

VPEA Reporter

The Virginia Professional Electronics Association Newsletter

Editor-in-Chief Peter Florance CET/CSM

VPEA Reporter - April May June 2006

Assistant Editor Wallace Harrison, NHH

VPEA Nom-Com Announces 2006-2007 Slate of Officers

Robert Lindberg, VPEA Nominating Committee Chair, announced the committee's slate of officers for 2006-2007:

- Peter Florance CET/CSM — President
- Michael Gorbett — First Vice President

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SOME POSITIVE NEGATIVES

By Peter Florance CET/CSM

I'm not a big fan of the typical self-help, ultra-positive affirmations that float around. However, I've found a few that have been helpful to me. Here are some decidedly more negative ones that work for me:

EVERYTHING IS MY FAULT.

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Independent Service: A Certified Success

16th Annual Mid-Atlantic Conference

By Michael Gorbett

The 2006 Mid-Atlantic Conference (MAC) will be held June 9-11, 2006. The Mid-Atlantic Conference is the Independent Service Industry's premiere annual event in the eastern part of the United States. Those who regularly attend understand the significant value of this event.

The theme of the 2006 MAC is "Independent Service — A Certified Success." Through the years, independent service has partnered with various manufacturers to meet the challenge of maintaining the products of technology for the consuming public. One of the best ways for those servicers to stay on the cutting edge of technology is through continued study and certification. The conference offers technical and management training along with the enjoyment of sponsored meal functions and entertainment.

This year's MAC offers even more as it will provide the opportunity

for certification of technicians and managers. There is no greater opportunity to gain access to manufacturers, distributors and third party administrators — and opportunities for professional certification — than the 2006 Mid-Atlantic Conference.

The 2006 MAC is being held at the Virginia Beach Resort Hotel and Conference Center (VBRH), where the Chesapeake Bay meets the Atlantic Ocean. The VBRH offers luxurious accommodations and spectacular views from any of their waterfront suites. This unique facility mixes business with pleasure like no other resort.

Management Education

This year management personnel will have the opportunity to receive instruction for the Certified Service Manager (CSM) exam, with testing afterwards. The CSM certification was developed by the National Electronics Service Dealers Association (NESDA) to provide a means to verify the knowledge needed to manage a modern service business.

The conference also features a trade show where exhibitors will display electronic products, including test equipment that can make servicing easier and more cost efficient. This year's exposition fea-

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Wrapping up My Year as VPEA Pres. and Other Musings...

*Peter Florance CET/CSM,
President, Virginia Professional
Electronics Association*

It's difficult for me to comprehend how quickly my first year as VPEA President has passed. For someone who has tried to stay 'under the radar' in the association for so many years, this has been a real change. Did we accomplish everything I wished we had? No, but much more than if we hadn't tried. So, even though I'm frustrated with myself (lack of time, experience, etc), I'm grateful for the help, ideas and confidence I've received from members and associates.

SERVING ALL MEMBERS

If you are one of our members who do not use or have access to computerized electronic messaging

(called "e-mail"), that's OK by us. It's inevitable that you will not be as fully or as quickly informed of current events as your fellow members who are computerized. Mail takes days to weeks, where computers are almost instantaneous. But we appreciate you just as much and still try to serve and inform you. We keep you updated on association activities through this quarterly newsletter, and notify you via direct mail of any pending bylaws changes.

However, for those of you who do use a computer, we respect your right to be free of unwanted e-mail. Therefore, we try not to bother you with unnecessary messages. Each year, when bylaws changes are proposed, we do send advance notification of this, via e-mail, even if you haven't requested them. That's because, as a member, it's important for you to know about these changes, and because we are obligated by law to do so. But you do not get the other association information that some members.

GETTING CONNECTED

If you do get e-mail, and want to stay abreast of VPEA's activities and programs, and do want to take part in these discussions, you can do so. How? Just ask. Subscribe, or ask to be subscribed — free — to the VPEA "Vee-Net" service.

Subscribing is easy, and of course, it's free of charge. When you sign up, you will get the messages from other members in your in-box as they are sent. You may then also go online at any time to review all previous messages, meeting agendas and minutes, and any other relevant data kept in the archives.

If you are a VPEA member, you can register at www.vpea.org and click on the 'VPEA Message Board' link and you'll see the message board. Click on the register link at the top of page and fill out the boxes. If you have problems registering, email me at peter@audio-services.com

MAC-2006

The 2006 Conference promises to be the biggest and best ever. We've

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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-

State Makes TV/PC Monitor Makers Recycle

It's plain that Maine will strain manufacturers who will feel pain and disdain instead of gain but will strain in vain.

A first-in-the-nation law that went into effect recently in Maine requires makers of televisions and computer monitors to pick up the tab to recycle and safely dispose of their products once they are discarded.

Under the law, which mirrors the approach taken in Europe and Japan, manufacturers must pay for consolidators to gather and sort the electronic waste, then ship it to recycling centers where toxic materials such as lead and mercury are removed.

Environmental activists and state and local officials met with reporters at a recycling center where consumers can now drop off their old electronic boxes for \$2 apiece, instead of the \$15 or \$20 that it had previously cost.

"It's time to bring them out of the attics, out of the garages, out of the closets, out of the basements," said Jon Hinck, an attorney with the Natural Resources Council of Maine, which lobbied for the new law. "It's going to be a lot cheaper than it's been before, and we're happy to say that these things will all be recycled in an environmentally sound way."

Variations in other states

The Maine law is the first of its kind because it bills the manufacturers directly for the cost of sorting, recycling and disposal, Hinck said. A California law requires payment of a disposal fee when a

TV or computer monitor is purchased, while Maryland assesses registration fees from computer makers and disburses the proceeds to municipalities for use in collecting and recycling old computers.

Maine has approved five consolidators to manage the e-waste, send it to recyclers and bill manufacturers for the costs according to the amount of waste they originated. Disposal costs for "orphan units" whose manufacturers are no longer in business will be shared by the other companies in proportion to their overall costs. Officials say the program requires no added costs to the state and no additional state employees.

Toxic concerns

TVs and older computer monitors each contain between four and eight pounds of lead, along with an array of other toxic materials. And newer flat-screen monitors contain mercury, according to the Natural Resources Council, the state's largest environmental group.

The primary purpose of the law is to keep those materials from being released into the environment from incinerators or landfills. However it's also intended to encourage manufacturers to use less lead and to design products that lend themselves to recycling.

Cities and states across the country are considering various versions of electronic waste legislation designed to address what the Environmental Protection Agency has called the nation's fastest-growing category of solid waste.

The Electronic Industries Alliance (EIA), a trade group representing manufacturers of computers and televisions, expressed concern about the Maine law. They suggest that the state may have difficulty holding some foreign and small generic manufacturers to the same standards imposed on makers

of brand-name equipment.

"We clearly want to see this addressed at a national level. We think that's one way to avoid some of those loopholes," said Rick Goss, EIA's director of environmental affairs in Arlington, Va.

Goss said there are advantages and disadvantages to the approaches taken by Maine and California. He said his group is keeping close watch on both states to see how their respective programs work in practice.

Apple slow to join

In Maine, Hinck praised Hewlett-Packard Co. for backing the law and noted that it had testified before the Legislature in favor of Maine's approach. He said Apple Computer Inc. initially opposed the measure but later reversed its stance.

Joining in the announcement was Sandy Cort of the Learning Disabilities Association of Maine. She said capturing potential neurotoxins before they are released in Maine's air and water "will help protect the neurological health of generations of Maine children."

Gov. John Baldacci applauded the law as an example of Maine's strong environmental leadership. "Maine's electronic waste recycling law based on product stewardship is a national model as it protects our environment, saves taxpayers money and puts costs where they belong to encourage safe design and recycling of electronic wastes," he said in a statement.

This article was edited and reprinted from "Watts Current," the official publication of the Florida Electronics Sales and Service Association (FESA).

HD-DVD's Shut-Out Strategy

More about Blue Laser DVD's

By David Carnoy, Executive editor, CNET Reviews; From C-Net Community Hot Topics Online Newsletter (February 28, 2006)

Let's get this straight from the start: This isn't a column about how Toshiba is working with Microsoft to implement HD-DVD drives in the next rev of the Xbox 360. And yes, theoretically there's some sort of newfangled external HD-DVD player in the works for Xbox 360. But this column isn't about that either.

It's about how Toshiba hopes that, by being first to market and pricing its next-generation, high-def DVD players lower than the Sony-backed Blu-ray players from assorted manufacturers, it will gain the upper hand in the next-generation DVD war. If you're hearing echoes of Microsoft's strategy for defeating Sony's PlayStation 3 — getting to market earlier and cheaper — then the column's title should make more sense.

Toshiba's HD-XA1 will be the first HD-DVD player to hit stores.

IT HAS TO BE GOOD

Now that we've gotten that out of the way, cut to Toshiba's ongoing HD-DVD road show, which made a stop recently in New York at a regional electronics chain called PC Richard and Sons on Manhattan's Upper West Side. The usual cadre of grubby tech journalists attended the short press conference, where Toshiba officially trotted out its in-store displays and demos for HD-

DVD. It promises crystal-clear video that should — and damn well better — trump the HD picture that you get from your cable or satellite provider. It even beats over-the-air transmissions, which often suffer from overly aggressive digital compression, as anyone whose watched NBC's artifact-laden Winter Olympics coverage can attest. HD-DVD players and movie discs weren't due in stores until the first week of April" — but the promotions have been in full swing and preorders have been taken for some time.

As part of the demo, Toshiba showed trailers for *The 40-Year-Old Virgin* and Peter Jackson's *King Kong* on a Toshiba 56-inch DLP rear-projection HDTV, and not surprisingly, the images we saw looked really good.

PRICING IT RIGHT

The company has two players launching: the \$800 HD-XA1 will be available first, followed by the \$500 HD-A1 a few weeks thereafter.

Aside from the beefier build, the more luxurious styling, and the motorized flip-down access door of the HD-XA1, both models are all but identical from a features standpoint. Each, for instance, offers network connections that will allow for firmware upgrades and possibly downloads — of what, we don't know because they lack any sizable storage capabilities or flash-memory slots.

Given the similarities, we assume that the less-expensive HD-A1 will be the one that will interest most early adopters. But both models are priced at hundreds less than the upcoming Blu-ray players. Also Toshiba can gradually lower its prices as the year progresses, possibly hitting the \$399 or even the

\$299 mark by the holiday season. In theory, that would put it in a position to capture more market share more quickly than Blu-ray, once both are in the marketplace.

CONSUMER CHOICES

After the demo, Toshiba opened up for a short Q&A. There were several technical questions — more on that shortly. However, one of the more telling questions was directed at a representative from the hosting retailer, PC Richard and Sons, rather than at Toshiba: What would happen when Blu-ray arrived a few months after HD-DVD — would the store market both formats side by side?

Yep, it would, the rep said. And he seemed to indicate that the retailer wasn't going to favor one format over the other. It would simply "let the consumer decide." Still, one would have to assume that salespeople would have to say something, and since the two formats are very similar yet highly complex, they'd try to keep things as simple as possible and stick to pointing out the two formats' minor, yet arguably key differences. I imagine the conversation would go something like this:

QUESTIONS & ANSWERS:

Consumer: Why is HD-DVD better than Blu-ray?

Salesperson: It's cheaper. And oh, it's got a better name. You hear HD-DVD, you know what it is.

Consumer: That's it?

Salesperson: That's it.

Consumer: And they're both backward compatible—they can play my existing DVDs?

Salesperson: Yep.

Consumer: So, what's better about Blu-ray?

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Salesperson: The discs have a larger theoretical storage capacity (50GB compared to 30GB to 45GB). And there should be more Blu-ray movies because Sony owns several movie studios and it'll never make HD-DVD discs. Also, Blu-ray players can output in 1080p while HD-DVD players currently output in 1080i and 720p.

Consumer: What's 1080p?

Salesperson: I suggest you read about it on the web.

BEWILDERING CHOICES

Yes, scratch the surface, and things quickly get confusing. I can tell you that it's pretty difficult for the average person to tell the difference between a 1080p TV showing a native 1080p signal coming from a Blu-ray player and a 1080p TV showing an upconverted 1080i or 720p signal from a HD-DVD player. But Sony will certainly make native 1080p resolution a selling point. The company was already touting its 1080p displays as higher-definition TVs at January's Consumer Electronics Show, even if only a tiny percentage of consumers currently have TVs capable of displaying a native 1080p signal. And fewer still own the 1080p TVs big enough (50 inches or larger) to let you really start to see the difference between a DVD and a high-def disc; be it HD-DVD or Blu-ray.

It gets progressively worse as you dig into the real nitty-gritty. At the press conference, Toshiba got to field questions such as these:

MORE QUESTIONS & ANSWERS:

Q: Will the player's HDCP-enabled HDMI output work with TVs that have HDCP-enabled DVI inputs?

A: Toshiba needed to get back

to us on that one, but we're betting TVs with HDCP-enabled DVI inputs will work fine in conjunction with an affordable adapter.

Q: What's the native resolution of HD-DVD movies?

A: Apparently, movie studios can choose to encode movies on the discs at 720p, 1080i, or 1080p; but the current players' high-def output will be limited to the first two resolutions.

Q: Will the player's analog high-definition jacks (component-video) output HD, or does everything get downconverted to DVD resolution?

A: The players are capable of downconverting analog output to 960x540—better than DVD but only a quarter of the best HD—but it's up to the individual studios to enable that limitation on a disc-by-disc basis.

COMPARING APPLES

Home-theater aficionados love to discuss these fine points, and while the nuances of exciting new technologies—especially competing ones—help drive traffic to sites such as CNET.com, I'm not sure it helps companies sell product. Sony can expect a similar grilling in mid-March when it offers final pricing and specs on its Blu-ray player at its line show in Las Vegas (we'll have full coverage). But like my imaginary electronics store salesperson, I expect the folks at Sony will try to keep their message simple and stay on it. Over and over, you're going to hear from the Blu-ray camp: More movies, more storage capacity, native 1080p resolution—and oh, by the way, we're going to be in the PlayStation 3—whenever it eventually comes out and however much it costs.

As for Team Toshiba, it just

has to go out there and say, "We do the same thing, and we're cheaper." The only problem, of course, is that it won't get the same head-start on Blu-ray that the Xbox 360 has on the PS3 — HD-DVD has only a two or three-month lead time. And I think Toshiba's going to have to get to \$299 faster than it might like — by early fall — to really make the inroads it needs to make for HD-DVD to survive.

DON'T RUSH IN

Of course, even at any price, the big question is: why rush? This format war is going to last a couple of years at

a minimum, and the most compelling products have yet to be seen.

Why buy a \$300 HD-DVD player before you know exactly when the Blu-ray-ified PlayStation 3 will be available and how much it will cost?

Why not wait to see the HD-DVD and Blu-ray recorders that will likely be debuting at next year's CES? Or hold out to see if a combo Blu-ray/HD-DVD player sees the light of day?

For now, I'm on the fence. Even if I do buy a player, I won't be buying any movies. With Netflix carrying both new formats, I'll be sticking to rentals—because I refuse to have a shelf full of movies recorded in a dead-end, Beta-style standard.

How 'bout you?

“It gets progressively worse as you dig into the real nitty-gritty.”

Liquid Crystals: The Basics

Larry Dom

Many manufacturers have stopped producing televisions that utilize CRT's in favor of LCD or DLP units. We are going to look at LCD's. In order to understand how an LCD works we have to know what a liquid crystal is. The name is actually very descriptive. In a liquid the molecules have no ordered structure. A crystal's molecules are ordered and form repeated patterns in all directions.

A liquid crystal has order in only one or two directions. So, a liquid crystal is not a liquid or a crystal but has some characteristics of both. Many varieties of liquid crystals exist and more are being discovered. Each has different structural characteristics and temperature ranges.

Liquid crystals used in displays form a rod-like structure (fig 1).

This is referred to as the nematic phase. Some nematic crystals are naturally twisted and are called twisted nematics (fig 2). Light passes through this crystal. If the rod is twisted then the polarity of the light is twisted also. (fig 2a)

By placing a polarization filter on each end (fig 3), the amount of light that passes can be controlled by twisting the crystal further or untwisting it.. The crystal is twisted by either passing a current through it or with some types applying a voltage. Transparent conductors are used to supply this current or voltage.

Color is obtained by using filters to produce red, green and blue light. The appropriate color light is then passed through the crystals.

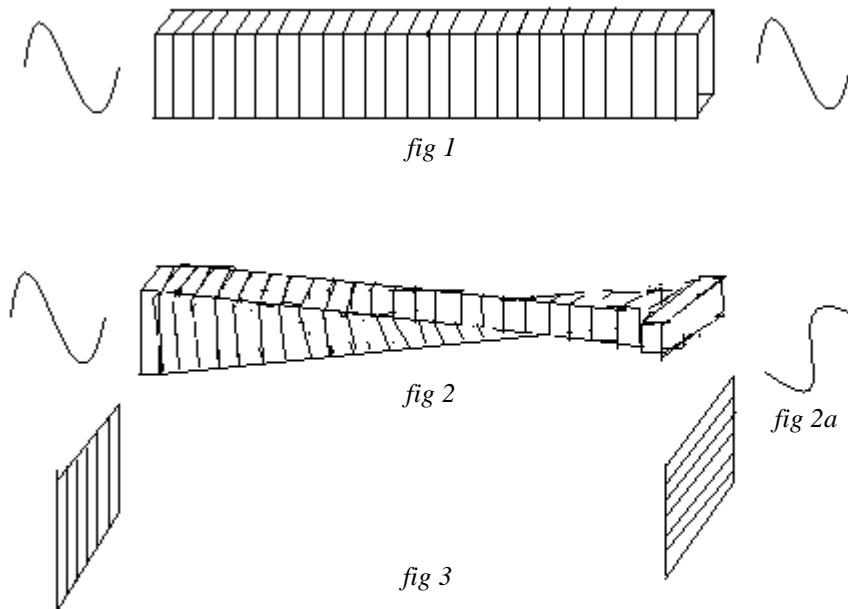
More information on liquid crystals can be found at the Liquid Crystal Institute at Kent University. www.lci.kent.edu/

Larry is President of AVSC Electronics in Virginia Beach, VA

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- Lewis Anderson — Second Vice President
- John Kim — Third Vice President
- Recording Secretary — Dale Miller
- Secretary General — Paul Mount
- Treasurer — Phillip Jones CET

Mr Lindberg noted that additional nominations are accepted from the floor at the General Membership Meeting, June 11 2006.



Crystal structure twisted to change light polarization

Don't Miss Out!

**Register today
for the 2006
Mid-Atlantic
Conference**

**Registration Form
on page 11**

(Continued from page 1)

tures Cumberland Electronics, NESDA, Panasonic, PTS Electronics, Tritronics and Union Electronics.

On Saturday, servicers will have the opportunity to gain direct access to participating manufacturers and third party administrators during the Manufacturer's Round Table Meeting. Peter Florance, VPEA President, will moderate a question-and-answer session between attending 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

Technical Training

The variety of training provided on Friday and Saturday is unparalleled. The top manufacturers teach attending technicians how to understand and service the current high-tech products. The manufacturers committed at this time to participate at the 2006 MAC are Hitachi, JVC, LG/Zenith, Mitsubishi, Panasonic, Philips, Samsung, Sharp, Sony, Thomson and Toshiba. An added bonus to this year's conference is the Certified Electronics Technician (CET) examination. Technicians have the opportunity to study for, and then take the test administered



Thomson's Lynn Davis Instructs at MAC2005

by the International Society of Certified Technicians (ISCET). Those who pass raise their professional standards by becoming CETs.

Food, Fun and Fellowship

Do you enjoy golf? Tritronics is sponsoring a best-ball Golf Outing on the Thursday preceding the conference. The morning tee-off will be at The Signature at West Neck. Natural wetlands and thirteen lakes accent this Arnold Palmer Signature designed masterpiece. You can register for the Golf Outing online at www.vpea.org.

There are many sponsored meal functions and coffee breaks included with your 2006 MAC registration. The gourmet food is made possible by the contributions of Andrews Electronics, Mitsubishi, National Electronics Warranty, Panasonic, Pioneer, PTS Electronics, Sony, Thomson, Tritronics and Union Electronics. In a casual dining atmosphere, attendees are able to socialize with old friends and given the chance to meet new ones.

Friday night's dinner features the keynote address by NESDA President Fred Paradis, CSM. After dinner, plan to attend and participate in our Casino Night, which includes a special guest appearance by a look-and-sound-alike of the legendary Elvis Presley. Our sponsors, Cumberland Electronics and Philips, invite you and your family to play craps, roulette, blackjack and the ever-popular poker game, Texas Hold'em. Both parents and children,

win or lose, have an opportunity to win door prizes.

Each night, following a day of training, unwind and relax in the Hitachi sponsored hospitality room. Take this opportunity to schmooze with your fellow attendees and discuss common business issues.

Explore Your Surroundings

If the 2006 MAC does not provide enough activity for you, then the VBRH and the surrounding area beckons you. The hotel has an indoor/outdoor pool, well-equipped spa and private beach. For any additional dining pleasures, the hotel features two excellent options. The TradeWinds Restaurant is elegant, but casual with a spectacular view of the bay. The other choice is the more relaxed *Café by the Bay*, which serves breakfast, lunch and



Friday's Casino night was a big hit at MAC2005

dinner.

If you intend to go off-site, the VBRH can provide transportation to nearby sites such as the Norfolk Botanical Gardens, Virginia Marine Science Museum, Nauticus Marine Museum (adjoining the open-and-free-to-the-public battleship Wisconsin), the Chrysler Museum of Art, Douglas MacArthur Memorial and Museum, the Adam Thoroughgood house, Old St. Paul's Church, and the boardwalk along the Atlantic Ocean. If money is burning a hole in your pocket, a shopping trip

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to the Lynnhaven Mall, Waterside Complex or Norfolk's MacArthur Center, may be the solution to your problem.

A Certified Success

The 2006 MAC has it all. Management and technical training, trade shows, sponsored events and certification. Take advantage of the opportunities to speak with fellow servicers and industry representatives. Distinguish yourself by becoming a Certified Electronics Technician or Certified Service Manager. Those who attend and the companies who participate determine the success of this popular event.

Will you certify your future as an independent servicer? Be in attendance at the Mid-Atlantic Conference on June 9-11, 2006 in Virginia Beach and become a certified success.

2006 Mid-Atlantic Conference

June 7 - June 11, 2006
Conference Schedule

Wednesday, June 7, 2006

6:00 p.m. – 8:00 p.m. Registration Desk
Open

Thursday, June 8, 2006

9:00 a.m. – 2:00 p.m. Golf Outing
Sponsor: TRITRONICS

6:00 p.m. – 8:00 p.m. Registration Desk
Open

6:00 p.m. – 11:00 p.m. Hospitality Room
Open - Executive Board Room
Sponsor: HITACHI

Friday, June 9, 2006

7:00 a.m. – 9:00 a.m. Registration Desk
Open

8:00 a.m. – 9:00 a.m. Welcoming Breakfast
Sponsor: SONY

9:00 a.m. – 12:30 p.m. Technical Training
(see page 9 for details)

10:30 a.m. – 10:45 a.m. Coffee Break
Sponsor: PIONEER

11:00 a.m. VPEA Pioneers and Honorary
Members Get-together -
Executive Board Room

12:30 p.m. – 1:30 p.m. Lunch - Chesapeake Room
Sponsor: MITSUBISHI

12:30 p.m. – 5:00 p.m. Trade Show

1:30 p.m. – 5:00 p.m. Technical Training
Resumes (see page 9 for details)

1:30 p.m. – 5:00 p.m. Management Training
- CSM Study Session

3:15 p.m. – 3:30 p.m. Coffee Break
Sponsor: N.E.W.

5:30 p.m. – 6:00 p.m. VPEA Board Meeting
Executive Board Room

6:30 p.m. – 8:00 p.m. Dinner - Chesapeake Room
Sponsor: PTS Electronics
Keynote Speaker: Fred Paradis, CSM

8:00 p.m. – 10:30 p.m. Entertainment –
Casino Night - Waterfront Room
Sponsors: CUMBERLAND ELECTRONICS and PHILIPS

10:30 p.m. – Midnight Hospitality Room
Open - Executive Board Room
Sponsor: HITACHI

Saturday, June 10, 2006

8:00 a.m. – 9:00 a.m. Breakfast- Chesapeake Room
Sponsor: TRITRONICS

9:00 a.m. – 12:30 p.m. Technical Training
(see page 9 for details)

9:00 a.m. – 12:30 p.m. Manufacturer's
Round Table - Virginia Room

10:30 a.m. – 10:45 p.m. Coffee Break

12:30 p.m. – 1:30 p.m. Lunch - Chesapeake Room
Sponsor: PANASONIC

1:30 p.m. – 5:00 p.m. Technical Training
Resumes (see page 9 for details)

1:30 p.m. – 5:00 p.m. CET/CSM Testing

2:00 p.m. – 5:00 p.m. Manufacturer's
Individual Meetings - Virginia Room

3:15 p.m. – 3:30 p.m. Coffee Break

5:00 p.m. – 5:30 p.m. VPEA General Membership Meeting (includes Election of Officers) — Executive Board Room

6:00 p.m. – 7:00 p.m. Cocktail Hour- Horizon's Lounge
Sponsor: ANDREWS ELECTRONICS

7:00 p.m. – 9:00 p.m. Awards Banquet- Chesapeake Room
Sponsors: THOMSON and UNION ELECTRONICS

9:00 p.m. – 12:00 a.m. Hospitality Room
Open- Executive Board Room
Sponsor: HITACHI

Sunday, June 11, 2006

9:00 a.m. – 10:30 a.m. Brunch and Give Away- Chesapeake Room
Sponsor: TOSHIBA

11:00 a.m. – (?) Board Meeting- Executive Board Room

Ladies Auxiliary Schedule

Friday June 9.

8:00 A.M – 9:00 A.M Breakfast (see main conference schedule)

9:15 a.m. - Noon Get Acquainted Meeting and Business Meeting - Premier Jewelry by Lillian; Executive Board Room

Noon - 1:00 p.m. LUNCH – (see main conference schedule)

2:00 p.m. Norfolk Botanical Gardens Tour or Crafts by June Lindberg

6:00 p.m. -10:30 p.m. Dinner and Entertainment (see main conference schedule)

Saturday June 10

7:30 a.m. - 8:30 a.m. Breakfast (see main conference schedule)

9:00 a.m. – Noon Crafts (candles) by June Lindberg

12:30 p.m. - 1:30 p.m. Lunch (see main conference schedule)

1:30 P.M – 5:00 p.m. Historical Memories Album Creating

7:00 p.m. – 9:00 p.m. Awards Banquet (see main conference schedule)

Sunday June 11

9:00 a.m.- 10:30 a.m. Brunch and Give Away (see main conference schedule)

11:00 a.m. — Ladies Auxiliary Meeting

2006 Mid-Atlantic Conference Management and Technical Training

Take advantage of this weekend's top Management and Technical training. Register On-Line at www.vpea.org (click on the MAC2006 link)

All a.m. sessions are 9:00 a.m. - 12:30 p.m.

All p.m. sessions are 1:30 p.m. - 5:00 p.m.

CSM TRAINING One Session Fri p.m. *Trainer - Rob Steinruck CET/CSM*
The Certified Service Manager CSM Prep Class. The CSM certification was developed by NESDA to provide a means to verify the knowledge needed to manage a modern service business.

CET/CSM and Other ISCET Testing One Session Sat p.m. *Administrator - Al Moses CET/CA*
Onsite testing to get your the certification you need for today's industry. You can register online at www.vpea.org.

HDTV and other Content Issues One Session Fri p.m. *Charles Stutsman Chief Engineer - WAVY TV*

HITACHI - PLASMA One Session Fri a.m. *Trainer - Alvie Rodgers*
Covering information obtained from the field and from information obtained through Service Technicians and other forums.

JVC DIGITAL VIDEO CAMERA Two Sessions: Fri p.m. & Sat p.m. *Trainer - Dominick Charowski*
Practical troubleshooting of Digital Video Camera and camera updates. Training and discussion of the Service Support Software.

LG Zenith Plasma Two Sessions Sat a.m. & Sat p.m. *Trainer - Chris Gerrick*
Training program will discuss the operation, troubleshooting, and alignment of the New DVR - DCR, Plasma Technology.

MITSUBISHI - 2006 & 2007 Product Line One Session: Fri a.m. *Trainer - David Perry*
An overview of servicing Mitsubishi's 2006-2007 product line, including DLP and LCD projection and LCD direct view technologies.

PANASONIC - PLASMA
Two Sessions: Fri a.m. & Sat a.m. *Trainer - Jean Magloire*
Overview of plasma display television, including specifications, PCB description, Power-On Operation, Video Block Diagram, Audio Block Diagram, SOS Protection. The course will cover troubleshooting, alignment and adjustments.

PHILIPS - PLASMA & LCD Two Sessions: Fri all day and Sat all day *Trainer - Howard Shoudy*
Update training on current Plasma and LCD products, including the new EL1.1 Chassis used on 2006 products. Service tips and problem updates.

SAMSUNG - 2006 CRT, DLP & PDP Two Sessions: Fri a.m. & Sat a.m. *Trainer - Jim Swift*
Troubleshooting and repair of Direct View, DLP and PDP units. The course covers troubleshooting, alignments, circuit explanations and repair techniques.

SHARP - AQUOS LCD Two Sessions: Fri a.m. & Fri p.m. *Trainer - Steve Gelman*
In this course you will learn how to diagnose the new 26", 32", 37" and 45" Aquos LCD televisions to board level and perform the necessary adjustments and alignments.

SONY - PROJECTION TELEVISION Two Sessions: Fri p.m. & Sat p.m. *Trainer - Pete Zellman*
Troubleshooting and Disassembly Procedures For the MIX-5 Rear-Projection Television Chassis. Course covers a brief circuit description along with troubleshooting to board level. Proper disassembly and removal of the lamp driver and optical block will be demonstrated.

THOMSON - DLP One Session: Sat a.m. *Trainer - Lynn Davis*
DLP Troubleshooting and the Evolution of the Light Engine. The course highlights the most recent technology used in the DLP.

TOSHIBA - DLP Two Sessions: Fri a.m. & Fri p.m. *Trainer - Phillip Baxter*
Training program will contain numerous procedures and troubleshooting applications. The training program will contain a lot of new approaches and information necessary when servicing the 2005 Toshiba DLP product. Introduction of a new program called TKEP or Toshiba Knowledge Exchange program.

NPSC Schedule Released

The 2006 Annual National Professional Service Convention (NPSC) will be held July 26-30, 2006 - Hyatt Regency San Francisco Airport

TUESDAY JULY 26

8 AM - Golf by Tritronics
1:30-6 PM - NESDA Board Meeting
6-7 PM - Welcome Reception, ServicePower

WEDNESDAY JULY 27

7:30 First-timer Orientation
8-9 AM - Breakfast, Pioneer
9AM-Noon - Servicing Samsung '05 DLP
9AM-Noon - Servicing Maytag Neptune Refrig.
9:15-12:15 - NESDA Past Presidents
9:30-Noon - ISCET Instructors & Cas Meet
10-11AM - High Cost of Mgmt - Hitachi
Noon-1:30 - Luncheon, Thomson
1:45-3:15 - Thomson Dead-set Troubleshooting and PTV Digital Convergence
1:45-3:45 - Making Warranty Profitable
1:45-4:45 - Seminar, GE Laundry
1:45-4:45 - Hitachi Plasma and LCD Field Service Issues - Part 1
1:45-4:45 - CSM Prep Class
1:45-4:45 - CET Prep Class
3:30-5 PM - LG Plasma Update
5 PM - Keynote Address, Gary Shapiro

6:15-7:15 - Cocktails, Andrews Elec.
7 PM - Dinner, Sharp

THURSDAY JULY 28

7:30-8 - First-timer Orientation
8-9 AM - Breakfast, Panasonic
9-10 AM - NESDA Town Hall Meeting
9-11:30 AM - CEA Cust. Care Council
9 AM-Noon - Samsung DLP Training
9 AM-Noon - Hitachi Plasma and LCD Field Service Issues - Part 2
9 AM-Noon - Toshiba 2005 PJTV with IICB Interface Demo
9 AM-Noon - Maytag Neptune Frontloaders
9 AM-Noon - Philips/IBN Web Portal
9 AM-Noon - Sony LCD TV Service
9 AM-Noon - Sharp 3005 DLP Training
9 AM-Noon - Mitsubishi 2005/06 Proj.TV
9 AM-Noon - Rock-Ola Jukebox Training
10 AM-Noon - NESDA Annual Membership
10-11 AM - New Technologies for Optimizing Service Delivery
10 AM-Noon - CDA Software Users
11 AM-Noon - Using ServiceBench
Noon-1:30 - Lunch, ServicePower/Nextel
1-4 PM - Sharp Insight Range Service
1:30-4:30 PM - Sony LCD TV Trblshtg
1:30-5:30 TRADE SHOW
1:45-3:15 PM - LG Dishwasher
2-3 PM - Mobile Technologies/ServicePower
2:30-4 PM - Home/Office Networking
3:30-5 PM - LG Laundry
5 PM - NESDA Office5r Elections
6-7 PM - Cocktails/Dinner, Philips

FRIDAY JULY 29

8-9 AM - Breakfast, Toshiba
9 AM-Noon - ISCET Board Meeting
9:10-10:15 and 10:30-11:35 AM - Servicers Information Symposia (Indiv. Mfr. Breakout sessions)
11:45-1:15 - Lunch in Trade Show
1:30-4 PM - TRADE SHOW
1:30-2 PM - Using ListServ NESDAnet Program
1:30-4:30 PM - NESDA Hall of Honor Meet
1:30-4:30 PM - Toshiba '04 PJTV w/ HCB
1:30-4:30 PM - Panasonic LCD Proj. TV
1:30-4:30 PM - Mitsubishi '05/06 Proj. TV
3:15-4:15 PM - Using Circuit City's Web-based software
Evening - On Your Own

SATURDAY JULY 30

8-9 AM - Breakfast, Hitachi
9:15-12:15 - ISCET Annual Membership Meeting
10-11:30 AM - Best Ideas Contest
Noon - Lunch on your own
1:30-5 PM - CET and CSM Testing
2:30-4:30 PM - Profitable Entertainment Systems and Home Theater
6-7 PM - Cash Bar Cocktail Hour
7 PM - NESFA Awards and Officer Installation Banquet

PHILIPS ★ SANYO ★ SAMSUNG ★ SHARP ★ SONY ★ THOMSON ★ TOSHIBA ★ ZENITH

HITACHI ★ JVC ★ MITSUBISHI ★ PANASONIC

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(Continued from page 2)

built upon the past very successful conferences, and added a few new features and innovations. The core of conference remains the same: top training, industry communications and that much-needed R&R on the beach. And that's why MAC2006 is so popular and successful. I hope to see all of you there.

PROPOSED ASSOCIATION CHANGES

We have a number of association changes recommended by the board. These will come up for a vote at the VPEA General Meeting on Saturday June 10, 2006. Some of these are major changes and we need your vote 'for' or 'against'!

Expansion of Association Boundaries. It may surprise you to learn that we have a large number of member who do not reside or operate a business in Virginia. I suspect part of that is due to some gentle arm-twisting by Jim Teeters and

others, and part, because none of our surrounding states still maintain state servicer associations. This proposal would change the association's name and expand it's defined territory to all the surrounding eastern states. Details regarding this proposed bylaws change (and the others below) have been mailed or emailed to all members and posted on our message board. .

Eligibility of VPEA Officer and Board Members Currently our bylaws restrict officers and Board member to representatives of member businesses. The proposed bylaws change would increase the number of members eligible to fill these posts.

Change in Lifetime Voting Member requirements Currently only persons who have been Active Voting Members are eligible to be considered for Lifetime Voting Member. Members of the board felt the existing bylaw did not recognize exceptional people who have contributed to the organization, but

have not been a full member (non-business owner, etc.).

Wallace Harrison, Chairman of Operating Rules Committee has mailed the complete proposed bylaws changes with background information to all members. Please take time to read this important information. Note we are still looking for comments and debate on these proposals. Let your voice be heard by posting your comments on our message board.

Thanks and see you in June.

Sign up now for the 2006 Mid-Atlantic Conference!

Details on page 15

(Continued from page 1)

In fact, everything that happens to me really is my fault. I have this written over my computer monitor to remind me of this. Anything that goes wrong in my service center is my fault. It's because I didn't train someone well enough, I hired someone I shouldn't have, or I didn't fire someone that I should have. Either I'm working too cheap, or I'm repairing gear that I shouldn't. What "everything is my fault" implies is, "I have control over my world." If I have accountability, I must have control. So when things aren't going right, reminding me that everything is my fault prods me to fix it if I can.

This is empowering. Taking the blame is the same as understanding you had the control all along.

I AM NOT PERFECT

Really, I'm not. The phrase, "I'm not perfect" is the best escape hatch you'll ever find. You've been in that situation where one of your employees has mishandled some-

thing with a customer. Often, we just dance around the issue, make excuses or, sometimes, out-right lie. Next time you're faced with this, remember you're not perfect. Look that customer in the eye and say, "we messed up". What does that accomplish? Well, it lays out the following:

- It implies that it must be out of the ordinary for you to state it so overtly; it brands it as the exception in a normally well-run business. Which is usually true.
- It gets the blame-game over before it starts. After you acknowledge responsibility, you move on to solving the problem. It allows you to look forward instead of backwards.
- It reminds you that most of the time, you do things pretty well. You're secure enough to admit the occasional failing.

I've found this to be incredibly liberating. "Mrs. Jones, we ordered the wrong part. We're getting the correct part in here as fast as we can." "Mr. Smith, our customer service representative did not give you the correct information ..."

I have found my friends and co-workers are 'amused' by some of my positive-negatives. I'll share more in upcoming issues. If you have a comment you'd like to share with me or our readers, please email me at letters@vpea.org.

TRAINING, TRAINING !!



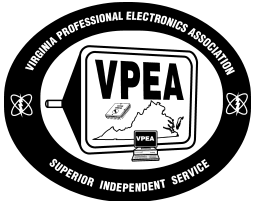
COMING EVENTS: Mark your Calendars



VPEA Mid Atlantic Conference June 9-11, 2006 - Virginia Beach
Details: <http://www.vpea.org/>

NESDA NPSC July 25-29 San Francisco
Details: www.nesda.com

NesdaOHIO Weekend of Training Sept 22, 22, 23 Hudson, Oh
Details: www.nesda-ohio.com



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



2006 MAC

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Hotel Website: www.virginiabeachresort.com

**Rooms are available at the conference rate of \$99 per night
if reserved by May 17, 2006**

For more information visit: www.vpea.org/ConventionDetails.htm

or contact

VPEA President
Peter Florance, CET/CSM
AUDIO SERVICES
Phone (757) 498-8277
Fax (757) 498-9554
e-mail: peter@audio-services.com

Mid-Atlantic Conference Chairman
Michael Gorbett
COLOR AND SOUND, INC.
Phone (757) 874-8818
Fax (757) 874-8488
e-mail: michael@colorandsound.net

NESDA NEWS

News from the National Electronic Service Dealers Association



Benefits and Programs for NESDA Members

National Electronic Service Dealers Association

NESDA SERVICER LOCATOR (NEW)

Customers, TPA's, and manufacturers can now find NESDA members by going online and entering a zip code. All member-service centers located within the radius selected are displayed, showing products serviced, warranty and extended warranty affiliations, and business and technical certifications.

The customer may use the system to send an email request for service. For more info, check out the website at:

http://www.nesda.com/locator/state_search.php

NESDANET, THE E-MAIL SELF-HELP PROGRAM

NESDA members can join NESDAnet, the e-mail forum for the exchange of industry-related information and technical/ parts assistance. Members can discuss service and management concerns, seek out parts and technical assistance, and converse on topics of interest. Not yet a member? Go to <http://www.nesda.com/servicers/trial.html> for a free, 30-day trial.

TECHMATE, THE TIPS PROGRAM

This is a growing web-based program for NESDA members that contains thousands of useful repair hints, includes tips from several major electronics manufacturers.

ACCESS TO INFORMATIVE NESDA.COM WEB PAGE

The NESDA website contains helpful information for NESDA members only.

INDUSTRY MAGAZINE

ProService Magazine is a bi-monthly publication of NESDA and

ISCET, with two mailed issues and four on-line issues per year.

ANNUAL DIRECTORY AND YEARBOOK

Each January, NESDA mails each member a resource directory and sourcebook containing listings of manufacturers, distributors, educational sources, trade associations, trade publications, software and systems providers, service contract providers, and more. Included is a listing of all NESDA members at the time the book was printed, along with photos and contact information for the leadership of both NESDA and ISCET.

NESDA INSURANCE PROGRAM

NESDA members may participate in an optional competitively priced, preferred-rate insurance program that offers: Group Life, Health, and Disability Insurance; Dental and Vision Coverage; 401(k); Liability Insurance (Professional, General, Directors & Officers); Building and Property Coverage; and Workers Compensation.

ANNUAL NATIONAL PROFESSIONAL SERVICE CONVENTION (NPSC)

The annual convention offers several days of meetings, training, and social events. Included are management seminars and technical training sessions. First-time NESDA members receive one complementary convention registration. For more NPSC info, go to: <http://www.nesda.com/npsc/index.html>

NESDA CREDIT CARD PROGRAM

NESDA provides a low-rate credit/debit card processing program for Visa, MasterCard, American Express, Discover, Diner's Club, and private label cards.

LEGISLATIVE WATCHFULNESS

NESDA and its associate organizations keep an eye on political and legislative activities at both the state and national levels.

INDUSTRY AND MANUFACTURER RELATIONS

An open dialogue is maintained between NESDA Industry Relations Committee and electronic product manufacturers to convey dealers' special needs. NESDA seeks the intelligent interchange of information to benefit the entire electronics service industry and to improve the relationship between the technician and service dealer, manufacturers and distributors, and the consumers they serve.

MEMBER DISCOUNTS

PARTS: Members receive discounts from several parts distributors as a benefit of membership.

INDUSTRY: Members are also entitled to substantial discounts off the regular prices of NESDA's industry-serving programs. Savings are available for many books, video training tapes, computer software, computerized service tips, and specially selected products.

OFFICE SUPPLIES: Set up a web portal with Staples (through The Buying Group) for your regularly used office products and get savings of from 10-20%.

SHIPPING: Sign up for DHL through The Buying Group for the best in fast and efficient letter, parcel, or package shipping. Get FREE weekly fee for regularly scheduled pickups (savings of up to \$520 annually), plus save 10% on regular freight charges.

For more information about NESDA, contact:

The National Electronic Service Dealers Association
3608 Pershing Avenue, Fort Worth, TX 76107-4527 • 817/921-9061 • FAX 817/921-3741 • info@nesda.com

Apply for a FREE 1-Year Membership in NESDA: Includes full membership, plus FREE subscription to NESDAnet, and FREE TechMate (Tech Tips). Go to: <http://www.nesda.com/servicers/angelmember.html>



2006 MID-ATLANTIC CONFERENCE

June 9th – 11th, 2006

Hosted by the

Virginia Professional Electronics Association

REGISTRATION FORM

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

(_____) _____ Fax (_____) _____ E-Mail _____

FULL CONFERENCE REGISTRATION INCLUDES:

All programmed meal functions, banquets, door prize drawings, trade show admission, dealer/manufacturers meetings, admissions to all unrestricted meetings and workshops, and includes all sponsored functions.

Full Paid Registration RECEIVED BY:	1st Fully Paid Adult Registration	Each Additional Adult (same family / bus.)	Children (Age 5 – 16)
Full Convention	_____ @ \$135	_____ @ \$130	_____ @ \$90
Subtotal :	_____	_____	_____

Make checks payable to: **Virginia Professional Electronics Association.**

Total Amount Enclosed: _____ Check or Money Order Number: _____

Rooms are available at the conference rate of \$99 per night if reserved by May 17, 2006.
Reservations handled solely by:

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www.virginiabeachresort.com

PLEASE PRINT NAMES OF ALL ATTENDEES, AS THEY ARE TO APPEAR ON THE NAME BADGES.

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

Need more info? Check www.vpea.org/ConventionDetails.htm

Next VPEA Board Meeting – Saturday, March 11th, 2006
Virginia Beach Resort Hotel, 2800 Shore Drive., Virginia Beach VA, 757-481-9000
Conference Meeting Meeting starts at 4:00pm; Board Meeting Starts at 7:00pm;
All VPEA members are invited to VPEA Board Meetings

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
14818 Warwick Blvd
Newport News, VA 23608
(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/CA
ALS TV SERVICE CENTER
111 West Loockerman Street
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