

VPEA Reporter

The Virginia Professional Electronics Association Newsletter

Editor-in-Chief Peter Florance CET/CSM

July Aug Sept 2005

Assistant Editor Wallace Harrison, NHH

Peter Florance Elected VPEA State President at VPEA 50th Anniversary; Improvements Made With More to Come

By Wallace Harrison, NHH

Thanks to the efforts of retiring VPEA President Al Moses CET, with more than a little help from VPEAers Michael Gorbett and Lewis Anderson, the 2005 Mid-Atlantic Conference (MAC) followed the precedent of being better than the great conference that preceded it. The 2005 VPEA Convention and Mid-Atlantic Conference was held June 10-12 at the Virginia Beach Resort and Conference Center in Virginia Beach VA.

This one also seemed a little more special because it was the Golden Anniversary of VPEA's beginning as a local association in Tidewater. It was also the 40th anniversary of VPEA as a state association. And it was the 15th annual MAC.

Each MAC has a lot of incentives to entice servicing professionals to participate. This includes

(Continued on page 5)

Meeting the Right Challenge – Part 1

“There is a crying need for unified action to stem the tide that will eventually engulf Independent Service.”

By Walt Herrin, Dir, National Service, Hitachi America Ltd., Home Electronics Div.

(Editor's Note: The following is edited from a speech delivered by Mr. Herrin at the 50th VPEA Convention, and 15th Annual Mid-Atlantic Conference, June 10, in Virginia Beach. Part 2 will appear in the next issue of the VPEA Reporter.)

The slogan for the 2005 Anniversary Convention of the Virginia Professional Electronics Convention was: “50 Years: Meeting the Challenge.”

With half a century of service to the industry, VPEA has obviously met many challenges along the way. But did it do enough? More importantly, are *you* ready to meet *today's* challenges? Are you *sure*?

If you're not sure, you might not want to read what I have to say, because I'm gonna take you down some roads you might not want to travel. Travel them or not, you do need to know where those roads lead if you truly want to meet the challenges that lie ahead.

(Continued on page 10)

Al Moses and Peter Florance Honored as Recipients of M.L. Finneburgh Cup for Services to Our Industry

By Wallace Harrison

For new-timers in the organization, M.L. Finneburgh Sr. was an industrialist, an owner of the Finney Company, which produced the Finco brand of antennas. He championed independent servicers and their trade associations and was active from the 1950s until his death in 1992.

He helped fund association-building projects and he and his lovely and charming wife, Freida, or ‘Babe,’ as she was affectionately known, attended all the national and many of the state association conventions, including a few stops at past VEA get-togethers. He produced the Finco Medallion which he freely distributed to those he felt worth of recognition. The medallion was noted for its inscription of one of M.L.s frequent admonitions: “Eternal Vigilance is the Price of Freedom.” On the other side of the medallion was an equally pertinent

(Continued on page 12)

Contents Index: What's in This Issue

Mid-Atlantic Conference Highlights.....	1
M.L. Finneburgh Cup Awarded.....	1
Moses and Florance honored.	
Meeting the Right Challenge.....	1
Hitachi's Walt Herrin speaks out.	
President's Pen:.....	2
Rolling up our sleeves.	
VPEA Editor and Officer Listing.....	2

VPEA Ladies Auxiliary Report.....	3
Convention 2005.	
Technical Corner.....	4
Blu-ray and HD-DVD Standards.	
VPEA Membership Application.....	9
NESDA NEWS.....	13
NPSC highlights.	
VPEA Area Information Contacts.....	20

From the President's Pen It's Time to Roll up our Sleeves

By Peter Florance CET/CSM

I want to thank all the members of the VPEA for putting their trust in me by electing me as president. I'm quite aware these are big shoes to fill and I'm anxious to fill them

My term as President started June 11, 2005, succeeding Past President Al Moses CET/CA. We've been fairly busy since then working in the following areas:

Mid-Atlantic Conference

The Mid-Atlantic Conference is by far the biggest issue on our plate each year. We have formed a new conference committee headed by VP Michael Gorbett. The 2006 conference should be very similar to our successful conferences in the past. There will be some logistical changes that won't affect attendees, but will make the conference easier to execute.

Communications

We've re-organized the VPEA web site after registering the name VPEA.ORG earlier this spring. After the convention, we installed a message board/email system to help members and committees communicate more effectively. This forum is mainly used for announcements and committee work. Using this message board, we are able to work in committee as well as caucus members in support of an issue so we don't waste time at meetings educating the members on that issue.

As the board is email-enabled, any post can be emailed to a member who subscribes. In addition, members can email their posts. This way members get the permanency of the message board with the immediacy of email.

We hope to also use the site and message board to collect member consensus in national issues to take to NESDA, and to disseminate national news and information back to our members.

I urge all VPEA members to join

the message board and subscribe to the appropriate forums to stay up to date.

The VPEA Reporter is still under my stewardship, but we continue to look for a replacement editor. We have been able to publish a better and more timely newsletter mainly thanks to the assistance of Wallace Harrison. Wallace has been a great help and mentor; his work and influence shows in these last two newsletters.

Meetings and Minutes

I made a commitment to run shorter, more efficient board meetings. In my platform statement I said: "...expect short and efficient meetings with agendas distributed in advance. ... A warning to the long-winded: caucus your members in advance of meetings for support of your issue; you will not have time to do it at our board meetings..." We've made some changes (listed above) to help make this happen.

Our next board meeting is scheduled Oct 1, 2005.

(Continued on page 3)

Virginia Professional Electronics Association (VPEA) State Association Officers and Directors

President (and Publications Editor) : Peter Florance CET/CSM,
Audio Services, 544 Central Dr., Ste. 101, Virginia Beach VA
23454; 757-498-8277; Fax 757.498.9554; Cell 757*685*3547;
peter@audio-services.com

1st Vice President: Michael Gorbett, Color and Sound, 2628 Autumn
Cir., Newport News VA 23606; 757-874-8818; Fax
757.874.8418; michael@colorandsound.net

2nd Vice President: Lewis Anderson, Purcell TV & Electronics, 7522
Forest Hill Ave., Richmond VA 23225-1530; 804-2772-5647;
billanderson@juno.com

3rd Vice President: John Kim, Strauss Phototechnical Service, 1240
Mt. Olivet Road NE Washington, DC 20002-7801
johnspts@aol.com

Secretary General: Paul Mount, Mount Satellite and Antenna Systems,
3496 Phillis Rd., Boynton VA 23917; 434-738-6457; Fax 434-
738-6601; pmount@kerlake.com

Recording Secretary: Dale Miller, AVSC Electronics, Inc.,
2261 Production Road Virginia Beach, Va 23454;
dale@avsc.hrcocmail.com

Treasurer (and Webmaster): Phillip Jones CET, retired, 616 Liberty
St., Martinsville VA 24112-1809; 276-632-5045; Fax
276.632.0868; (540) 632-0868 fax; pjones1@kimbanet.com.

Immediate Past President: Al Moses CET, Al's TV Service Center Inc.,
111 W. Lookerman St. Suite 2R, Dover DE 19904; 302-736-
3816; Fax 302.736.8555; Cell 302*242*8723; dral-
moses@comcast.net

VPEA Spouses' Auxiliary

President: Phyllis Moses, 111, W. Lookerman St. Suite 2R, Dover DE
19904 302.736.3816; dralmoses@comcast.net

Vice President: June Lindberg, 322 S Cheshire Ct, Virginia Beach, VA
23454

Secretary: open

Treasurer: Amelia Poythress, 518 Chaptico Rd, South Hill, VA 23832;
434.447.3204

VPEA Reporter

Editor: Peter Florance CET/CSM, c/o Audio Services, 544 Central Dr., Ste. 101, Virginia Beach VA 23454;
757-498-8277; Fax 757.498.9554; Cell 757*685*3547; peter@audio-services.com.

The VPEA Reporter is published quarterly by the Virginia Professional Electronics Association Inc. for the enlightenment, education and entertainment of the members of VPEA and other ethical and responsible professionals in or connected with the electronics service industry in and surrounding the state of Virginia. The statements and opinions expressed herein are those of the authors and not necessarily those of the Virginia Professional Electronics Association. Permission is hereby granted to reproduce any material contained herein providing credit is given to the Virginia Professional Elec-

(Continued from page 2)

Bylaws and Working Rules

Our Bylaws and Working Rules committee is drafting a number of proposed changes to better address our current organization. The message board has been helpful in allowing discourse on these proposed changes in advance of our October 2005 VPEA Board meeting.

The current proposed changes are mostly internal housekeeping updates.

Public Service

Our Tidewater Chapter has volunteered to maintain Cassette Book Machines (CBM) without charge, for the visually impaired (see spring 2005 VPEA Reporter at www.vpea.org). This is a great program for servicer organizations in other areas. Please contact me if you're interested in helping out in your area.

Local Chapters

Tidewater is still meeting regularly. Meetings are dedicated to either training sessions or maintaining CBM's as described in our Public Service report above. Tidewater meets the first Wednesday of each month. This fall's programs include a presentation on lead-free soldering in September by VPEA members, Vestigial Sideband (VSB) HDTV by WAVY Broadcast Engineer Charles Stutzman in October, and training by JVC in November.

I've gotten some great advice and a lot of assistance forming my cabinet and setting goals from NESDA officers, staff and association state presidents. I'm grateful for all of their help.

Be a Part of Your VPEA

Remember, our board meetings are always open to any VPEA member. Come watch your association in action, and maybe even join a committee.

VPEA Ladies Auxiliary: Convention 2005 Done; Working on 2006

by June Lindberg
VP, Ladies Auxiliary

The VPEA Ladies Auxiliary has a full schedule at the convention every year. We started our 2005 Convention with a Friday morning "Get Acquainted" breakfast and meeting. Lillian Morris of Premier Designs graced us with a stunning display of Sterling Silver jewelry.

prizes brought smiles to quite a few lucky faces.

On a serious note, smiles were unfortunately in short supply recently. The mother of the Ladies Auxiliary president, Phyllis Moses, passed away on July 11. Phyllis would like everyone to know how much she appreciated the cards, plants, and prayers.



The VPEA Ladies Auxiliary hosted craft classes at MAC-05. Carolyn Blakely (background) observes the activities of (l.-r.): Shirley Teeters, un-identified helper, June Lindberg, and Hilda Yates. The head in the foreground belongs to Amelia Poythress.

Friday afternoon we were treated to a behind-the-scenes look at the broadcast world with a tour of The Christian Broadcasting Network TV Station. Those who stayed at the hotel were kept busy making beaded necklaces and bracelets. Saturday morning we got crafty with yarn and plastic canvas to make tissue box covers. These masterpieces later decorated the head table at dinner. Throughout the convention, the Ladies Auxiliary sold raffle tickets and the winners were drawn at dinner Saturday night. The handcrafted

Please try to clear your schedule so that you can join us, in less than ten months, for the 2006 Convention. You never know what we will do next!!

(Editor's note: The VPEA-LA Board always meets concurrently with the VPEA Board. Their next meeting is on October 1 at the Marriott Courtyard-Richmond Airport. See back cover for more details..)

DVD Mfrs. Get the Blues

Red-laser DVD sales will stagnate, so worried manufacturers might soon be selling up a blue-streak.

By Wallace Harrison, NHH

Most consumers are quite confused about the current choices of DVD formats. Well, get ready to field even more questions when the situation gets even worse in a year or two.

Red-laser optical-disc technology has just about maxed out. The products based on that technology can't get any better than they are now, and prices are in free-fall. Since manufacturers can no longer command high dollars for only cosmetic changes, what are they to do about dwindling DVD income? And how do they entice consumers to buy a new generation of products?

They get in a blue mood.

THE FUTURE OF DVD

Blue-laser beams, with a shorter wavelength, are considerably narrower than red-lasers. Thus, they can store data at much higher densities. So manufacturers are feverishly competing (and investing) to develop blue-laser optical units. This technology promotes far – far – greater capacity and throughput than current DVD players.

Unfortunately, there are several competing but non-compatible formats which might prevent any one from becoming dominant in the marketplace. As a matter of fact, it's not yet certain that any of these will displace the current technology any time soon. And even if a "winner" does emerge, such products might not reach the consumer before next year, or much later.

But the battle is on, and the hopes – and the stakes – are high.

WHAT'S THE PROMISE?

Red-laser DVDs replaced the VCR for many people. These units store an entire feature-length movie, plus menus, multiple sound tracks, and some extra footage on a single-sided, dual-layer disc. But it's not so hot with high definition stuff, which requires about four times as much space.

A single-sided dual-layer blue-laser disc can provide eight hours of high-definition video.

In standard definition, a single blue-laser disc can store multiple seasons of *The Sopranos*, *Alias*, *24*, or whatever TV series a fan wants to archive.

One or more of the formats promise greatly enhanced interactivity, and one of the developers is promising the ability to play, and even record, holographic content.

Nevertheless, the initial prices for recorders will be in the thousands of dollars. Most industry analysts believe that, in the early years, blue-laser devices will sell primarily as data storage devices.

THE MAJOR PLAYERS

According to a report by Reuters on CNN.com, Sony introduced a blue-laser DVD recorder in Japan in 2003 that sold for approximately \$3,800. (It included a built-in broadcast satellite tuner.) The blank 23

GB re-writable discs cost the equivalent of about \$30.

Sony is part of the 100+-member Blu-ray Disc consortium that also includes Apple, Dell, Hitachi, H-P, LG, Matsushita, Mitsubishi, Pioneer, Philips, Samsung, Sharp, and Thomson. The Blu-ray system is endorsed by such major Hollywood studios as Sony Pictures, 20th Century Fox/MGM, and Disney/Buena Vista.

The other major consortium, DVD Forum, is banking on HD-DVD. Their website lists more than 200 members, including some of the Blu-ray folks. Their list includes: Adobe, Apple, Columbia Music, DENON, Dolby, Fuji, Fujitsu, Hitachi, Hyundai, IBM, Intel, Minolta, LG, Matsushita, Microsoft, Mitsubishi, NBC Universal, Olympus, Pioneer, Ricoh, Samsung, Sony, TDK, TI., Thomson, Time Warner, Toshiba, Walt Disney, and Yamaha. It is endorsed by Warner Bros., New Line Cinema, Paramount Pictures, and Universal.

A MINI-COMPARISON

While red-laser DVD has a capacity of 4.7 GB, HD-DVD (HD) offers 15 GB, and Blu-laser disc (BD) provides 25 GB. (Everything doubles for double-sided discs.) The disc thickness of both DVD and HD is .6 millimeter, with a .6 mm cover layer, while a BD is 1.1 mm thick, with a .1 mm cover (see below).

(Continued on page 5)

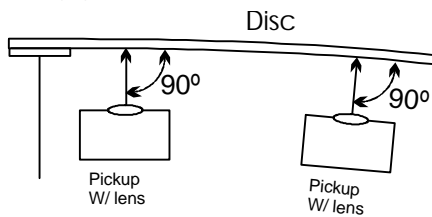
Blu-Ray vs. HD-DVD

	DVD	Blu-ray	HD
Capacity (single sided)	4.7GB	25GB	15GB
Laser	650nm	405nm	405nm
Max Layers	2	2	2
Max Sides	2	2	2
Disc Thickness	.6+.6mm	.6+.6mm	1.1+.1mm
Numerical aperture	.60	.65	.85
Cartridge	No	No	No
Tilt control needed	No	Yes	?
Hard coating needed	No	No	Yes
Complexity to read DVD also	—	Ok	More Complex

(Continued from page 4)

The Deluxe Global Media Services notes that, while Blu-ray currently seems to have the most support, HD-DVD presents fewer manufacturing problems. HD-DVD can be mastered and replicated with current DVD writing equipment while Blu-ray requires new equipment and processes for both. But the Blu-ray website boasts that: "HD-DVD can be seen as just a transition technology, with a capacity not sufficient for the long term."

Another difference is the possibility that HD-DVD will require tilt adjustment of the optical pickups. Those familiar with Laser Discs will recall that most models that would play CLV (constant linear velocity) discs also had capability to adjust the angle of the pickup to insure it is perpendicular to the disc at all times (see figure below).



Tilt compensates for warped discs

GET MORE INFO

Some parts of this article is heavily condensed and edited from an article by Don Labriola in the June 7, 2005 issue of PC Magazine. If you want more information on these intriguing technologies, read the complete article, and the accompanying sidebars, in the magazine, or do it online at www.pcmag.com/article2/0,1759,1820927,00.asp

For more about the HD-DVD format, go to www.dvdforum.org

For more about Blu-ray info, go to: <http://www.blu-raydisc.com/>

To learn more about the Holographic Versatile Disc format, go to: <http://www.ecma-international.org/>

For a comparison of the HD-to-BD formats, log onto: <http://www.disctronics.co.uk/technology/hddvd/>



Thomson's Lynn Davis and class

(Continued from page 1)

technical and management training, association activity, product demonstrations, peer camaraderie, good food, fun, and useful door prizes – all at extremely reasonable cost.

Following is a thumbnail report of the events of MAC-15.

EDUCATIONAL SESSIONS

This year, there were twelve technical seminars, plus three dealing with management issues.

The state-of-the-art technical session were presented by the top-flite training personnel from the following manufacturers: (1) Hitachi (Alvie Rodgers), (2) Howard Electronics (Shane Eustice); (3) JVC (John Grabowski), (4) Mitsubishi (David Perry); (5) Panasonic (Jean Magloire); (6) Philips (Ray Douglas); (7) Samsung (Jim Swift); (8) Sharp (Steve Gelman); (9) Sony (Pete Zellman); (10) Thomson (Lynn Davis); (11) Toshiba (Phil Baxter); and (12) LG Zenith (Jim Kolokithias and Michael Adams).

On management: (1) Representatives from SCORE advised mem-

bers how to acquire unbiased opinions and experienced thinking at reasonable or no cost; (2) Panasonic's Jesse Williams told how to achieve extreme customer satisfaction; and (3) Audio Services' Peter Florance explained why and how to determine your costs of doing business.

EXPOSITION

As trade shows go, ours isn't very big. But it consists of friendly vendors who exhibit great products and service aids. It's a fun place to be.

MANUFACTURERS UNDER GLASS

The annual Manufacturers Roundtable provided a panel of ten candid manufacturers' service executives, plus a representative from the National Service Alliance. These folks fielded questions about policies from inquiring service dealers and technicians. The moderators were Roberta Chesney (NY) and Peter Florance (VA).

(Continued on page 6)



Cumberland Electronics at MAC 2005 Tradeshow

(Continued from page 5)



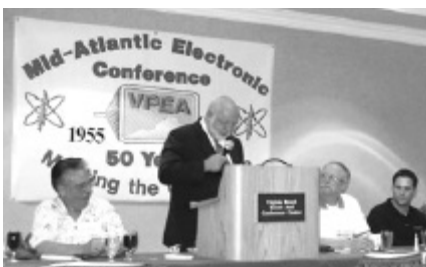
Randy Whitehead fields a question at the Mac 2005 Roundtable

LEARNING FROM EACH OTHER

Additionally, there were numerous opportunities for dealer/manufacturer one on-on-one dialogue and servicer-to-servicer exchanges throughout the convention. These occurred during the sponsored meal functions, coffee breaks, golf outing, hospitality room mingling, at the hotel lounge, poolside, on the bay-side beach, or in the numerous other venues during the weekend affair.

A KEY NOTE OF CONTROVERSY

In addition to these seminars, panels, and exposition, there are vendor-sponsored meal functions where blockbuster news is sometimes dropped. Such was the case at this 15th annual MAC, June 10-12, 2005.



Hitachi's Herrin Speaks Friday Night

One of the major topics of conversation around the country has been the formation of the National Service Alliance (NSA). This was covered extensively in the April/May issue of the *VPEA Reporter*. Controversy surrounds every aspect of this consortium, from its reason for existence to the way it operates. On Friday evening, June 10, the

keynote speaker was Walt Herrin, the National Service Director of Hitachi Home Electronics Division. Mr. Herrin sent ripples through the conference attendees, and subsequently across the country's grapevine by publicly praising the concept of NSA.

PTS Electronics was the proud sponsor of the Friday evening banquet at which Mr. Herrin spoke. And Herrin's company, Hitachi, sponsored the VPEA Hospitality and Beverage Room which was open "after hours" on Thursday, Friday, and Saturday evenings. The Saturday evening Awards and



Friday's Casino Night was VERY popular.

NO ENDORSEMENT

Mr. Herrin did not technically endorse NSA, but he did note that independent service businesses can no longer be conducted as in the past. He stated his belief that high-level officials at most manufacturers might soon dictate that their warranty fulfillment be performed by one of the national, all-brand service companies. He said that NSA has created an organization that satisfies the requirements of our changing marketplace, and "they've brought new business to Independent Service that would have been otherwise lost to our community." He concluded that, "They've given me an alternative to the so-called National Service Providers... and I, for one, fully support the concept of keeping service business where it belongs — in the capable hands of Independent Service."

(The basic text of Mr. Herrin's presentation is presented elsewhere in this issue of the *VPEA Reporter*.)

SPONSORED FUNCTIONS

Installation Banquet was sponsored by Thomson/RCA. The Friday and Saturday luncheon buffets were provided by Mitsubishi and Panasonic, respectively. Saturday's breakfast was courtesy of Tritronics, which also sponsored the annual pre-convention Best-ball Golf Outing on Thursday. The breakfast buffet on Sunday was provided by Toshjba. Coffee-break refreshments were provided by AON, Philips, Pioneer, and Sony. Cumberland Electronics assisted VPEA in providing the funding for the universally enjoyed Casino Night entertainment.

Numerous manufactures and distributors provided fantastic products — from mugs and tee shirts, to test equipment, to DVD recorders and big-screen TVs — for winners of "casino bartering" and door prize drawings.

FOUNDERS AND BUILDERS

The Virginia Professional Electronics Association took time to look back with pride on its fifty

(Continued on page 7)

(Continued from page 6)

years of service to electronic dealers in the state. Part of the festivities was a reunion of some of the pioneers of the organization. Unfortunately, many of the old-timers are no longer with us, and many of those who remain are in ill health (or nursing loved ones who can't travel). Former VPEA (or VEA) leaders who participated in this year's get-together were the following:

(1) John Wood NHH, who was not only one of the founding fathers, but also one of the three who remained a driving force in the association for forty years; (2) Leroy Cox



VPEA Founder John Wood and Quality TV's Roberta Chesney

(with wife Maxine), one of the charter members in Tidewater, was a builder and long-time member; (3) Alan Jones, one of the signees of the state articles of incorporation in 1965; (4) Wallace Harrison, the first two-term president of VEA-Tidewater, and 3-time winner of the Man of the Year award; (5) Lawrence Kanak (with wife Loni), one of the founders of VEA Richmond, and a long-time association participant; (6) Roland Greene (with wife Gladys), a mainstay in the Suffolk local; and (7) Roger Kent, a past president of VPEA.

Some who were with us at last year's reunion, but couldn't make it this year were the following VPEA pioneers: (1) Dick Ambrose EHF (who passed away this spring) and wife Lucy; (2) Frank Blount and wife Margie; (3) Walter Cooke CET and wife Ann; (4) John McPherson CET; and (5) Earl Talley.



President-Elect Peter Florance and Immediate Past President Al Moses

NEW LEADERSHIP

The VPEA officer elections saw Peter Florance CET/CSM, owner of Audio Services in Virginia Beach VA, elected president on a platform of "Communication; Not Confrontation."

Mr. Florance, a long-time member and builder with the Tidewater local, promised to build a top-notch team and help them streamline the convention planning and execution process. He said the convention operations and finances will be conducted openly. He promised to streamline the board and committees so they can pursue issues that pertain to today's changing industry. He said the meetings will be short, efficient, and conducted according to pre-distributed agendas. Peter also envisions changes to the VPEA website and the implementation of more efficient e-communications vehicles.

OTHER MEMBERS OF THE BOARD

Other officers elected were: 1st VP, Michael Gorbett, Color and Sound, Newport News VA; 2nd VP, Lewis Anderson, Purcell TV & Electronics, Richmond VA; 3rd VP, John Kim, Strauss Technical Service, Washington DC; Recording Secretary, Dale Miller, AVSC Electronics, Virginia Beach VA; Secretary-General, Paul Mount CET, Mount Satellite and Antenna Systems, Boynton VA; and Treasurer, Phillip Jones CET, retired, Martinsville VA. The Immediate Past President is Al Moses CET/

CA of Al's TV Service Center, Dover DE. Mr. Moses was also the Chairman of MACs 13, 14, and 15. The installation ceremony was performed by VPEA past president (and current resident of Yuma AZ), Jim Teeters CET/CSM.

APPRECIATION AWARDS

Al Moses and Peter Florance were each presented with an M.L. Finneburgh Sr. "Vigilance and Responsibility" cup for their unique and indispensable service to VPEA over several recent years. Panasonic field representative Robert Lindberg was named VPEA Friend of Service. President Moses recognized Phillip Jones for exemplary services on the convention committee during the year. President Moses also acknowledged the special efforts of Phyllis Moses, Lonie Kanak, and June Lindberg of the VPEA Ladies Auxiliary. The VPEA Board voted Lifetime Membership in VPEA to Phillip Jones CET.

COMMITTEE ACTIVATION

Following the convention, President Florance announced the following committees: (1) Membership: Lewis Anderson (Ch.), and John Kim; (2) Nominating: (TBA); (3) Legislative: (TBA); (4) Scholarship: Paul Mount (Ch.), and John Kim; (5) Communication: Wallace Harrison; (6) Bylaws and Working Rules: Wallace Harrison; (7) Convention: Michael Gorbett (Ch.), John Kim, Lewis Anderson, Tom McCraig, Peter Florance; (8) Service Industry: Don Cressin; (9) Director's (President's) Advisory Panel: Al Moses (Ch.), Jim Teeters, Don Cressin, John Gorbett, Richard Seriani, and Wallace Harrison; and (10) National Representative: Peter Florance (Alternate: Don Cressin).

President Florance asks that any member with an interest in any of these areas (or others that you feel may be important to VPEA) please

(Continued on page 8)

(Continued from page 7)

contact him at 757-498-3467 or peter@audio-services.com

BYLAWS CHANGES

The Board reviewed and recommended, and the membership approved some major changes and rejected some others. The proposal to streamline the Board by eliminating the 2nd and 3rd Vice Presidents and one of the two secretarial positions was not approved. The changes that were approved were as follows:

(1) The term "Unattached Member" (any member not belonging to an affiliated local association) was changed to "Member At-large."

(2) Changed Associate Membership categories to conform with recent practices, such as adding the categories of "Business," "Partner," and "Vendor Employee."

(3) Changed the period of termination of membership for non-payment of dues from one year to ninety days.

(4) Stipulated that any material that identifies a member of VPEA, however acquired, is and remains the property of VPEA, and that continued use of such material after membership ends is punishable by a daily usage fee and other legal remedies.

(5) Changed the makeup of the Director's Advisory Panel to consist of active past presidents who both consent and participate.

(6) Eliminated the requirement that a candidate for VPEA state office must have previously served as a state VP or held a major office in a local affiliate. That requirement was shifted to candidates for the office of president.

(7) Changed the requirement that the incoming president must be sworn in by the outgoing president prior to the remaining new officers being sworn in by the new president. It may still occur that way, or all officers may be inducted by a person selected by the incoming



VPEA Sunday Board Meeting Participants: (l-r) Earl Redman, Al Moses, Don Cressin, Peter Florance, Dale Miller and Phillip Jones

president or by the Board.

Additionally, the Rules Committee chairman was charged with making additional housekeeping changes that must be approved by the Board, and then subject to subsequent ratification by the membership.

OTHER OPERATIONS CHANGES

Recent changes to the working rules of VPEA include the following:

(1) WR-2: Allows the president, who was required to be the national representative, to decline this responsibility and name an alternate national director.

(2) WR-3: Clarified that the active membership dues of \$48 per year applies only to active, voting Affiliated and At-large Members.

(3) WE-9: Allows the Convention Committee Chair, following appointment by the president and approval by the Board, to appoint members of his or her committee, rather than have them all recommended by the Board to the president. (This reinforces that the Convention Chair is appointed rather than automatically being filled by the VPEA president.)

FUTURE MEETINGS

The next meeting of the VPEA Board of Directors has been set for Saturday, October 1, 2005 in Richmond VA. All VPEA Board Meetings are always open to all VPEA

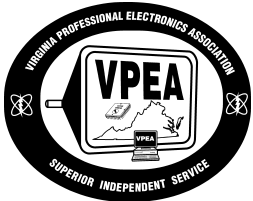
members. Come join the discussion and maybe even join a committee and make a difference. See the rear cover for more details or contact President Florance at (757) 498-8277.

The Mid-Atlantic Conference occurs each year during mid-June. The setting for this year was (and for 2006 is) the Virginia Beach Resort and Conference Center in Virginia Beach VA. This is an ideal venue, on the shore of Chesapeake Bay, not far from the bay's bridge-tunnel, and just minutes from Cape Henry, First Landing Seashore State Park, and the sandy beach and boardwalk on the Atlantic Ocean.

For more information about next year's conference, contact MAC Chairman Michael Gorbett, Color & Sound, 13665 Warwick Blvd., Newport News VA 23402-5506; Phone 757-874-8818; Fax 757-874-8488; e-mail Michael Gorbett at: conference_info@vpea.org

MORE INFO ON THE WEB

For additional information about the Mid-Atlantic Conference or The Virginia Professional Electronics Association – including lots of photographs from the conference festivities – please visit www.vpea.org. You can also go to www.vpea.org/bboard/ and follow the e-mail discussion by clicking on "VPEA General Membership" and/or "Forum Discussions."



Application for Membership Virginia Professional Electronics Association, Inc.

(Fill out any of the following four lines that apply)

Applicant Member's Name: _____

Business Name: _____

Owner/Institution Name(s) : _____

Instructor/Teacher Name : _____

Technician's Name: _____

Complete all of the following:

Address: _____

City : _____ State : _____ Zip: _____

Bus. Phone: _____ Home Phone: _____ Cell Phone: _____

Fax Phone: _____ E-mail: _____

Select the type of membership desired (check one):

- Full Voting Member ship (\$48/year); Check which category applies:
 - Affiliate (within an Affiliated Local; Local dues are additional, and are not included;
 - At-Large (outside the area claimed by any local Affiliate)
- Associate, Non-voting; Select the type of Associate Membership (and annual dues):
 - Business (\$24); Industry (\$24); Partner (\$12); Retired (\$24); Student (\$24); Teacher (\$24);
 - Technician (\$24); Vendor/Distributor (\$100); Vendor/Distributor Employee (\$24)

Employer/Business Classification (Check one): Corporation; Partnership; Proprietorship; School

Recommended by (member's name): _____

Amount Submitted with Application: _____

Recommending Member's Company _____

Company Representative to VPEA (Member Name) _____

Signature Approval by VPEA: _____

Applicant Sig; I agree to abide by the VPEA Code of Ethics _____

The following is a solicitation for voluntary information to aid VPEA in better serving the membership needs:

Select Categories of Products you sell, install, maintain and/or service (Check all that apply):

- Appliances (Large); Appliances (Small); Audio-Visual (Pa's / Intercoms / Projectors); Communications (CB/2-way Radio/Telephones/Cell Phones/etc.); Computers (Computers/monitors/printers/etc.); Consumer Electronics (Radio/TV/Stereo/VCR); Industrial (Corporate/Factory/School/etc.); Medical (Hospital and Medical Devices); Video Reception (Antennas/CATV/MATV/Satellite Receivers/etc.)

Other: _____

Mail to: VPEA Treasurer, 616 Liberty Street, Martinsville VA 24112-18093; (540) 632-0868 Fax

(Continued from page 1)

DRILL BITS VS. HOLES

Are you aware that millions of quarter-inch drill bits are sold every year — to people who don't need them? What they need are quarter-inch holes. There may be better ways of making ¼-inch holes than using ¼-inch drill bits. Results, ladies and gentlemen, not methods, is what you — and your clients — want. You've been sold a lot of drill bits by this industry, simply to keep your mind off the holes you really need. And it's worked for 50 years.

These are certainly uncertain times, and there are serious issues to be discussed and solutions to be sought. The cost of just about everything we use in our businesses — salaries, vehicle costs, supplies, advertising, rent, etc. — are at all-time highs. At the same time, efficiency is at an all time low. A great many shop owners have spent so much time learning how to service today's complicated electronic equipment, they have neglected the management of their business.

Where have all our good, well-trained technicians gone? That is simple. They're out there, but they've gone to better-paying fields. They're not only making more money than we can offer, with overtime beginning after 40 hours a week, they also get pensions, insurance, and other fringe benefits not available from us. They are lost to our field.

Even the shop owner does not receive proper remuneration for his skills, to say nothing of his capital investment.

A CRY FOR UNITY

Mark these words: "If ever there was a time for pooling our resources of knowledge and wisdom, it is now. The problems that face us are far larger than any one person can hope to resolve by himself. There is a crying need for unified action to stem the tide that will eventually engulf Independent Service."

Those words are not mine. They were written nearly 50 years ago, in 1957, by Mr. W. J. Inman, the then-president of the Texas Electronics Association. I was 12 years old at the time.



Walt Herrin Addresses MAC 2005

Did we truly meet the challenges that faced us as an industry in 1955 or 1957? Did we truly heed Mr. Inman's plea for unified action? If we did, doesn't it seem strange that we are still facing many of the same issues that threatened independent service nearly half a century ago? And while there are brilliant pockets of unification among our fine state, regional, and national associations, is the industry as a whole truly unified?

The truth is that we're not really an industry. We don't *think* like an industry, and we don't *act* like an industry. We're more of a

service "community," a collection of service centers, distributors, TPAs, and manufacturers, each with its own priorities. That we have been able to co-exist in harmony at all, however uneasily, simply adds testimony that we need each other to survive. But need is an unstable foundation on which to build a true industry. That's because our needs change, as they're changing now.

Unification of an industry is not possible without the willingness to not only share space with someone who has values and objectives similar to our own. It's also about sharing that same space with someone whose comments or opinions are so contrary to your own that it angers you just to hear them spoken. Unification is not possible without faith in your leadership. And true leadership, ladies and gentlemen, means leading people to places they don't particularly want to go, simply because that's where they *need* to be.

We must modernize our businesses and our attitudes. We must become a whole that is much greater than the sum of its parts. If we're to be an independent service *industry*, then we must begin to think and act like an industry. We must learn to *change* with the tide if we are to *stem* the tide that will eventually engulf independent service.

LESSONS IN LEADERSHIP

In the fourteenth century, in the days of emperors and peasants, Lords and Samurai, the island of Japan was being torn apart by a terrible Civil War. During this period of violent unrest, three men

(Continued on page 11)

(Continued from page 10)

emerged. Each was a proven general on the battlefield. Each was dedicated to the unification of his island nation. And each was determined to be Shogun, the supreme military ruler. Their names were *Nobunaga*, *Hidaosh*, and *Edayashu*. They would be known throughout Japanese history as the “unifiers.” All were effective generals and leaders in their own right, but each approached the unification of Japan in dramatically different ways.

This can best be illustrated by the telling of a lovely Japanese story handed down through the centuries.

The three unifiers are sitting in a garden, observing the arrival of a small bird, which perched in a nearby cherry tree.

Nobunaga was not born Samurai. Of peasant parentage, and a brilliant general, he was quick and decisive. He believed there were only two ways to come back from the battlefield: with the head of your enemy, or without your own. Nobunaga said, “*Little bird, if you do not sing, I will destroy you.*”

Hidaoshi was a brave leader, excellent in battle, but more deliberate. A strong believer in discipline, he was impatient and manipulative. Dictatorial control was his mantra, and he ruled his fiefs and his soldiers with an iron hand. Hidaoshi said, “*Little bird, if you do not sing, I will make you sing.*”

Another brave leader, Edayashu spent his formative years as a hostage of a Samurai Master, learning the art of Samurai, and freed only after his master’s death. Patient, cautious, and caring, it was said that, when confronted by a dangerous bridge, he would always dismount and lead his horse over the bridge before his men were allowed to cross. Edayashu said, “*Little bird, if you do not sing, I will wait for you to sing.*”

Each of the three had a purpose,

and each of the three played a vital role in the unification of this divided nation. They helped destroy old ideas that had outlived their usefulness; implemented new ideas to meet the challenges of the future; and exhibited patience, determination, and courage to see them through. These are the key elements for the unification of a nation, an industry, or a company.

“The danger to Independent Service is not from without, it’s from within.”

But there is a fourth command that impedes the progress of the other three: “*Little bird, if you sing at all, it must be my song.*”

There are too many in our industry who insist that we sing only *their* song.

FALSE LEADERSHIP

These are difficult times for our industry. But “the ultimate measure of ourselves is not where we stand in moments of comfort, but where we stand at times of challenge and controversy.”

And during such times of instability, at least one person, sometimes more, always steps out of the shadows to become the self-appointed champion of the oppressed. These folks go around, telling half-truths, and people listen because they’re afraid. The half-truths are believed because, in the absence of true leadership, people will listen to anyone who offers them the promise of easy solutions. And the half-truths become truths through the telling and the re-telling. Then, common sense and the capacity for rational thought gives way to pure emotion. These folks manufacture a threat to make you afraid. Then they reveal a scapegoat so you can blame someone other than yourself (or them) for your fear. Finally they offer their pet theory, or themselves as your savior. They talk about your need for ¼-inch holes, and sell you another

bunch of ¼-inch drill bits.

It’s likely that you never heard of these folks before. They’re not known for any positive contributions to our industry. Think of them as very good magicians. The magician, as you know, is highly skilled in the arts of distraction and deception. The audience’s attention is forced toward the one hand, while the illusion is being worked in the

other. So, during these times of crisis, our attention becomes focused on things of no real significance

through useless rhetoric and pointless challenges. At the same time, the very real, and very critical issues are ignored. At a time when we should unite, we invariably allow ourselves to be blown apart.

The danger to Independent Service is not from without, it’s from within. That’s how nations, companies, and organizations are toppled. We can never join hands if we’re busy pointing fingers.

“Little bird, if you sing at all, it must be my song.”

BE PART OF THE SOLUTION

To meet your challenge, my friends, you must move the vessel forward. Ask the tough questions that need to be asked, and have the courage to stand up and say, “*Excuse me, that was a really good answer. It’s just not the one for the question that was asked.*”

Stand tall and refuse to be intimidated. Whether your service center is large or small, never question your importance in the process of survival. Remember the old Italian proverb: “*Once the game is over, the king and the pawn go back in the same box.*”

(To be continued: In the next issue of the VPEA Reporter, Mr. Herrin will discuss the role of the national service companies and how they might affect you.)

(Continued from page 1)

admonition. There was an engraving of an eagle holding a banner that read on one end, "My Rights," and on the other end, "My Responsibilities."

Later in his life, Mr. Finneburgh had that medallion reproduced on a mug, which he presented to those association leaders whom he felt best personified his criteria of leadership by fighting for the rights of independent servicers while simultaneously accepting the responsibilities that accompany those rights.

Before he died, Mr. Finneburgh shipped me a few of these cups to distribute to those rare individuals who best exemplify his criteria of maintaining eternal vigilance, protecting the rights of others, and accepting the responsibilities of whatever position one assumes.

At the 15th Annual Mid-Atlantic Conference in June, I was privileged to present two of these cups on behalf of Mr. M.L. Finneburgh Sr., EHF, and his beloved wife, Babe, to two such individuals

PETER FLORANCE CET/CSM



The first of those awards went to our incoming president.

Peter Florance has a quiet, low-key manner that belies his ability to achieve important goals. As a long-time member of the Virginia Professional Electronics Association, he has observed the same organizational decline in VPEA that has decimated similar organizations across the country.

As you know, VPEA was once a thriving state organization with a

dozen-or-so active local associations. Though still a pertinent organization, VPEA now has but a single local and a handful of members within the state. The survival of that single local chapter, VPEA of Tidewater, and the retention of many of our remaining members – and as a result, the continued existence of the state association itself – is due primarily to the will of Peter Florance.

Peter has simply refused to let this 50-year-old association die. He has taken the organization under his wing, providing a meeting place in his own business facility. He outlines monthly programs of interest to his servicing compatriots in the area. While he encourages others to assume leadership positions, Peter has stayed mostly in the background to ensure the group's continuity. Though he wasn't a deadlines-oriented person, when no one else would write, edit, and publish the "VPEA Reporter," Peter accepted that responsibility as well.

While VPEA is celebrating its golden anniversary this year, it is paying its respects to the pioneers who built the organization (including our 91-year-old "Mr. VPEA" himself, John Wood). However, we are also recognizing those leaders who built upon that foundation over the ensuing years. Peter Florance is one of those responsible for ensuring that the works of our predecessors were not in vain.

Peter Florance has earned our respect, our gratitude, and our applause.

AL MOSES CET/CA

The other worthy recipient of the Finneburgh cup is our outgoing president.

Al Moses CET/CA is a long-time member of both NESDA and IS CET, and a long-time friend of mine. He was also a long-time technical instructor and a champion of training for present and future technicians.



Though his home and consumer servicing business is in Delaware, he was asked by our former president, Jim Teeters, to help continue the success of the annual Mid-Atlantic Conference. At the time, this also meant assuming the presidency of the Virginia Professional Electronics Association.

Al served as vice president and two terms as president of the Virginia association, simultaneously chairing the prestigious Mid-Atlantic Conference. Al has strived to make each year's conference better than the preceding one, and through his tireless work ethic and leadership, he has succeeded.

Under President Moses, and his predecessor Jim Teeters, the VPEA Convention and Mid-Atlantic Conference has become the premiere technical training vehicle on the east coast. It is growing in participants as technicians and participating manufacturers learn of the educational opportunities. It has the respect of a growing number of manufacturers and other industry entities, and their support has made it, next to NESDA, the second most valuable industry event in the country.

Al Moses knows how to work. He knows when and how to delegate. He knows how to lead an association and credit his co-workers. The conferences that we all enjoyed so much proves that Al knows how to utilize his resources to put on a worthwhile and fun convention.

We appreciate Al Moses, our good friend from Delaware for what he has done for our association and our industry.

NESDA NEWS

News from the National Electronic Service Dealers Association



NESDA Convention Another Success

**Paradis Elected President;
Texan Thomas is VP;
Bob Lindberg Reg. F.O.S.;
Next Year: New Orleans**

By Wallace Harrison, NHH

This year's version of the National Professional Electronics Convention (NPSC) was another exercise in great technical and management training, a humongous trade show, association activity, and peer-to-peer networking. NPSC '05, held at the Rosen Centre Hotel in Orlando FL July 26-30, was also a resounding success. NPSC is a production of the National Electronics Service Dealers Association (NESDA) and the International Society of Certified Electronics Technicians (ISCET).

The attendance was just under 800 (actually, 796). There were 38 exhibitors at the trade show (which also serves as the prime meeting and mingling place for renewing and making acquaintances).

Just as at VPEA's MAC-15, NPSC was launched with a golf outing provided by the friendly folks at Tritronics. NESDA and ISCET had board meetings, annual membership meetings, and elections of officers. NESDA also conducted its annual Servicers Information Symposiums (group meetings with individual manufacturers) and a Town Hall Meeting (formerly the State Presidents Meeting). ISCET also hosted a meeting of instructors and certification administrators.

The featured ("keynote") speaker was Gary Shapiro, president of the Consumer Electronics Association. Certification instruction classes, and then testing was conducted during the convention, which resulted in the creation of several new CETs (technicians) and CSMs (managers). Long-time NESDA member, Gerry McCann CET/CSM/EHF, and wife Faye, conducted their annual Best Business Ideas symposium.

There was also a meeting of some current members of NESDA's Hall of Fame, and two new inductions.

EDUCATIONAL OPPORTUNITIES

Twelve manufacturers presented seminars on some of the latest technology. DLP training was offered by Panasonic, Samsung, Sharp, and Thomson. Plasma and/or LCD receiver servicing was delivered by Hitachi, LG/Zenith, Sony, and Thomson. Mitsubishi and Toshiba covered their projection TV technology. Rockola provided training for jukebox servicing, and the Philips/IBM consortium touted their Web Portal for service and support.

Appliance servicing had a bigger than usual role at NPSC '05. Four manufacturers presented six seminars on various appliance topics. The folks from General Electric delved into the servicing of electronic-controlled laundry products. LG Electronics provided info on both dishwasher and laundry product servicing. Maytag trainers explained the nuances of the Neptune refrigerator, as well as their Neptune washer/dryer.

Most of the management infor-

mation was dispensed during breakout sessions during the trade show. These included: (1) Making Warranty Service Calls Profitable; (2) Measuring Service Performance; (3) Optimizing Service Delivery; (4) Using CDA Software; (5) Using ServiceBench; (6) Networking Home and Office; (7) Using the ListServ NESDAnet Program; (8) Using Circuit City's Web-based Software; and (9) Selling and Installing Home Entertainment Systems.

GREAT FOOD AND ENTERTAINMENT

There were nine sponsored meal functions, plus a couple of cocktail hours, coffee/beverage times, and banquet festivities. The latter included a fun-filled, greatly enjoyed Margaritaville evening – including cocktails and dinner – by Philips Consumer Electronics.

Other breakfast (B), lunch (L), dinner (D), or cocktail (C) sponsors were: Hitachi (B), NESDA (D), Panasonic (B), ServicePower (L), Sharp (D), Thomson (L), Tritronics (C), and Toshiba (B). Lunch items were also provided during the trade show at several different locations by various exhibitors.

EXHIBITIONS

Attendees look forward to the NPSC trade show to learn about new products and services, but also to hang out with old or newly made friends while checking the frequent drawing for lots of door prizes.

The following companies exhibited their wares: AON, B&D Enterprises, The Buying Group, CCS Corp., Circuit City, Contact East/Jensen Tools, Cumberland Electronics, Custom Data Associates, Equi-

(Continued on page 14)

fax, Harp Software Solutions, Howard Electronic Instruments, IS-CET, JVC, KPI/ServicePower, LG Electronics, MCM/InOne, NSA, Ness Electronics, NESDA, National Electronics Warranty Corp, Pacific Coast Parts, Panasonic Services Company, Partsearch Technologies, Philips Consumer Electronics, PTS Electronics, Salesmaker Carts, ServiceBench, ServiceNet, Signal Holdings, Sony, Thomson Inc., Toshiba, Tritronics, Tri-State Module, Union Electronic Distributors, VAC, Warranty Corporation of America/Satisfaction, Inc., and Warrantech.

ELECTION RESULTS

Fred Paradis CSM, of Dave's Radio and TV of Ashland MA, was elected president of NESDA without opposition. Fred has been the VP, plus the chair of several active committees in NESDA.



NESDA President-Elect Fred Paradis

In a hotly contested battle for the vice presidency, Dave Thomas CSM (TX) won out over former VPEA president, Don Cressin CET (MD), and our current Region 2 representative, Doug Freeman CSM (FL). Dave, who operates The Video Repair Place Ltd. in Houston, recently served as the president of the Texas Electronics Association. Affable, intelligent, and quite likely qualified for the position, Dave is a relative newcomer who was obviously a "compromise" candidate to avoid putting either of the other two into a leadership position at this time.

Some have described this as a win for the "entrenched power brokers" who deal in non-representative "representative voting." Others say it was a necessary collusion to ensure that the elector would assume his responsibilities without rocking the boat. (The same assessment was voiced over some of the region director selections.)



Exec. Director Mack Blakeley and VP-Elect Dave Thomas at MAC 15

The NESDA Board wants to make it's popular NESDAnet more valuable and user-friendly

Rounding out the slate of NESDA officers are: Secretary, Wayne Markman (CT); Treasurer, Leo Cloutier CSM (CA); Immediate Past President, Brian Gibson CET (MA); Region 1 Director (CT, ME, MA, NH, NJ, NY, PA, RI, VT), Paul Burgio (NY); Region 2 Director (AL, DE, FL, GA, KY, MD, MS, NC, SC, TN, VA, DC, WV, AG, BA, JA, PR, TD, VZ, VI, WI), Doug Freeman CSM (FL); Region 3 Director (IL, IN, IA, MI, MN, MO, ND, OH, SD, WI), George Weiss CSM/NHH (IL); Region 4 Director (AR, CO, KS, LA, NE, NM, OK, TX), Bill Sims CSM (TX); Region 5 Director (AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY, AU, CN, NL, PH), Leo Cloutier CSM.

Non-elected, voting members of the industry Advisory Board are: Steve Miller, NEW; Dave Prince, Panasonic, and Cary Citro, B & D Enterprises.

NESDA COMMITTEES

The following are NESDA's standing committees and chairs: Past Presidents: *Brian Gibson CET*; Awards (Past Presidents): *Brian Gibson CET*; Bylaws: *Billy Williams NHH*; Information Technology: *Del Whiteman CET/CSM*; Endorsements: *George Weiss CSM/NHH*; Industry Relations: *Wayne Markman*; Legislative: *Don Cressin CET*; Membership/Marketing: *Fay Wood NHH*; Professional Service Management: *Randy Whitehead CSM*.

NESDA special committees and chairs are: Certified Service Center: *Rob Steinruck CET/CSM*; Diversification: *Fred Paradis CSM*; Convention First-Timers: *Bita Salimian*.

NESDA ACTIONS

Apparently, there were no major actions undertaken by the NESDA Board or membership. One of the major topics of discussion involved NESDA's e-mail forum, the NESDAnet. Our Region 2 Director, Doug Freeman, advised VPEA prexie, Peter Florance that the Board wants to make that valuable resource more user-friendly. Doug says he is investigating the possibility of acquiring chat room software and possibly making it available to NESDA members. Mr. Freeman says that, "A chat room would be an asset to our NESDA members. It would give servicers a real-time/live forum for discussing anything they want without the fear to offending manufactures, TPA's and parts distributors." He added that, "In my opinion, our previous attempt to enact the NESDA forums failed from

(Continued on page 15)

lack of member participation. "Doug noted that he also will encourage NESDA to change its voting policy to make it more member-friendly and to encourage more member participation. He noted that while a record number of members assigned proxy vote forms this year, it still amounted to only about 12% of the eligible voters. Doug personally feels that one possible solution would be to "spread the voting over a two day period during NPSC." However, he admits that "there are still a lot of details to be worked out with this proposal."

ISCET LEADERS

The new officers and directors of ISCET are the following: President, *Joseph Villademoros CET/Ph.D.*; Vice President, *Dan Mundy CET/CSM*; Secretary, *Rob Steiner CET/CSM*; Treasurer, *John Eubanks CET/NHH*; and Immediate Past President, *Jim Fellows CET/CSM*; The directors are: *Del Whiteman CET/CSM*; *Genaro Guerra CET*; *George Brownyard CET*; and *David Bates CET*.

The ISCET committees chairs are: Awards, *Ernie Curtis CET*; Bylaws, *George Brownyard CET*; Instructor's Group, *Joseph Villademoros CET*; New Certifications: *David Bates CET*; Publicity: *Joseph Villademoros CET*; Chapters, *David Bates CET*; Education and Distance Learning, *Del Whiteman CET/CSM*; Educational Consultant, *Del Whiteman*; Archives & History, *Oscar Romero CET*.

NESDA AWARDS

The following are the recipients of NESDA's prestigious awards: Person of the Year, *Brian Gibson CET*; M. L. Finneburgh Sr. Award of Excellence, *Chris Fabian*, Toshiba; Outstanding NESDA Officer, *Wayne Markman*; Outstanding Committee Chairperson, *Fay Wood NHH*, Chair, NESDA Membership/Marketing Committee; Outstanding

Associate President, *Dave Thomas CSM*; National Friend of Service, *David Velasquez*, Mitsubishi; Regional Friend of Service: (1) *Bob Lindberg*, Panasonic, Region 2; (2) *Paul Nunes*, Toshiba, Region 3; and (3) *Santiago (Jim) Banuelos*, Mitsubishi (Region 5); Membership Award, *Fay Wood NHH*; Associate Leadership Award, *OPEA* (Oregon Professional Electronics Association); PARTners in Excellence: (1) *B & D Enterprises*, (2) *PTS Corporation*, and (3) *Tritronics, Inc.*

NESDAnet Participation Certificates were awarded to *Michael Bisk*, *Dan Mundy CET/CSM*, *Alvie Rodgers CET*, and *Dave Wreski CET*. Outgoing president, *Brian Gibson*, presented personal awards to *Dottie Mahoney* and *Wayne Markman*.

ISCET AWARDS

ISCET honored the following individuals and companies: Technician of the Year: *Dorman McDonald CET*; ISCET Directors Award: *Chris Fabian*, Toshiba; Top Certification Administrator, *Rod Moore*.

HALL OF HONOR

There were two new inductions into the NESDA Hall of Honor: (1) the late Robert Charles "Bob" Masa, Sr., past president of NESDA, and (2) Glen Wolfe CBIT/CET/BIET.

(Author's note: NESDA refers to this program as the "National Electronics Industry Hall of Fame" [NEIHOF].) However, it is neither an all-industry endeavor, nor a bona-fide hall of fame.)

Bill Abernathy NHH (TX) continues in his second of a two-year term as the appointed president of NEIHOF. Rounding out the three-person non-elective NEIHOF board are *John Eubanks CET/NHH* (FL) and the executive director of NESDA, *Mack Blakely* (whose bylaws-required position is perpetual).

NEIHOF has "honorees" (those who have been previously installed into the Hall), but no "members" outside of the self-elected board. Honorees have no vote and no official voice, but are allowed to approve the uncontested nominations of new inductees. Honorees may also attend an annual "meeting" at each NESDA convention, and may provide non-binding feedback to any attending NEIHOF board member

NEXT YEAR

Next year's convention is likely to follow a similar pattern of education, fun, professional advancement, fraternity, fun, good food, peer networking, and fun. NPSC '06 will be held July 25-29 at the Hyatt Regency Hotel in New Orleans LA.

"Laissez Le Bon Temps Roule/Let the Good Times Roll."

Did we mention fun?

For more information and registration, go to: www.nesda.com/npsc/index.html. (This site wasn't updated at press time, just two weeks after NPSC '05, but should be current by the time you get this.) For more info about New Orleans, go to: www.neworleansonline.com

(Author's note: Information for this article came from many sources, with the most current updating gratefully received from NESDA Director of Communications, *Sheila Fredrickson*.)

In Memoriam

We are saddened by the recent losses of: (1) the mother of VPEA past president *Roger Kent* on June 16; (2) the mother of VPEA-LA president *Phyllis Moses* on July 11; and (3) the father of VPEA treasurer *Phillip Jones* on July 28.

Next VPEA and VPEA-LA Board Meetings – Saturday, October 1, 2005

Marriott Courtyard-Richmond Airport, 5400 Williamsburg Rd., Sandston VA, 804-652-0500

Convention Meeting starts at 4:00pm; Meal at 6:00pm; Board Meetings at 7:30pm.

Just east of Richmond, on north edge of airport; west of I-295 and the airport. Take I-64 to S.R. 156 (Airport Dr.; exit 197 south).
Go .9-mi. to Williamsburg Rd., then west .7-mi. to hotel.

Join VPEA Today!

Contact one of the following people for more information about VPEA

Western Virginia:

Phillip M. Jones, CET
616 Liberty Street
Martinsville, VA 24112
(540) 632-5045
(540) 632-0868 Fax
pjones@kimbanet.com

Tidewater:

Michael Gorbett
Color and Sound
13665 Warwick Blvd
Newport News, VA 23602
(757) 874-8818
michael@colorandsound.net

Northern Virginia:

Don Cressin
Certified Electronics Services, Inc.
9050 Frederick Road, Suite D
Ellicott City, MD 21042
(410) 461-8008
(410) 461-1415 Fax
certele@erols.com

Central Virginia:

Lewis Anderson
Purcell TV & Electronics
7522 Forest Hill Ave.,
Richmond, VA 23225-1530
(804) 272-5647

Outside Virginia

Al Moses, CET
ALS TV SERVICE CENTER
111 West Loockerman Street
Suite 2R
Dover, DE 19904
(302) 736-3816 (store)
(302) 736-8555 (fax)
(302) 242-8723 (cell)
dral1@bellatlantic.net

**VPEA REPORTER
C/O PETER FLORANCE, CET/CSM
544 CENTRAL DRIVE # 101
VA BEACH, VA 23454
(757) 498-8277**