

# ProService magazine

The Journal of NESDA and ISCET

Vol. XXXI, No. 2 • April 2005

## NPSC 2005: The Perfect

ESC

### **Association News:**

Sign Up for NPSC in Orlando  
NESDA's New Savings Program  
Enhanced Online Service Locator  
NESDA Member Procurement Discount Program  
The Passing Parade: ISCET News & Views

### **Industry News:**

Cut-Off Date needed for Transition to HDTV  
Looming Battle: Blu-Ray vs. HD-DVD  
Tech Grads Diminish in U.S.

# ProService

An official journal of NESDA, the National Electronics Service Dealers Association and ISCET, The International Society of Certified Electronics Technicians.

### Purpose:

ProService Magazine, a publication for members of NESDA and ISCET, is produced by the National Electronics Service Dealers Assn., 3608 Pershing Ave., Ft. Worth, TX 76107. It is intended for the enlightenment, education and entertainment of members of NESDA and ISCET.

With the exception of official announcements, the statements and opinions expressed herein are those of the authors and not necessarily those of the associations.

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### ATTENTION READERS:

ProService Magazine is now an ONLINE publication that can be found only at www.nesda.com, except for the April and August issues.



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# Calendar

Send your calendar items to: [Editor@nesda.com](mailto:Editor@nesda.com)

**April 26, 2005** — 4:00-5:00 pm EST — Small Business Council Webcast: Driving Customer Loyalty Through Part & Accessory Sales, sponsored by the Consumer Electronics Association; For more information, contact Deb Kassoff, 703.907.7655; email: [dkassoff@ce.org](mailto:dkassoff@ce.org). Register online: [http://www.ce.org/events/event\\_info/registration.asp?eventID=SBC05\\_TIM](http://www.ce.org/events/event_info/registration.asp?eventID=SBC05_TIM)

**April 28-May 1, 2005** — Home Entertainment Show 2005, at the Hilton New York Hotel, 1335 Avenue of the Americas, New York City NY 10019; 800.445.8667; 212.586.7000; Over 5 floors, Over 250 brands, Over 80 demo rooms; For Logistic, Marketing and Attendee Information: Toll-Free 1.800.830.3976; [www.he2005.com](http://www.he2005.com)

**April 29 - 30, 2005** — 25th Annual TEA Technical Institute, at the Harvey Hotel, 4545 W. John Carpenter Fwy. (114), Irving TX 75063; hosted by the Texas Electronics Association, 8128 Salt River Rd., Ft. Worth TX 76137; [www.texaselectronics.org](http://www.texaselectronics.org). For more information, contact Mack Blakely 817.788.0809; email: [mackblake@charter.net](mailto:mackblake@charter.net).

**June 10 - 12, 2005** — 17th Annual Mid-Atlantic Electronics Conference, at the Virginia Beach Resort and Conference Center, 2800 Shore Dr., Virginia Beach VA 23451; 800.468.2722; 757.481.9000, hosted by the Virginia Professional Electronics Association, [www.vpea.org](http://www.vpea.org). For more information, contact Al Moses CET/CA, P.O. Box 188, Cheswold DE 19936; 302.736.3816; email: [dralmoses@comcast.net](mailto:dralmoses@comcast.net).

**July 26-30, 2005** — National Professional Service Convention and Professional Service Trade Show, at the Rosen Centre Hotel, 9840 International Dr., Orlando FL 32819; 407.996.9840; Fax 407.996.3169; For more information, contact NESDA at 3608 Pershing Ave., Ft. Worth TX 76107; 817.921.9061, ext. 16; Fax

## In This Mailing:

2005 NPSC Registration & Schedule

### NESDA:

Officer Nomination Forms, Proxy Forms, Hall of Fame Nominations, Award Nomination Forms.

### ISCET:

Officer Nomination Forms, Technician of the Year Nomination Forms, CA Communicator (CAs Only)

## NESDA Corporate Members

- Aon Innovative Solutions
- At Your Service Software
- B&D Enterprises
- ElectroniCycle, Inc.
- Euras Technologies, LLC
- Federal Warranty Service Corp.
- FieldPower, Inc.
- Global Warranty Group
- Hitachi America, LTD/Home Electronics Division
- IBM
- JVC Service & Engineering Co.
- KeyPrestige, Inc.
- Liquidity Services, Inc.
- MCM Electronics
- Mitsubishi Digital Electronics N.E.W.
- Pacific Coast Parts Distributors
- Partsearch Technologies
- Philips Consumer Electronics
- Pioneer Electronics Service, Inc.
- Prelco Electronics USA, Inc.
- PTS Electronics
- Qualxserv
- Radio Shack
- Sams Technical Publishing
- SatisFusion, Inc.
- Sencore, Inc.
- Service Software
- ServiceBench
- ServiceNet
- SFS Company
- Sharp Electronics, Inc.
- Signal Holdings
- Sony Electronics Corp.
- Sony Service Company
- Strategic Service Solutions, Inc.
- Thomson Consumer Electronics, Inc.
- Toshiba America Consumer Products, LLC
- Tri-State Module, Inc.
- Tritronics, Inc.
- VAC Service Corp.
- Warrantech Consumer Product Services
- Warranty Corporation of America (WaCA)

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Brian Gibson, CET  
NESDA President

## NESDA President's Message

I was driving down my street the other day and I saw something amazing going on that made me think about our industry and the struggles that we face. For many years, I would drive past this house that was in great need of repair and wondered when someone would come along and demolish it. As the years passed, it only got worse and worse, at which point I had sympathy for those who lived in it and empathy for those who lived near it. Finally an amazing event took place and I would like to share it with you now.

It was early one Sunday morning when I was making my voyage to the local Dunkin' Donuts that I came upon an unbelievable sight. As I approached the area where that "ugly" house was, I noticed an enormous amount of activity happening in the area. There were trucks and police cars everywhere; I thought perhaps that there may have been a fire. Much to my surprise, I saw that old house sitting on the back of a very large flatbed truck. The trucks that I saw were from local utility companies that were there to disconnect gas lines and move electrical wires that were in the way. The thought that someone would actually spend that kind of time and money on this old building blew me away. I thought to myself, "What on earth are they thinking?" It appeared that someone had more money than brains.

The land on which it sat was very desirable, I just didn't understand why they didn't level it.

A few months went by and a new home was being built where the old one once stood. It is quite magnificent and very similar to those around it. I felt a sense of relief for those who abutted the property. I couldn't help but wonder what on earth had become of the wreck that once stood there. I stopped and talked with one of the neighbors who told me the story of the house and where it had gone. As it turns out, a family member sold the property and moved the house to a piece of land that he owned about a mile away. Apparently by selling the property he made enough money on the deal to move the house and restore it back to its original state.

Now you are probably asking yourself, where on earth are we going with this story? It was this experience that made me realize that many of our members have spent a fair amount of time and money building their businesses and many are fearful about their future. They have every right to feel as they do, but we are in a field where change is the theme of the day. Learning to embrace change and learning new ways to spruce things up are keys to success. For many the thought of tearing it all down and starting over

*continued on page 4*

**"We are in a field where change is the theme of the day."**



## Award-winning Precision up to 4 GHz

Willtek has expanded its award-winning Handheld Spectrum Analyzer Series with the new **9102 Handheld Spectrum Analyzer**. Both 9100 models offer the power and performance of more expensive laboratory instruments in a lightweight portable package. And with its multiple options and accessories, the new 9102 can easily be adapted to meet individual testing needs:

- Scalar network and spectrum analysis (amplifier frequency response, filter characteristic) and antenna measurement
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# NESDA Announces New Savings Program for Members

Beginning April 1, 2005, NESDA members may take advantage of the newest value-added membership benefit, a program that will save you money on things you already buy for business.

The Buying Group (TBG) offers collective buying power through a group of suppliers that includes Staples, ADP Payroll and Employee Screening, DHL Courier and Freight, and AWIN/BFI Waste Management, as well as over 15 other companies offering operational, human resources, marketing and customer communications services.

One of the greatest savings opportunities available to members in this program is through Staples and DHL Courier & Freight. For those members who pay a weekly pickup fee for shipping services, you will save more than \$520/year plus about a 10% savings on the freight charge.

"These savings alone will more than cover the cost of your NESDA membership and convention registration for NPSC," stated Mack Blakely, NESDA Executive Director. "This presents an outstanding value for NESDA members with the chance to save enough on things you already need and buy to make it worthwhile."

Additionally, office supplies purchased through Staples are discounted from 8-32%. To get the savings, log in to the Staples website using a Buying Group username and password provided by TBG to NESDA

members. A list of your most-frequently purchased products will be listed on a personalized opening page, based on your completion of a sign-up with Staples as a Buying Group member. To create the opening page you will e-mail your list of most frequently-purchased products to Staples after setting up an open account with Staples. Items not purchased through your personal home page do not qualify.

Another service worth mentioning is with ADP Payroll, offering from 15-40% below existing member suppliers. Are you doing pre-employment criminal background or department of motor vehicle checks? Save up to 40% on some of these services.

There are other savings opportunities within TBG that may offer purchase savings of interest to you. These may be found at the TBG website, <http://www.thebuyinggroup.com>.

The cost of program participation is waived until February 2006. After that, it is normally \$100/year but as a NESDA member, the cost to renew will be a nominal \$50/year. We are confident you will quickly recognize the benefits of participating in this new program.

Your Marketing & Membership Committee and Board of Directors are hard at work finding new and innovative programs for members. Stay tuned for more announcements during the next few months!

NESDA members will be contacted directly by TBG to be offered the chance to participate. ■

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**"These savings alone will more than cover the cost of your NESDA membership and convention registration"**

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**"Someone out there had a great deal of vision and acted upon it."**

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is not in the cards. Finding new ways to reenergize our careers and move forward with certainty is what many need. It has been said many times "it's tough to teach an old dog new tricks." I believe that this is exactly what we need to do. No one is going to come along and rescue us; the best person to provide that relief is right there in the mirror!

I am a firm believer that being a member of both a state and national organization is the first step toward a stronger future. Gathering with your peers and hearing what is and isn't working for others is priceless. It is also a wonderful place to find others that could provide just the answer to some of your needs. Elite Media Solutions is a prime example of this very scenario. Fred Paradis and I met at a local Electronic Technicians Guild meeting. It was there that we discovered that we both had strengths in areas where the other was lacking. Of course that happened only after I was up to my eyeballs in projects and I didn't have the manpower to keep up with all the work.

At first we worked together once or twice a week and eventually we created something that required us to hire even more help. Not only did we both own TV sales and service operations, but we were both attempting to break into the home integration field. By joining together we made great use of skills that each of us had to offer one another. Today that com-

pany has grown to a multimillion dollar operation. By partnering with the "competition," we built a much stronger infrastructure and the future looks very good from where we stand. Diversification has certainly been the main theme that led us to our success. Taking a hard look at what was and wasn't profitable and acting on those findings was a difficult and painful task. When you build a company that is based on providing service and you find that others are no longer willing to pay you a fair and reasonable fee to provide it, then you must find people who will.

Many articles that appear in major trade magazines are touting that those who provide service to their clients, are positioning themselves for greater success. I couldn't agree more. There are plenty of trunk slammers in the industry today that have nothing to offer other than the products that they purchase sideways. Clients spending thousands of dollars on today's high tech gadgets require a great deal of "service." So, what I am trying to say here is that you already possess many talents that your potential competition doesn't have to offer. It's time to fish or cut bait, get paid what you are worth and start down that road to building a better house, even if it means moving in with the neighbors!

The future is what we make of it: What I thought of that old house was wrong. Someone out there had a great deal of vision and acted upon it. ■



Jim Fellows, CET/CSM  
IS CET President

## IS CET President's Message

Over the years that I've been involved with IS CET and CET training, I've been asked many questions about certification. With the ever-increasing threat of national service entities taking over service for many manufacturers, certification has become more important than ever. Technician certification (CET), Service Manager certification (CSM), and Service Center certification (CSC) is the best way to set independent service apart from these large national companies. The CSC program participation is growing, and is now endorsed and promoted by 23 manufacturers, with more signing on regularly.

The following is a quote from the FAQ section of the CSC website that specifically addresses the question of benefits.

**Q. "What are the manufacturers going to do for me if my service center becomes certified?"**

A. "Benefits will vary from company to company. Product makers are eager to work with service firms which have certified technicians, businessmen as managers, decent facilities that their customers can have confidence in and who provide no-excuses world class service. Why would a manufacturer not provide incentives to assure that that service firm stands as their representative in the area? Most CSC

shops will find incentives worth far more than the minimal CSC certification fee."

For more information on the CSC, please check out their website: [www.C-CSC.org](http://www.C-CSC.org).

Although this may seem like, and is, a plug for CSC certification, it also points out the tie between certification and professionalism. We should also consider the potential rewards, manufacturer incentives, and quite possibly even the survival of the independent servicers as we know them today.

Following are some examples of other questions I often hear from technicians or service center owners, with my typical response below each one.

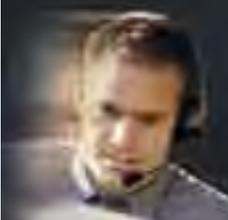
**Q. I knew a technician once that was a CET, and he couldn't troubleshoot his way out of a paper bag! Why should I become a CET?**

Of course, having a CET certification does not automatically guarantee that anyone will be a super technician. We all know people that are "book smart" but can't do much of anything. Troubleshooting is a unique talent that not all people possess. However, any technician that studies for the CET will become a better technician. Over the years, I've personally seen many examples of this improvement, and stand

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**"Most CSC shops will find incentives worth far more than the minimal CSC certification fee."**

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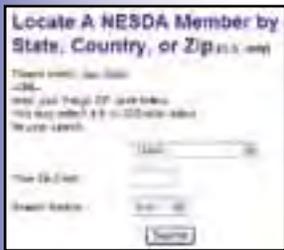


# NESDA's Online Service Locator

Most online NESDA members are already aware of NESDA's updated Service Locator. This service was recently overhauled to provide more information to consumers who wish to find a NESDA servicer in their area.

The updated Service Locator includes an email-driven **service call request** feature. Once it's filled out by the repair-needy consumer, one email is sent to the service center to request repair and a second one is sent to the NESDA office. That way, if our member doesn't have email, we can fax or call to let them know about the request.

The Service Locator now includes information about which brands a center's services (**if you guys will send them in, we'll populate the form**), and also includes a map feature, which gives the consumer a map and directions to the selected service center.



Current plans are to put the Service Locator on the Google search engine on a limited basis.

Now, the test: go to [http://www.nesda.com/locator/state\\_search.php](http://www.nesda.com/locator/state_search.php). Type in your zip code and click **"Submit"**. Then, scroll down the page to view the servicers within a 10-mile radius of your service center. Be sure to click on the **"Map"**

link to view the map to your business. Then, click on **"Request Service"** and to see the form that consumers will submit.

You can also take out the zip code and simply enter the state to view all NESDA members in your state. Each service center lists location with map, products serviced, and factory authorized brands for service. In order to accurately populate this data, a web input form has been developed for all members who wish to participate. After more data profiles are collected from you (members), we will contract with Google on a limited basis to direct consumers to the NESDA Service Locator. TPAs, call centers and manufacturers may also use this locator to direct business to our members.

In addition, we will provide a link for each member (by request) to place on your business website that will jump to the Service Call Request page showing only your service center name, address and phone number at the top.

Best of all, there is no additional charge to NESDA members for this service! It is already included in your dues. To get your specific business information into the database for the Locator, use the following link and complete the fields in the profile questionnaire: <http://www.nesda.com/servicers/memberupdate.html>. We will use your data to populate the database, but not all information collected will be used at this time. The system may be expanded at a later date with good response.

We hope that you will find this to be a useful tool to acquire new business, and would like to thank you in advance for your participation. Be sure to give us your feedback, as well. Submit it to [info@nesda.com](mailto:info@nesda.com). ■

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firmly behind that statement. I'm sure that even the "book smart" CET benefited from the training, and can use the knowledge in some other facet of electronics. One thing for sure – I've never seen a technician become worse because he became a CET!

**Q. I think I'm already a pretty good technician, and I don't need another piece of paper for the wall! Why do I need to be a CET?**

I've heard this one many times, and I'll discuss the "piece of paper" after the next question. Of more importance is the fact that no matter how good we think we are, we can always be better. Certification is a way of verifying your ability to your peers, your customers, and yourself. I've had some true "super techs" take the CET preparatory course, basically because they were forced to by their employers. I can't recall one of them that didn't say they were surprised by how much they benefited from the knowledge gained. At the very least, it was a refresher course for things they had learned years ago, but forgotten.

**Q. I'm not impressed by titles or certificates on the**

**wall – why should I bother?**

Whether or not we personally are impressed by certificates is far less important than what our customers think. Studies have shown that the general public likes to know that the people performing a service for them are qualified. Just like an ASE certification in the automotive field, a CET certification makes you more professional in the eyes of the public. Placing a CET and CSC logo in your advertising and on your trucks also helps you stand apart from the competition.

**Q. Will I make more money if I become a CET?**

Quite possibly you will! If becoming a CET makes you more productive, you certainly are worth more. Also, in many industrial and academic fields, pay raises are often tied to continuous self-improvement, and certification is an excellent means of documenting those achievements.

Although these are only a few of the more common questions I hear, I always welcome any input or further questions on the benefits of certification, or about ISCET in general.

I can be reached at: [jim.fellows@iscet.org](mailto:jim.fellows@iscet.org). ■

**"I've never seen a technician become worse because he became a CET!"**

# 2005 Officer Nominations

It's the time of year for NESDA to ask its members to submit nominations for anyone qualified and interested in becoming a candidate for NESDA Officers in our upcoming NESDA elections.

The NESDA Offices that will be determined at our upcoming elections are NESDA President and NESDA Vice President and odd numbered Region Directors.

The following nominations have been received by the Nominating Committee:

**NESDA President:** Fredric Paradis CSM (*Current Region 1 Director*); Don Cressin CET (*Incumbent*)

**NESDA Vice President:** Douglas Freeman CSM

**Region 1 Director:** to be Nominated

**Region 3 Director:** George Weiss CSM/EHF

**Region 5 Director:** Leo Cloutier CSM

To make this as convenient as possible, the Past President's Committee (Nominating Committee & Awards Committee) has made **Officer Nomination forms** available online for members allowing them to be completed and submitted electronically at any time between now and June 1st when visiting the NESDA website, "Members Only" section. Also located there is a link to the Proxy Form. This form must be downloaded submitted by fax or U.S. Mail. Paper Nominating and Proxy forms will also be included for every member in this mailing. In addition, Officer Nominations from the floor for each office will be opened prior to the election.

Please take the time to express your preferences by casting your vote. This is now more convenient than ever before, with new options for our voting members. As always, you are encouraged to attend the elections and cast your vote. If this isn't a possibility, contact your Region Director and instruct him/her how you want your vote cast or fill out a paper proxy form and make a timely submission. If you misplace the one sent by mail, download it in "Members Only", then mail or fax it to the NESDA office. Have your voice heard!

## Awards Nominations

It is also time to nominate candidates for the NESDA Annual Awards. We want to recognize all those who have distinguished themselves by serving our industry and/or association. First, review the awards by going to our NESDA home page. Select the "Program" menu item at the top, then look downward to the "Awards" menu item on the drop-down menu. If you know of someone you feel is deserving, please nominate that individual for the award you feel he/she has earned. You may electronically fill them out and submit them at this link.

Remember, **you do not have to be a NESDA member to make a nomination for, or receive a NESDA Award.** NESDA members will receive **Award forms** in this mailing.

## Electronics Industry Hall of Fame

Nominations are now being accepted for the 2005 National Electronics Industry Hall of Fame inductees. Candidates may be nominated in any of several different categories. Please visit [www.eihof.org](http://www.eihof.org) to view/print a nomination form that can be completed and returned with the appropriate information. Nomination forms should be returned to the NESDA office, 3608 Pershing Ave., Ft. Worth TX 76107.

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# New NESDA Members

Please Welcome our **New NESDA Members** who joined between Feb. 1-April 1, 2005. Their contact information is listed below:

**Jim Cole**, Sharp Electronics, Inc., (630) 226-2741; jkcole@sharpsec.com

**Eugene Jacobs**, Branch Electronics, 1774 Broadway, Hewlett, NY 11557; (516) 887-1155; Fax: (516) 887-1157; branchtv@optonline.net

**Fredrick Koerber**, Electronic Services Inc., 870 Violet Ave., Hyde Park, NY 12538; (845) 229-7011; Fax: (845) 229-7011; serviceone@verizon.net

**Vincent Rachiele**, Advance Solutions of NY Inc., 3548 E. Tremont Ave., Bronx, NY 10465; (718) 828-7510; Fax: (718) 828-2769; advancesolutions@aol.com

**Doug Miner**, Chestnut County Electronics, 1261 Hooksett Rd., Hooksett, NH 03106; (603) 622-5400; Fax: (603) 621-0475; ccei@comcast.net

**Howard Clifton**, Bob's Radio & TV, 209 S Florida Ave., Deland, FL 32720; (386) 734-3930; Fax: (386) 747-3930; gsfns@hotmail.com

**Thomas Nickels**, Quick TV, 207 Sturbridge Dr., Georgetown, KY 40324; (502) 570-9642; Fax: quicknick2@juno.com

**Anthony Taylor**, Electronic Clinic, 1104 White St., Key West, FL 33040-3327; (305) 292-1860; Fax: (305) 292-3681; eclinic@bellsouth.net

**Jeffrey Zarou**, Jeffs TV, 17 Fort Evans Rd S.E., Leesburg, VA 20175; (703) 777-2211; Fax: (703) 777-7771; jeffstv@aol.com

**Joel Wells**, Belmont TV Sales & Svc., 89 Main St., P.O. Box 368, Belmont, MS 38827; (662) 454-9537; Fax: (662) 454-3623; sgeorge@crossroadsisp.com

**George Maryland**, Maryland TV/WCR Repair Svc., 701-D N. English St., Greensboro, NC 27405; (336) 574-3966; Fax: (336) 574-3925; gdor@mindspring.com

**Kimberly Wagner**, Tritronics, Inc., 1306 Continental Dr., Abingdon, MD 21009; (410) 676-7300; Fax: (410) 676-7658; kwagner@tritronicsinc.com

**Larry Wilson**, Wilsons TV, 1180 Mechanics Way, Sevierville, TN 37862; (865) 428-4187; Fax: (865) 428-4187; powellwilson@netscape.net

**Chuck Schaefer**, Sharp Electronics Corp., 1300 Naperville Dr., Romeoville, IL 60446; (630) 226-2400; Fax: (630) 759-2101; cschaefer@sharpsec.com

**Josh DeGregory**, Academy Electronics Repair, 7516 E. Main St.; Reynoldsburg, OH 43068; (614) 861-2321; Fax: (614) 861-2330; todd\_merrit@yahoo.com

**Willie Hunter**, Hunter Electronics, 13811 Fairmount Dr., Detroit, MI 48205; (313) 527-2366; Fax: (313) 527-2366; hunterwillie@sbcglobal.net

**Aleksandar Aleksandrov**, Superior TV Service, 115 N Park St., Ypsilanti, MI 48198, (734) 482-3210; Fax: (734) 482-3239; stukk@aol.com

**Gregory Kaurich**, Greg's TV & Satellite, 52 Applegrove Court, Howard, OH 43028; (740) 390-0043; Fax: (740) 397-7110; lollg@earthlink.net

**G. M. Hyder**, My TV Repair, 19515 Livernois Ave., Detroit, MI 48221; (313) 861-6646; Fax: (313) 557-0610; gmhyder@detroitbigscreen.com

**Steve Frank**, Frank's TV, 820 South 12th, Canon City, CO 81212; (719) 269-9133; Fax: (719) 275-7816; sfrank@bresnan.net

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Fax: (817) 415-0215; john.hamilton@radioshack.com  
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**Ruben Ramos**, Rubens TV/Video, 4114 Garden Ave., Los Angeles, CA 90039; (323) 666-7135; Fax: (323) 666-7135; rubentwo@earthlink.net

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**Dave Moulton**, Quality Electronics, 1515 Redwood Ave. POB 5133, Grants Pass, OR 97527; (541) 955-3339; Fax: (541) 955-3339; qualelec@charterinternet.com

**Harold Wilkins**, Wilkins TV, P.O. Box 622, Marcola, OR 97454; (541) 933-1967; wilkinstv@qwest.net

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**Sunghodn Lee**, Quick TV & Appliance Repair, 3460 SW 183th Ave. Suite D, Aloha, OR 97006; (503) 848-7640; diversifiedrefrigeration@juno.com

**Jack Walls**, Columbia TV, 33127 Stone Rd., Warren, OR 97053; (503) 397-2533; janburge@gl-l.com

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## Cut-Off Date needed for Transition to HDTV

An analog cut-off date is going to be necessary to complete the transition from analog television broadcasts to HDTV, according to the Consumer Electronics Association (CEA). Four Congressional leaders led the support for a hard cut-off date at the HDTV Summit, held in March.

Policy suggestions were laid out for a swift transition, including Federal Communications Commission (FCC) enforcement of cable industry reliance upon the same security as consumer electronics manufacturers.

Among the topics were what to do with the returned spectrum, whose auction could net a projected \$4-5 billion windfall. It was suggested that this money could help fund the transition costs for those consumers who cannot afford to buy digital tuners. Chairman of the House Committee on Energy and Commerce, Joe Barton (R-TX) stated that "education

is a critical component in preparing the consumer" for the fast-approaching (2006) transition.

Among other suggested uses of leftover bandwidth were: public safety and third-generation (3G) wireless services, such as full streaming video. The panelists also debated whether licensing the spectrum space would inhibit technological innovations and whether wireless communication would be the best use of the newly freed space.

According to a recent survey done by the CEA, nearly half of all consumers plan to make their next television purchase a high-definition (HDTV) television set. 2005 will be the first year that HDTV sets will outsell analog televisions as consumers become more conscious of HDTV. Consumer awareness of DTV terminology has sky-rocketed in the past 18 months, according to the survey. Estimates are that three million digital cable ready sets will be sold factory-to-dealer in 2005.

It is expected that the next annual HDTV Summit will focus on financing the cut-off date and continued broadcaster resistance. ■

**"Education is a critical component in preparing the consumer"**

# Member Procurement Discount Program

NESDA members, check out the GREAT savings offered by the following firms:

**B&D Enterprises** – *Semiconductors*. 5% off all orders of \$25 or more. Call 800/458-6053.

**Howard Electronic Instruments, Inc.** – *Equipment for Soldering, Desoldering, SMD Repair, Inspection, work Stations & Specialized Test Equipment*. 10% off phone orders (excluding SALE items), 800/394-1984. On-line orders at [www.howardelectronics.com](http://www.howardelectronics.com) get automatic 5% discount. Type (NESDA) after your name for extra 10% discount (total of 15%).

**Martin Distributing** – *Parts & Accessories*. 5% off stock items plus an additional 5% off items not

in stock. Order on-line: [www.mdcla.com](http://www.mdcla.com) or call 800/660-8771.

**MCM Electronics** – *Parts, Accessories, Test Equipment*. 10% off all orders. Cannot combine with other promo discounts or special orders. Call 800/543-4330.

**PTS Electronics** – *TV & Computer Replacement Parts*. 10% off net pricing (after dud allowance). Call 800/844-7871.

**Note:** Members must provide their NESDA member I.D. number. If not known, check on a previous dues statement or contact NESDA at 817/921-9061 ext. 16 or by e-mail to [info@nesda.com](mailto:info@nesda.com).

## Looming Battle: Blu-Ray vs. HD-DVD

The battle over HD-DVD and Blu-Ray technology is heating up in what promises to be an instant replay of Beta vs. VHS. Both sides are squaring off for the next technological format battle.

In the corner for HD-DVD is Toshiba, which has more market dominance itself than all the backers of Blu-Ray combined. It is joined by smaller players Sanyo and NEC, who together are ready to launch the first HD-DVD players in late 2005. Although their storage capacity is slightly more than half that of Blu-Ray, the technology is backwardly compatible with today's DVD format allowing consumers to buy in for less cost. In addition, companies who reproduce DVDs won't have to completely re-fit their equipment.

In addition to market share, HD-DVD has the studio backing of Paramount, Universal Studios, Warner Bros. and Time Warner's New Line Cinema. All of these studios have announced a significant amount of titles on HD-DVD to be available at the time HD-DVD players are introduced. Along with an earlier introduction date (late 2005), that almost assures HD-DVD the lion's share of the marketplace.

HD-DVDs utilize a blue laser, which operates at lower wavelengths than current red lasers. The shorter wavelength allows it to read and write data over a much tighter surface area, which allows storage of far more data on a disc that is roughly the same size as CD. This size compatibility will allow new players to handle both old and new DVD formats in the same machine (outfitted with both red- and blue-laser diodes). Using dual layer techniques with 15 gigabytes per layer, HD-DVD can store as much as 30 gigabytes of data on a single disc. HD-DVD also touts the ability to create discs with red-laser standard DVD format on one side and blue-laser HD-DVD standard on the other.

At the defense of Blu-Ray, Dell, Hewlett Packard, Hitachi, LG Electronics, Mitsubishi Electric, Panasonic (Matsushita Electric), Pioneer, Royal Philips Electronics, Samsung Electronics, Sharp, Sony, TDK and Thomson are lined up and ready to play. Some content providers are also onboard: Sony Pictures Entertainment and Metro-Goldwyn-Mayer, the Walt Disney Company and Buena Vista Entertainment.

In addition, several gaming giants came out for Blu-Ray during the 2005 International CES in January. Most gaming companies have yet to pick sides, but the potential for an additional 20 gigabytes of storage leaves them leaning toward Blu-Ray.

Like HD-DVD, Blu-Ray makes use of a blue laser, but requires an entirely new manufacturing process which leaves duplicators bearing the brunt of transition costs. With 50 gigs of storage space currently available, new layered discs are already under development that would allow over 100 gigs of storage on one disc. JVC announced in December a disc that allows both standard DVD and Blu-Ray content on a single side of the disc, a feature they say is more consumer-friendly.

The battle is drawing down to this: Blu-Ray is selling technology while HD-DVD will be selling product. The introduction of Blu-Ray discs is not expected until 2006, which could be a major advantage to the HD-DVD format, making the lower-cost HD-DVD the early leader. Vastly different physical attributes of Blu-Ray and HD-DVD discs will make it cost-prohibitive for manufacturers to produce next-generation players that can handle both formats in one machine, since they would need two pickup heads.

Even with studio backing of both technologies, many are expected to hesitate rather than choose the "wrong" technology. Ultimately, wary consumers will make the deciding vote. ■

## Putting Rumors to Rest

In response to all the controversy about the National Service Alliance, NESDA Life Member and former editor Wallace S. Harrison has written a multi-faceted report noting the pros and cons of the National Service Alliance. In his report, "National Service Alliance: Friend or Foe to Independent Service?" he explores the roots of NSA and how NSA hopes to affect the service industry. This indepth report is available online from VPEA at <http://vpea.org>, or at <http://users.fdn.com/~fesa/wattscurrent/spring2005.html>.

Representatives from NSA will be silencing rumors themselves at the 2005 National Professional Service Convention, to be held in Orlando FL, July 26-30. ■

**"The battle is drawing down to this: Blu-Ray is selling technology while HD-DVD will be selling product."**



# The Passing Parade: ISCET News & Views

Feel the  
Power of  
ISCET  
Certification  
and  
Learning

## ISCET Moves into Uncharted Territory

For the third year (2003, 2004, 2005) we're rebuilding our infrastructure, securing the tools required in the beginning of the 21st

Century to fulfill our mission of Certifying Electronics Technicians. To this end, we are instituting new methods of delivery in providing training materials to educators who teach those choosing electronics as a career.

## Online Testing System

ISCET is providing a means for offering examinations to electronics technicians worldwide. All that's necessary is a high speed connection to the Internet, an ISCET Certification Administrator or Proctor to monitor the examination session and a desire to show all concerned that the examinee is in the top percentages of his profession.

## ISCET moves ahead!

Be proud that you are associated with ISCET. I hear it every day from people calling to find out about certain aspects of ISCET and its involvement in electronics. "I've looked over the various organizations, and it seems you are very professional." As an example, a large aerospace corporation recently called to ask us to present a plan to certify all of its electronic technicians in the Industrial discipline and provide training using our Virtual Classroom facilities.

These are the facts, folks. ISCET has moved far ahead of where we were in January of 2002. We are, as has been said before, "a force that must be reckoned with." Who said it about ISCET? Does anyone remember? Let me know if you do. Let's see who remembers first. It was in print, and said by a very revered leader of ISCET. The first few to answer correctly will be recognized in the June 2005 column, along with the correct answer.

Yes, we're moving into uncharted territory.

continued on page 12

## Online Learning System

ISCET is now offering study material for preparation of examinees for the examinations of their choice, and learning courses in various forms including virtual classroom sessions, all designed to offer on the internet. Courses currently available and "To Be Released" are:

### Self Study:

- Industrial Electronics Study Guide & Practice Test
- Computer Electronics Study Guide & Practice Test
- Radar Electronics Study Guide & Practice Test
- Associate CET, Part 1 Learning Course (14 Modules)
- Associate CET, Part 2 Learning Course (16 Modules).....(available June 15, 2005)
- Telecommunications, Cabling-1 Learning Course (13-15 Modules)
- Electronic Systems Associate-1 Learning Course.....(available July 1, 2005)
- Electronic Systems Associate-2 Learning Course.....(To be announced)

### Virtual Classroom:

(See schedule of classes at [www.iscet.org](http://www.iscet.org). Click on "Online Learning Classes")

- Associate CET, Part 1 Virtual Classroom (14 Modules)
- Associate CET, Part 2 Learning Course (16 Modules).....(available June 15, 2005)
- Telecommunications, Cabling-1 Learning Course (13-15 Modules)
- Electronic Systems Associate-1 Learning Course.....(available July 1, 2005)
- Electronic Systems Associate-2 Learning Course.....(To be announced)

Actual classroom studies can be augmented by these learning courses. Online learning coupled with the development of curricula for teaching the ESA material are intended to fulfill the obligation that ISCET has to offer not only certification, but aids for education that allow more proficient teaching of electronics, whether it be actual classroom, virtual classroom or self study.

There are other courses on the 'drawing board' such as Networking and Wireless, Electronics Delivery Associate and. Electronics Installer Associate. Certification testing will be available for each of these mentioned.

# Tech Grads Diminish in U.S.

Skilled technology workers are becoming increasingly hard to find in the United States, according to the Matthew Kazmierczak, senior manager of research at the American Electronics Association (AeA). According to a recently released report by the AeA, "Off-shore Outsourcing in an Increasingly Competitive and Rapidly Changing World," the American school system is largely to blame by failing to provide a strong education in math and science.

The AeA urged tech businesses to support math and science education in schools with donations of both time and money. AeA further recommended that businesses and universities should send their skilled

programmers, engineers and scientists into public schools to mentor and teach. This would help ensure that children are getting the best possible education in these fields.

AeA researchers found that roughly 50 percent of all engineering, math and science degrees awarded in the U.S. go to foreign nationals. Intel researchers found a decline in the number of students coming to America since 9/11 by as much as one third. To make matters worse, one third fewer of those students are staying after graduation. In the U.S., the number of technology and math students is much lower, while in Asia there has been a sevenfold increase in the numbers of science and math students obtaining

degrees.

Intel has committed to putting significant amounts of money into fostering math and science programs in the U.S. in hopes of reversing the trend. Intel Sr. VP Pat Gelsinger said that companies like Intel can compensate by hiring workers in other places, but said that the consequences for the United States could be devastating. "I just fear for our long-term competitiveness," he said.

Microsoft Chief Technical Officer Craig Mundie pointed to Russia as the next possible place to find talented engineers. He noted that the country's heritage in math and science could be important in solving an emerging class of technical problems. ■

## Welcome Journeyman CETs

who passed from 1/28/05 thru 4/1/05

### Proctor

Lawrence J. Gordon CET; Stafford, VA

### Laser Grade

Michael Gladu CET; Hewitt, NJ

Dan Kempton CET; Shelton, WA

### Michael Miller CET, CA

Jason M. Holmes CET; San Mateo, CA

### Gary P. Moore, CA

David R. Morgan CET; Hardin, KY

### Robert Powell CET, CA

Nathan E. Stansell CET; Utica, MI

### Iutisone Tiliaia CET, CA

Jesus Alba CET; El Paso, TX

William J. Berry CET; El Paso, TX

Albert Davila CET; El Paso, TX

Jose Delao CET; El Paso, TX

Bobby Delao CET; El Paso, TX

Luis A. Lopez CET; El Paso, TX

Juan Rubalcava CET; El Paso, TX

Paul D. Wilson CET; El Paso, TX

Richard A. Burnside CET; Henderson, NV

George F. Gill CET; Henderson, NV

Gregory A. Gray CET; Las Vegas, NV

Jared P. Hendren CET; North Las Vegas, NV

Douglas B. Jenks CET; Las Vegas, NV

Douglas B. Jenks CET; Las Vegas, NV

Todd E. Myers CET; Las Vegas, NV

Darren T. Nagamine CET; Las Vegas, NV

John E. Peterson CET; Las Vegas, NV

Steve R. Simmons CET; Henderson, NV

Fred W. Straub CET; Las Vegas, NV

Kathleen K. Thomas CET; Henderson, NV

Johannie T. Vargas CET; Las Vegas, NV

### James Shambow CET, CA

Jana R. Hardin CET; Post Falls, ID

## Welcome Associate CETs

who passed from 1/28/05 thru 4/1/05

### Proctor

Michael Shu; Alexandria, VA

### Laser Grade

James Carnahan; Denver, CO

Randolph Cordell; Aurora, CO

Robert Haas; Cleveland, OH

### Baltazar Hidalgo, CA

Chadwick E. David; Los Angeles, CA

### Joseph Villademoros CET, CA

Paul J. Mac; Clearwater, FL

### George Weiss CSM, CA

James E. Hennke; La Grange Park, IL

### Stanley Creitz CET, CA

Adam M. Harris; Mankato, KS

Joseph T. Martinez; Topeka, KS

Dominic C. Segura; Mankato, KS

Michael E. Whipple; Miltonvale, KS

### Rod Moore CET, CA

Dale R. Campbell; Joplin, MO

Larry B. Coleman, Jr.; Carl Junction, MO

Lori A. Dale; Topeka, KS

Brandon H. Davidson; Joplin, MO

Matthew K. Ditch; Topeka, KS

Chad A. Drinkard; Wichita, KS

Larry E. Esquibel; Topeka, KS

Chad T. Faulkner; Topeka, KS

David J. Forkembrock; Topeka, KS

Timothy C. Fuller; Wichita, KS

John E. Gobetz; Pittsburg, KS

Kenneth W. Gregg; Haysville, KS

Matthew L. Griffin; Wakarusa, KS

James P. Haney; Topeka, KS

Tami L. Hood; Joplin, MO

Tiana C. Jackson; Topeka, KS

Germaine D. Johnson; Wichita, KS

Andrew T. Jones; Wichita, KS

Gregory J. Kelley; Joplin, MO

Brian L. Long; Topeka, KS

Patrick A. Lutz; Wichita, KS

Andrew E. Mackey; Wichita, KS

Gregory G. Mcgovern; Topeka, KS

Terry L. Mitchell; Topeka, KS

Charles J. Osman; Wellington, KS

Gerald A. Palmer; Topeka, KS

Roger D. Parker; Saint Marys, KS

Ronald L. Patterson; Topeka, KS

Wayne J. Porter; Topeka, KS

Cassie L. Pryor; Frontenac, KS

Raymika J. Richardson; Topeka, KS

Shane A. Ridgway; Eskridge, KS

Scott A. Spence; Duenweg, MO

Mark P. Stevens; Derby, KS

Joseph K. Swopes; Topeka, KS

David W. Tillotson; Topeka, KS

Saul Valadez; Joplin, MO

Hardie B. Welch; Topeka, KS

Memrie D. Williams; Wichita, KS

Ron G. Williams; Topeka, KS

Brian C. Winchell; Topeka, KS

### Ed Kimmel CET, CA

Donald L. Sinclair Jr.; Louisville, KY

### Gary P. Moore, CA

Richard D. Davis; Paducah, KY

Christopher M. Wilson; West Paducah, KY

### Edward Vahedi, CA

Nicholas L. Gray; Baltimore, MD

Carlton Hamilton; Owings Mills, MD

Theodore R. Staton, Jr.; Baltimore, MD

### Daniel Metzger CET, CA

Rolland R. Smith; Ottawa Lake, MI

### Robert Powell CET, CA

Timothy S. Zyski; Hazel Park, MI

### Salvatore Guerrero CET, CA

Lynn Corbett; Lithonia, GA

### Jim Fellows CET/CSM, CA

Mariusz A. Burchacki; Liverpool, NY

Kevin B. Crawford; Pennellville, NY

John M. Frechette; Fulton, NY

Scott E. Gaca; Phoenix, NY

Peter W. Marcus; Syracuse, NY

Marion L. Mosher Jr.; Seneca Falls, NY

Justin M. Parody; Dexter, NY

John C. Rezak; Baldwinsville, NY

### Michael Beaver CET, CA

Steve A. Conrad; Athens, OH

### Kip Stewart, CA

Robert E. May; Arlington, TX

### Iutisone Tiliaia CET, CA

Christine L. Martinez; El Paso, TX

Theoda J. Metcalf; El Paso, TX

### Ed Reilly CET

Kenneth B. Carter; Beatty, NV

Andrew J. Esalary; Las Vegas, NV

James E. Fraas Jr.; Las Vegas, NV

Dana L. Glavich; Las Vegas, NV

Mark D. Hamilton; Henderson, NV

Jeffrey M. Hanley; Beatty, NV

Mike S. Jenkins; Las Vegas, NV

Susan S. Kibbe; Beatty, NV

Derek J. Kirkendall; Las Vegas, NV

James N. Laming; Las Vegas, NV

Willie C. Mctear; Las Vegas, NV

Benito Mireles; Henderson, NV

Darren T. Nagamine; Las Vegas, NV

Douglas N. Rolter; Las Vegas, NV

Michael W. Saffelder; Las Vegas, NV

Garry E. Salisbury; Beatty, NV

Michael S. Searce; Las Vegas, NV

Doyle L. Shupps; Beatty, NV

Robert W. Storie; North Las Vegas, NV

Fred W. Straub; Las Vegas, NV

Louiel B. Tanate; Beatty, NV

Jack Unick; Las Vegas, NV

Joseph R. Watt; Henderson, NV

Michael S. Wilcox; Henderson, NV

Daniel L. Zaveson; Las Vegas, NV

### Ted Rodriguez CET, CA

Ty A. Ouellette; Bow, WA

### James Shambow CET, CA

Justin M. Bloom; Molalla, OR

Brandon D. Decker; Coquille, OR

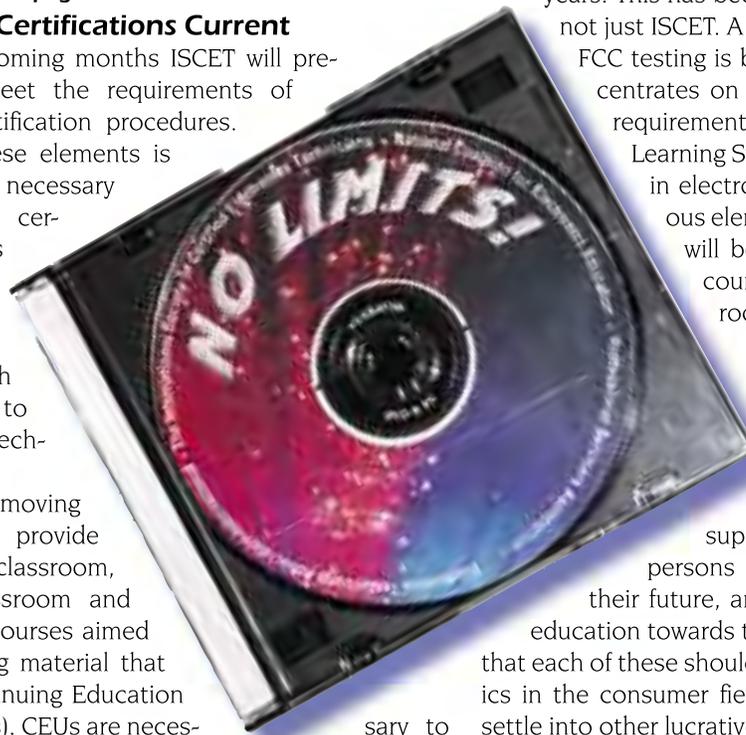
Richard R. Rogers; Longview, WA

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### Keeping Certifications Current

In the coming months ISCET will prepare to meet the requirements of ISO in certification procedures. One of these elements is the means necessary to keeping certifications awarded to technicians current with respect to emerging technology.

ISCET is moving forward to provide both actual classroom, virtual classroom and self-study courses aimed at providing material that earns Continuing Education Units (CEUs). CEUs are necessary to keep your certificates current, however ISCET Journeyman Certifications never expire. Associate CET certification has definite expiration dates, and is intended as basic preparation for Journeyman Level in the discipline of electronics selected by the technician. Periodically Journeyman CETs can engage in study to earn CEUs, which, when accumulated in accordance with the "Registered CET" program will earn the "Registered" ®. The CET earning this symbol is "CET®." All ISCET CETs should be prepared to take a little time to keep their certifications current and become Registered. We will try to make it as simple and painless as possible.



years. This has been a general trend with FCC, not just ISCET. A new promotion program for FCC testing is being developed which concentrates on the marine aspects of FCC requirements. It will utilize the Online Learning System (OLL) to offer courses in electronics aimed at passing various elements of the FCC test. These will be offered as Self Study (LC courses) and as Virtual Classrooms (LC-IA).

This is just one more of the places ISCET is going!

### Promoting Electronics Education

Who among us does not support the education of young persons to look at electronics as their future, and prepare themselves with education towards that end? This doesn't mean that each of these should expect to service electronics in the consumer field of electronics. Many will settle into other lucrative fields of electronics. Some fields are yet to be discovered, some just emerging, but all are rooted in the basics of electronics.

To this end ISCET is supporting the use of a promotional tape/DVD developed by CEA and given to ISCET along with the CEA certification examination, records, etc.

### "NO LIMITS"

This VHS tape has been updated and is being utilized by the National Coalition for Electronics Education (NCEE). ISCET is proud to be associated with the NCEE, who is sponsoring the distribution of this program.

If you are an educator in electronics, you need this program to help you recruit. Even if you just teach and do no recruiting, you need to show this to your class to assure them that there is a future in electronics, a good one. ISCET, as well as other organizations, is offering these at \$10.00 (DVD) and \$15.00 (VHS), which only covers cost of duplicating, shipping and handling. Of course, you can always email me (ed@iscet.org) with your credit card number (this is NOT a secure link) or call the office at 800-946-0201. Or, visit the Online Store at www.iscet.org to place your order.

### Student Chapters

ISCET Student Chapters are doing fine things. There is a good example in this issue of ProService: the Student Chapter at Irving Academy sponsored by Mr. George Kennedy. If you haven't read the article, do so. It's a good example of Student Chapters and what they accomplish. Each edition of ProService attempts to spotlight one of our Student Chapters and their leaders. Take a few minutes and drop them a card or an e-mail giving your support in principal. No address for them? Just send it to me, ed@iscet.org. I'll see that it's delivered to the right person. Your

### Let's Talk About NASTeC

NASTeC, the Appliance Technicians division of ISCET, is gaining popularity daily. Tests are being given, and a major appliance manufacturer is sponsoring a program to have their technicians certified all across the United States. Expect to see more of the NASTeC shoulder patches and chevrons in the appliance service industry very soon.

In keeping with ISCET's commitment to provide educational opportunities to those who are working toward certification, Online Learning courses are being developed that will allow both self study and virtual classroom courses in appliance servicing. An endorsement program in each of the participating manufacturers' makes and models will eventually be available, as an endorsement to previous certifications.

NASTeC is striving to be an asset to all appliance servicers, manufacturers and technicians. Like ISCET, NASTeC is moving ahead. Keep your eyes on NASTeC – we're going places!

### FCC Testing

FCC testing has slumped in the past couple of



support costs very little to you other than your time and is invaluable to the Student Chapter leaders and their students.

I have said in several issues of this column that there are changes coming, and there are. It's just that other pressing matters have precluded these changes taking place. One of these days you will be pleasantly surprised with these changes. Keep tuned to this station.

### **Certification Administrators (CAs)**

The Spotlight this issue is on Mr. Lutisone Tiliaia of El Paso, who took Mr. Troy West's place when Troy retired. Troy was always in the Top 10 CAs, and it looks like Mr. Lutisone is following right along in Troy's footsteps. Take a look at the "Spotlight on CAs" article in this issue.

You will find an insert in your copy of this magazine. If you are a CA or Proctor and you did not receive the insert entitled "CA Communications," please let us know so that we can immediately furnish you a copy by e-mail or USPS. There's some very important information contained in this insert.

### **Nomination and Election of ISCET Officers and Directors**

If you are a voting member of ISCET you will receive with this magazine the Nominations form to nominate individual for the offices of President, Vice-President, Secretary & Treasurer, as well as two directors. The nominating committee of the ISCET Board of Directors has proposed a slate of nominees. However you, too, can have nominations placed on the ballot. In fact, the Board of Directors would openly welcome any nomination that meets the requirements. Be sure to return your nomination by May 1, 2005. Return it to ISCET ONLY if you are making a nomination.

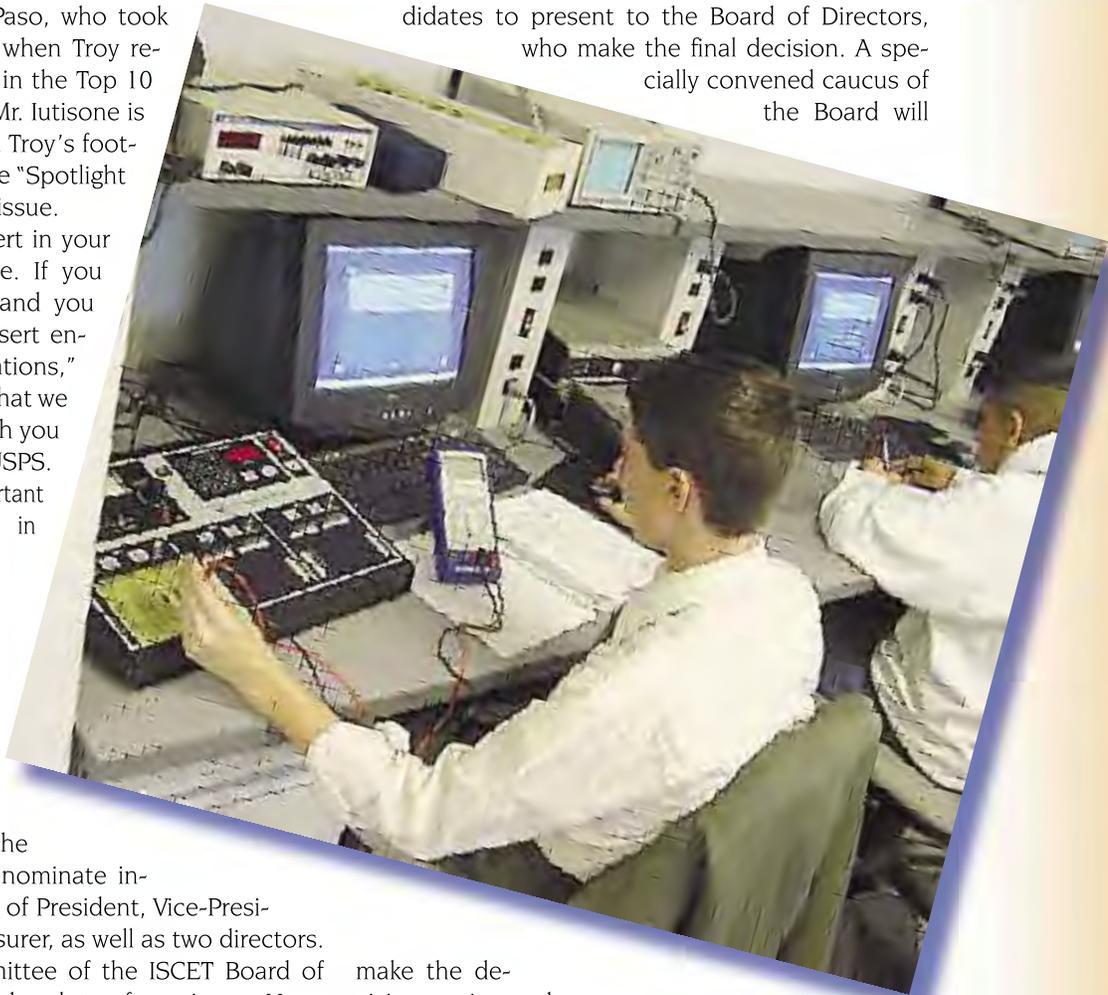
Be sure to ask the person you are nominating if he or she would accept your nomination. Please give the full name, address and phone number of the nominee so that we can easily locate him/her. If you should need any information with regard to eligibility, etc., feel free to contact me at 800-946-0201, or email: ed@iscet.org. I will be glad to assist you in any way possible.

### **Nominations for Technician of the Year**

Those of you who did not receive a Nomination Form for Officers and Directors are not, according to

our records, voting members of ISCET. You should, however, receive the form for nominating "Technician of the Year." Nominated technicians should be active in the performance of their tasks, but do not have to be CETs. They can be in Consumer Electronics, Biomedical, Radar, Industrial or any other CET discipline. When nominating, include a biographical sketch of the nominee, and reasons he/she should be nominated. Include any contributions to the community through service-based organizations such as Lions, Rotary, or Sierra Clubs, School Boards, etc.

It would be great if we had several strong candidates to present to the Board of Directors, who make the final decision. A specially convened caucus of the Board will



make the decision so it can be presented at the Convention in July.

Got someone in mind? Get busy and send those nominations to us no later than June 1, 2005.

### **Ed's Comments**

This is the last printed issue of *ProService Magazine* until after NPSC 2005, and it should be said here that in the past two years ISCET has made significant progress along the road to rebuilding the organization. It's not done yet, but we adopted a plan, and put it to work. It is on track, and it's time to pass out some heartfelt "THANKS" to all the Officers and Directors who participated in the structuring of the plan, stuck their necks out, and adopted it. Many thanks to Mack Blakely, who hammered out the kinks and gave massive support to the staff. We're not there yet, but we're on our way! ■

# Spotlight on Certification Administrators: Iutisone Tiliaia



Iutisone Tiliaia, known to his students as "Mr. T", was born in American Samoa almost 50 years ago. He and his wife, Irene, have two grown children, Iutisone Jr. and Kendra. Mr. T currently resides in El Paso, Texas where he's an electronics instructor at Western Technical College replacing Troy West as one of ISCET's Top Ten CAs.

Mr. Tiliaia has an Associates Degree in Criminal Justice, an AOS in computer science electronics and an AOS in HVAC. He has 7 years of experience in electronics, and has passed the Associate CET test, the Computer Journeyman exam, the Industrial Journeyman, Communications Journeyman, Consumer Electronics Journeyman and Biomedical Journeyman

exams.

Some of Mr. Tiliaia's hobbies include racquetball, rugby, volleyball and repairing electronics equipment. ■



# Spotlight on ISCET Student Chapters: Academy of Irving



Electronics class at the Academy of Irving (TX) is designed to teach students the basic laws of electronics while training them to use the most up-to-date equipment to analyze information from complex circuits. Algebra I is a pre-requisite in this math-based program where each student has a laptop computer. This hands-on, self pace class is preparing students for a rewarding career in the growing field of electronics engineering.

Software giant Microsoft selected Irving ISD as the first district to receive the "Center of Excellence" award. With that designation, they are recognized as an innovator in the use of technology to enhance teaching and learning. Acknowledged by this award, Irving ISD has established itself as a front-runner in the use of technology in education.

Students learn the principles of direct current, alternating current, digital electronics and analog electronics. A program called NIDA teaches them concepts based on theoretical presentations, which are supported by hands-on experimentation. NIDA trainers are used to maximize student interaction. Students use individual, circuit-by-circuit concepts to learn different operating systems in order to troubleshoot quickly and develop their technical skills. Along with troubleshooting, students build an AM-FM radio and a remote-controlled car.

Students in the electronics program have the opportunity to go on field trips to facilities where they could be working in the future. Destinations include Texas Instruments and Richland College, where students progress through the semiconductor manufacturing process. Students get to work in an actual clean room, donning bunny suits to protect delicate electronics in the production of an actual semiconductor.

Of the 110 students enrolled in the electronics

program at the Academy of Irving, eleven are enrolled in Electronics II. The advanced students will be given the ISCET Associate CET exam at the end of the year.

Instructor Gary Kennedy is not a career educator, but rather a career learner. He has spent more than 30 years working at various occupations, such as at a sophisticated laboratory in a nuclear weapons plant. In another setting, he worked with the EPA to monitor emissions at power plants to ensure that they were in compliance with 40 CFR 75 (the purpose of this Code was to establish requirements for the monitoring, recordkeeping, and reporting of pollutants, volumetric flow, and opacity data under the Acid Rain Program). Definitely diversified, he also holds a General Class FCC license, a pilot's license and a Class A Water and Wastewater license.

In 2002, Gary completed 38 hours of professional development in electronics and semiconductor at the Advanced Summer Institute for Educators. Then, in 2003 he completed 31 hours of professional staff development at Southern Methodist University. In order to better prepare his students to enter the workforce, he works closely with Texas Instruments and the Dallas-Ft. Worth Semiconductor Council.

His students have the opportunity to attend the Skills USA competition each year. Historically, electronics students at Irving Academy have placed very well in this competition. This year (2005), five students attended the Skills USA District Competition at Waco, TX. They swept the entire electronics competition for the first time! One student, Salvador Medrano, scored perfectly on the written portion of the competition.

Gary Kennedy may be contacted at Academy of Irving ISD at 972-659-8148. ■



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