

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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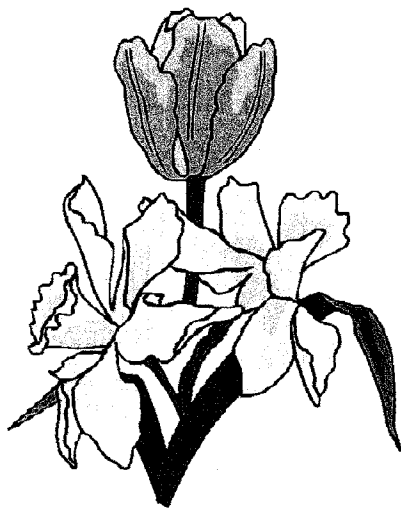
MEETING NOTICE

Date: Wednesday, April 22, 2009

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

Time: 7:00 P. M. Registration & Conversation;
7:30 P. M. Program; see right hand column.

As usual we will have doughnuts, coffee and soda as arranged by our refreshment chairman, Lou LaBonte.



From Our President: The April Program

The April meeting will consider several topics:

Our first topic: At the request of a member, we will be discussing IR technology.

- Should Plasma proof or LCD proof receiving units be used? Does it matter.
- Best places to locate the IR Receiver
- I will start with a generic presentation & then open it up for discussion. Several of us install them - what works best.

The second topic will be a Visio discussion:

- What do we know about the 3rd largest supplier of LCD TV?
- What's in them?
- Why can they be sold for less than the name brands we have trusted?
- How about their support network or capabilities?
- Lets get on the same page to see if we can make Visio profitable for us.

The third topic will be Surround Sound speaker placement.

- What placements work best for different room sizes & sharps?
- What size speakers should be used?

Our group is comprised of very knowledgeable members & I expect that everyone that attends the April 2009 meeting will learn something - which is my goal for each meeting.

Marc

ETG STATE NEWS

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Note: The separate advertising office has been closed. Until other arrangements are made, all matters relating to advertising should be referred to the editorial office (above.)

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EDITORIAL

This issue carries stories about a number of industry changes. PRELCO Electronics has left the business. Pioneer will no longer produce televisions. Visio will cease the manufacture of plasma TVs. And two larger service firms in the area are merging. It's a lot for one month.

Our industry isn't alone, though. Consider the auto industry: General Motors and Chrysler may soon be in bankruptcy. Last week saw threats to close New England's largest newspaper, *The Boston Globe*. Things are tough all over, not just in our back yard.

Almost every month copies of ETG News addressed to service centers get returned with messages like *Moved, Left No Address, Unknown*, or with a new address that pretty obviously is the owner's home and is maybe in a different part of the country.

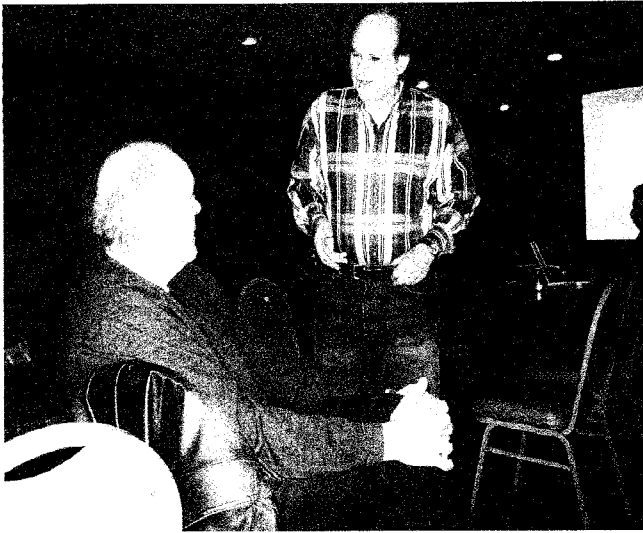
The reasons are well known to all of us: the recession and the fact that the cost of repairing much consumer electronics is too close to — or exceeds — the cost of new. Given time, economic conditions will surely improve. Even now some glimmers of that are evident.

The future for the servicing industry is far less clear. In a recession, cheap seems the guiding principle. As long as cheap product can be found, people will be oblivious to the fact that the lifetime cost may be greater and buy the cheapest anyway.

What can ETG do in this situation? Pretty much what it has done all along: We help our members work together and work smarter. This newsletter tries to help by finding useful bits and printing them for the general benefit. It only goes so far, though. By meeting together, members can do even more. We learn from each other when manufacturer training is missing. We are very fortunate to have Marc Lussier and others to prepare our very worthwhile programs.

Consider that investing an evening a month in an ETG meeting can pay a better dividend than toiling at the service bench. And to non members: one profitable job that results can cover the annual dues.

ET G March 2009 Meeting



The regular ETG meeting was held March 18, 2009 at Waltham Lodge of Elks.

Meeting got under way at about 7:30 PM. The program for the evening was called Home Theatre Boot Camp. President Marc Lussier gave a fantastic power point and instructional presentation on the many hookup possibilities for today's receivers, TVs, games and much more. With most home owners along with restaurants, clubs and even fitness centers now wanting to integrate the multitude of peripherals out there, it only makes sense that we as technicians need to understand how to connect this equipment properly.

Not only do we need to understand the logic behind each hookup possibility, we need to be able to instruct the customer how to use it in the least technical way possible.

All these products and integration possibilities have created a whole new profit market for us. We don't all necessarily need to run a start to finish integration company to profit from this either. How many times does the phone ring in a week and someone on the other end wants to know if you can come out and hook up their new blue ray player or similar product? Or how often does a customer call wanting their new "flat screen" TV mounted on the wall and "connected" to their "surround sound" system? These are all profit areas that we can and should be capitalizing on.

Marc explained all that and also demonstrated a few ways to hookup a receiver to an LCD TV. The Pros and cons of using HDMI, Component, Coaxial Audio, Composite cables were all discussed. Some techs enjoy doing whole house audio, so speaker placement ideas were discussed and demonstrated. All in all this meeting was one of our best this year. I went away having learned a few things that I never knew. I try to stay up on the latest and greatest but there's nothing better than learning from someone that does it every day. Marc sure is knowledgeable and we all really appreciate his generosity in sharing his knowledge with us.

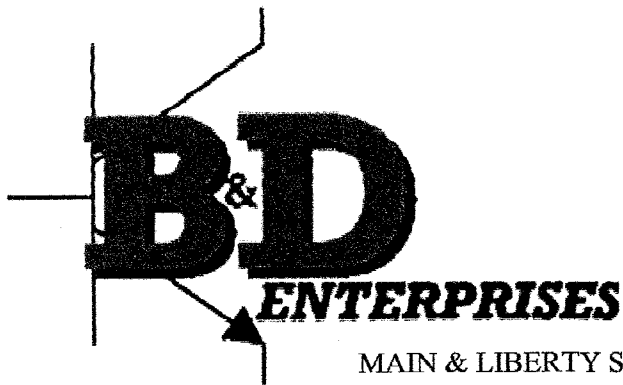
If you didn't make that meeting you missed out, big time.

Treasurer John White did the cash drawing at the end which was won by George Fredericks.

Meeting adjourned at 10:20 PM

Respectfully submitted,
Hank Hamelin Clerk

ETG has received notes of appreciation for its gift in memory of Pauline C. Lussier from both the American Diabetes Association and Roland Lussier, Marc Lussier and the family.



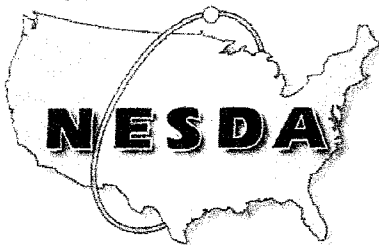
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Should We Sell Parts?

We welcome these type of customers here.

The local Radio Shack folded, so we have picked up a ever, but slowly growing parts business. We will sell parts to customers, 100% prepaid, no refund/exchange etc.

We do not give out free instructions so they can repair their own stuff. If they want repair details, I simply tell them that for us to tell them what is wrong, we need to actually check out/troubleshoot the unit, and that will cost "XXX" dollars.

Most folks here limit their "repair" to fuse replacements also.

Signature lost

One business builder we found is that if the customer just needs a fuse, we give it to them for free. This immediately creates a "good will" situation and I would say 95% + of the time, when they put the fuse in and it blows, they are back to us with the set for repair.

When they call for a "free estimate" I typically explain that it is impossible to give an accurate estimate on the phone and we really need to see the unit.

Frank, HQ Electronics
Shelton, WA

Same here, We do the same thing here and it just has customers coming back because of the goodwill and trust built with a simple free fuse.

Dean Thompson CSM
Homemakers Television Service, Killeen, Texas

It depends on the situation. I will sell them parts most of the time and explain that in some cases there are other bad parts and it could ruin the new part so there is no guarantee.

It's like giving them a piece of rope with which they'll probably hang themselves.

Wayne, Upstate Electronics
Vernon, NY

2009 MID-ATLANTIC CONFERENCE & VPEA CONVENTION

JUNE 10 - 14 2009 Virginia Beach Resort Hotel and Conference Center

"THRIVE IN THE MIDST OF CHANGE"

This conference will provide technical training along with the opportunity for certification as electronic technicians, multimedia service technicians and service managers. Featured at this year's conference is an additional 1/2-day of training along with a Thursday evening Trade Show, which includes cocktails and appetizers. Those who regularly attend understand the value of attending this event and the information that is gained to help each and every one of us in this industry. The following are just a few of the highlights:

- Technical Training - provided by LG, Mitsubishi, Panasonic, Philips, Samsung, Sharp, Sony, Thomson and Toshiba (on-line registration for classes will begin on April 15, 2009)
- Certified Electronics Technician (CET)
- Certified Service Management (CSM)
- Multimedia Service Technician (MST)
- Manufacturer's Roundtable Meeting - amicable question-and-answer session between servicers & industry representatives
- Trade Show - Thursday evening with cocktails and appetizers
- Seven (7) Meal Functions, Saturday night Cocktail Hour and the nightly Hospitality Room · Entertainment - Friday night event featuring 'Casino Night'
- Golf Function - presented on June 11, 2009 by Encompass Parts Distributors at "Honey Bee Golf Club" a Rees Jones designed golf course
- Attractions in the Area - Virginia Aquarium & Marine Science Center, Ocean Breeze Waterpark, Contemporary Art Center of Virginia, 3-mile oceanfront Boardwalk, Mount Trashmore Park

There is no greater opportunity to gain access to manufacturers, distributors and third party administrators, as well as the fellowship with other servicers. As we continue to plan for this year's conference, please register and make plans to attend. For more information concerning the 2009 MAC, please visit our website (<http://www.vpea.org/2008-mid-atlantic-conference.html>).

Should you have any questions and/or concerns please contact me.

Michael Gorbett President, V P E A.
VIDEO SERVICES OF VA.
(757) 846-3772 office (757) 930-3833 fax

News from our Industry

Parts Distributor Closes

From Michael Bisk, President, Preleo Electronics, NESDA Corporate Member

Dear Members,

Effective Thursday, our warehouse will be closed.

A large-scale components buyer has purchased our two inventories of over 16,500 different items. We expect the conditions-of-sale to be finalized in all aspects by beginning to mid April. This was a tough decision, but well-thought out as repairs have transitioned from primarily component level repairs to board level repairs, with an added slowly diminished replacement market for convergence amplifier integrated circuits.

I would like to thank all of my extended NESDA family members for your support over the many years. You are a great group of people eager to help one another. My small part was offering semiconductor and general components technical support, while all the technicians experienced repairs on a first hand basis. Everyone should applaud themselves for a job well done.

I have also appreciated all of the many public and private email "Thank you, Mikes." From deep in my heart, I will miss everyone, it was my pleasure helping everyone and gaining the learning experiences shared by everyone.

Lastly, personal kudos to: (no particular order) Mack Blakely, Sheila F., Jeff D., Jeff S., Joe (Elvis) S., Eugene S., Bob Waterman, Rick M., Danny G., Kirk N., Steve S., Jerrell H., Frank B., Oscar P., Dan M., Paul B., Dave T., Anthony M., Richard F., Kerry P., Neil L., Dan M., Ron K., Tom (always there to help) Bruckner, Marsha H., Dennis M., Ron F., Doug Miner (who taught me right from wrong), and last but not least Mr. David Wreski a former member and all-around good guy.

Thank you and God Bless,

Michael Bisk, President

Area Servicers Merging

The following press release was posted April 1, 2009 on NESDAnet.

Leading electronics service firms merge to offer expanded "best in class" full-service repair solutions to growing market

Haverhill, MA - Tops Electronic Service, Inc., headquartered in Haverhill Massachusetts, today announced a merger with Elwin Electronics of Warwick, Rhode Island. The new company, called Pinnacle Service Solutions Group Inc., will retain employees from both businesses as well as state-of-the-art service facilities in Massachusetts, Rhode Island, and Indiana. The merger is effective immediately and the new company is uniquely positioned to support the needs of consumer electronics manufacturers and retailers with "best in class" repair services and dynamic, flexible reverse logistics solutions.

The combined businesses employ approximately 200+ consumer electronics professionals at their three North American facilities serving greater New England and the Midwest. The merger is the culmination of an intensive effort to review and align core capabilities and objectives to establish sustainable growth and expanded product and service offerings.

According to Tops Electronic Service President Vince Bonanno, the new enterprise will leverage the strengths of two highly successful service companies to address the demands of the dynamic consumer electronics market. Bonanno says, "This merger caps a year-long study of our respective strengths and weaknesses; is built on our commitments to achieve the synergies available between our two companies; and offers greater value to our business partners through broader service capabilities and increased efficiencies."

Bill Tordoff, President of Elwin Electronics further commented, "We're really excited about this merger and the opportunity to expand our capabilities and deliver more value-added products and services to the consumer electronics

(News from our Industry, Continued from page 6)
industry.”

The merger is intended to be seamless and virtually transparent to customers of both Tops and Elwin. Tordoff explained that “both companies share a commitment to responsive, reliable service and Pinnacle will continue this tradition.”

About Tops Electronic Service, Inc.

Tops Electronic Service, Inc. (Tops) is a 30+-year young organization committed to providing World Class, customized repair service for our customers. By concentrating our expertise in the repair, service, and fulfillment, we have been able to develop highly customizable, flexible and responsive service models for our partners.

For more information, contact:

Vince Bonanno

President, Tops Electronic Service, Inc.

Phone: 978-374-9877 ext. 195

E-mail: vbonanno@topselectronic.com

About Elwin Electronics

In our 60 + years as an independent service provider, Elwin has always strived to be ahead of the curve. That means that instead of merely keeping pace with the industry trends, we've made it our business to anticipate them and in the process build a service organization like no other. Our primary focus is to provide the most proficient network to deliver the best possible service to our end users.

In addition to being factory-authorized and trained to provide warranty service for most major manufacturers, we are also authorized service providers for many third party administrators (TPAs) of extended service plans.

For more information, contact:

Bill Tordoff

President, Elwin Electronics, Inc.

Phone: 401-467-9300 ext. 219

E-mail: bill.elwin@cox.net

(News from our Industry, Continued on page 9)

Tech Tips

Just felt I had to share my current experiences with in-home service customers and how I am making my life easier. Did I just say that? Hey, maybe there is hope for this business after all!

I have had a few customers who seemed offended at the in-home service rate when all that was needed was adjustment within service menus or firmware updates. I had noticed that many customers were impressed with my humongous, touch-screen, programmable remote control, a Sony RM-AV3000, which I have programmed with codes for most popular brands. I got this product because so many customers just use satellite or cable remotes and have no idea where the OEM remote has gone. For those of you who haven't seen it, it's an impressive-looking remote and really looks like a very fancy piece of test equipment. Since I have been using it to perform most functions, instead of the customer's remote, price irritation has gone away.

Call-out charge xxx\$, Labor charge xxx\$, Customers believing what they want to believe - priceless !!

Anthony Taylor, Electronic Clinic
Key West, FL

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You can check by applying a 9v battery to the LED ± terminals...make sure the LED is facing away from you and not in anyone's line of sight.

I've found you can't trust reading it like a normal diode.

Michael McCray, CSM, MST
HiDefinition Electronics, Houston, TX

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[We don't usually print fixes for specific models, but this seems weird enough and potentially expensive enough to warrant the space it takes here.]

TOSHIBA 56HM66 important fix

Hello members, this unit could cost you a lot in profits and time but hopefully this information will save you time and money. If the regulator module (part number is 75002014) for this unit fails it may exhibit any of at least 4 different

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symptoms.

Symptom 1: Video will lock up but the OSD will show fine. The video may also do a partial lock up.

Symptom 2: The unit may continue to shut-down after replacing the lamp. This may lead you to the ballast which comes only as a complete assembly with the light engine and won't solve the problem.

Symptom 3: The unit will be playing and suddenly the video will go away and you will not be able to control/shut off the unit with the remote or with the control panel on the unit.

Symptom 4: The unit/video will flicker off and back on and may play fine for days if you don't see it occur. You will make the determination that the unit is OK, but it's not.

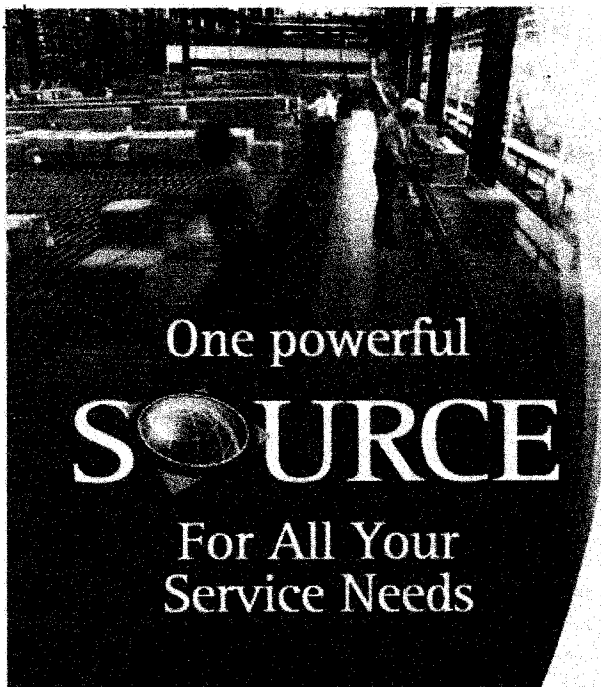
Terral Holmes BSEE
Holmes Radio & TV Service, Franklin, KY

Running into this all the time now: After repairing a short somewhere in these Chinese LCDs, the choice of value of the fuse is a bit of a guess. They are too small even to put a letter on these devices! What we are doing now is just tacking on a lead to each end, turn on the set and with my old Fluke 87 in series, measure the current. This procedure takes but a minute and the value of the replacement fuse then becomes much more accurate.

Herman Ackerman, Reynolds TV & Video Svc
San Diego CA

Peak readings are hard to get because of the meter read-out lag, if you don't have a peak store on your ammeter (I don't), and if you do have a digital storage oscilloscope (I do), you could read the voltage across a fractional-ohm resistor and calculate the peak current. Probably should have a fuse in series with the resistor in case there is an intermittent short.

John Rudasill Electronics Svc
Altoona, PA 16601



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(News from our Industry, Continued from page 7)

PIONEER TO EXIT THE TV BUSINESS

Reported on the Internet
(Via The Speaker, NESDA of Ohio)

From Tokyo comes more sad news for us in the Electronics Industry: Pioneer Electronics announced that it will exit the TV business by March 2010. 10,000 jobs - (6,000 full-time employees and 4,000 temporary workers worldwide) - will be lost as the company will focus on car electronics and other home electronics businesses.

Pioneer made the announcement as it posted operating and net losses, as well as lower sales, for its fiscal third quarter, ending Dec. 31 2008, and is projecting a record net loss of \$1.44 billion, for its fiscal year ending March 31, 2009.

In a statement Pioneer said it is exiting the TV business because "recent market conditions have changed far more than initially anticipated", and Pioneer has decided to withdraw from the display business after concluding there

are no prospects for improving profitability under current conditions. Pioneer had ranked fifth in U.S. plasma TV market, with a 2.6 percent share, down 4 percent from the prior year's fourth quarter and down 9 percent year over year. The company said it will continue to provide after-sales services even after the withdrawal from the market.

While Pioneer acknowledges that car electronics is "severely affected by lower demand" for cars, it expects a recovering in fiscal year 2011 and will shift its TV resources to emphasize telematics. In its home electronics business. Pioneer will center on audio products, DJ equipment and cable TV set-top boxes and will emphasize "'sound' as we take advantage of our extensive audio technologies and expertise developed over the years."

Although, Pioneer is expected to continue selling TV sets until 2010, NesdaOHIO mourns the passing of another manufacturer.

Vizio Drops Plasma

Reported on the Internet
(Via The Speaker, NESDA of Ohio)

The five-year-old company, which originally made a name for itself selling lower-cost plasma and LCD TVs, will concentrate solely on LCD TVs. The company's Web site still features plasma models, but Vizio introduced no new plasma models last month at the Consumer Electronics Show, and is now virtually out of its existing plasma inventory, according to the company co-founder Laynie Newsome.

As a result, just three large-volume plasma manufacturers are left marketing their sets in the United States: LG, Panasonic and Samsung.

There were several reasons behind the decision, Ms. Newsome said. Plasma sets simply don't show as well in big box stores, which are

(Continued on page 10)



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We regret to report the passing of Richard G. McGuire of Ware. He was the father of Mike McGuire, manager of Cumberland Electronics in East Windsor, CT. Mike and Cumberland were featured last month.

CLASSIFIED ADS

Classified advertisements. Each current ETG member may run up to three free ads each year. Free ads are limited to one column inch and must be for non commercial items like surplus equipment for sale, business for sale, help or position wanted.

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.

ESCALERA stair climber and ramp as a package. \$1500 or best offer. Perfect shape. DAVE OBERMAN, Chromasonic TV, 42 Chestnut St., Needham, 781-444-1807
CHROMASONICTV@HOTMAIL.COM

(News from our Industry, Continued from page 9)

typically lighted by bright fluorescent and halogen lights, giving consumers the impression that LCD TVs have a more exciting picture. Also, the company wanted to devote all of its available shelf space to the technology that moves off the shelves fastest.

As with the majority of its competitors, Vizio will concentrate its available shelf space to the technology that moves off the shelves fastest. As with the majority of its competitors, Vizio will concentrate on adding features to its line of LCD sets. Its first LED-backlit LCD TV will come to market this July, a \$1,999 55-inch model that also features 240 Hz technology.

The company will also introduce its first Blu-ray player in May, a \$199 model that includes BD Live and 7.1 channel surround sound.

While Vizio has competed well on price, as its international competitors reduce their own prices, the company understands that it needs to expand its product offerings to improve the overall perception of the brand with consumers.

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This applies to businesses supplying materials or services to electronic service businesses.	

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MEETING SCHEDULE

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

WEDNESDAY, MAY 20, 2009

WEDNESDAY, JUNE 17, 2009

NO MEETINGS IN JULY & AUGUST

DEADLINES FOR MAY

Classified Ads April 27, 2009 5 P. M.

Display Ads April 29, 2009, 5 P. M.

Editorial Material May 1, 2009 5 P. M.

ELECTRONIC TECHNICIANS GUILD OF MASSACHUSETTS

Application for Membership

Mail with remittance to: John H. White CET/CSM, treas. 573 Central St., Winchendon, MA 01475



PART A	THIS APPLICATION IS FOR:	<input type="checkbox"/> BUSINESS MEMBERSHIP: [Fill in parts B, C, & D]
	<input type="checkbox"/> TECHNICIAN [Fill in parts B & C]	<input type="checkbox"/> BUSINESS ASSOCIATE [Fill in parts B & C]
	<input type="checkbox"/> RETIRED [Fill in part C]	<input type="checkbox"/> STUDENT [Fill in B & C] <input type="checkbox"/> TEACHER [Fill in parts B & C]

PART B The business	TECHNICIANS & BUS. ASSOCIATE: <i>List your Employer</i> , STUDENTS <i>List your school or employer</i> , TEACHERS: <i>List your school</i>		
	BUSINESS NAME	VOICE PHONE	
	STREET ADDRESS	MAIL ADDRESS	
	CITY	STATE	ZIP

PART C About The person	BUSINESSES: <i>List information on your representative</i> . ALL OTHERS: <i>List information on yourself</i> .		
	PERSON'S NAME	BADGE NAME	
	MAIL ADDRESS	YEARS OF SERVICING EXPERIENCE	
	CITY	STATE	ZIP CODE
	TECHNICAL QUALIFICATIONS	TECHNICIAN LICENSE NO.	
		PHONE	

PART D About The Business	TYPE OF ORGANIZATION: <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation		
	NUMBER OF TECHNICIANS	E-MAIL ADDRESS	
	NUMBER OF OTHER EMPLOYEES	SALES TAX NUMBER	FAX PHONE
	TYPES OF ELECTRONIC EQUIPMENT SERVICED		
	AUTHORIZED SERVICER FOR (BRANDS)		
	BUSINESS IS A FULL TIME A PART TIME	IF PART TIME BUSINESS, OTHER OCCUPATION	
	TITLE/POSITION OF OFFICIAL REPRESENTATIVE LISTED ABOVE	DOES THIS BUSINESS HAVE OTHER BRANCHES? _____ <small>If so, list all branches servicing Mass. equipment on a separate sheet.</small>	
IF THE REPRESENTATIVE LISTED ABOVE IS NOT A LICENSED MASTER TECH., NAME & LICENSE NO. OF THE MASTER TECH. UNDER WHOSE LICENSE THIS BUSINESS OPERATES			

STATEMENT

I hereby apply for (renewal) membership in the ELECTRONIC TECHNICIANS GUILD OF MASSACHUSETTS, and agree to abide by its bylaws, standards, and Code of Ethics; support its objectives; and render technical and fraternal assistance to my fellow members. I further agree to pay dues as assessed by E T G as long as I am a member and display E T G identification. I agree to cease display of E T G identification should I cease to be a member.

If I am a retired member, I certify that I have no income from electronics. If I am a student member, I certify that I have no income from electronics beyond any apprentice pay I may receive from the above listed business.

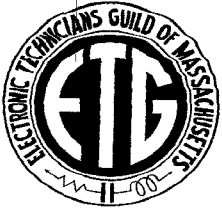
If I/we are NESDA members, the E T G Board of Directors is authorized to appoint a proxy authorized to vote in my/our behalf at any NESDA meeting at which I/we are not otherwise represented. *(Paragraph optional. Strike out if you do not so authorize.)*

I agree to notify E T G of any substantial change in the above information.

SIGNATURE _____ **DATE** _____

Because information may change, a new application is required each year. Member class information is shown of the back.

APRIL MEETING WEDNESDAY, APRIL 22, WALTHAM ELKS



John H. White, Treasurer
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