

## ASSOCIATION SURVEY RESULTS

On July 2, 2009 a comprehensive web-based survey was sent to over 1,000 servicers including both members and non members. The purpose of the survey was to obtain valuable feedback regarding many different topics that the board of directors could use to enhance the effectiveness of the association for its members.

Needless to say the response rate was less than desirable although I would like to take this opportunity to share the results with you as follows.

<u>QUESTION</u>	<u>YES</u>	<u>NO</u>
1. Are you currently a member?	12	8
2. Would you participate in an email forum on our web site? What topics would you like to share with other members?	If yes, 14	6

### Answers

ALL TOPICS RELATED TO RUNNING AN APPLIANCE SERVICE COMPANY, INCLUDING (BUT NOT LIMITED TO): TECHNICAL, MANAGEMENT, MARKETING & CLERICAL TOPICS. ALSO REFERRAL SOURCES FOR SERVICE & PARTS.

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troubleshooting, state of the industry, etc.

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I'm not sure where my next job will be; however, I think a forum is a great idea. As far as topics, let the members drive that. List different categories, e.g., General Business, Customer Satisfaction, Technical (for appliance and one for CE) the members can select from and see where it goes.

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membership

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Image

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depending on time

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mostly problems I run into on occasion; look for possible solutions.

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Out of the retail sales and service business

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none at the moment.

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Differences in the Majors, what is expected to change in service, and how it can be made to work for independent servicers?

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Technical issues with product, problems in the industry, ways to improve our businesses.

3. What ideas do you have to increase membership?

### Answers

THE SPONSORSHIPS FOR THE CONVENTION & MEMBERSHIP WORKED FOR US!  
WE PLAN ON CONTINUING AS MEMBERS AS WELL AS ATTENDING CONVENTIONS IN THE YEARS AHEAD!

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Hummmm....

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none

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Not being a member it hard to say. However, the servicers must see value for his or her investment, especially in these times.

many

partnership with others

lower the membership fee.

Affiliate with other organization.

charge less

The thing that always worked best in the past was technical training, that more than credit card or insurance programs

4. Please list the benefits that you would like to receive as a member of the association.

Answers

\*EMAIL NETWORK FORUM

\*REFERRAL NETWORK/DIRECTORY OF MEMBERS

\*WEB TRAINING

na

Besides the bragging rights and annual conventions, I'd like to see regional mini-classes on small business solutions, or training on new product fixes.

Major Appliance Service Price Guild and servicers need to be more educated about flat rate service price.

Help with getting better rates with manufacturers for repairing warranty products.

N/A

Gatherings where we could meet and Talk with other members.

Being Kept abreast of current industry issues and resolutions. Possibly being able to get "affordable" health/dental coverage on a group basis.

The benefits that come with this membership are already great, can't think of any others:)

extended warranty contracts

5. We have formed an industry relations committee. Please list the 3 most important industry concerns in your company.

Answers

1) CUSTOMERS UNABLE TO OBTAIN PARTS UNDER WARRANTY FROM MANUFACTURERS FOR US, A NON-WARRANTY SERVICER, TO COMPLETE THE CUSTOMER'S JOB.

Dropping Rates, reduced or eliminated parts mark-ups, increased administrative burden on servicers

Chinese junk

with no parts, service info

1) warranty work issues (i.e. having to order warranty parts instead of the manufacturer providing them, etc), 2) having access to tech lines on products I don't warranty, and 3) advertising our company (print vs. online).

Same as above, MASPG will help increase profit.

Warranty Warranty Warranty

30 years ago I was on that committee and since nothing has changed; the following: Close relations with the BEAR and their enforcement aspects.

Goind (better) rates from Manufacturers/extended service providers for

warranty and or service contract repairs.

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6. Please give us suggestions on a fund raiser for the association to generate revenue throughout the year.

Answers

SOCIAL ACTIVITIES i.e. CONCERT/DINNER/LUAU/CASINO NIGHT/  
HARBOR CRUISE/BREWERY TOUR

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World's Finest chocolate bars w/ almonds, i.e., point of sale fund raisers.  
Joint sponsorships with major fund raising events in order to present the  
association and its members in a positive light - caring and trustworthy.

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will think on it

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auction off a nice outdoor grill, or maybe a trip to somewhere nice in California.

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Association should work with Appliance University for the MASPG book on  
Subscription for PSOC members. AU would share the income from the  
subscription with PSOC. Call Mike Silbaugh at 800 743 0455 for details.

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Naked lady car wash, a can't miss idea. Where and how to staff is up to you.

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Do not know at this time.

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A drawing where the association gets a few items and sells tickets. Winner  
need not be present to win. Prizes shipped directly to winner.

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The contribution is part of the cost of doing business. It should be more  
important than fuel or vehicle maintenance. Pay or perish. Pastor Martin  
Niemoller said: They first came for the Communists, and I didn't speak up, then  
they came for the Jews, I didn't speak up etc.

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7. How can we enhance the monthly newsletter?

Answers

WE HAVEN'T SEEN ONE YET! IS THERE A MONTHLY NEWSLETTER?!

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not sure

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feature a servicer of the month

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manufacturer contributions

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Highlight a member & their business each time, every other time, something  
like that. Who are these members? What is THEIR story? How are they  
dealing with this economy?

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I would have to think about the newsletter!

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?, don't read it

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As a retired person simply industry news is the best for me. Examples like  
mergers, how bad things are with the manufacturers, etc.

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8. We are currently working on statewide training and we would like your input to determine when, where and on which products.

Answers

WEB TRAINING.  
LATE EVENING OR EARLY MORNING - WEEKDAYS

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Regionally thru-out Cali.  
Weekends.

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All the electronic products, dual-evap fridges, stuff like that.

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Weekends. Product training on new designs of appliances, electrics

None, I get free training with all the manufacturers that I do warranty for, unless you plan on competing with the whirlpool training.

Started 20-25 years ago by Don Erwin, myself and the Board at that time, the best program for members as earlier noted.

1) .. Don't know, If it was too far I could not make it due to the fact I would have to close the shop to make it.

2\_ .. Late in the week into the weekend.

3) .. >?

In most trainings I have had in the last 10 years I have learn as much if not more by being FRIENDLY to other techs there and sharing Ideas ..

Fresno! ='S NO MANS LAND

evening

All Appliances

I think we are good there.

Eureka, CA

weekday, evening

any product line

## 9. Would you pay for training?

### Answers

DEPENDS! i.e. -NOT IF IT'S OFFERED BY PARTS SUPPLIERS FOR FREE.

Receive free training from manufacturers.

benefits

I know it'll never happen, but I feel big-box companies that sell these products but don't provide installation or servicing should be kicking in a fee to you guys to help train the REAL servicers that DO take care of the products they sell.

It could be done by increasing member fees also sponsored by part distributors, thus the training would be fee to services.

Members-NO Non-Members-Yes

If they pay 1 year up front the training is free.

If I needed it, of course. Training makes money.

How much?

## 10. Would you like to see the association work on joint projects with national associations and if so which ones?

### Answers

PSA, USA AND MSA

all

NESDA, NISC-T

With politics put aside, joint projects would be beneficial to the members training young techs for our industry

usa

psa

United Servicers Association and Appliance University.

All of the other associations, local and National. We have all been on the same team.

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11. Do you have any other comments or suggestions of how we can improve?

Answers

All the above!

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Yes. Get Eloy off the Board. He is not very good looking and thus is a bad image. Besides he has been there far too long. Also you can tell him Ken Duncan, CSM said so. If he wants to take offence my phone # now is 209-728-9132

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KEEP UP THE GOOD WORK!

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We Need to let the membership know that this is THEIR association and that we need their input as well as their assistance in making the association a truly great one. We need committee chairpersons and we need to know what committee's they want

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Keep up the great work you are doing. Thank you for all your hard work. I sincerely appreciate your time.

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communicate more often

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As a result the feedback from a select few, your board of directors will be reviewing and evaluating all of feedback and will be preparing an action plan to share with the membership in the very near future.

For a better industry!

Jim Rushton  
President