



**PSA National Appliance Service Convention (NASC 2017)
Tentative Schedule---Our 28th Convention
Renaissance Waterfront Portsmouth-Norfolk, VA**

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Sunday --- October 1, 2017	3 PM ---7 PM	Registration Desk Open
Amphitheater	7 PM --- 8 PM	New Attendees and Convention Information Meeting
Monday --- October 2, 2017	6 AM – 5 PM	Registration Desk Open
Portsmouth Ballroom	7 AM – 8 AM	Welcome Breakfast
Monroe	8 AM – 12 PM	Certification Testing Hans & Team
Holley IV 132	8 AM – 12 PM	OEM LG
Holley I, II & III 72	8 AM – 12 PM	OEM Bosch Dishwashers Randall Renfro
Amphitheater 70	8 AM – 12 PM	OEM General Electric Dishwasher, Plastic & Stainless Tub Dale Anderson
Lee 55	8 AM –12 PM	Professional Appliance Technology Today's refrigerators Sandro Tavares
Madison 50	8 AM – 9:50 AM	MGT You and Your Business Ralph Wolff
Madison 50	10:10 AM – 12 PM	MGT Accounting for Service Professionals Ralph Wolff
Jefferson 30	8 AM – 12 PM	Rossware – Service Desk Beginning Service Desk Glade Ross
Washington 30	8 AM – 12 AM	OEM Alliance Laundry
Holley VII 24	8 AM – 12 PM	
Portsmouth Ballroom	12 PM – 1 PM	Lunch
Monroe	1 PM – 3 PM	Certification Testing Hans & Team
Holley IV	1 PM – 5 PM	OEM Whirlpool Laundry and Dishwashers Michael Trushinsky
Holley I, II & III	1 PM – 5 PM	OEM
Amphitheater	1 PM – 5 PM	OEM Liebherr
Lee	1 PM – 5 PM	Professional Appliance Technology Today's Refrigerators (cont) Sandro Tavares
Madison	1 PM – 2:50 PM	MGT Cost of Doing Business & Making a Profit-CSM prep class Robert Behr
Madison	3:10 PM – 5 PM	MGT Win at Negotiations PSA Team
Jefferson	1 PM – 5 PM	Rossware Service Desk Beginning Service Desk (continued) Glade Ross
Washington	1 PM – 2:50 PM	NLA Riptides CoreCentric to The Rescue Stephen Thompto
Washington	3:10 PM – 5 PM	MGT Getting The Most Cost Effective Leads for Your Business Mark Maupin
Holley VII	1 PM – :250 PM	
Holley VII	3:10 PM – 5:00	
Portsmouth Ballroom	6 PM --- 8 PM	Professional Service Association Annual Membership Meeting (All Members)

Tuesday – October 3, 2017	7 AM – 5PM	Registration Desk Open
Madison	6 AM—7 AM	Early Morning Coffee & Idea Exchange Mike Callahan / Anthony Attanasio
Portsmouth Ballroom	7 AM – 8 AM	Breakfast
Monroe	8 AM – 12 PM	Certification Testing Hans & Team
Holley IV	8 AM – 12 PM	OEM Electrolux Refrigeration Patrick Brown
Holley I, II & III	8 AM – 12 PM	OEM Bosch Dishashers (repeat) Randall Renfro
Amphitheater	8 AM – 12 PM	OEM General Electric Dishwashers Plastic & Stainless Tub (repeat) Dale Anderson
Lee	8 AM – 12 PM	Professional Appliance Technology Gas Appliances Linda Knudsen
Madison	8 AM – 9:50 AM	
Madison	10:10 AM – 12 PM	MGT Marketing and Selling PSA Team
Jefferson	8 AM -- 12 PM	Rossware Service Desk Advanced Service Desk Glade Ross
Washington	8 AM – 9:50 AM	MGT Negotiations Bob Goldberg
Washington	10:10 AM – 12 PM	Service Bench
Holley VII	8 AM – 9:50	CSR—Bootcamp Linda Knudsen & Carolina Bellino
Holley VII	10:10 AM –12 PM	Warranty Tips & Tricks Linda Knudsen & Carolina Bellino
Portsmouth Ballroom	12 PM – 1 PM	Lunch
Monroe	1 PM – 3 PM	Certification Testing Hans & Team
Holley IV	1 PM – 5 PM	OEM Whirlpool Refrigerators Michael Trushinsky
Holley I, II & III	1 PM -- 5 PM	OEM
Amphitheater	1 PM – 5 PM	OEM Liebherr (repeat)
Lee	1 PM – 5 PM	Professional Appliance Technology Basic's of Microwav Carmine D'Alessandro
Madison	1 PM – 2:50 PM	MGT Leadership Carolina Bellino
Madison	3:10 PM – 5 PM	Balanced Ships in High Seas Integrating Work & Family Life Lester Good
Jefferson	1 PM – 5 PM	Rossware Service Desk Advanced Service Desk Glade Ross
Washington	1 PM – 2:50 PM	Marketing your Service Business on Today's Internet Mark Maupin
Washington	3:10 PM – 5 PM	# 1 Item on the Internet Searches Generating 60% of the Calls Mark Maupin
Holley VII	1 PM -- 2:50 PM	Technicians Who C.A.R.E. Soft Skills for Technicians Chase Cyriak
Holley VII	3:10 PM – 5PM	Asurion / Service Bench workshop and authorized servicers meeting Mike B
	3:00 PM—5:00 PM	Trade Show Set Up
	5 PM – 5:45 PM	Tradeshow Vendors Meeting
Portsmouth Ballroom	6 PM – 8 PM	Tradeshow Opens with Cocktail Social (Cash Bar)
		Dinner; On Your Own

Wed. --- October 4, 2017	7 AM – 5 PM	Registration Desk Open
Madison	6 AM – 7 AM	Early Morning Coffee & Idea Exchange Mike Callahan / Anthony Attanasio
Portsmouth Ballroom	7 AM—8 AM	Breakfast
Monroe	8 AM – 12 PM	Certification Testing Hans & Team
Portsmouth Ballroom	8 AM--- 3 PM	
Holley IV	8 AM – 12 PM	OEM Electrolux Laundry Patrick Brown
Holley I, II & III	8 AM – 12 PM	OEM DACOR
Amphitheater	8 AM – 12 PM	OEM Samsung
Lee	8 AM – 12 PM	Professional Appliance Technology Basic Refrigeration Carmine Dalessandro
Madison	8 AM – 9:50 AM	MGT Marketing your Business Anthony Attanasio
Madison	10:10 AM – 12 PM	MGT Moving Up Capture more \$\$ on your service call Mike Callahan
Jefferson	8 AM – 9:50 AM	CSR Triage What questions to ask when taking a service call Sandro T. / Carolina B.
Jefferson	10:10 AM – 12 PM	MGT Negotiations Bob Goldberg
Washington	8 AM – 12 PM	Educators Meeting Skills USA
Holley VII	8 AM – 12 PM	
Portsmouth Ballroom	12 PM – 1 PM	Lunch
Monroe	1 PM -- 3 PM	Certification Testing Hans & Team
Portsmouth Ballroom	8 AM – 3 PM	Tradeshaw
Holley IV	1 PM – 5 PM	OEM LG
Holley I, II & III	1 PM – 5 PM	OEM DACOR
Amphitheater	1 PM – 5 PM	OEM Alliance
Lee	1 PM – 5 PM	Professional Appliance Technology Basic Refrigeration (repeat) Carmine Dalessandro
Madison	1 PM – 2:50 PM	
Madison	3:10 PM – 5 PM	Under Counter Ice Makers Steve McKay
Jefferson	1 PM – 2:50 PM	Survival Spanish for techs and CSR's Carolina Bellino
Jefferson	3:10 PM – 5 PM	Round Table CSR's, Technicians, Managers Linda Knudsen / Carolina Bellino
Washington	1 PM – 2:50 PM	Professional Service Pricing Delivering Value, Growing Base Dean Landers
Washington	3:10 PM – 5 PM	G.L.E.E.P.S & the Four A's in technician Soft Skills Dean Landers
Holly VII	1 PM – 5 PM	National Service Alliance Microwaves, Residential & Commercial Steve Gelman
	5 PM --- 6 PM	Cocktail Social (Cash Bar)
Portsmouth Ballroom	6 PM	PSA Annual Banquet

Thurs. --- October 5, 2017	7 AM – 3 PM	Registration Desk Open
Portsmouth Ballroom	7 AM – 8 AM	Breakfast
Monroe	8 AM – 12 AM	Certification Testing Hans & Team
Holley IV	8 AM – 12 PM	
Holley I, II & III	8 AM – 12 PM	OEM
Amphitheater	8 AM – 12 PM	OEM Samsung
Lee	8 AM – 9:50 AM	Klein, UEI, Packard Motors, Dundas Jaffeine Deb Grzywinski
Lee	10:10 – 12 PM	RB Detergents and Cleaning Solutions Diane Hoffman
Madison	8 AM – 12 PM	EPA 608 Certification Prep Class and test Jake Carmack
Jefferson	8 AM – 12 PM	Rossware Service Desk Questions and Answers Glade Ross
Washington	8 AM – 9:50 AM	R600 Refrigerant Servicing Jim Campbell
Washington	10:10 AM – 12 PM	PSA Library How to best utilize this tool Phil Whitehead
Holley VII	8 AM – 12 PM	
Portsmouth Ballroom	12 PM – 1 PM	Lunch
Monroe	1:00	Certification Testing Wrap-up (No New Candidates) Hans & Team
Holley IV	1 PM -- 5 PM	
Holley I, II & III	1 PM – 2:50 PM	OEM
Amphitheater	1 PM – 5 PM	OEM Alliance Laundry
Lee	1 PM – 2:50 PM	RB Detergents and Cleaning Solutions (repeat) Diane Hoffmann
Lee	3:10 PM – 5 PM	
Madison	1 PM -- 5 PM	EPA 608 Certification Prep Class and test (repeat) Jake Carmack
Jefferson	1 PM -- 5 PM	Rossware Service Desk Questions and Answers (Continued) Glade Ross
Washington	1 PM – 2:50 PM	PSA Library How to best utilize this tool (repeat) Phil Whitehead
Washington	3:10 PM – 5 PM	R600 Refrigerant Servicing (Repeat) Jim Campbell
Holley VII	1 PM – 5 PM	National Service Alliance Microwaves, Residential & Commercial Steve Gelman
Convention Concludes	5:00 PM	Thanks for being a part of NASC 2017, see you next year

Sign Up Early and Save Some Dollars! Included in this year's program; Certification --- 4 Breakfasts --- 4 Lunches--- One Awards Banquet--- Basic Training Classes --- Business Management Training (MGT)--- Consumer Service Rep (CSR) Training--Manufacturer's Training (OEM) -- Make New Friends and Renew the Old --Great Fellowship and Networking, A Vast Amount of Knowledge to be Gained, Shared and Experienced