



ETG State News

Official Publication of the

Electronic Technicians Guild of Massachusetts, Inc.

An Associate member of the National Electronic Service Dealers Association

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MEETING NOTICE

Date: Wednesday, Sept. 22, 2010

Place: Waltham Elks
101 School Street
(Corner of Lexington St.)
Waltham, MA

Time: 7:00 P. M. Registration & Conversation;
7:30 P. M. Program; LG troubleshooting tips with hopefully a PowerPoint presentation.

We will have refreshments as usual.

Saving the Bad Panel: Replacing CC Florescent Lamps

By Steve Thomas, VideoTech Service, Marlborough

You can use www.ccflwarehouse.com for new lamps or you can use "harvested" lamps from a donor unit. (my preferred source.) I store the various sizes in an appropriate length section of PVC for safe storage third questions will be answered in the following procedure. This will be Sony model specific but it is a good template for all Lampectomy procedures.

First lay the unit face down on a soft padded surface, I use a clean moving quilt. You should have two work surfaces of similar size ready.

Remove the cabinet back and stand. Remove the speakers, unplug all cables going to small non chassis PCBs such as remote sensor, LED etc. Pop keyboard loose from cabinet but leave con-

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Selling Service Skills

All of us need to hone our selling skills: NESDA to sell members' services; NESDA servicers to sell ourselves to the manufacturers and TPAs; as well as to the individual consumer.

Some of the most basic and simplest sales closing techniques are getting the prospect to get used to saying yes, then offering them an alternate of choice. Ask questions that are calculated to have a positive response.

Have you been happy with the TV up 'til now? "Yes." If we could repair the set for a reasonable fee, would you repair it? "Yes."

Would you rather have us repair the set for "x" or spend a multiple of that to replace the set? "Repair it, of course!"

We all can be better salespeople. And the more tools we have to be competitive (i.e. selling skills PLUS the ability to repair to the component level) the more COD business we will close.

Jonathan H. Lentz, CSM, SASCOA Electronics Company
East Providence, RI

I could not agree with you more about selling service!

Here is a document that has been part of our employee training materials since the early 90's:

Selling is the most important part of servicing. Many service organizations and technicians feel that fixing a product correctly is the most important part of service. While customers expect you to fix something correctly, we service providers need to make the customer feel comfortable with their decision to have an item repaired. There

(Selling Skills Continued on page 2)

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ucts, it leaves the customer who wants to repair an item, in a bit of a quandary. What that customer needs is a little positive input to make them feel comfortable with their repair decision. When we speak to customers regarding the repair option, point out the positive aspects of getting the item repaired, (avoid the negative phrases) for example;

1) You will probably save 30% (or whatever percentage) by getting an item repaired as compared to the cost of replacement product. Remember 30% of \$600.00 is \$200.00; that's a real saving!

2) We guarantee all of our repairs

3) You and your family are familiar with the operation of this unit and you won't have to learn how to operate a new one (customer saves time).

4) This component easily interfaces with the rest of your system.

5) This model is better than the new models.

6) Help protect the environment by keeping electronics out of the landfills, "Repairing is Green".

Ben Fowler, CSM, MST, A+
ABC Electronics Service Corp.
East Rochester NY 14445

The fact that you have to ask that question Jeff really concerns me. The obvious answer is that when we can provide service at the component level it is usually to everyone's benefit to do so. The difference between the labor cost to change a board and many component level repairs to the TPA and manufacturer is likely less than the cost of the board. The availability of boards on common failures can be a problem, as well as the well known issues with board returns. Component level repairs are one very important way that we can compete that less skilled servicers cannot. You were at the SEEC roundtable where several of the industry participants said that they recognized the efficacy of component level repair in some cases.

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Meeting of ETG held Wednesday, June 23, 2010

Meeting of ETG held at the Waltham Lodge of Elks
6/23/10 at 7:30 PM

Pres. Marc Lussier opened the meeting with a few housekeeping items. Marc then made a suggestion that we possibly meet every other month instead of monthly. This would put less pressure on those involved in planning a good educational program. This was opened to discussion and input from the group.

There was a suggestion that ETG send an inquiry either mail or email, to all licensed techs in the state to see if there is interest enough to do a weekend training program. This would be something similar to what NESDA Ohio does but on a smaller scale.

Mark Gauthier suggested we contact Chris Gerrig from LG to see if there would be room for ETG members in his training class that he puts on each fall. Russ Morris suggested that we look into "online" training or "webinars" to use at a few monthly ETG meetings.

There was another suggestion from the group that we poll everyone that receives ETG newsletter each month to see if they are still interested in receiving it. This can possibly save some money.

It was decided that next year (2011) we will determine amongst the group which months meetings will be held. We will also delegate responsibility to the membership for putting a meeting agenda together. One person solely responsible for this is totally unfair and irresponsible.

A few meetings were decided upon tonight. Those members responsible know who they are and will announce them at the September meeting for publishing.

Treasurer John White took the floor next and did the election of officers and directors for 2011.

Officers nominated:

President Dave Litle

VP Russ Morris

Treasurer John White

Clerk Hank Hamelin

The vote was all in favor and the above officers were declared elected.

Directors nominated in May were Dave Litle, Bob Brown, Dave Oberman, Russ Morris, and Mike Gauthier. Motion to elect Brown, Oberman, and Gauthier. All voted

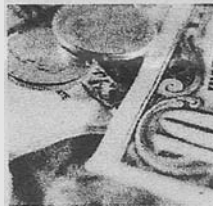




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in favor. Since the other two nominees were elected officers, we have only three directors.

John went over the most recent treasurer's report. This figure will not be published here however it is available to any paid up member by contacting John. His contact info is on page 2 of the newsletter.

Sec. note. I will say this. John takes good care of ETG funds. Collections are up to date and balance sheet is in order.

Lastly, a plaque was given to outgoing President Marc Lussier thanking him for his several years of dedication to ETG of Mass.

It now being August when I write this. I found out that Marc had a hip replacement during the summer. I inquired about his condition and he says all went well and he's on a speedy road to recovery.

We're all rooting for you Marc. Get well soon my friend.

Meeting adjourned at 9:45 PM

Respectfully submitted:
Hank Hamelin Clerk

Our members report . . .

(This came in last June from Hank Hamelin.) Just got a call from Lou LaBonte who is recovering from surgery. He says he's on the road to recovery after going through two weeks of hell with infections, blood clots and not being treated for an existing condition, GERD (?). He sounded good, said he's gone out for walks a few times and is eating solid food now. Shit, it sucks to get old, doesn't it ! (Editor's note: My wife used to say about this getting old, one has to consider the alternative.)

Last spring Lou promised to be back in September. We haven't heard from him so assume that still holds.

(From Marc Lussier, again by way of Hank Hamelin. Thanks, Hank.) I went in for the hip replacement on July 30th. During my recovery in the hospital I waited for the pain people told me about - but it never came. So I NEVER took any pain meds. No throbbing, barely any discomfort. I remember everything from the time I woke up after the operation (about 11:30 am July 30). The nurses kept asking me on a scale of 1 to 10, 10 being bad pain, what's my pain

level. I kept saying 1-2. So there was no reason to take anything. I may be a syco [sic] in disguise.

Today is Aug 12th & I feel really good. Constant improvement everyday. I keep doing my exercises + walking as much as I can. Yesterday afternoon, using a walker for stability (boy I hate that thing) I walked just under a mile. The physical therapist says I am doing fantastic. I plan on walking into the doctors office on Monday without any aids; no walker or cane. Today I only used it to get into the shower; otherwise I have been walking without it.

Trying to stay busy. Daytime TV rots. Today I have a webinar scheduled for 12:00 & another scheduled for 4:00. I can finally learn something without constant interruptions. I also have 3 Sony online training seminars to get done. Since I have 0 nurses, therapist, etc. on Friday, I should be able to get at least 1 done.

When I checked my email this morning saw more webinar requests so I will sign up for those.

I also don't plan on rushing back to work; don't need the stress right now. [A later report from Marc indicates he plans to return to work on October 1 but that he will be at ETG this month.]

Hank, thanks for checking in on me. If you need help with anything call me at home, I have access to everything from home. Hopefully, on Monday my wife gives me back my cell phone.

Tell the guys I said Hi. — Marc

(CCF Lamps Continued from page 1)

nected as you will need it later. Peel back the ground foil at the top of the TCON board, remove the two ribbon cables and let them hang loose, across the top of the LCD frame there might be four ground clips that slide over the frame, they are about 3~4 inches long, remove them, take note of the scribe marks on the LCD frame, just press them on during reassembly using the marks as a guide

Look around the perimeter of the LCD frame; locate and remove all screws holding it to the escutcheon and the screws that hold the vesa brackets to the escutcheon. Leave the vesa brackets connected to the frame. If you have removed all escutcheon screws you can easily grab the vesa

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component level repair in some cases.

What exactly is your point? Should we simply accept lower rates and swap boards without ever making the case for what we can do relative to less skilled service providers? You can't possibly believe that can you? Are you simply trying to be devil's advocate here? Trying to get a job in on a competing candidate?

Let's raise the bar on the discourse here, please.

Leonard Caillouet MS, MST, ISF, Electronics World
Gainesville, FL 32606

The prices of boards and light engines are hurting us all. Sony light engines at \$600 + Dud over a \$10 polarizing filter. Other light engines bought because a color wheel is not sold separately. Power supplies, inverter boards, Y-sustain, X-sustain bought because there no schematics and no parts available. Many boards are NLA or on eternal back order forcing you to buy out the set. We can fix these boards and light engines.

Get us complete schematics and parts from the manufactures (by hook, crook or lawyers) and then we can save you a fortune in parts on warranty work, and we can make money on COD repairs again. It is a win win for us all.

Steve, Steve's TV & Electronics
Somerset, NJ 08873

The preceding is strictly my opinion. I notice on all the groups I belong to, there is an aversion to "selling the job" I have seen comments like I am a tech not a salesman, WRONG. We are sales-people. We are selling our skills to the public and how we interface with the customer will mean a fix or no fix, especially in today's competitive business environment. Many years ago, my father who owned a TV/radio shop and a new and used store, told me that "Son, no matter how bright you are, if you can not engage customers in a manner that makes them feel comfortable and that they are getting value for their money, you will not succeed in business. I have been in the public arena since I was nine, fifty years, yeah, I am old. How the customer perceives us is paramount to closing the deal. Simple things such as the wrong

body language, or tonal inflections that may offend customer have an adverse effect. We should be treating the customer in the same way we would want to be treated, We should be polite and professional. Granted, there a few people you will never make happy, The vast majority respond quite well to these gestures. I have customers that were Dad's customers 40 years ago, I have a couple of customers that I first serviced their products 34 years ago. They keep coming back because they believe in my abilities and that I will be fair and honest. In conclusion we must all hone our sales skills if we are to remain competitive in a world where many consumer electronic devices are thought of as commodities.

Charles Betzler
Best Electronics

My Dad used to say that selling a job is not always what you know, but the presentation, how good you look at doing it, and the perception you know what you are talking about. It is not about being right, but the idea you know how to fix it. In the OLD days, we used to overhaul the tube chassis such as the RCA CTC31, CTC38, and so on. Every so often, you would get a customer who assumed that they did not get their \$\$\$ worth, and you would have to go back to their home even if there was no problem with the TV. My Dad said no matter what, take the back off, adjust the G2 and focus, and ask this simple question: Doesn't that look better now? It worked EVERY time. The perception was you were actually doing something, but the reality was you were massaging the customers ego.

The reverse side of the coin is lowering your rates to accommodate this new venture. It reminds me of the old adage, "You can stand on the street corner and give away \$20 bills, everyone is your friend, up to the point when you run out of 20's. With the market being what it is today, working harder for less \$\$, it is what it is.

Only a trial period will tell if it will be successful or not, but ANY C.O.D. referral business is a bonus to me as it is not what it used to be in our market. The other argument is controlled rates, which in reality that is what we are agreeing to. How will this affect the rest of our business

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brackets and lift the whole chassis assembly up from the escutcheon, set the chassis on the second work area you prepared.

Set the unit straight up and connect a power cord, holding the keyboard out of the way, lay the unit down on the vesa brackets, they will easily support the weight.

Now for the fun stuff.

You might want to don a pair of clean disposable gloves at this point, don't want any stray fingerprints from whatever lunch was.

Looking down at the LCD screen you will see the metal bracket that secures the LCD panel, is held in by about eight silver screws, Remove them, lift the metal bracket off and set aside. at the top of the LCD panel are the two address buffer boards, GENTLY pop them loose and let them hang. You can now GENTLY lift up the LCD panel. Be careful to avoid touching the gate driver IC tabs at the sides. Set it on the other open work area.

Getting nervous now?

You can now see the diffuser sheets, they are held in by a plastic bracket. Pop the side tabs on all four sides and lift the bracket off and set it aside, Mark the TCON area with a piece of blue tape for orientation.

The diffuser sheets can now be removed, there are three layers, remove them as one, again a small piece of blue tape on the TCON side for orientation. Set the diffusers GENTLY on the LCD panel in the adjacent work area.

TA DA! You can now see the backlight CCFL tubes, how do it tell which one? Plug in the ac cord, grab the keyboard and turn it on. The one that doesn't light is the bad one. I like to mark the defective one with a sharpie pen for id.

Once the defective lamp is identified remove the two white plastic end caps to access the CCFL sockets. With a dental pick GENTLY pop the electrode end loose while avoiding cracking the plastic socket or spreading the contact pins to much. With one end loose, GENTLY SLIDE the ccfl tube out of the cabinet runners.

Slide in a replacement tube, push the electrode pins down into the sockets and fire that

puppy up. All ccfl should light and stay lit; sort of looks like a tanning bed

Don't be concerned if all the tubes are slightly uneven in brightness, its normal, that's what the diffuser is for. If a second tube is flickering, change it while you're in town.

Now, just reverse the procedure, hook up to a live signal and you are done. Congratulations you have performed your first Lampectomy.

The first is always the worst; after several units I can crank one out in about 30 min. (uninterrupted.) I've done this on Sony, Sharp, Samsung, and LG units, so it is becoming a common failure.

PLEASE don't let me see this on FIXYA or any other site next week. This is for members only.

Any questions? Call or email me

Class dismissed.

Money Saving Tips

I just thought I'd share some tips that may help in these tough times...ways to cut some shop overhead. My cable provider kept raising rates, so I realized I really don't need all the channels...switching to basic service cut my bill over 60%! I also saved with directory advertising, phone, internet, insurance, etc. by changing the plan(s) that I had.

Gary Hall...Seven Hills Electronics
Lynchburg Va.

Good ideas Gary! We can keep this thread going by adding our own tips. I switched to Tracfone for \$7.00/month versus the cheapest Verizon plan that was \$15.30. I cut my yellow pages ad to \$15 instead of the \$48 listing. I use COV for my long distance provider at \$2.00/ month. I cancelled my business internet account at Verizon at \$49 and now have a personal internet account for \$14.99. I use my tax software for 2 years cutting that down to \$31.00. I installed an outside antenna for HD, cutting the need for cable. I also use a free web hosting service for my website. What have the rest of you done?

George

We are big fans of magicjack. Attached it to the main computer, then we wired it up to be line 4 in the shop phone system. We use it for outgoing.

Sender lost

(Selling Skills Continued from page 7)

only time will tell, but it is worth a reasonable test period. I am grateful that anyone is trying to help the independent servicer survive and I believe in this instance N.E.W., while trying to make more \$\$\$ themselves, realizes how IMPORTANT the independent servicer is to their organization.

Let's roll it out and give it a try!!!!

Steve Sartor

I have taken the approach to just tell 'em the truth and let the chips lie where they fall! I used to do the "shell" game and make up excuses, but no more. I let them know that the part received by my distributor failed and we reordered to take care of them ASAP. I won't lie to an insurance company about a lightning damaged panel, but I might be creative about how I word my letter, because the panel could have been broken during transportation, and the PCB could have received a power surge. As far as a CCFL lampectomy, I haven't done one yet, but when I do I will let my customer know that they have a bad panel and this is one last thing that we can do to save the repair

and it is not without risks. Then ask if it is OK to try? I used to use this same verbiage on CRT rejuvies years ago and I NEVER had any problems, because I was very clear on the risk -vs.- no repair at all.

Jerry Haley, Vision Video Labs, Inc
Hays, Kansas

(CCF Lamps Continued from page 5)

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Getting nervous now?

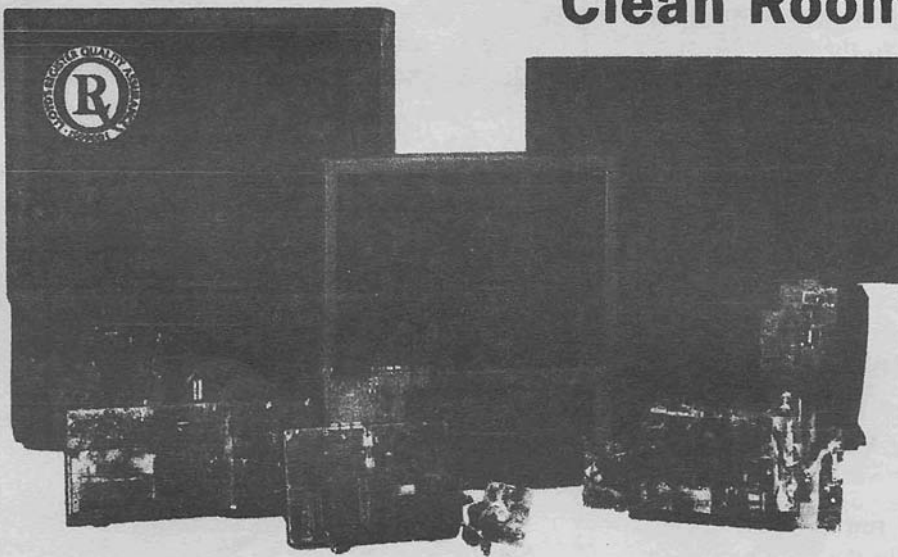
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The diffuser sheets can now be removed, there are three layers, remove them as one, again a small piece of blue tape on the TCON side for orientation. Set the diffusers

(CCF Lamps Continued on page 10)

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Other classified ads selling or asking for goods or services of interest to electronics servicers will be published. The rate is 60 cents a word (common counting) with a minimum charge of \$10 per issue. Readable copy, full payment, name (a human being), street address (no PO boxes) and phone number of the advertiser required even if these latter do not appear in the published ad. Ads will be printed in standard body type, first few words in boldface. The classified ad deadline is about the 28th. of the month previous to publication. Submit classified ads to the editor.

NEW MEMBER

The following business has applied for membership in E T G and is provisionally accepted:

SASCOA Electronics Co., 871 Waterman Ave., East Providence, RI. Jonathan Lentz, president. They service TV, video and audio and have 4 techs and 2 other employees.

Should anyone notice any inaccuracy in this information, he should notify the treasurer of E T G. Any objection to the admission of an applicant must be made in writing to the treasurer within 14 days after publication of this notice. If no objection is received, we will be pleased to welcome this applicant as a full member of E T G.

Tech Tips

One of our techs has a quick and cheap way to center light engines. He purchased a USB camera. The software that came with the camera allows you to flip and reverse the image electronically. No more mirror image down means up and left means right. The software flips it for you. Just add cross hatch pattern a tedious job becomes quick and simple.

Daniel Mundy, CETR/CSM/MST
Normans Electronics, Chamblee, GA

In todays electronic age, almost everyone has a digital camera, or cell phone camera. I simply give them our shop email and ask them to take a picture of the problem and email it to us if they can. Works well for us !

Jerry Haley, Vision Video Labs, Inc
Hays, Kansas

Take a power supply and run it down to .6 so transistors will not turn on. Clip the plus on the line furthest from where you put the ground and use your DVM on the lowest millivolt setting. As you track away from the Plus lead you will find a point where the voltage doesn't drop any more. Concentrate your efforts there.

Daniel Mundy, CETR/CSM/MST

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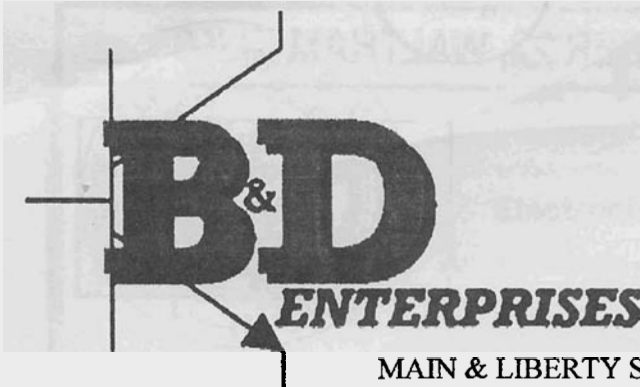
MEETING SCHEDULE

This meeting schedule is tentative as it is sometimes necessary to schedule manufacturers' seminars at their convenience.

WEDNESDAY, OCTOBER 20, 2010
WEDNESDAY, NOVEMBER 17, 2010
ETG DOES NOT MEET IN DECEMBER

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Display Ads Sept. 29, 2010, 5 P. M.
Editorial Material Oct. 1, 2010 5 P. M.



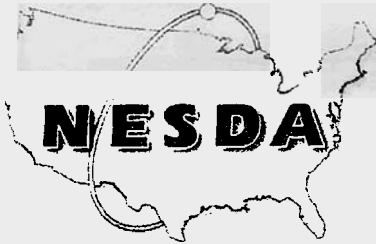
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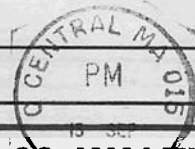
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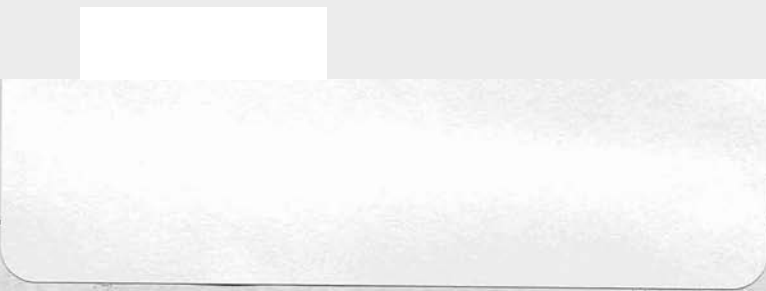
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