quorums:

(A) At all general and/or special membership meetings, a quorum shall consist of fifty one percent (51%) representation of the total Active Voting Members. Representation of Affiliated Members shall be by an Affiliate Director, delegate, or alternate. For emergency e-mail meetings, the quorum shall be 75% of the Voting Members.

(B) At all regular and/or special Board of Director meetings, a quorum shall consist of fifty percent (50%) of the voting members of the Board.

(C) At any emergency E-mail Board meeting, a quorum shall consist of e-mailing to at least 75% of the Board and ex-officio Board members.

Proposed reading:

SECTION 7 Quorums:

(A) At all general and/or special membership meetings, a quorum shall consist of fifty one percent (51%) representation of the total Active Voting Members. Representation of Affiliated Members shall be by an Affiliate Director, delegate, or alternate. For emergency

Servant Leadership: Is this the right style for you?

By Kimberly L. Wagner
Tritronics, Vice President

Leadership styles are just like shoes. There are many different styles; some are fancy and some are simple; some are better to work in and others are better to dance in. There is a type of shoe for every person and every event. The most important thing about the shoe is that it feels comfortable and works for you. After years of trying on different types of “shoes,” I have settled on a leadership style that is comfortable for me. I have chosen to be a servant leader.

According to the Greenleaf Center for Servant Leadership, this philosophy advocates that a person can become a leader by first serving and then through conscious choice, leading.

Our most valuable resource in business is the employees that we work with. Servant leaders who listen to, respond to and support their employees instill a level of trust and confidence that is needed to create a flexible organization. Servant leaders are genuinely interested in helping their employees develop by removing barriers and obstacles to their growth and improved performance.



Employees will be more willing to take risks to improve their organization and embrace change if they are supported and feel confident about their value to the organization. Jack Lowe, Jr., CEO of TD Industries, feels that employee trust in their leaders is the key to success. “It is impossible to attain and maintain, . . . competitiveness in serving customers without continuously, aggressively improving the process we use to serve customers,” says Lowe. “We cannot get this support unless we have a high trust environment.” Lowe’s servant leadership style has garnered his company many awards including three Texas Quality awards and recognition by Fortune as one of the “100 Best Companies to Work for in America.”

Larry Spears, CEO of the Greenleaf Center, Has identified ten characteristics critical for a successful servant leader. These characteristics are:

- Listening - Making a deep commitment to listening intently to others as well as to one’s inner voice.
- Empathy - Understanding, accepting and recognizing people for their special and unique spirit.
- Healing - Having the potential for healing oneself and others.
- Awareness - General awareness, and especially self-awareness, even if fostering awareness can be disturbing.
- Persuasion - Relying on persuasion rather than positional authority in making decisions. A servant leader is effective at building consensus within groups.
- Conceptualization - Nurturing their ability to dream great dreams, while striking a balance with day-to-day operations.
- Foresight - Understanding lessons of the past, the realities of the present and the likely consequence of a decision in the future.
- Stewardship - Holding your organization in trust for the good of society, families that rely on your business and the next generation to run the business.
- Commitment to the Growth of People - Believing that people have an intrinsic value beyond their contributions as workers.
- Building Community - Building a community among those who work within your business.

The best way to see if the servant leadership model is right for you is to try it on, just like a new pair of shoes. Look around at your employees and I mean really look. Do you have the right people in the right jobs? Are you doing everything you can to help them reach their potential? Do you know who they become when they leave your establishment each day? Is there something you can do to make their life just a little bit easier?

If you are interested in exploring servant leadership, an excellent place to start is with the Greenleaf Center for Servant Leadership at www.greenleaf.org. Margaret Wheatley has also written and lectured extensively on this topic. Her website is www.margaretwheatley.com.

Kim Wagner is one of three vice presidents in a family-owner wholesale distribution business, Tritronics, Inc. Although in business for 33 years, 20 years have been in Harford County. Tritronics website is www.tritronicsinc.com.

plate the regional concept and begin the process of merging. That is happening with other states here in the east. If we don't become the recognized regional association for this part of the country, they might. Then, we might lose support for our conference. Shouldn't we be the leaders in such a crusade? Shouldn't we be the pioneers?

VPEA has already had presidents from Delaware, Maryland, and North Carolina. We have members in Virginia, but also in North Carolina, South Carolina, Georgia, Florida, New York, Pennsylvania, New Jersey, Delaware, Alabama, Massachusetts, and others (including Texas, Arizona, and Utah). Are we not already an unofficial regional association? Do we not already represent a large geography? Why not make it official? Why not categorize our association as regional and represent ourselves as regional to our parent national association.

In my estimation, there are many reasons to officially become the regional association we already are. While the arguments against regionalization are heartfelt, I feel that we can dissolve them with logic in an open debate

I know I want VPEA to be the leader in the regional association world and a proud leader of its members. I don't want to see other groups beat us in gaining the benefits of being the regional association for the eastern U.S. I want a strong and robust association representing my company and my professional interests. I know the best way to do that is a strong association with strong numbers and a large leadership pool to pull from.

Think about what you want. Let me know.

Your Vote Counts: - cont'd from page 21

e-mail meetings, the quorum shall be 51% of the Voting Members.

(B) At all regular and/or special Board of Director meetings, a quorum shall consist of fifty percent (50%) of the voting members of the Board.

(C) At any emergency E-mail Board meeting, a quorum shall consist of 51% response of the total Board and ex-officio Board members.

nial convention emcee, lecturer, author, radio personality, prestigious title-holder, winner of countless awards – he never considered himself to be more than a common man. For all of his awards, Gerry probably nominated more people for award recognition than anyone else. I was the recipient of two of his nominations: M. L. Finneburgh Award and NESDA Hall of Honor.

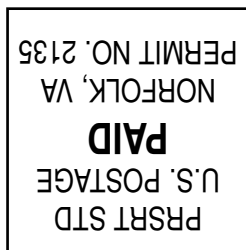
When I first worked for NESDA, I also worked for the Texas association, and there was a joint national/state convention in New Orleans. Among the activities for the spouses was a cooking class. One of the demonstrators was Faye McCann (along with her daughters Colleen and Molly). They showed how to mix miniature marshmallows into melted chocolate to make a heavenly confection that the participants (and the photographer, me) raved about. Since then, each year during the holiday season, there was one way I (and then my family) knew it was time for the real Christmas to begin. A package would arrive, postmarked Metairie LA, that contained the special home-made goodies. The nearly empty canister was conspicuous on our kitchen counter the day after Christmas when we sadly received word of Gerry's passing.

A lot of people have been inducted into the NESDA Hall of Honor for varying degrees of service to the associations or the industry. Many in NESDA like to pretend that this is a National Electronics Industry Hall of Fame. It isn't, and if it was, many of us would not be worthy of that designation. But one of the few who would truly deserve that honor would be Malcolm Gerard McCann Jr., CET/CSM/EHF.

Spring 2008

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