

T-E-A



NEWS DIGEST

News and Information for Electronic Service Dealers

Fall
2009
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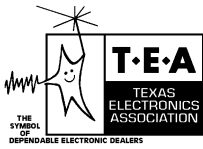
[TEA Website](#)



Dean Doba, MST/CSM was elected President of the Texas Electronics Association, Inc. at the recent TEA/G-SPEC Convention held in Houston, TX, October 9-11th. Dean is Vice-President and General Manager of Bammel TV, Inc., 14530 Walters Rd, Houston, TX. He is a past president of the Houston, Texas local chapter and has served as Vice-President of TEA for the past two years.



Larry Parnell, emcee and TEA Golden Gulf Coast Governor, on the far left gives the oath of office to the incoming offices of the Texas Electronics Association. Standing to the left of the head table, incoming President, Dean Doba MST, CSM, Immediate Past President, Rudi Otto CSR, MST, CET, CSM, incoming Vice-President Joe Montoya, incoming Secretary, Kent Newsom MST, CSM, and incoming Treasurer David Bond MST.



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 Pasadena

NESDA Region 4 Director
Rudi Otto MST/CET/CSM
 K-O Electronics
 Dallas

TEA Executive Director
 Mack Blakely, EHF
 Ft Worth, TX

T-E-A

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CAROLYN'S CORNER



Editor's Note:

Carolyn has been completely tied up for the past several months tending to her 92 year old mother who has been in and out of the hospital and now in a rehab facility. She somehow found the time and worked very hard to help prepare for the T-E-A Convention and as you can see from the pictures below, she also enjoyed participating in the convention events.



Carolyn enlisted the help from Abbie Parnell for door prize drawing.



Carolyn delivers door prize to Denny Mills



Keven Parnell on right enjoys a laugh with Carolyn and daughters Abbie and Kellie and his wife Danielle.



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Industry Update

Editor's Note: This article contains several valid points to consider in the current economy and with the manufacturers and TPA's making drastic changes in their rates and policies.

NESDA President's Message Dave Thomas CSM/MST from NESDA ProService Magazine

"ON BEING THE BEST"

Are you the best service center in your market?

I ask myself that question regularly and find that we always have room for improvement. Sometimes improving involves adding something to our procedures to keep our customers better informed or sometimes it requires us to bring back a process that we let die for whatever reason, but I want our customers to believe that we are the best at what we do and if you are not asking yourself that question, then maybe your competition is.

I have been writing about stepping up our game over the last several months. I have talked about training, certifications, cutting cost, increasing productivity, and making good decisions about the type of products we repair and companies that we do business with. I have talked about other service models and how their efforts impact our businesses. I have talked about the fact that no one can do what we do right now and to remain competitive, we have to sharpen our skills and change how we operate our businesses.

All that being said, companies that we do business with have a sincere interest in obtaining qualified and professional service for their customers. The companies know that great service drives brand loyalty and all companies are looking for that in this tough economy. We, as an industry, need to do everything in our power to keep our cost in line so we are the chosen ones to continue to provide that level of service. I believe that no one at this point can deliver an overall better service experience than we can. But, we have to step up our game and make sure we do not give our competitors a chance to catch us comfortable and unwilling to make changes where necessary in our business model.

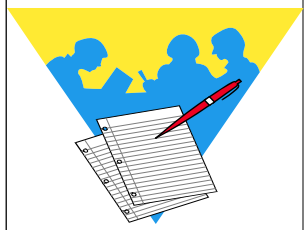
We have to be professionals. As NESDA members, we agree to abide to the NESDA Code Of Ethics and as such need to conduct ourselves in an honest and ethical manner when we deliver service for our customers, whether that being a consumer, manufacturer, or contract provider. NESDA is looked at as the premier trade association in the USA. I would like to say that NESDA members represent better than average service centers. I also believe that this is another way to widen the gap as we are compared to other Independent technicians that would like to take over our business.

The NESDA board has approved a change in the criteria looked at for placing a NESDA member on the TVRepairPros.com service referral site. We believe that a service center needs to have a positive rating with the Better Business Bureau in order for the consumer to view them as a professional. This should be a win for everyone involved as many consumers check the BBB rating before calling a service center for service. If your company has a poor rating, it is probably costing you service calls. You may not even be aware that you have a poor rating, especially if you are not a BBB member. The NESDA office will outline more details on the new requirement and how you can meet it.

When we are acting as consumers, we will pay a little more for quality and professional treatment. We recognize that there is a difference and if we can handle the price difference, we want it. We realize that the service experience will be better and our frustration levels will be lower if we buy the better product. We want the price to be close and we want the goods to be superior. That is what we need to deliver now to our customers. We need our pricing right and our service outstanding. We need to have our attitudes right and our spirit of cooperation right, so that we can the service center that excels with regards to customer service.

We can withstand the threats on our industry if we can deliver what our customers need. There is no reason for remote techs, Independent contractors, and Paratroopers to come into our area, if we are providing what our customers are asking for. That may include adding services to your business or stretching out a little to accommodate a valuable customer, but this is the time to say yes to opportunities and commit to the future of this business. It will not be the same as before, but people have told me for years that the end is near, even as I continued to have record profits. I guess you have to be careful what information that you want to accept as true and make sure you are changing with your customer's needs. That is really what keeps us in business.

Mark Your Calendars



2010 International CES

Las Vegas, NV
January 7-10, 2010

2010 Oregon Profession Electronics Association Convention

Hood River, OR
March 11-14, 2010

T-E-A Board Meeting

Fort Worth, TX
Tentative Date
February 6, 2010

T-E-A Technical Institute

Marriott DFW
Fort Worth, TX
Tentative Date
April 30-May 1, 2010

2010 Mid-Atlantic Conference

Virginia Beach, VA
June 9-11, 2010

2010 National Professional Service Convention & Trade Show

Nashville, TN
August, 3-7, 2010



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T-E-A 57th Annual Convention Pictures



Manufacturer/TPA Panel Discussion Saturday morning. From left to right: Moderator and NESDA President-Dave Thomas MST/CSM, P&F Field Service Representative-Rob Kiehna, Mitsubishi Field Service Manager-Mike Snead, Mitsubishi Warranty Manager-Lisa Dawsey, Sharp Field Service Manager-Steve Gelman, Hitachi Warranty Manager-Bill Warren CET/CSM/EHF, N.E.W. Field Service Manager-Dave Valesquez, Panasonic Field Service Manager-Jeff Dooley. President Thomas is addressing TEA members attending panel discussion



T-E-A 57th Annual Convention Pictures



Kim Wagner representing Encompass Group, Tritronics receive appreciation plaque from President Rudi Otto for sponsorship of the river boat dinner cruise on Friday night.



Dave Valesquez of NEW received appreciate plaque from President Rudi Otto for sponsorship of the bus transportation to the Riverboat dinner cruise.



Lisa Dawsey, Mitsubishi receives appreciation plaque from emcee Larry Parnell for sponsorship of the Saturday evening cocktail party.



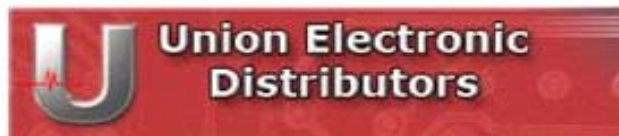
Bill Warren CET/CSM/EFH, Hitachi receives appreciation plaque from emcee Larry Parnell for sponsorship of the Saturday evening banquet.



Rudi Otto, CSR/MST/CET/CSM receives outgoing President's plaque for his past 2 years as TEA President from emcee Larry Parnell..



Jeff Dooley, Panasonic, receives appreciation plaque from incoming T-E-A President Dean Doba MST/CSM for sponsorship of the Sunday morning breakfast..



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